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McCain

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The logo for John McCain's 2008 presidential campaign. It features a white five-pointed star centered on a horizontal yellow line. Below the line, the name "MCCAIN" is written in a large, white, serif font. Underneath the name, the website address "WWW.JOHNMcCAIN.COM" is written in a smaller, white, sans-serif font.

SOL SENDER

New Media Designer



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PALIN



GOTHAM
LIBERATION

OPTIMA

Gotham is American. It was designed by American type designer Tobias Frere-Jones.

“Gotham ... [is] a sleek, purposefully not fancy, very straightforward, plainspoken font, but done with a great deal of elegance and taste--and drawn from very American sources, by the way. Unlike other sans serif typefaces, it's not German, it's not French, it's not Swiss. It's very American.”

“The serif font (Liberation serif) ... is delicate and nuanced and almost, not feminine exactly, but it's very literary-looking. It looks very conversational and pleasant, as opposed to strident and yelling. It's a persuasive-looking font.”

Michael Bierut

Graphic Designer & Critic

BALUKONIS • WILLIAM S
WINSTON C HAMILTON
NS • DWAYNE M PATER
ECK Jr • WILLIAM W STEP
LEN • SIDNEY E BARBER •
DONALD R COT
FISHER

Optima is the same font used on the Vietnam Veterans Memorial.

“When I saw John McCain’s Optima, the first thing I thought was that it’s the same font used for the carving of all the names on the Vietnam Veterans Memorial. Maybe this is a coincidence, but even if so, it’s certainly very apropos. Optima is a sans serif. The thicks and thins we associate with serifs might be said to correspond with the reputation of bipartisanship that Mr. McCain has demonstrated as a senator.”

Michael Bierut

Graphic Designer & Critic

“Optima is one of the worst pre-computer
typefaces ever designed.”

*“It was created to satisfy everybody’s needs. A straightforward, no-nonsense,
no-embellishment face, it comes in regular and bold but little character can
be found in either weight.”*

Seymour Chwast

Illustrator & Designer, Pushpin Studio

YOU HAD ME AT
GOTHAM



Obama'08

CHANGE. YES WE CAN.

BarackObama.com



"I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."

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BARACK OBAMA ACCEPTS the DEMOCRATIC NOMINATION

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"Plan for Change"

Debate Watch Parties

Neighbor to Neighbor

Barack Accepts the Nomination

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OBAMA BLOG

Happy Birthday, Joe!

posted November 20 9:52:23 PM

Vice-President-elect Joe Biden turned 66 years old today. Yesterday President-elect Obama surprised Biden with an early birthday gift: photos from Change.gov CNN reported : The day before Vice President-elect Joe Biden turns 66, President-elect Barack Obama presented his running mate with 12 candlelit cupcakes after their weekly lunch on Wednesday. He also gave Biden Chicago White Sox and Chicago Bears hats as well as a bucket of Garrett's popcorn...

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BARACK TV

MORE VIDEOS



JOHN SLABYK

New Media Art Director



SCOTT THOMAS

New Media Design Director



New Media Designers

“While we were hired as ‘new media’ designers, our role was not limited to creating the campaign’s website, its email graphics, and the banner ads that served as our online presence. We also needed to create a consistent, compelling, and unified visual message for fliers, merchandise, information graphics, policy documents for mass distribution—and the posters, tickets, banners, podium signs, and placards for high-profile events where our designs would work in concert with Obama’s speeches, sending a visual message to reflect and magnify his words to the audiences and news cameras.”

Scott Thomas

Designer Director, Obama Campaign



OBAMA
BIDEN



"I'M ASKING YOU TO BELIEVE.
Not just in my ability to bring about
real change in Washington ... I'm
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TOGETHER WE CAN HELP THE VICTIMS *of* HURRICANE IKE

Help those in need by visiting the:



Once again, the nation holds its breath as another major hurricane takes aim at a major American City. As Ike makes landfall in Texas, it is time for us to open our hearts and our wallets to assist those affected.



VOTE *for* CHANGE



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[Find your early vote location](#)

[Together We Can - Help The Victims](#)

[Neighbor to Neighbor](#)

["Honor"](#)

[New Book Available](#)

[VISIT THE SITE](#)

OBAMA BLOG

Barack in Grand Junction, CO: "He doesn't get what's happening"

Barack just finished hosting an event in Grand Junction, Colorado. During his speech, Barack addressed the remark that John McCain made earlier about the 'strong' fundamentals of our economy. It's not that I think John McCain

OTHER STORIES

- Sep 15 [Road Blog: Day in Pictures and Video, Colorado](#)
- Sep 15 [On the Ground: "It just feels like it's going to be close"](#)
- Sep 15 [Hundreds of National Women Leaders Throw Support Behind Barack](#)



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WHAT'S YOUR OBAMA TAX CUT?

BARACK OBAMA'S PLAN WILL CUT
TAXES FOR 95 PERCENT OF
WORKERS AND THEIR FAMILIES



5 THINGS YOU CAN DO

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Calculator](#)

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Center](#)

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Neighbor](#)

OBAMA BLOG

Seven Days Out

"We're coming around the turn. America recognizes that at this time in history, with so much at stake, with the economy nose-diving, with two wars and the threat of terrorism, the threat of climate change, we need to do something fundamentally different. And all of you are the shock troops." - Barack Obama This

OTHER STORIES

- Oct 29 [Watch Barack Tonight at 8pm EST](#)
- Oct 29 [Road Blog: Joe Biden Florida Bus Tour, Day Two](#)
- Oct 29 [Helping The Middle Class](#)
- Oct 29 [Road Blog: Closing Argument in](#)

LIVE NOW

ON AIR



OCTOBER 29

Senator Barack Obama
in Sunrise, FL

BARACK TV



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Recruit
5 Friends
to Team McCain



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EVENTS

TV AD: MAVERICKS

WHY MCCAIN

JOIN THE MCCAIN-PALIN CAMPAIGN ROAD TO VICTORY RALLIES



- SEPTEMBER 15 - JACKSONVILLE, FLORIDA **RSVP**
- SEPTEMBER 16 - TAMPA, FLORIDA **RSVP**
- SEPTEMBER 16 - VIENNA, OHIO **RSVP**
- SEPTEMBER 17 - GRAND RAPIDS, MICHIGAN **RSVP**
- SEPTEMBER 18 - CEDAR RAPIDS, IOWA **RSVP**



Road to Victory Rallies

Please join John McCain and Governor Sarah Palin for rallies as they travel the road to victory. Click here to get your tickets.

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TOTAL POINTS **0**

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In The News

09.15 McCain-Palin 2008 Launches New TV Ad: "Crisis"

Photos of the Week





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SPEAK OUT ON THE DEBATE

JOIN THE TEAM VOLUNTEER

ECONOMY

DEBATE

PHONE CALLS

FINANCIAL MARKETS

John McCain ON THE ECONOMY

"I will restore fairness, integrity, and financial sanity to the institutions that have failed us on Wall Street."

WATCH THE SPEECH

VOLUNTEER HQ

CAMPAIGN ACTION CENTER

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TOTAL POINTS **0**

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NEWS In The News

10.01 McCain-Palin 2008 Launches New TV Ad: "Week"

10.01 Remarks By John McCain On The Economy

Photos of the Week



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EN ESPAÑOL

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"I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."

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TOGETHER WE CAN HELP THE VICTIMS of HURRICANE IKE

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BARACK TV VIEW MORE

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JOIN THE MCCAIN-PALIN CAMPAIGN ROAD TO VICTORY RALLIES

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SEPTEMBER 16 - TAMPA, FLORIDA RSVP

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Photos of the Week

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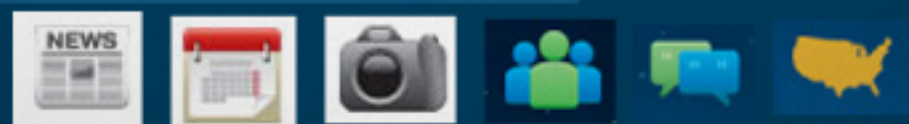
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RECRUIT YOUR FRIENDS

Recruit
5 Friends
to Team McCain



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FOR
OBAMA



LATINOS
FOR
OBAMA



WOMEN
FOR
OBAMA



ENVIRONMENTALISTS
FOR
OBAMA



5 THINGS YOU CAN DO

VOLUNTEER



KNOCK *on* **DOORS**



MAKE CALLS



FIND EVENTS



LOGIN *to* **MyBO**



The Boston Globe ENDORSES BARACK OBAMA

The Globe endorses its candidate in New Hampshire's Democratic presidential primary. See the Obama campaign website.

LEARN MORE



OBAMA HOLIDAYS

WATCH A SPECIAL HOLIDAY MESSAGE FROM
THE OBAMAS

OBAMA AND OPRAH in SOUTH CAROLINA and IOWA



PLAY

IF HER DINKY MOTHER IOWA PRECINCT CAPTAIN SWITCHES TO OBAMA



PLAY

NEW HAMPSHIRE WATCH PARTIES TUESDAY • JANUARY 8TH



HOSE

FIND

CROWDS BUILD IN NEW HAMPSHIRE



FIND YOUR POLLING LOCATION

KEEP BUILDING the MOMENTUM AROUND NEW HAMPSHIRE



DONATE

YES WE CAN

THANK YOU, NEW HAMPSHIRE



BUILD THE MOMENTUM

THIS CAMPAIGN RELIES ON YOU



DONATE NOW

THE SOUTH CAROLINA PRIMARY SATURDAY JANUARY 28TH

FIND YOUR POLLING LOCATION

Caroline KENNEDY A PRESIDENT LIKE MY FATHER



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OBAMA WINS SOUTH CAROLINA

BUILD THE MOMENTUM

DONATE NOW

THE GOAL ONE MILLION PEOPLE WHO OWN THIS CAMPAIGN

As of Feb. 10 at 3:00pm
931,633

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THIS WEEK'S ENDORSEMENTS



JOIN US

LIVE from FORT WORTH



WATCH
LIVE

WOMEN'S HISTORY MONTH

Women's History Month isn't just a chance to celebrate women's history. It's a chance to honor the extraordinary role women have played in shaping American history.

READ MORE

OBAMA ORGANIZING FELLOWS

This summer we are looking for students or recent graduates who want to be a part of a new generation of leadership that connects. We believe Obama. But real change comes from the ground up.

LEARN MORE

MIDNIGHT TONIGHT

LAST CHANCE TO MAKE AN IMPACT IN MARCH

Join us for a special dinner for tonight. We'll have a special dinner for tonight. We'll have a special dinner for tonight.



DINNER
31
DONATE NOW

YOU CAN HELP GET OUT THE VOTE in PENNSYLVANIA



START MAKING CALLS

AMERICA AND THE WORLD OBSERVE EARTH DAY



Earth Day is not just an urgent call to action. It is a reminder that what is true is a global effort toward a grassroots movement for change.

READ MORE


OBAMA & BIDEN


ARE THE LEADERS WHO WILL BRING
THE CHANGE OUR COUNTRY NEEDS



SIGN UP NOW, AND DONATE \$15 OR MORE TO GET THE OFFICIAL OBAMA-BIDEN CAR MAGNET.




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BIDEN**



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Not just in my ability to bring about
real change in Washington ... I'm
asking you to believe in yours.*

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★
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REFORM • PROSPERITY • PEACE

EN ESPAÑOL





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SOUTHERN CALIFORNIA FIRES

HELP THOSE IN NEED

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Thank You
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CAN HAPPEN**



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WITH A DONATION OF \$30 OR MORE



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OBAMA BLOG

Happy Birthday, Joe!

posted November 20 9:52:23 PM

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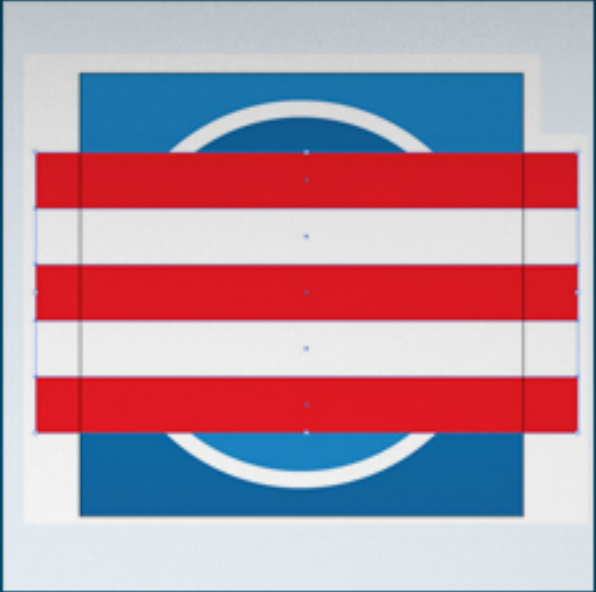


The Obama presidential campaign was an innovation in American politics and American design.

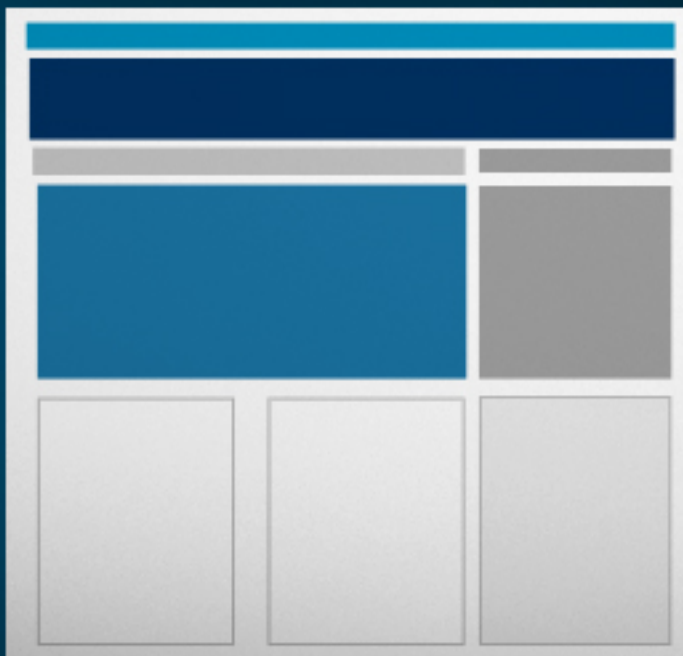
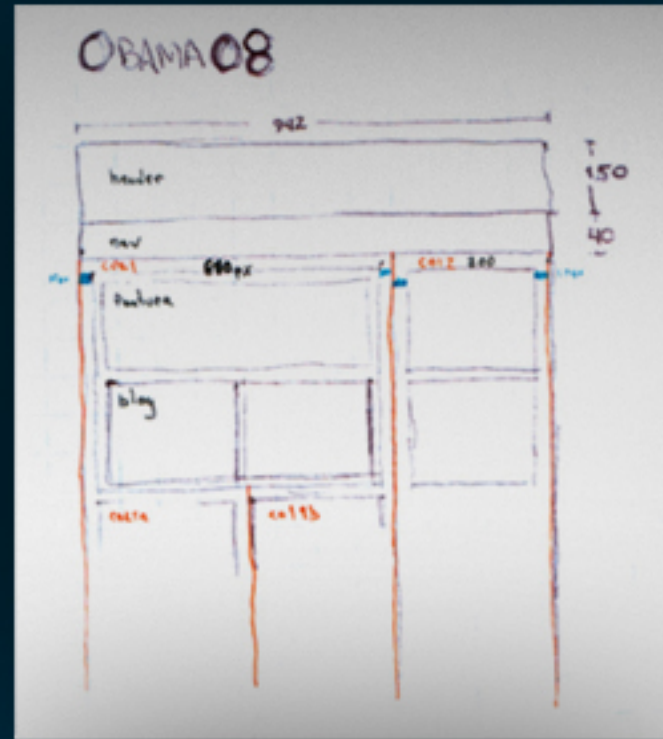
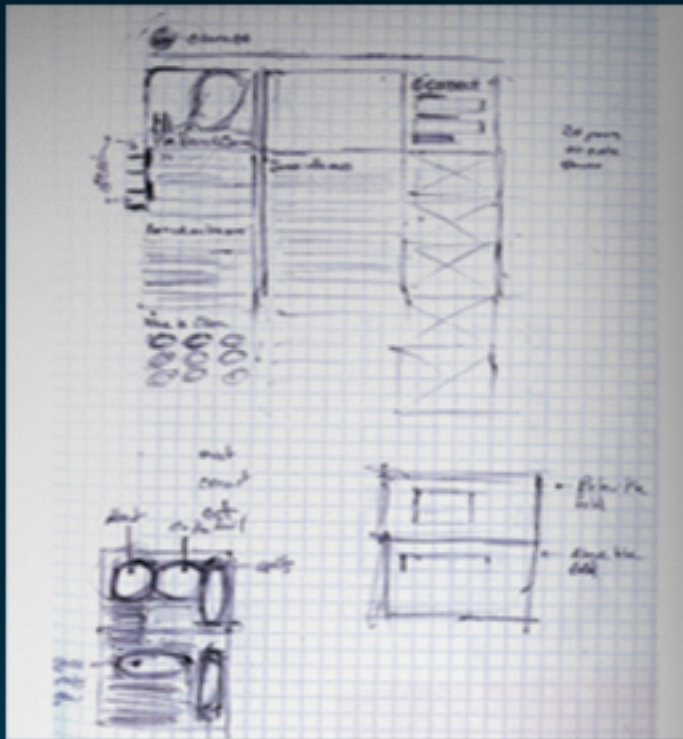
“For the first time, a candidate used art and design to bring together the American people—capturing their voices in a visual way.”

Scott Thomas

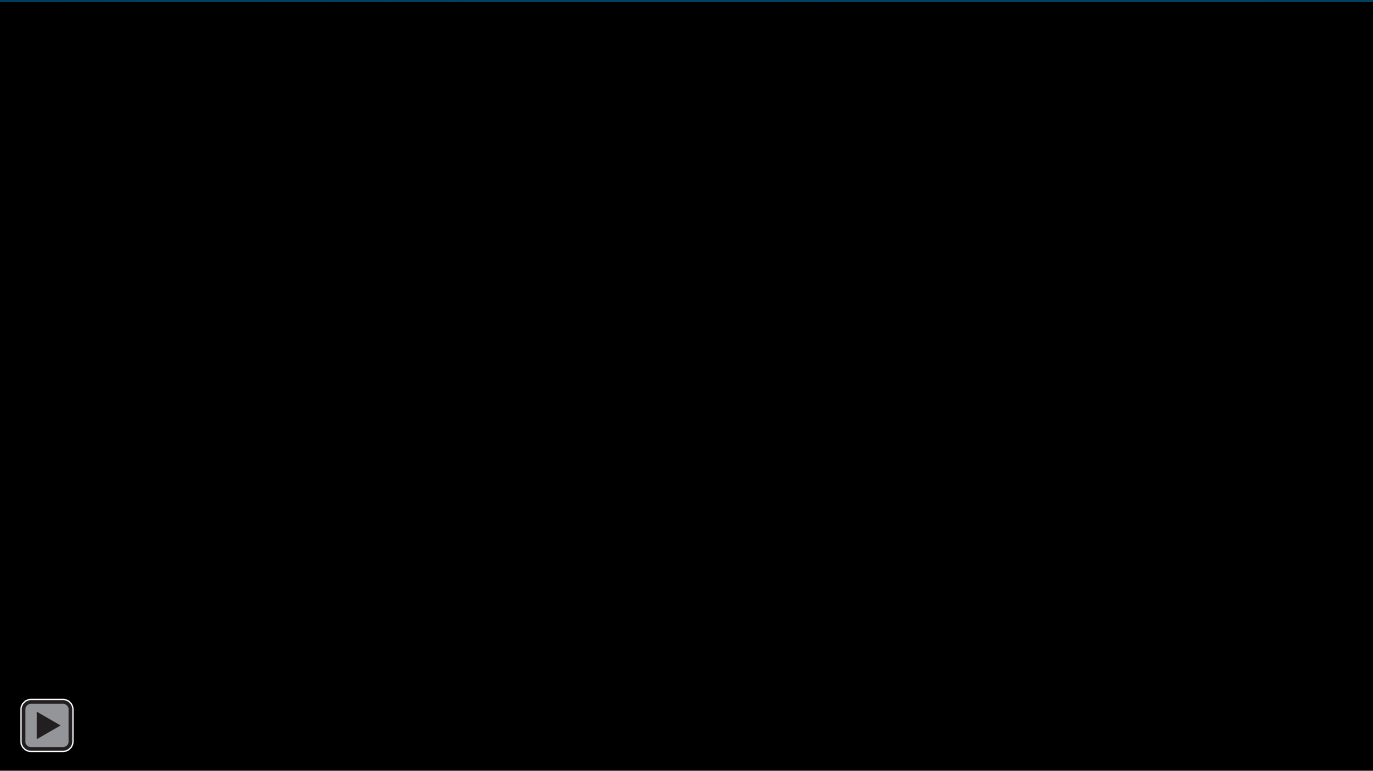
Designer Director, Obama Campaign

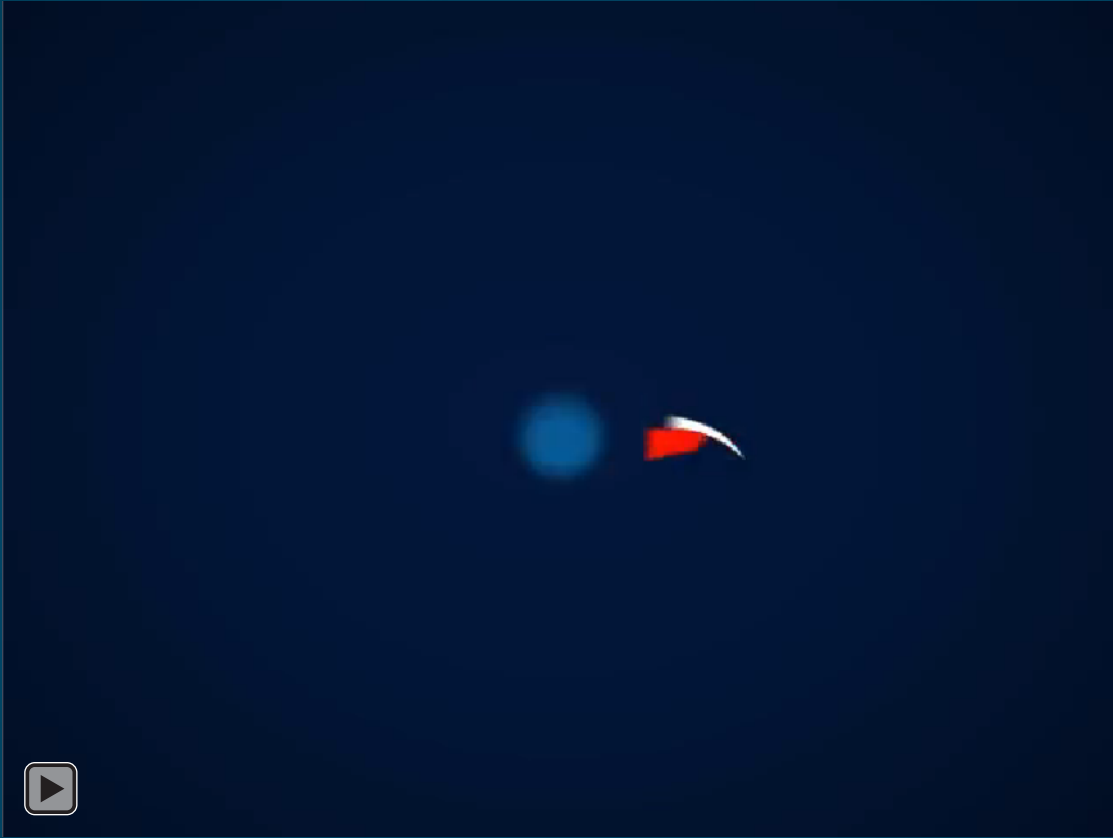












ETA PRESENTATION 2011

ChrisGargiulo



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ALOHA