

Top 10 USA Political Party Logos By [Mash Bonigala](#), 2022

Politicians are constantly trying to sell themselves, which is why political logos are so powerful and well-designed. While the United States is generally run by two main parties, there are actually many political parties vying for your vote. Along with the Top 10 Presidential Campaign Logos, here are the ten main parties in the United States and what they are trying to tell you—or sell you—with their logos' graphic designs.

1. Democratic Party Logo Design

Like the graphic designs of many parties, the American Democratic Party uses a familiar red, white, and blue color palette to show their patriotism. The commonly recognized donkey symbol is used, but between the red and blue there is a swoosh of white going through the graphic, a shape that connotes movement and flexibility. The donkey is kicking up its back legs, which suggests freedom and even a little rebellion against the established system. It is easy to see this party's intended image through their use of symbolism.

2. Republican Party Logo Design

The American Republic Party also uses red, white, and blue, along with the familiar elephant symbol that has been a figurehead for the party for more than one-hundred years. However, the animal of these graphic designs is shaped into a roughly square shape, showing the authoritative policies of this party. The stars are a symbol not just of the United States, but also of reaching for higher ideals, making this a very appropriate logo for the image that this party is trying to portray.

3. Libertarian Party Logo Design

In the United States, the Libertarian Party prides itself on its focus on social and civil liberties. Because of this, the use of the Statue of Liberty in its graphic designs is very appropriate. The gold and dark blue color scheme is patriotic without being cliché, while the circular shape makes people feel included. The familiar stars are also present.

4. Green Party Logo Design

The American Green Party focuses mainly on efforts to save the planet and reduce the carbon footprint of the United States. Their logo is very reflective of the aim, with a green on green color scheme. A planet is shown blooming within a flower, giving the idea of birth and growth while incorporating the Earth, all common graphic designs used in environmentalism. The font uses serifs and blocky shapes to make this party seem like an authority.

5. Constitution Party Logo Design

This religiously based conservative party focuses using on the Constitution as the center of all policy and regulations. Because of this traditionalism, it is significant that the Constitution Party uses several longtime American symbols in their logo and other graphic designs, including the bald eagle, the American flag, and stars. The rectangular shape suggests an authoritarian attitude, while a newsy font with serifs gives a bit of gravitas to the image.

6. Socialist Party USA Logo Design

The Socialist Party USA is a socially and fiscally liberal group that focuses on civil rights and a socialist economic structure. Their logo is as different from other mainstream political parties as it possibly could be. The recognizable inclusive circular shape of many political graphic designs is used, showing the clasped hands of people from two different ethnicities to show the organization's goals of social unity and equity. The planet is prominently displayed, but not centered on the United States. It is easy to sense the party's goals from its logo, making it both effective and accurate as a symbol.

7. Social Democrats USA Logo Design

This party is an offshoot of the American Socialist Party, which is no longer running national candidates. However, the party has a very powerful and symbolic logo. The square shape shows through graphic designs that it is more militant than other socialist parties in the United States, while a familiar red, white, and blue color

scheme shows a patriotic flair. The symbol of a hand holding a torch is similar to the Statue of Liberty, although it also hails from this party's assertion that they were 'passed the torch' from the now defunct American Socialist Party.

8. Modern Whig Party Logo Design

The Modern Whig party professes to be a moderate middle ground between the mainstream Democrats and Republicans. An owl, traditionally the symbol of the Whig Party, is used here. The red, white, and blue color scheme is used once again, but with different meaning. In this case, the bird is half blue (for Democrats) and half red (for Republicans) with a white line and a band of star dividing the two colors. This centrist party believes that our future lies in meeting in the middle, making the placement of the stars in their graphic designs very appropriate.

9. America First Party Logo Design

This party, as their name suggests, believes that the United States should end all labor treaties and wars with other countries, instead focusing on strengthening the country from within our own borders. They use the familiar symbolism of the circle but with a band of star in the margins of the shape. In the center is a man who appears to be one of the patriots from American history, carrying a gun. This wilderness-like image portrays the party's hope to return the United States to its roots through graphic designs and symbols.

10. The Independence Party of America Logo Design

This party is a populist organization with a center to left stance on most topics. Their logo is a commanding square, with a red, blue, and black color scheme that is similar to most modern parties while remaining distinct. The 'I' in the center has an American flag wrapped around it, with the flag appears to be flowing. This gives the impression both of forward movement and ties to the American past through graphic designs, which is the intended message of this party.

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As you can see, even politics are affected by logo design, using their logos to communicate information about their history and intentions. While you likely do not agree with the platforms of each and every party on this list, there nonetheless is a lot to be learned from these professional logo designs. Political parties, like small businesses, are selling a product, and thus have become experts in the nonverbal language of graphic design.

