

“Get Vocal, Vote Local” Campaign

Albemarle County Democratic Party, 2023

About the project

I volunteer for my county’s Democratic Party on their communications team. I edit their email newsletter and do research and other projects for local candidates, in addition to canvassing during election season.

In 2023, the majority of local elected offices in Albemarle County were on the ballot. Democrats had swept county elections in this heavily blue district in 2019, and while our state Senate seat had been reliably Democratic, redistricting gave us our first chance in a decade to elect a Democratic candidate to the House of Delegates as well.

But our candidates faced formidable challenges at the local level, including far-right candidates for school board with record fundraising totals. We needed to inform and motivate our base to keep them from falling for far-right candidates’ feints at moderation, and do our part to hold Virginia’s Senate and retake the House of Delegates.

Our party chair came up with a slogan: “Get vocal, vote local.” Having previously revamped our party logo for our email newsletter to more closely match the national branding for the Democratic Party, I volunteered to turn that slogan into a logo.



My redesigned typography for our county party’s logo, giving us a distinctive visual identity.

The resulting logo appeared on T-shirts, and on other media featured on the pages that follow.

Democrats swept every race in Albemarle County’s 2019 elections, turning back even the best-funded challengers by significant margins.



The logo

Apple's Proxima Nova font offered a **clean, modern look** with a variety of weights and styles, allowing me both **consistency of form and visual variety**. I chose shades of blue that conveyed **calm, confidence, and determination**, contrasted with white to add visual *pop* and energy.

I wanted to make the logo **visually playful**, too, expressing the idea behind the slogan in images as much as words. A **speech bubble with a line-art bullhorn** became the "O" in "vocal," while I turned the "V" in "vote" into a **checked box**. These out of-the-ordinary elements keep the logo from feeling staid and ordinary while reinforcing, not distracting from, the message behind it.

GET VOCAL VOTE LOCAL

EARLY VOTING

SEPT. 22 - NOV. 4

ELECTION DAY

NOV. 7

STATE SENATE
R. Creigh Deeds

HOUSE OF DELEGATES
Katrina Callisen - HD54 (Charlottesville)
Amy Laufer - HD55 (Albemarle)

SCHOOL BOARD AT-LARGE
Allison Spillman

IN RIVANNA
Bea LaPisto-Kirtley - Supervisor
Judy Le - School Board

IN SCOTTSVILLE
Michael Pruitt - Supervisor
Ellen Osborne - School Board

IN WHITE HALL
Ann Mallek - Supervisor
Dr. Rebecca Berlin - School Board

PLUS:
JAMES HINGELEY COMMONWEALTH'S ATTORNEY
CHAN BRYANT SHERIFF
JON ZUG CLERK OF COURT



Reproductive rights. Voting rights. Civil rights. Climate change. Gun safety. School safety. The freedom to read. Fair elections.

*Everything is on the line in Virginia on November 7th -- and **your vote can make a crucial difference.***

Make your plan to vote.
Scan below to find voting sites at
elections.virginia.gov.



SCAN ME

Paid for and authorized by the
Albemarle County Democratic Party.

The postcard

We mailed postcards to voters to let them know about our slate. Here as in other printed materials, I chose one of the signature colors for candidate names, and the other for all other information about them. With space at a premium on the front of the postcard, I avoided photos and used a list of names. Clear categories for different offices let us print one postcard to send to every district within the county with active races.

For the text on the back of the postcard, I wanted to emphasize both the breadth of serious issues at stake and voters' ability to affect those issues for the better.

I included both a written URL and a QR code to accommodate recipients who may not have or be comfortable using smartphones.

The door hangers

Door hangers were the primary way we'd be reaching voters and letting them know about both the open races and the candidates running in them. I designed our door hangers to work equally well as a primer for voters who found one on their doorknob upon returning home, and a visual tool that canvassers could use in face-to-face conversations. On both sides of the hanger, I included QR codes to invite recipients to *take action*, whether by checking their registration and polling place, or by learning more about the candidates and pursuing volunteer opportunities.



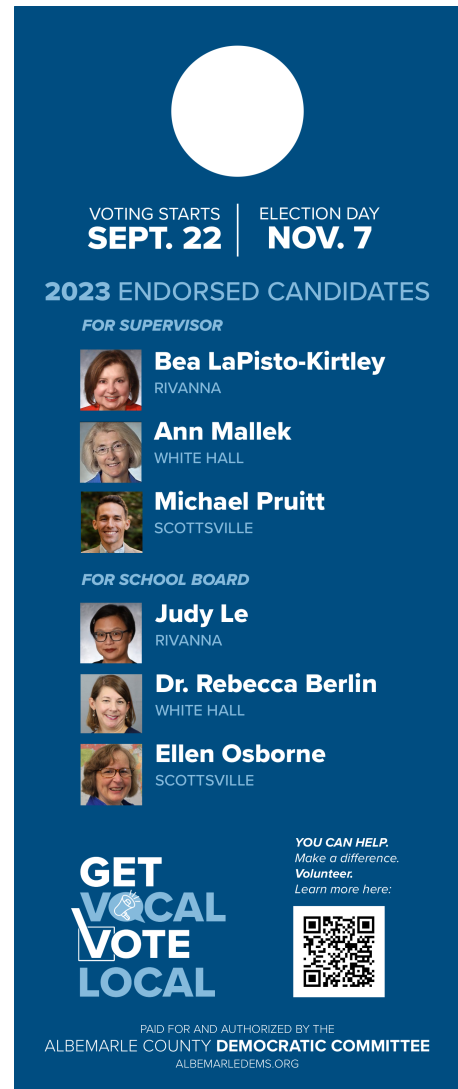
Visual cue prompts readers to review back of hanger, tells them why they should do so, without distracting from other elements.

Front and back emphasize early voting and election dates prominently to keep them in voters' minds.

Front QR code offers useful conveniences for voters intending to vote. URL reassures voters where the QR code will take them

Candidate photos put human faces on abstract names, invite recipients to relate to a broad slate of candidates.

Consistent typography/colors for position sought, candidate name, and district or other qualifying info. Once voters understand info for one candidate, they can understand it for all.



Inspiring copy for rear QR code appeals to voters as heroes whose actions can matter in the larger race.