

Resist.



Past, Present, and Future of Resist

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The Past, Present, and Future of Resist

Resist's new look and website aim to honor our past and look to our future

By Saif Rahman

Resist is approaching our 50th anniversary. We are so very proud of our history, our founders, and all of the truly brave grassroots groups that started and propelled social movements across the country for the past five decades.

Against incredible odds, we have resisted war, occupation, capitalism, corporate globalization, environmental destruction, prisons, borders, racism, classism, and patriarchy.

We hope our new site stirs up emotions from all of the beautiful and moving moments of the past, and now, also looks to our collective future. We know another world is possible - but only if

we build it from the ground up.

We have a new logo, a new website, and a new domain at resist.org. The new website better reflects who we are by placing the groups that are the heart and soul of Resist at the center of the site. By highlighting their work, their struggles, and their victories, the site is now a direct link to the frontlines of grassroots movements across the country.

One of the many reasons we at Resist love what we do is because of the window it provides us to the beautiful, inspiring, and creative actions that are taking place in every corner of the country. Our new website and look are meant to share that window with you

and help connect people who care about this work and the world.

A special thanks to the worker-owned cooperative Quilted for all of their work helping us with the design of the new logo and the development of the website.

And thank you for all of your support over the years. We look forward to creating this new world with you!

Saif Rahman is the director of communications at Resist and the editor of the Newsletter.

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Introducing the various ways you'll see Resist's new logo!



Remembering the Past and Designing for the Future

An Inside look at the revamping of Resist's logo and website from Quilted and Golden Arrows

By Quilted and Golden Arrows

In December of 2013, Resist approached us with an exciting opportunity to help them re-launch their website. We had a deep respect for Resist and their work, and we were excited about partnering with their organization. We quickly discovered that just re-doing the website wouldn't be possible without re-visiting the foundation's larger identity. The project grew into a comprehensive branding project.

Branding is a major component of modern non-profit communication. As the field becomes more visually saturated, an overwhelming number of messages compete for our attention. At Quilted and Golden Arrows, we believe in the power of visual communication to make important social change. Social justice-oriented branding doesn't need to look slick or commercial, but it does need to effectively communicate values. Branding means conveying to constituents—as well as internally—who an organization is, what its values are, and why it is trustworthy.

The staff at Resist had a vision for the change they wanted to represent in their organization. Our mission was to help facilitate a process to articulate and communicate that change visually. Because of our shared values and commitment to supporting movements, we began with a foundation of mutual trust.

Founded in 1967, Resist has granted over \$5.5 million to nearly 5,200 organizations. It has a deep history grounded in powerful historic movements for civil rights and social change. Our task was to update Resist's visual representation for 2014 while continuing to honor the organization's history.

We started with a series of exercises in which the staff and representatives from the board articulated that the main qualities of the brand should be modern, grassroots, activisty, and grounded in the current social movements that they fund.

Understanding the new brand's qualities, we realized we had a serious design challenge: to create an identity that honored Resist's legacy and sophistication, and at the same time, embodied grassroots resistance. The brand needed to acknowledge the gravity of supporting movements for five decades, and as a foundation, Resist needed an identity that conveyed stability and trustworthiness. However, as a grant-making organization that funds radical causes, Resist's brand also needed to reflect those radical values. It needed to not be too grungy, nor look like part of the establishment.

We took on the design challenge with enthusiasm and found the solution in the challenge itself. We thought of the identity as having two layers. The core of the logo was the classic, sophisticated part, for which we chose a calligraphic-inspired typeface with thick vertical strokes and razor-sharp edges. Moved by the history of protests that Resist was involved in, we drew inspiration for the grassroots piece of the logo from photographs from Resist's archives.

Around the typography, we drew a frame that could hold a changing rotation of historical and contemporary photos. The original version of the logo displays an image from the first Vietnam war protests where Resist got its start. The images are also a direct, not metaphorical, representation of Resist's history. Finally, we selected a modern-feeling red-orange color to use with the otherwise black

and white palette, refreshing the the over-used red and black revolutionary aesthetic, while keeping the power and intensity of those colors. The result was to complement the restraint of the typography with the passion of photography and color; in this way, we created a brand for Resist that was truly authentic to the movements they support.

To help the brand adapt to various contexts, we wrapped these elements into an identity system and delivered an adaptable logo. A brand system like this affords the ability for the brand to evolve, and for members of an organization to own it by changing it themselves and adding to it. In Resist's case, the photo the logo is combined with can confront the viewer with a document of the 1960s or a snapshot from the same day's news.

As designers, we believe the things we make, even digital and conceptual things, should last over time. The best brands are usually those that don't belong to a moment in history, but only get better with age. And all of us as change-makers, are, at the end of the day, paying homage to our past while creating our visions for the future. This is the work that Resist is engaged in right now. Our team is honored to have created an identity that represents Resist's pivotal role in social movement building, and to have played a part in their history.

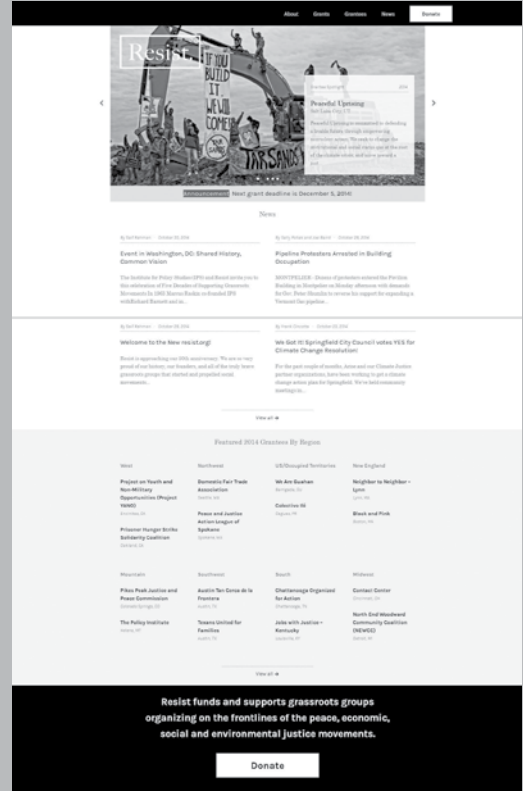
Quilted is a worker-owned cooperative dedicated to web technology in the service of social change. Golden Arrows is a worker-owned cooperative whose mission is to enable social impact organizations to communicate clearly and creatively through art and graphic design.

A Quick Guide to Resist's New Website

Inspiration is only a click away

Homepage

The new **homepage** now features a slideshow of beautiful images from grantees in action, with links to featured grantee profiles. Below that are the top recent new items that connect the reader to what is happening on the ground. From *Newsletter* articles, to new stories featuring grantees, to grassroots actions and events, it provides a snapshot to the happenings on the ground. Lastly, we have section for featured grantees by different regions so you can check out who we are supporting near you!



About



The new, simpler **about** page gives a quick glance to who Resist is, our values, and politics. You can check out our mission statement, read about our history (lots more coming soon!), get to know our board, staff, and comrades (friends we partner with and allies we love for trainings). Bonus: you can also check out some beautiful, moving, and historic photographs.

Grants

Our **grants** section simplifies the information on our grantmaking process. It provides guidelines, eligibility information, and all of our applications to apply. Stayed tuned, in 2015 our grant process is going to be much easier and simpler by moving online!





Grantees

The main focus of our new site is the *grantees* page. Now we have a database in which you can look up all of our grantees by region, issue area, and year funded. Each grantee now has their own page with photographs, news stories, Newsletter articles, and events. We wanted the site to be a resource for folks to get connected to one another, learn about one another, and most importantly inspire one another.

News

Finding information about what is happening on the ground among grassroots groups has never been easier now with our *news* section. Here you will find all our original stories from our publication the *Newsletter* as well as reprinted stories about our grantees in the media. Grassroots activists are at it everyday of the year – and this section is your direct line to the action!



Support the Forefront of the Movement for Social Justice

Your contribution to Resist supports hundreds of activist groups resisting, organizing, and building a better world. We will never have the money that those in power have, but Resist believes in a simple equation: a little bit of support plus grassroots creativity and passion can equal radical social change.

- Yes! Here is a one-time contribution of \$_____. Enclosed is my check.
- Yes! Deduct \$_____ from my credit card (note card information below)
- I want to become a Pledge! Deduct \$_____ (note card information below)
 - monthly quarterly twice a year yearly

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Address

City / State / Zip

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Signature

For more ways to donate, including donating/pledging directly from a bank account, stock donations, and planned giving, please visit www.resist.org/donate or call 617.623.5110

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The Newsletter

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Photo: J.T. Lukens

“The arrests began around 7 PM, I think, starting on the 1st floor, and were very orderly, with all of us asking to be hand-cuffed before we were escorted outside, to be processed in a mobile van. I was one of the last ones out of the lobby, and there were wild cries and cheers for each of us as we walked out, with cameras flashing. We all waited there outside the glass doors in the dark, for the remaining courageous ones who had been upstairs, in the governor’s office. We ended with a big circle, calling out one-word statements of what the event had been about : our future, wildlife, clean water, end to fossil fuels, solidarity, and unity.” - Bethany Barry Menkart

Five-hundred Vermonters joined grantee 350 Vermont at the “Time’s Up, Rise Up” on October 27, 2014 to demand “a ban on new fossil fuel infrastructure.”