

# Protest Signs

## Washington, D.C.



Michael Brochstein







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## Michael's "Rules" for Creating Effective Protest Signs

- The wording on the sign should be readable from at least eight feet away.
- Do not write in script as it is harder to read.
- The material for the sign should be rigid as too much flexing can make it unreadable - foamcore is a good option.
- Clever wording is a plus.
- Be succinct, if there are too many words on a sign then no one will read the entire sign.
- Bright high-contrast colors get the most attention - yellow on white will not.
- Use both sides of your sign, either to write different messages or to at least have a message for those in back of you - assuming you hold the sign above your head.
- Signs should be held level, not crooked.
- Illustrations can be very effective if they are not too convoluted and can easily be understood from a distance.

*continued next page...*



## Michael's "Rules" for Creating Effective Protest Signs

*(continued)*

- If you are demonstrating in front of a landmark (i.e. the White House) then press photographers will be interested in images with the landmark behind you as that is part of the story. That is why you are protesting at the landmark.
- If possible, separate yourself from the people directly in front of your sign or your sign may not be seen as it is blocked by them.
- Four letter words (you know the ones) may be fun / clever but the news media will probably avoid using images with them.
- Try to make your sign light to carry so that you will not be quickly fatigued holding it up.
- Take into account any transportation practicalities / limitations when designing your sign.
- Humorous signs are more memorable.
- Try to stand out by being creative and unique with your signs without compromising any of these "rules".

*What are your best practices for protest sign making?*





## Introduction

I am a sucker for clever and effective protest signs. After the inauguration of President Donald Trump in January 2025 there were numerous related demonstrations in Washington, D.C. over the next couple of months in response to actions taken by the new administration. As a photojournalist covering national politics in DC, I photographed some of these demonstrations.

If you are wondering why there are no images in this book showing signs supporting the Trump administration the answer is simple, I was not aware of any demonstrations in Washington, D.C. during February and March 2025 (when these images were captured) that were in support of the new president.

In the following pages are images of some of my favorite signs (see my "rules" for creating great protest signs on pages two and three) from just a few of those demonstrations that took place from February 17 to March 20, 2025.

This book is a celebration of the many clever and effective protest signs at these demonstrations.

*Enjoy!*

*Michael Brochstein*

*- March 23, 2025*









**STOP PRETENDING  
YOUR RACISM  
Is Patriotism**

**BOYCOTT TESLA**































ALL GAVE SOME  
SOME GAVE ALL

ONE HAD  
BONE SPURS

AMERICA  
NEEDS TO  
PROTECT  
ITS VETS



































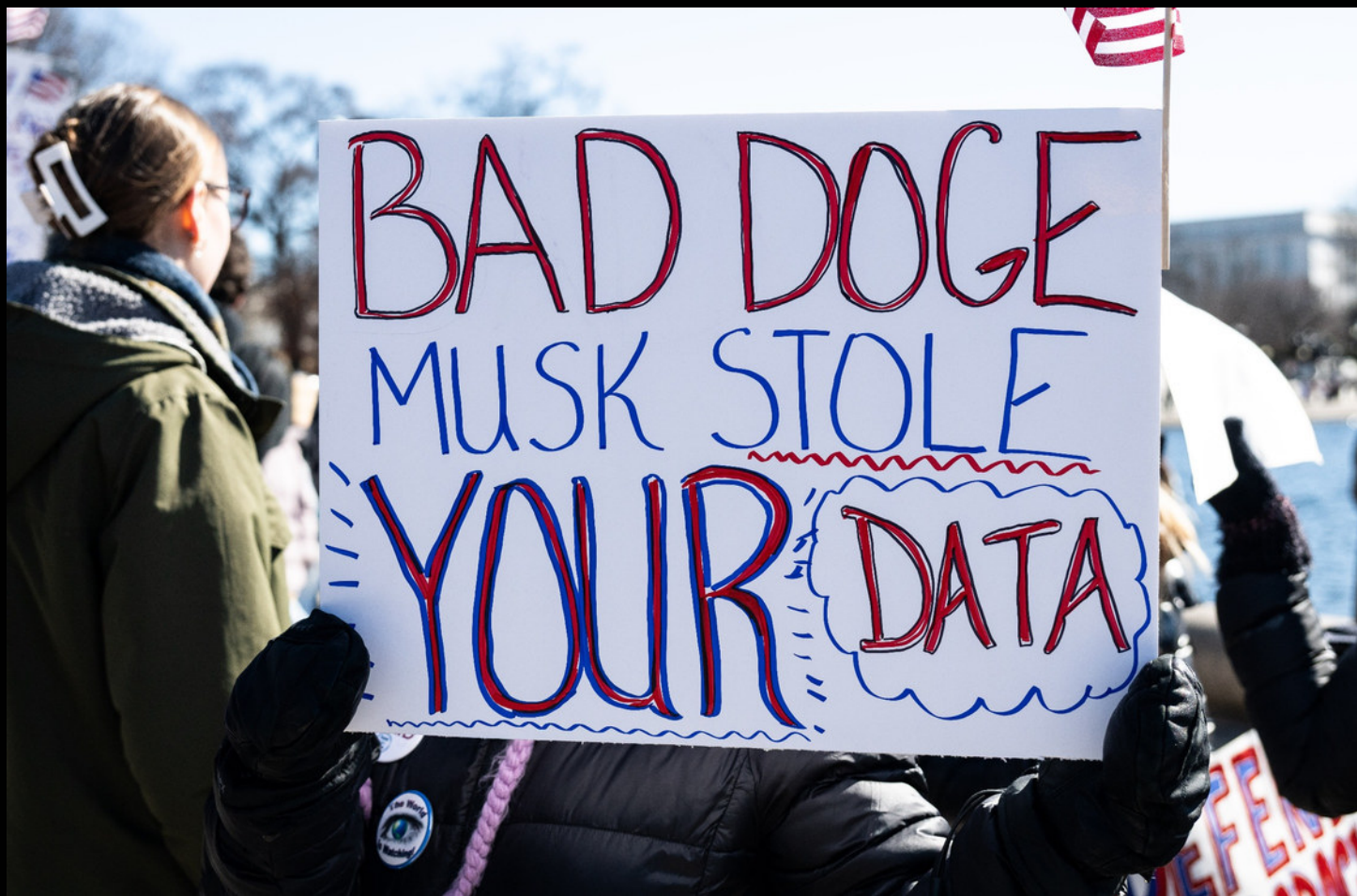


















This t-shirt would probably make a great sign.



**TRUMP COWARD  
DRAFT DODGER  
BETRAYED VETS**





**STOP PRETENDING  
YOUR RACISM  
Is Patriotism**

**BOYCOTT TESLA**



























Note the make of the car that just happened to be passing by.

**ONLY ONE  
IMMIGRANT IS  
MAKING YOUR  
LIFE WORSE**

















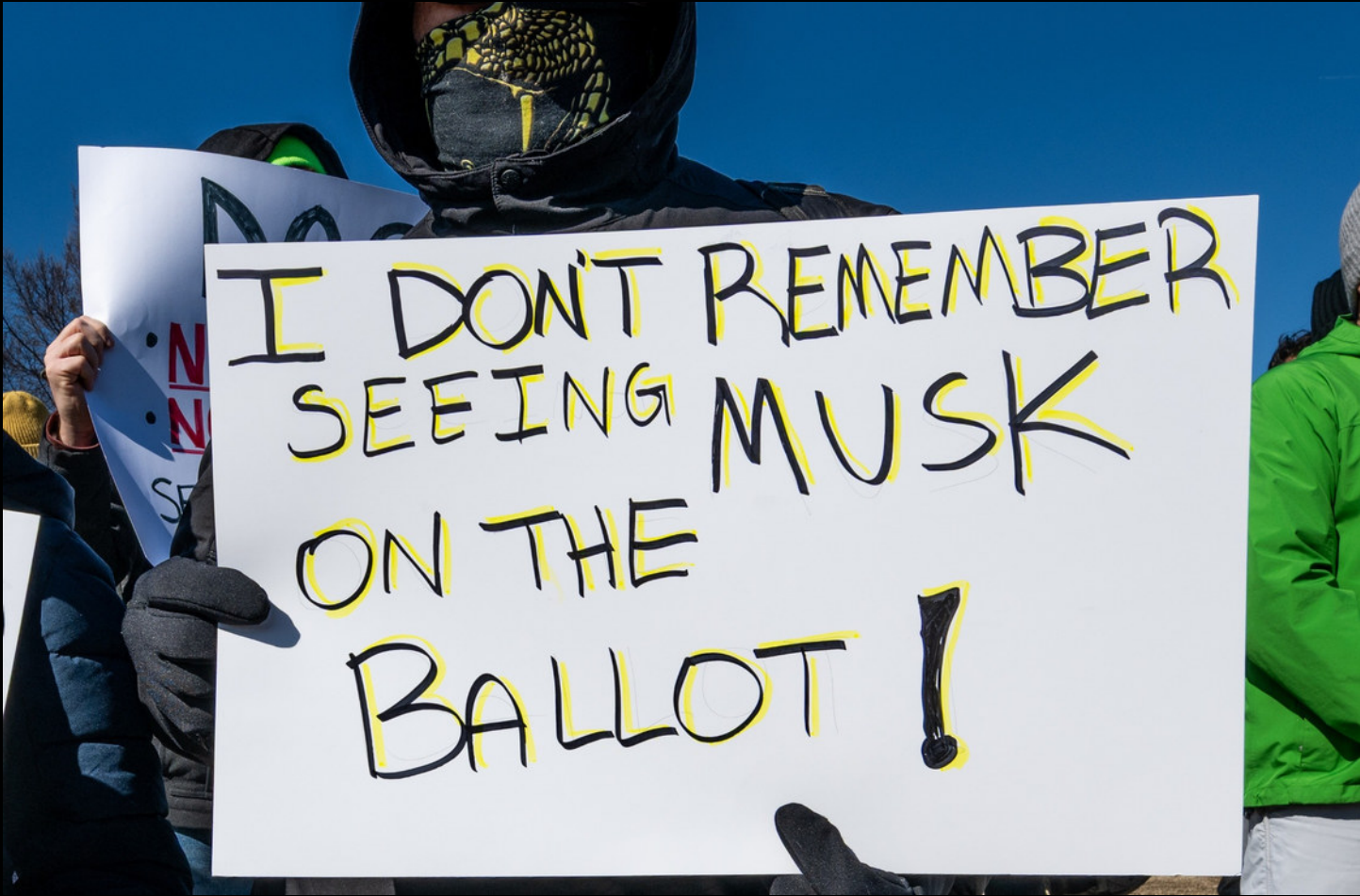


Elon Musk  
Stole our Election  
Stole our Data  
Stole our Government  
Give him Steel bars

AMERICA  
HAS  
KI

LGBTQ  
Rights  
Human  
Rights

I DONT REMEMBER  
SEEING MUSK  
ON THE BALLOT !



I DON'T REMEMBER  
SEEING MUSK  
ON THE  
BALLOT !







NO KINGS  
NO CROWNS

only

EQUALITY

UNDER THE LAW!

MY PARENTS ARE  
PUBLIC SERVANTS

not

PARASITES!















NO KINGS  
NO CROWNS  
*only*  
EQUALITY  
UNDER THE LAW!

MY PARENTS ARE  
PUBLIC SERVANTS  
*not*  
PARASITES!













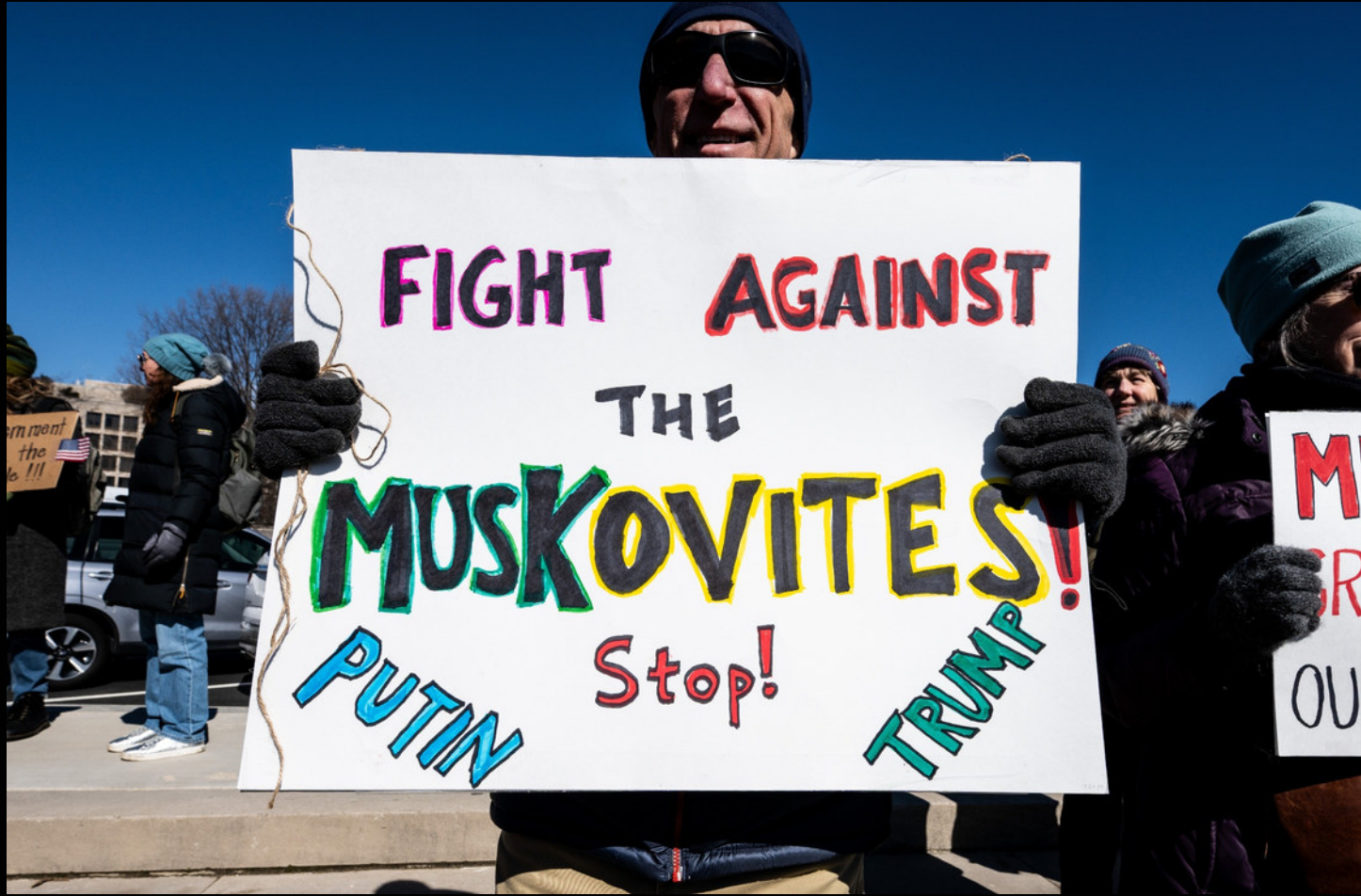






























Yes, I know it's a truck, but it is also a great sign.









































































































NEVER FORGET  
DONALD KING  
BONE SPURS  
CALLED  
SOLDIERS  
LOSERS  
+ SUCKERS

IMPEACH THE  
LIAR IN CHIEF  
FOR THE THIRD TIME  
THREE STRIKES  
YOU OUT!





✓ Disabled Veteran  
✓ History Teacher  
✓ Mom of TRANS SON  
✓ Stage 4 Cancer FIGHTER!  
• Fuck DoGE • FDT  
• Fuck Fascism + Oligarchy

RESIST

COWARDLY PRESIDENT DOESN'T PROTECT VETERANS

STOP







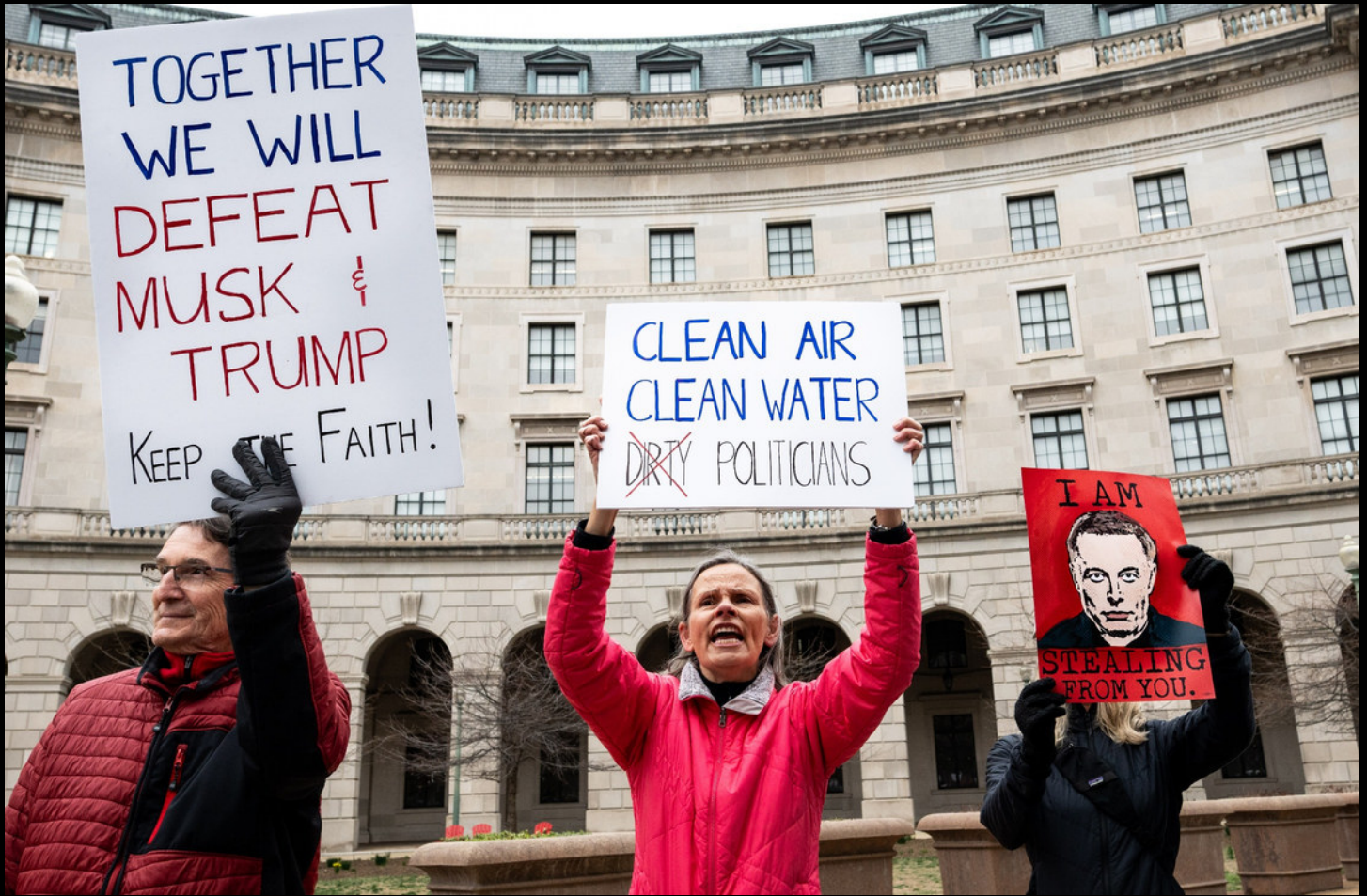
ARREST ELON  
AND HIS  
DOGE MINIONS

Foil the  
Fascist  
Felon

SAV  
OU  
DEMO





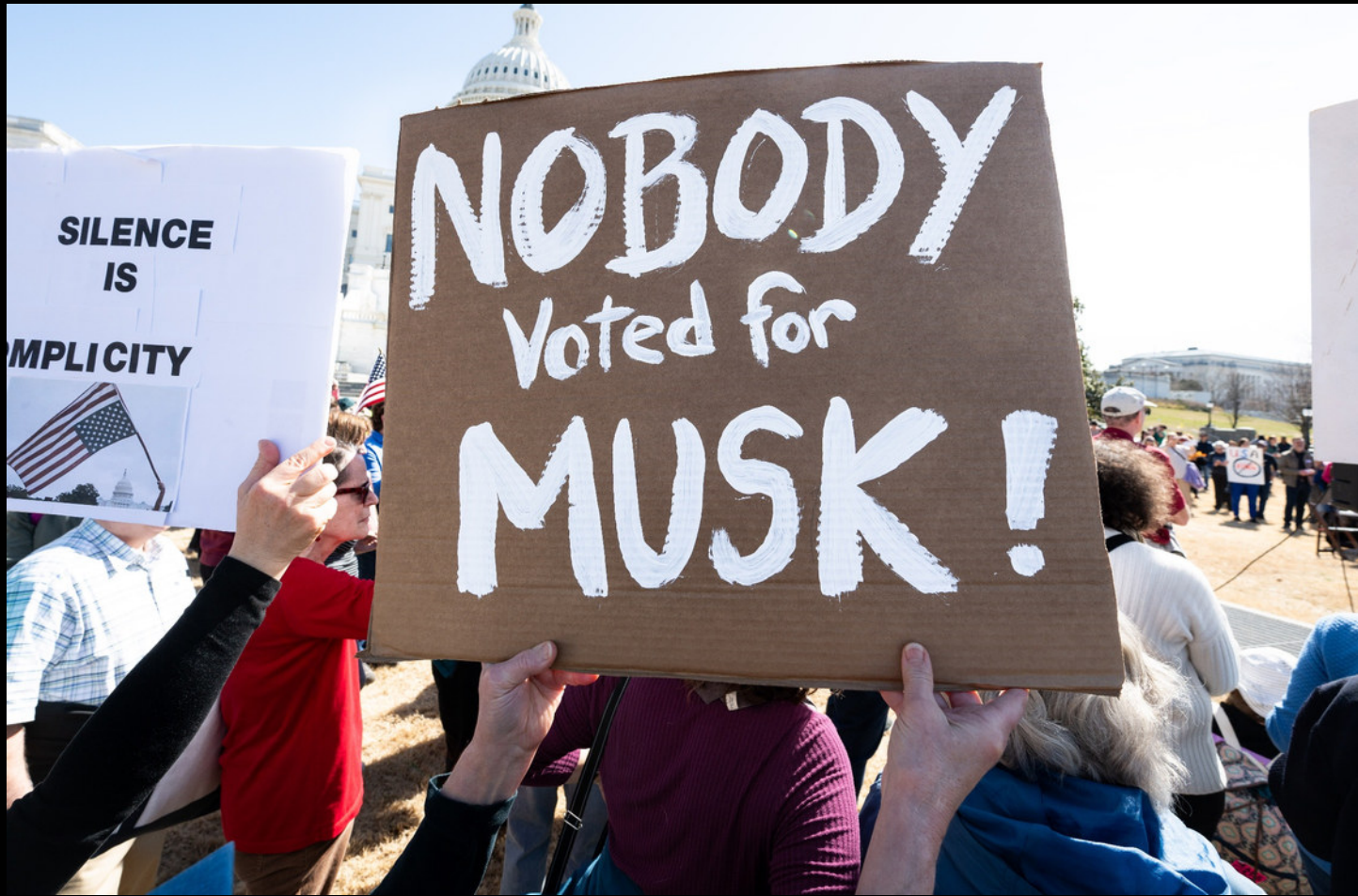
























NO TO OLIGARCHY   
NO TO TRUMP CORRUPTION  
NO TO MUSK SLASH & BURN  
YES TO DEMOCRACY  
STOP THE COUP

 **NO TYRANTS**  
SHUT DOWN THE COUP!  
  
  
**NO KINGS**













Another truck sign that would probably work well as a hand held sign.



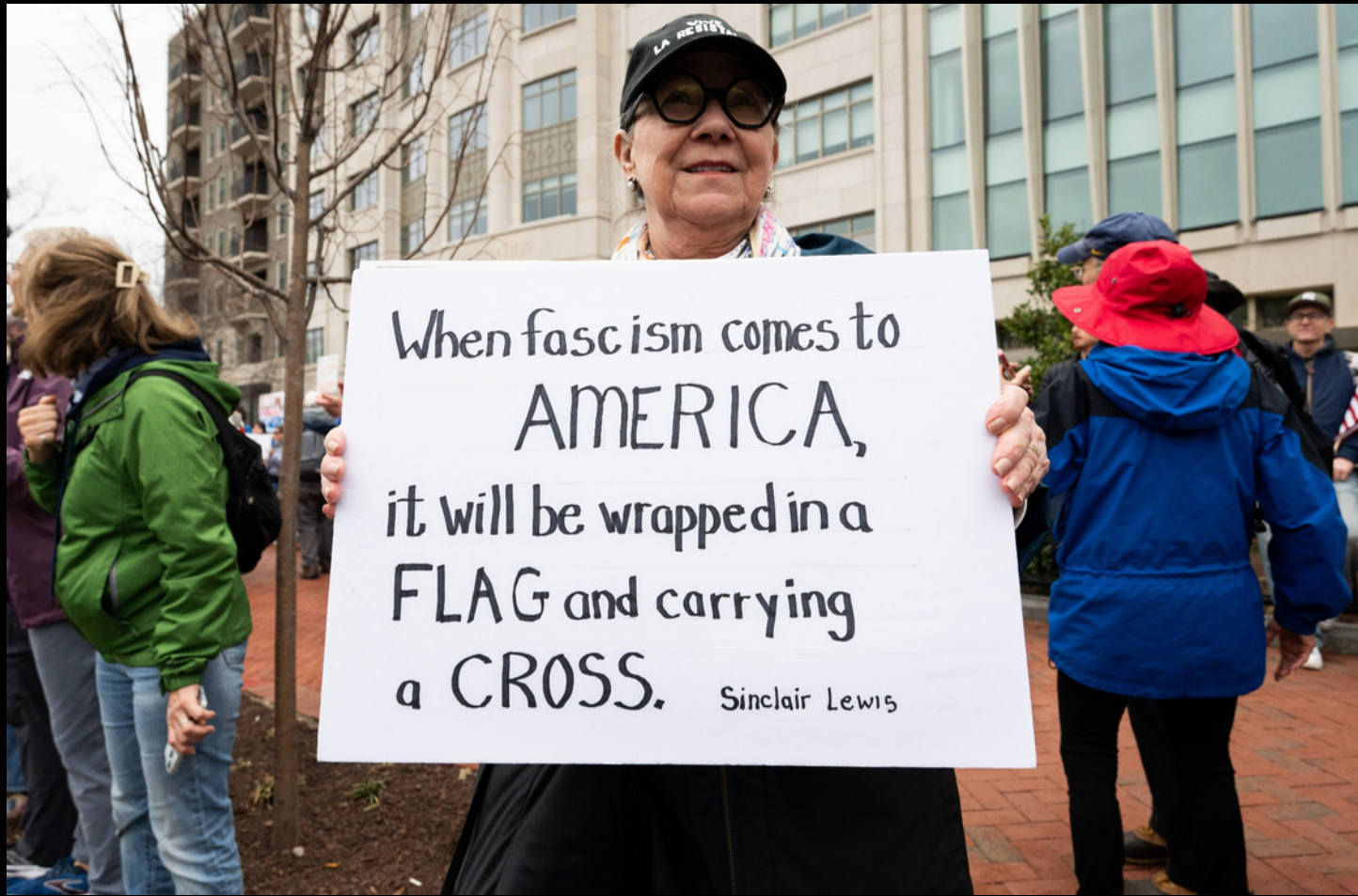
ANY ORDERS FROM AN  
UNLAWFUL PRESIDENT  
ARE  
UNLAWFUL ORDERS













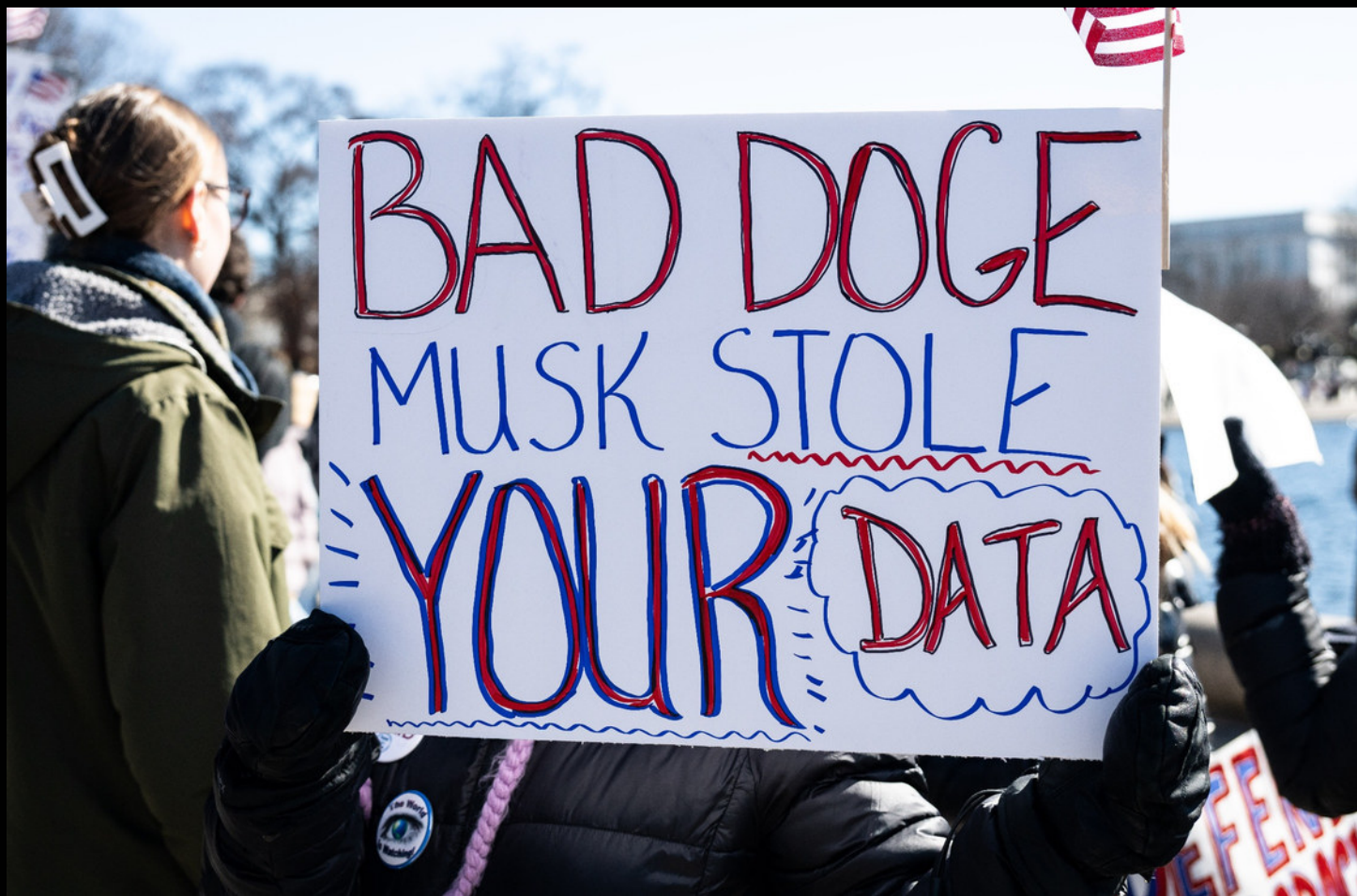






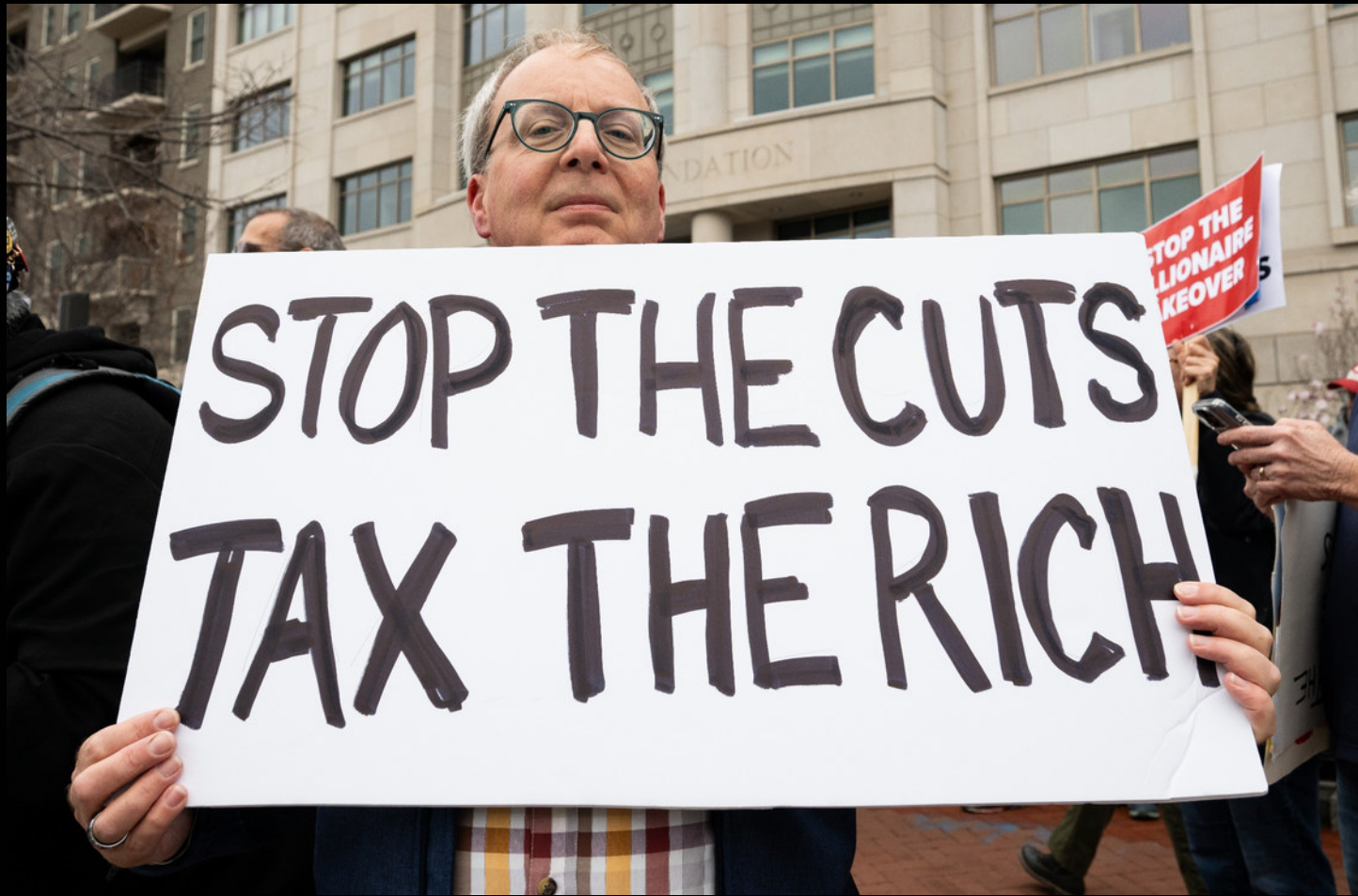






























This Is How  
\*Dictatorships Start\*  
WAKE UP!!











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