



SOCIALIST RIFLE ASSOCIATION

BRAND STYLE GUIDE

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Mission

The Socialist Rifle Association is a non-profit, membership-based organization dedicated to upholding the right of the working class to keep and bear arms, and to promote the development of skills for self and community defense. We want to build an alternative to the conservative, reactionary right-wing gun culture represented by organizations like the NRA.

The Socialist Rifle Association's mission is to uphold the right of the working class to keep and bear arms and maintain the skills necessary for self and community defense.



Personality

BOLD • SHARP • STRIKING • ENERGIZING
URGENT • INVITING • EDUCATIONAL

Disclaimers

The Socialist Rifle Association accepts leftist ideologies of all stripes. When representing the SRA, please check all biases at the door and avoid engaging in sectarianism and causing infighting.

"If you are any of the following: working class, progressive, anarchist, socialist, communist, eco-warrior, animal liberator, anti-fascist, anti-racist, anti-capitalist, PoC, LGBTQ+, or anyone else who is interested in learning about firearms and modern self defense – YOU are invited to join the Socialist Rifle Association today!"

Source: socialistra.org/about

All members are expected to adhere to the rules of conduct when participating in activities sponsored or hosted by the organization, or when representing the organization in any official capacity. The Central Committee may, from time to time, create additional rules of conduct in the form of ongoing policy resolutions, so long as these rules do not violate membership rights. The following rules are considered the basis of good conduct in the organization and shall always be upheld:

- 1) **Participating in harassment campaigns, threats of violence, or discriminatory behavior is forbidden.**
- 2) **Advocating for illegal actions of any kind is forbidden.**
- 3) **Working to actively and intentionally undermine the organization is forbidden.**
- 4) **Participating in organizations that advocate and promote fascism, Nazi ideologies, or neo-Confederate ideals is forbidden.**



Primary Logo

Please contact the Director of Design and Presentation to receive the proper logo files.

LOGO WITH WORDMARK



**SOCIALIST RIFLE
ASSOCIATION**

LOGO WITHOUT WORDMARK



LOGO WITH WHITE OUTLINE



CLEAR SPACE

To ensure legibility, please keep clear an additional "star" distance away from the logo.

On a color or muted photograph background, please use the full color logo option with the white outline to help contrast.

Wordmark & Secondary Logos

Ideally the primary logo should be the first choice when designing for the SRA. However, there are other options if the design calls for them, please use sparingly.

MONOCHROMATIC LOGO FAMILY



All Black



All White, Watermark

WORDMARK FAMILY *(Can be combined with logo)*

SRA

Initials

SOCIALIST RIFLE ASSOCIATION

Stacked (Left or Center aligned ONLY)

SOCIALIST RIFLE ASSOCIATION

Horizontal



CHAPTER LOGOS

Chapter logos are to be used for any chapter specific purpose, however the national SRA logo or wordmark must be present secondary to the Chapter logo for all chapter-specific promotional print and web assets for recruitment, local events, etc.

All Chapters are welcome to design a logo that's themed to their location so long as a majority of the elements (banner, bullets, wheat, gear, star, or "SRA") from the National logo remain. There should be a clear relation between the Chapter and the National logo. If you're not sure, ask the Director of Design and Presentation.

Logo Usage

PLEASE MAINTAIN THE PROPORTIONS AND VISIBILITY OF THE LOGO WHEN IN USE. DO NOT:

- 1) Add effects like shadows, dimensions, and gradients to the logo.
- 2) Stretch, compress, or otherwise distort the logo.
- 3) Place the logo in a container.
- 4) Rotate the logo.
- 5) Place the logo on busy backgrounds.
- 6) Do not outline or create a keyline around the logo.
- 7) Do not change the colors of the logo.
- 8) Do not change the typeface of the logo.



Fonts

TITLE/WORDMARK*

Russo One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

opqrstuvwxyz

1234567890

*Please keep "SOCIALIST RIFLE ASSOCIATION" in all caps when using this font as a header or wordmark.

HEADERS/SUBHEADERS

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ*

1234567890

*Only use in all caps.

BODY COPY

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

EXAMPLE

Title

HEADER

Ria dolor accum apienissit optiis anda dolutem liatur, sima dolut et occum entestessin perum ut expero bla veleste ssuntio rerumet ullam dolor rate latque vendion pre iur? Viduci incia que estia qui dolest, conecer roreptatur? Lique labore earuptatem quas ipsae.

If you are designing for print, the smallest legible size is 6pt for most fonts. Please keep accessibility in mind when designing.



Swatches

Utilizing a very recognizable and bold palette is vital to branding as a political organization.

Overall, the red and gold should be used as an accent or to highlight elements that need to stand out.

Please remember CMYK is used for print and RGB/HEX is used for screens and web.

RED

C: 6
M: 100
Y: 100
K: 1

R: 223
G: 0
B: 0

HEX: #DF0000



GOLD

C: 0
M: 21
Y: 100
K: 0

R: 255
G: 200
B: 0

HEX: #FFC800

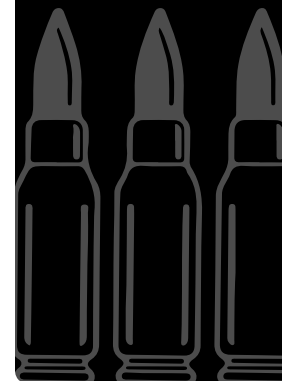


BLACK

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

HEX: #000000



LIGHT GRAY

C: 8
M: 6
Y: 7
K: 0

R: 230
G: 230
B: 230

HEX: #E6E6E6



Graphics & Imagery



When finding images look for high-resolution (72 ppi for web, 300 ppi for print) that are medium to high contrast in either grayscale or with distinct, bold colors.

Keep photography use and graphics minimal and striking—don't use any graphics or photos that look like generic, cheesy stock imagery and stay away from using any copyrighted material.

Where possible when using photographs of people, show diversity in races, ages, abilities, etc. Stay away from overly sexual, violent, and incendiary imagery.

Triple-check the source and accuracy of the image, particularly if you're creating a graphic with a historical revolutionary figure.

Brand color overlays may be used on top of a black and white version of photos to be used as background for materials.

Editorial Style Guidelines

This guide is intended as reference for anyone writing, editing, or otherwise reviewing any written material or collateral intended for use by the Socialist Rifle Association (SRA).

COMMON ABBREVIATIONS

+ ACRONYMS

Consider including their meanings if the content is intended for a wide or beginner audience.

Unless specified, acronyms should be presented without periods. (Example: SRA, not S.R.A.)

Ancap: anarchist-capitalist

Ancom: anarchist-communist

Antifa: anti-fascist

CCW: carrying a concealed weapon

DSA: democratic socialists of america

FFL: federal firearms license

ML: Marxist-Leninist

PoC: person/people of color

SRA: Socialist Rifle Association

USCCA: United States Concealed Carry Association

PUNCTUATION

APOSTROPHES

Referencing decades or last names does not require an apostrophe. The Smiths, not The Smith's. (If it's referring to ownership, then apostrophe after the 's.'

Ex. *The Koch Brothers' chokehold on those old white guys is obvious, not Koch Brothers's or Koch Brother's.*

1990s, not 1990's. An exception to this would be rare time using a decade in the possessive:

Ex: *Wow, the 1990s' love for shoulder pads really was prevalent!*

OXFORD COMMA

Include a final comma before and/or in your sentence that is listing items. Adds clarity to your intent.

SINGLE-SPACE BETWEEN SENTENCES

GUN CALIBERS

Include period: .22LR instead of 22LR.

NO INDENTATIONS FOR NEW PARAGRAPHS

MISCELLANEOUS

Spell out numbers one through ten, then numerals for 11 and above. Also spell out large generalized numbers such as hundreds, millions, billions, trillions.

Please always use people's true pronouns. She/he/they and all iterations. If it's unclear and you legitimately can't find out, default to 'they' or try to reword so it's not an issue.

Please keep Black and Brown capitalized when referring to Black or Brown folks.

Italicize book titles and movie titles.

COMMON MISUSES SPELLCHECK WILL PROBABLY NOT CATCH

Affect vs. effect. ____ (Consider replacing with the word "impact" if you're blanking on which is correct, it will almost never fail you!)

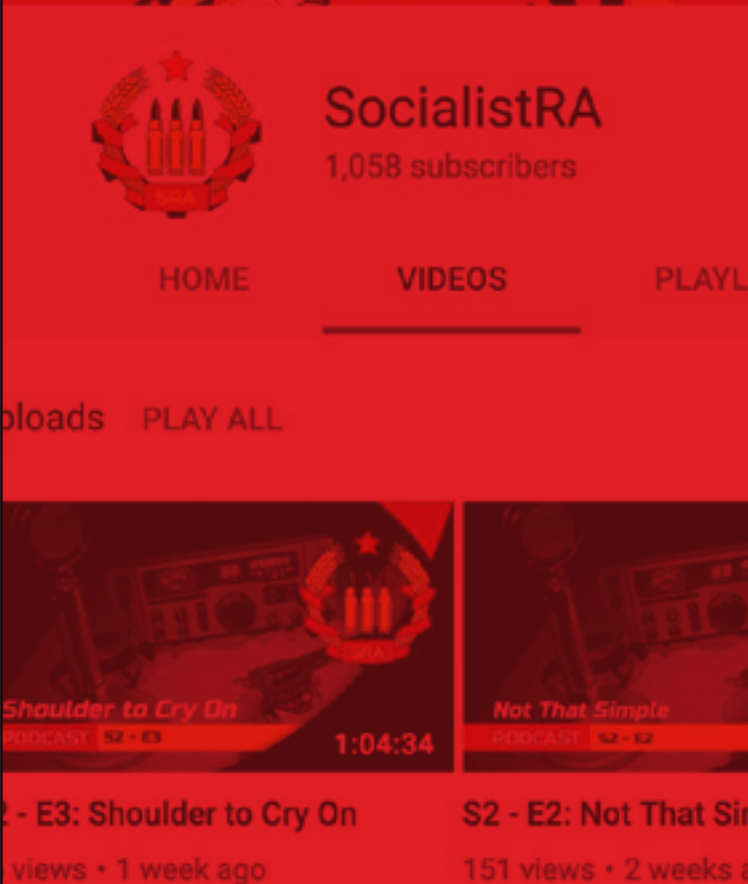
Everyone vs. every one. Oh, everyone knows Annie. Yes, but does Annie know every one of us?

Its vs. It's. Possession vs contraction of it is.

Who versus whom.

Whose versus who's. Whose got the gun? Who's Annie and why did she get her gun?

Video Style Guidelines



1. **All Video content must be recorded at a minimum of 1920x1080 (16:9 aspect ratio) native resolution at 24fps with Horizontal orientation. Audio must be recorded at 48kHz.**
2. **Subject must be appropriately light, clearly visible, and in sharp focus.**
3. **Avoid using motion stabilizer software or feature when recording video with a smartphone.**
4. **Unless the recording is of a live event, Camera must be stabilized through the use of a tripod or other similar mechanical devices.**
5. **Whenever possible, use an external microphone, not an onboard or internal microphone.**
6. **Recording audio levels must fall between -12dB - -3dB. Avoid excessive peaking (0dB).**
7. **Follow official font and color swatches for Title cards and graphic inserts.**



Social Media Guidelines

OFFICIAL NATIONAL SRA SOCIAL MEDIA ACCOUNTS:

-  SocialistRifle
-  SocialistRA
-  SocialistRA
-  SocialistRA
-  SocialistRA
-  [linkedin.com/company/socialist-rifle-association](https://www.linkedin.com/company/socialist-rifle-association)

When running an official SRA social media account, whether it be on Twitter, Facebook, Instagram, or elsewhere, it is important to maintain a responsible and adult presence. You are representing the organization; your actions will reflect on all of us.

Talking about revolution within the context of leftist theory is fine. Quoting historical revolutionaries is fine. Talking about the benefits and theoretical basis of anti-fascist action is great. But do not make threats or calls for violence to be performed against others. We are a self and community defense organization, not an antifa group.

If you are contacted by a non-member who is interested in attending one of your range days, vet their social media history. If they have a history of at least several months of pro-leftist activity consider inviting them to your next outing. If the account has posted questionable things in the past or is otherwise suspicious, then cut contact and if necessary block them.

If you encounter a discussion regarding the rival splinter group which also calls itself the Socialist Rifle Association (which we refer to as FBSRA) please notify the Central Committee and calmly engage in the conversation to correct and dispel any misinformation or FUD being spread by the other organization. If met with excessive hostility, simply walk away; but if people are interested in hearing the truth about our org please tell them about us and our work and refer them to the website and official Twitter or Facebook. Do not call out FBSRA directly or mention them except when countering their misinformation.

If you are contacted by a member of the press over social media, please inform the Central Committee ASAP and refer to our Media Communication policy.

Please follow these rules:

DO NOT make any post that could be construed as a call to violent action or insurrection.

DO NOT engage in harassment or abuse.

DO NOT use slurs or bigoted language.

DO NOT post sexual content or nudity, except in historical context or in support of sex workers.

DO NOT engage in sectarian bickering or infighting.

DO NOT pick fights with other leftist organizations.

DO NOT pick fights with fascists or right wingers.

IF SOMEONE STARTS A FIGHT WITH YOU MAINTAIN A PROFESSIONAL DEemeanor AND BLOCK THEM IF NECESSARY.

DO NOT POST @REALDONALDTRUMP OR ANY OTHER HIGH-PROFILE PUBLIC FIGURE WHO IS NOT SYMPATHETIC TO OUR CAUSE (which is most of them).

Non-Branded Graphics

Creativity is welcome! Members are fully invited to design graphics to promote the SRA that don't adhere to brand guides so long as they follow our general conduct rules. These graphics are to be **only shared via Social Media** and will not be considered officially designed by the SRA. These will not be used for official statements and SRA-branded printed documents, excluding proposed posters and merchandise.