

BUT THE GRAPHIC DESIGN OF THEIR CAMPAIGN LOGOS CAN TELL A DIFFERENT STORY, FOR BETTER OR WORSE. CONSIDER BARACK OBAMA'S CURRENT POSTER, FOR INSTANCE.

LOGO LOOKS LIKE AN "O" FOR OBAMA AND ALSO LOOKS LIKE A SUNRISE OVER A FIELD ...

... OR IS IT A ZERO AND A SUNSET OVER A DESERTED HIGHWAY?

TOO MANY TYPE STYLES AND COLORS. THE LOOK IS LEFT UNDEFINED. THE DESIGNER MAY HAVE BEEN TOO INEXPERIENCED.

NOW IN 2008, THE IDEA THAT HILLARY CLINTON'S CAMPAIGN WOULD HAVE SMART, POLISHED DESIGN SEEMED ... INEVITABLE.

MORE CONSERVATIVE-LOOKING THAN YOU MIGHT HAVE THOUGHT; NOT TAKING ANY DESIGN CHANCES.

INTERESTING FONT CHOICE: THE "I" AND THE "L"'S ALL LOOK LIKE THE NUMBER 1.

WE'RE ALL ON A FIRST-NAME BASIS WITH THE CANDIDATE.

STREAMER BELOW LOOKS AS IF SHE'S ALREADY CELEBRATING VICTORY.

AS IF HE'S ITCHING FOR A CLINTON REMATCH AFTER HIS ABORTED 2000 SENATE CAMPAIGN, RUDOLPH GIULIANI PRESENTS A DESIGN THAT LOOKS LIKE A DIRECT RESPONSE TO CLINTON'S ...

EXTRA-LARGE "R" TO REMIND YOU JUST HOW REPUBLICAN HE IS.

SECURE RED BORDER

IS THIS AN AD FOR A CANDIDATE OR A WEB SITE?

AT FIRST GLANCE, MITT ROMNEY'S CAMPAIGN PLACARD RESEMBLES THAT OF ... JOHN KERRY IN 2004. MUST BE A BOSTON THING.

ICON LOOKS LIKE A MASH-UP OF THE LOGOS FOR THE NEW ENGLAND PATRIOTS AND ... THE POST OFFICE?

HAS THE GENERAL LOOK OF A CAMPAIGN SIGN, BUT IT'S HARD TO KNOW WHAT IT REALLY MEANS.

JUDGING JOHN MCCAIN'S LOGO IS NOT A HARD CALL ...

MILITARY STAR. SUBTLE!

LOOKS INCOMPLETE. DID THE CAMPAIGN CUT BACK ON DESIGN STAFF?

CHARACTER IS DESTINY ... BUT THIS DESIGN LACKS CHARACTER.

JOHN EDWARDS'S CAMPAIGN LOGO WORKS HARD TO DISTANCE ITSELF FROM THE 2004 GRAPHIC FAILURE.

THERE MAY BE TWO AMERICAS, BUT THE SECOND LINE OF TYPE MUSHES EVERYTHING INTO ONE BLOCK. UNCLEAR.

SHOOTING STAR REMINISCENT OF THE GORE-LIEBERMAN CAMPAIGN LOGO. CONJURES MEMORIES OF THE TAUNTING PARODY SIGNS LABELED "SORE-LOSERMAN" BY BUSH SUPPORTERS DURING THE 2000 RECOUNT. UH-OH.

FRED THOMPSON'S CAMPAIGN LOGO SUFFERS FROM ... LAZINESS.

GENERIC TYPE

BLUE, WHITE, AND -- IS THAT BEIGE?

MAKES YOU WANT TO SHOUT, "ACTION!"

MAYBE WOULD HAVE BEEN MORE APPEALING YEARS EARLIER.

Illustration by Ward Sutton