

We welcome no hate signs of belonging

A research project examining how American businesses and communities are using language and visual design to foster places of belonging.

Tricia Brand (tricia.brand@cca.edu)
 Vice President of Diversity, Equity, Inclusion, and Belonging, California College of the Arts
 Rachel Berger (rberger@cca.edu)
 Associate Professor of Graphic Design, California College of the Arts

Around 2015, the Afropunk Festival adopted its **No Hate Manifesto**, which was posted at Festival events and spread through social media and merchandise.



Negative language signals zero tolerance for othering behaviors

Black and white palette reinforces uncompromising message

[The manifesto] is a given for the punk scene... As afropunk grew further away from its punk origins it would make sense that they would have to state it.

—James Spooner, Afropunk co-founder



SIGN FROM 924 GILMAN ST, A PUNK CLUB IN BERKELEY, INSPIRED THE MANIFESTO'S MESSAGE AND FORMAT

3 days after the 2016 presidential election, Portland small business owners Lisa Mangum and Jason Leivian created this **We Welcome** sign to hang in their shops and distribute to friends who owned businesses.

Letterpress printing is a manual process, each print unique



At the time the "we" felt very clear.

—Lisa Mangum



LISA AND JASON CREATED THE SIGN USING LETTERPRESS

Use of "we" and "you" differentiates welcomer from welcomed

The priority for a lot of the staff was to make this a safe space for Black and brown people first. At the top, people didn't feel that same prioritization.

—Erin White



ERIN WHITE, AFROPUNK SOCIAL MEDIA MANAGER AND STAFF WRITER, 2015-2020

In 2017 in Berkeley, artist Lena Wolff and graphic designer Lexi Visco created **United Against Hate** signs for Berkeley and Oakland, which distributed tens of thousands of copies via public libraries.



Maybe people look at it and they're like, "This is my home. We're in this home together. We share this."

—Lena Wolff



LENA AND HER WIFE MIRIAM AT A PROTEST AGAINST RIGHT-WING EXTREMISM IN BERKELEY, 2017

That message of unity that felt really comforting during the Trump years now feels frighteningly disparate.

—Lena Wolff

Direct tone inspired by Chimamanda Ngozi Adichie's 2016 essay "Now Is the Time..."

Subdued red, white, and blue palette references patriotism and the Arts & Crafts movement

IN 2018, LENA SHIFTED TO CREATING VOTE POSTERS—SOMETHING TO STAND FOR, RATHER THAN AGAINST



A poster is never the end product. It's a spark to get your attention and to get you thinking about things.

—Jason Leivian



HUNDREDS OF PORTLAND STORE OWNERS POSTED THE SIGN IN THEIR WINDOWS