



# brand guidelines

Sister District is a grassroots organization that aims to build enduring progressive power in state legislatures across the country.

---

[SISTERDISTRICT.COM](https://sisterdistrict.com)





## basics

MANTRA .....	5
MISSION & VISION .....	6
PILLARS .....	7
VALUES .....	9

## style

STYLE GUIDE .....	12
LOGO .....	13

## type

PRIMARY FONT .....	15
SECONDARY FONT .....	16
OPTIONS .....	17





# basics

## mantra

We are a grassroots organization that aims to build enduring progressive power in state legislatures across the country, to improve people's lives and support Democrats by filling critical gaps at every point in the political life cycle. Proudly founded and led by women, including women of color, Sister District has grown to 50,000+ volunteers nationwide and has supported nearly 100 candidates, winning more than 70 races thus far. Our flagship electoral program works to get Democrats elected to strategic state legislative seats by supporting campaigns with grassroots action. We "sister" volunteers from deep blue districts with carefully targeted races in swing districts, where flipping control of the state legislature will advance progressive policy. Our volunteers canvass, phonebank, write postcards, textbank, and fundraise for candidates. We welcome volunteers and candidates of all genders.

## mission + vision

Sister District activates the passion, creativity, and resources of volunteers to win elections and build progressive power in state legislatures.

Sister District envisions a country where every person is welcomed and served by its government at all levels, and state legislatures are at the vanguard of progressive policy. In this world, Sister District directs engaged volunteers to help state legislators win and serve in governing majorities that reflect the diversity and viewpoints of the people they represent. This world is free of partisan and racial gerrymandering, voter suppression, and other policies and practices that diminish democratic participation.

## pillars

### WIN ELECTIONS.

Provide turnkey field, fundraising, and strategic support to the highest value state legislative races in key states.

### SUPPORT ORGANIZERS.

Engage out-of-district volunteers to take the most impactful actions, and fund year round power building, prioritizing partnerships with organizations led by people of color on the ground.

### DEVELOP LEGISLATORS.

Equip today and tomorrow's leaders with the skills and networks they need to create progressive policy in their communities.

### EDUCATE AND EMPOWER.

Advance cutting-edge voter and volunteer engagement tactics through research, training, and civic education about the importance of state legislatures.





## values

**INTEGRITY:** We believe in doing what is right even when nobody else is looking.

**STRATEGY:** We are thoughtful and deliberate in forming our plans, setting our priorities, and deploying our resources, always ensuring that they advance us toward our goals.

**KINDNESS:** We work collaboratively and treat people both inside and outside our organization with respect and generosity.

**CREATIVITY:** True to our scrappy beginnings, we encourage innovation and ingenuity at all levels.

**TENACITY:** We move forward with a curious and problem-solving attitude, and we do not give up.

**EQUITY:** We know that our mission is inextricably linked to achieving equity for all people, and we commit to dismantling white supremacy and structural oppression in everything we do.









# style guide

## COLOR PALETTE

The colors Sister District uses are drawn from the idea of districts moving from red to blue. Our signature cerulean blue is paired the darker liberty blue. We use violet as our main purple as well as dark purple. The red orange we've chosen is named geranium lake, not to be confused with GOP red.

## LOGO USAGE

The Sister District logo is comprised of two elements: the logo icon, or starburst, and the wordmark. The proportions of these elements may not be altered in any way. The "SISTER DISTRICT PROJECT" wordmark may not be altered or translated into any other language.

cerulean  
#28a8e0

liberty blue  
#2a3d90

dark purple  
#3c113a

violet  
#90298D

geranium lake  
#ee2e24

arsenic  
#3e3e4e



CORE LOGOS



EXAMPLES OF ACCEPTABLE SOLID BACKGROUNDS



EXAMPLES OF ACCEPTABLE PATTERN BACKGROUNDS





type

## primary font

This is Lato.

**It's easy to read, anywhere.**

Lato is an open source sans serif typeface family available for free on Google Fonts.

Lato Regular 22pt / 0 tracking

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mn Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 8 9 0



## secondary font

### **This is Lora.**

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. It's available on Google Fonts.

Lora Regular 22pt / 0 tracking

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mn Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 8 9 0

### **Lato Black**

*Lato Black / 30 pt / -40 pt tracking*

### Lato Thin

*Lato Thin / 30 pt / 10 pt tracking*

### **Lato Regular**

*Lato Medium / 36 pt / 0 pt tracking*

### **Lato Heavy**

*Lato Heavy / 34 pt / 50 pt tracking*

### Lora Regular

*Lora Regular / 30 pt / -10 pt tracking*

### *Lora Thin*

*Lora Italic / 28 pt / 20 pt tracking*

### **Lora Bold**

*Lora Bold / 30 pt / 0 pt tracking*

### ***Lora Bold Italic***

*Lora Bold Italic / 30 pt / 50 pt tracking*





## follow online

Stay up to date with Sister District by following us online.

**WEBSITE**

[sisterdistrict.com](https://sisterdistrict.com)

**FACEBOOK**

[@sisterdistrict](https://www.facebook.com/sisterdistrict)

**TWITTER**

[@Sister\\_District](https://twitter.com/Sister_District)

**INSTAGRAM**

[@sister\\_district](https://www.instagram.com/sister_district)





SISTER DISTRICT  
PROJECT