



Go Creative Design

Designing Labour Party campaign material

A guide to effective leaflets and social media

Go Creative Design: Your flexible design partner

I provide tailored, high-quality design services crafted specifically for Labour Party campaigns. With over 30 years of experience working closely with the party, I offer a complementary service to Labour Connects, delivering flexible, personal, and efficient support that enhances your campaign efforts.

Why choose Go Creative Design?

1. Custom solutions for your campaign needs

Labour Connects is an excellent platform, but it can be restrictive with set templates and word count limitations. I bring your ideas to life by creating fully bespoke designs—whether it's leaflets, posters, social media graphics, or other campaign materials—that are uniquely tailored to your needs.

2. Personalised, one-on-one service

I'm able to provide a truly personal service. When you work with me, you're working directly with the designer, ensuring clear communication and swift adjustments. I take the time to understand your vision and deliver designs that match your campaign's message perfectly.

3. Extensive Labour Party expertise

Having collaborated with the Labour Party for over three decades, I understand its branding, processes, and values. This knowledge enables me to craft designs that not only adhere to party guidelines but also effectively engage your audience, whether it's local constituents or a national demographic.

4. Affordable, high-quality results delivered quickly

Campaigns often operate under tight deadlines and budgets. I specialise in delivering professional, polished results promptly, ensuring your materials are ready when you need them without compromising on quality or exceeding your budget.

5. A complementary service to Labour Connects

While Labour Connects offers essential tools, I provide the added flexibility and customisation that can elevate your campaign materials to the next level. Think of me as your creative ally, ready to step in when you need something beyond the standard options.

Let's collaborate to achieve your goals

Whether you're planning a local community initiative, a constituency-wide campaign, or national advocacy efforts, I am here to support you every step of the way.

Contact me today to discuss how I can bring your ideas to life and complement your existing campaign resources.



Ben Ransome

Let's have a chat:

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Understanding your audience

- **Know who you're talking to:** Identify your target audience and craft your message accordingly. For example, younger audiences may respond better to digital, visually engaging content, while older demographics may prefer traditional leaflets.
- **Local vs. national issues:** Highlight the issues that matter most to each audience. Customising content for local issues can increase resonance and support.

2

Crafting a clear message

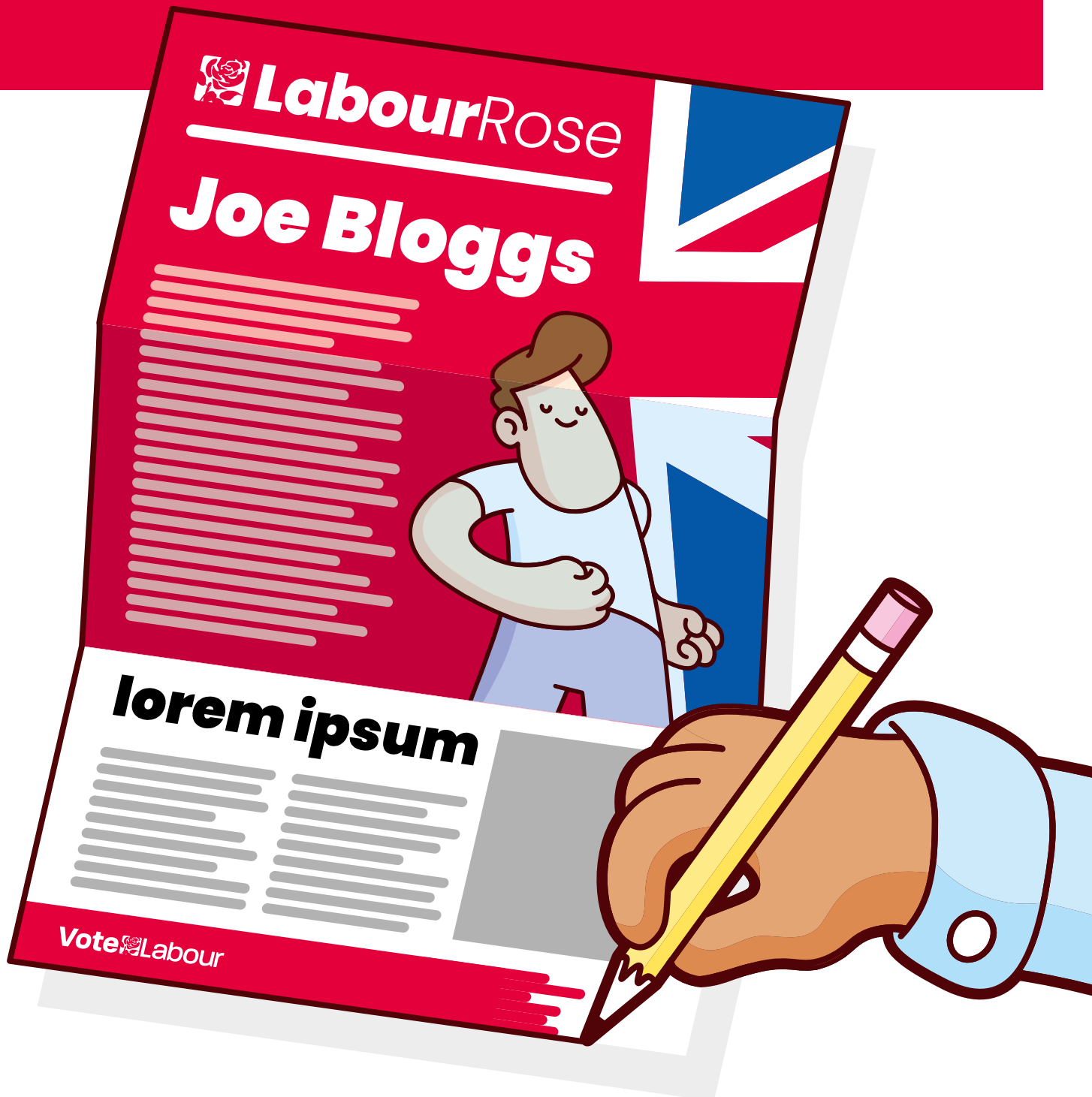
- **Be concise and direct:** Political messages should be quick to understand. Use bullet points, subheadings, and bold fonts to make the message easy to scan.
- **Prioritise key information:** Ensure key points (e.g., candidate name, election date, key policies) are highly visible. A simple layout ensures these points aren't lost in a sea of text.



3

Design essentials for leaflets

- **Use high-quality images:** Use high-resolution, up to date photos of candidates and significant events. People are drawn to faces, so include clear, friendly headshots. If you can only manage one day for your photos, take a few jackets.
- **Stick to Labour Party brand colours:** Brand consistency reinforces recognition. Use Labour Party colours and avoid unnecessary colours that may detract from the message.
- **Typography choices:** Avoid excessive font changes; two fonts are typically enough.



4

Optimising social media posts

- **Consistency is key:** Use a consistent design style across platforms for easy recognition. Your campaign should look cohesive from Facebook to Instagram to Twitter.
- **Visual hierarchy:** Start with the most important part of your message, like "Vote Labour on..." followed by supporting points. The use of large, bold fonts for headlines ensures they are noticed in busy feeds.
- **Engaging visuals:** Use graphics, infographics, or quick videos to enhance engagement. For instance, use pie charts to break down complex data or short videos of the candidate addressing issues directly.
- **Add hashtags and tags strategically:** Use hashtags to connect campaign materials, link related posts, and build momentum.



5

Practical tips for print and digital

- **Optimise for mobile viewing:** As most users access social media on mobile, design images and videos for vertical viewing. Use readable text sizes and avoid overcrowded designs.
- **Test before sharing or printing:** Proof your design for clarity, accuracy, and consistency. Ask someone else to review for typos or unclear messages before going live or printing.

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Call to action

- **Be clear and direct:** Every piece should end with a call to action. For leaflets, this may be "Vote for..." or "Get in touch". For social media, encourage shares, likes, or comments to extend your reach.
- **Make it easy:** Add QR codes on print materials for easy access to websites and surveys. On social media, include direct links or tagged accounts.

