



Protest Signs

Washington, D.C.

Michael Brochstein

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Second Edition

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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 demonstrations in Washington, D.C. over the next couple of months in response to the new administration and its actions. 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 then the answer is simple, I was not aware of any demonstrations in Washington, D.C. in support of the new president during the time frame that these images were captured.

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 eleven demonstrations that took place from February 17 to March 20, 2025. The images are not shown in any particular order.

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

Enjoy!

Michael Brochstein

- March 30, 2025

Location Information: The images in this book were captured on the West Lawn of the U.S. Capitol, near the Capitol Reflecting Pool, on the east end of the National Mall opposite the Capitol Reflecting Pool, outside Union Station, inside the Hart Senate Office Building atrium, outside the Russell Senate Office Building and outside buildings housing the Consumer Financial Protection Bureau (CFPB), Environmental Protection Agency (EPA), a US Postal Service (USPS) processing center, the Elijah Barrett Prettyman U.S. Courthouse, and the Heritage Foundation.

See page 158 for notes about what's new in this second edition.







**STOP PRETENDING
YOUR RACISM
Is Patriotism**

BOYCOTT TESLA









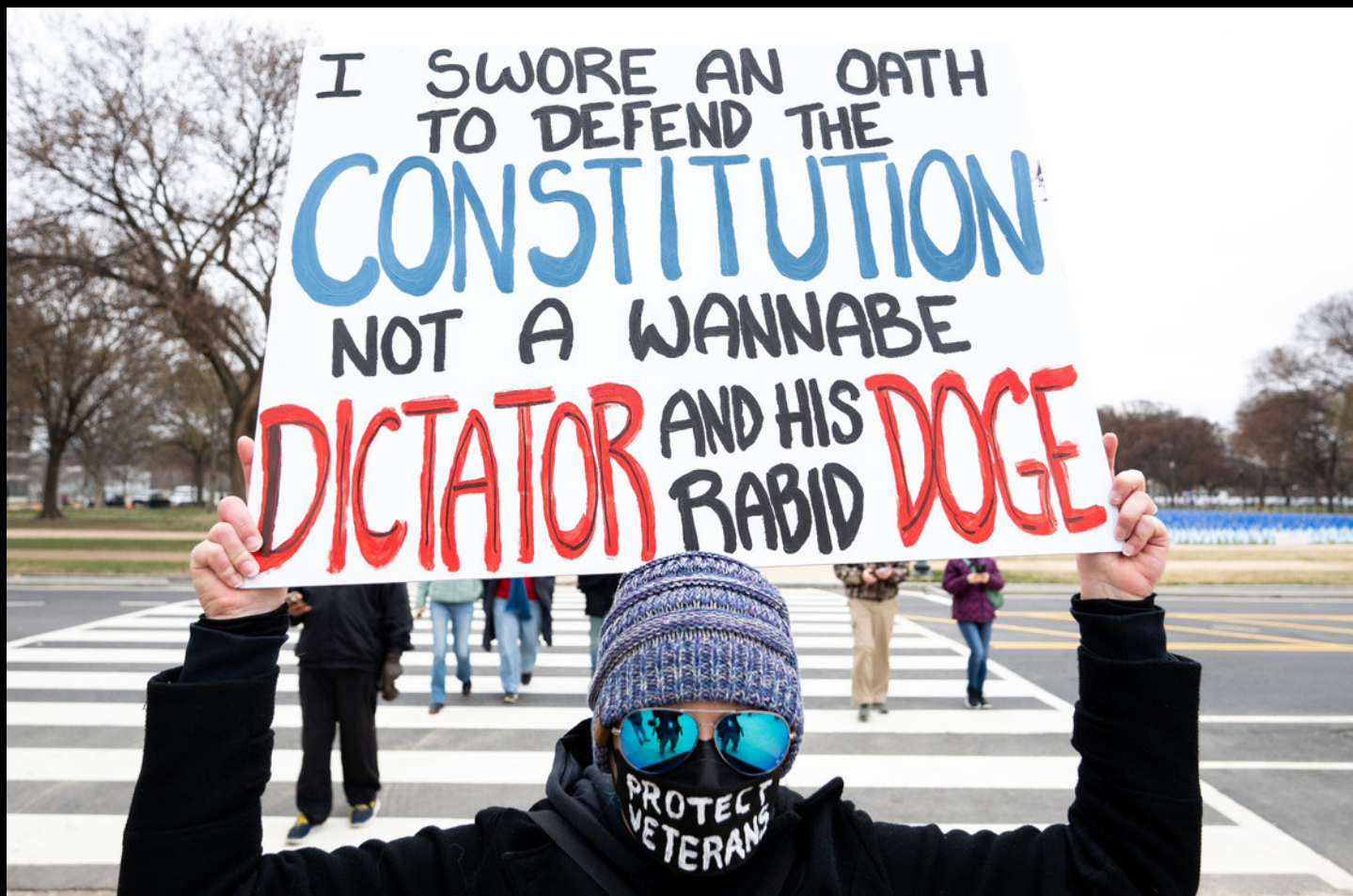












ALL GAVE SOME
SOME GAVE ALL

ONE HAD
BONE SPURS

AMERICA
NEEDS TO
PROTECT
ITS VETS

















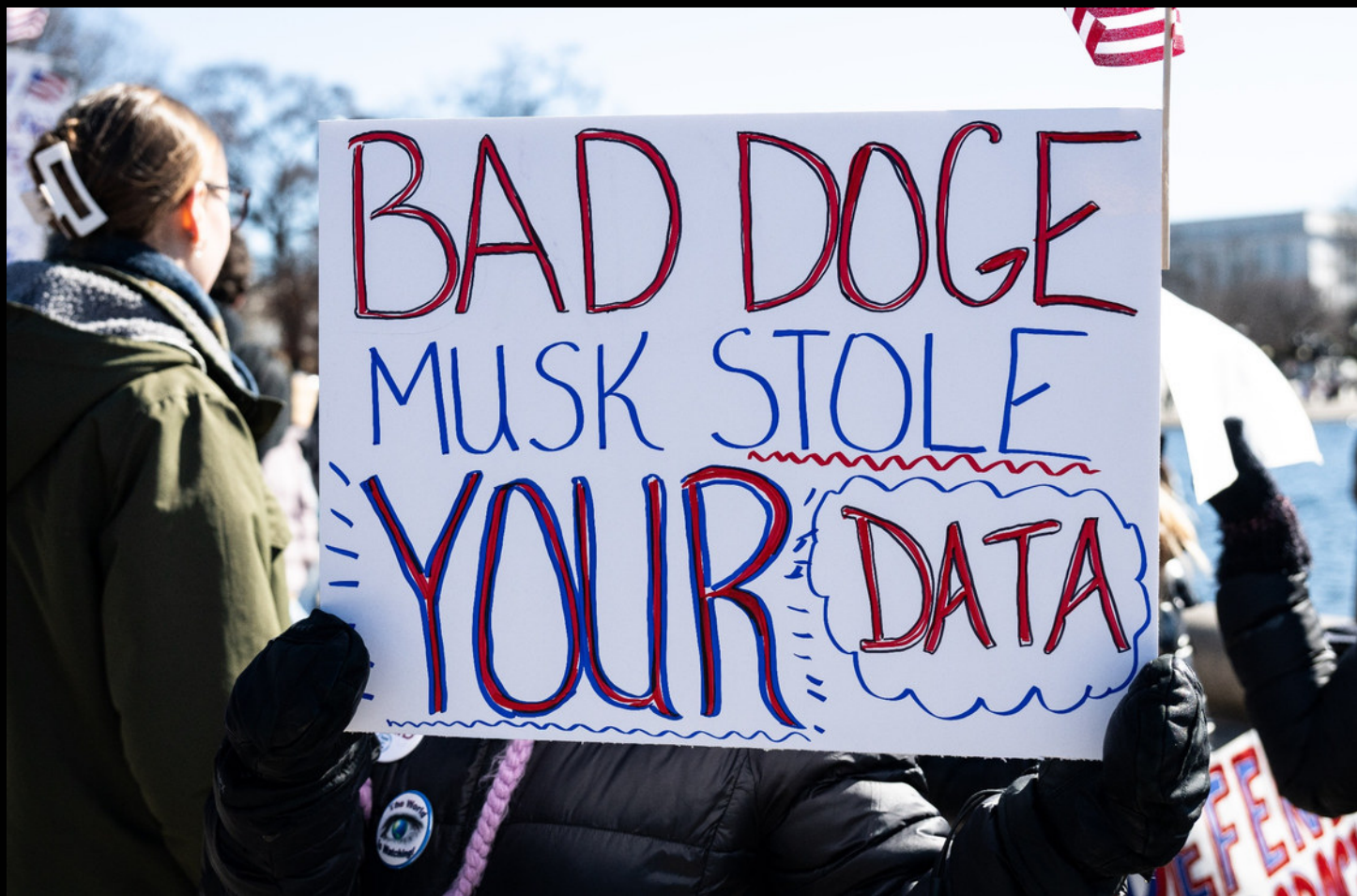
















This t-shirt would probably make a great sign.

**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**











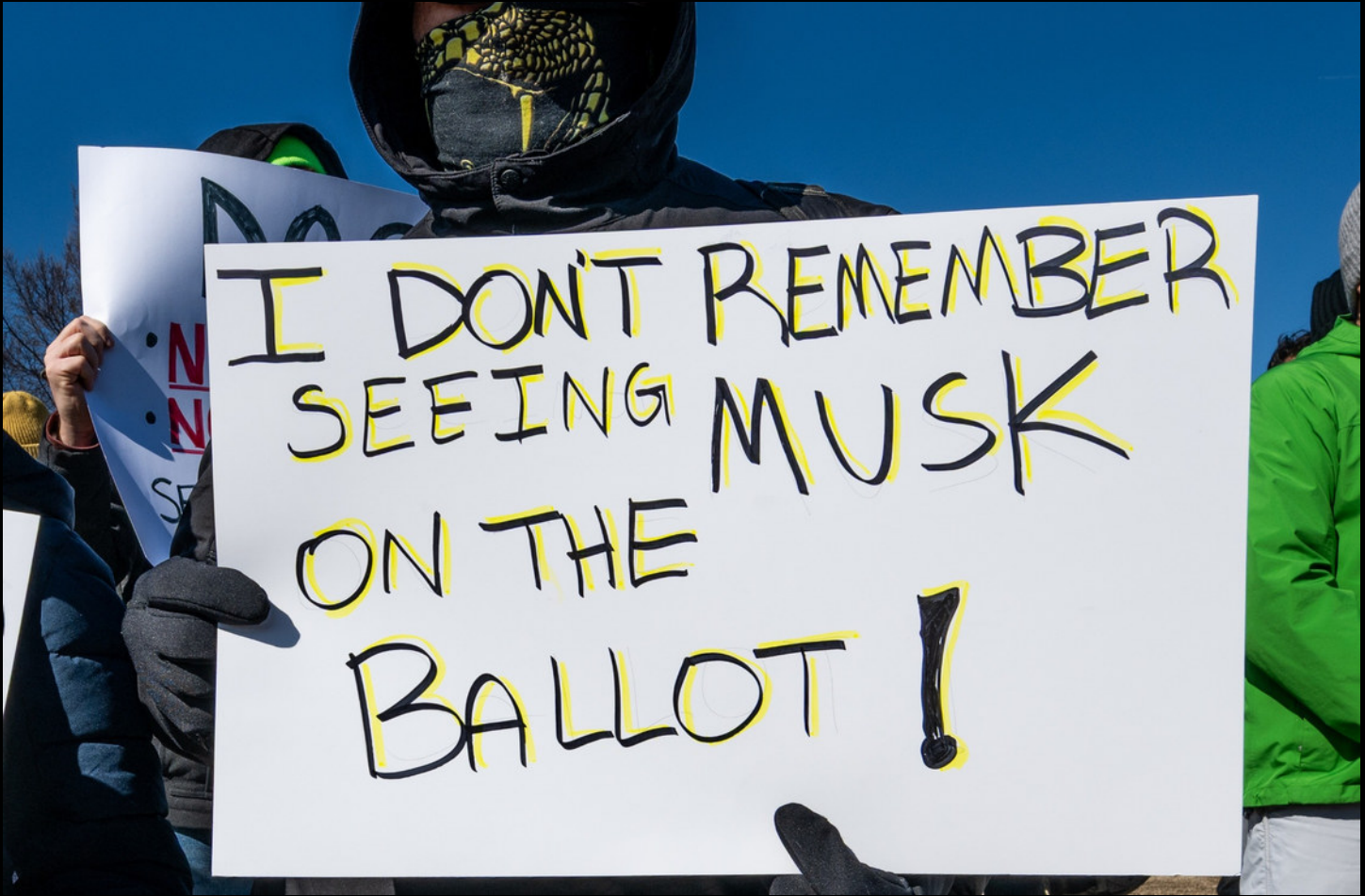


Elon Musk
Stole our Election
Stole our Data
Stole our Government
Give him Steel bars

AMERICA HAS KI...

LGBTQ
Rights
Human
Rights

I DONT REMEMBER
SEEING MUSK
ON THE BALLOT!















NO KINGS
NO CROWNS
only
EQUALITY
UNDER THE LAW!

MY PARENTS ARE
PUBLIC SERVANTS
not
PARASITES!

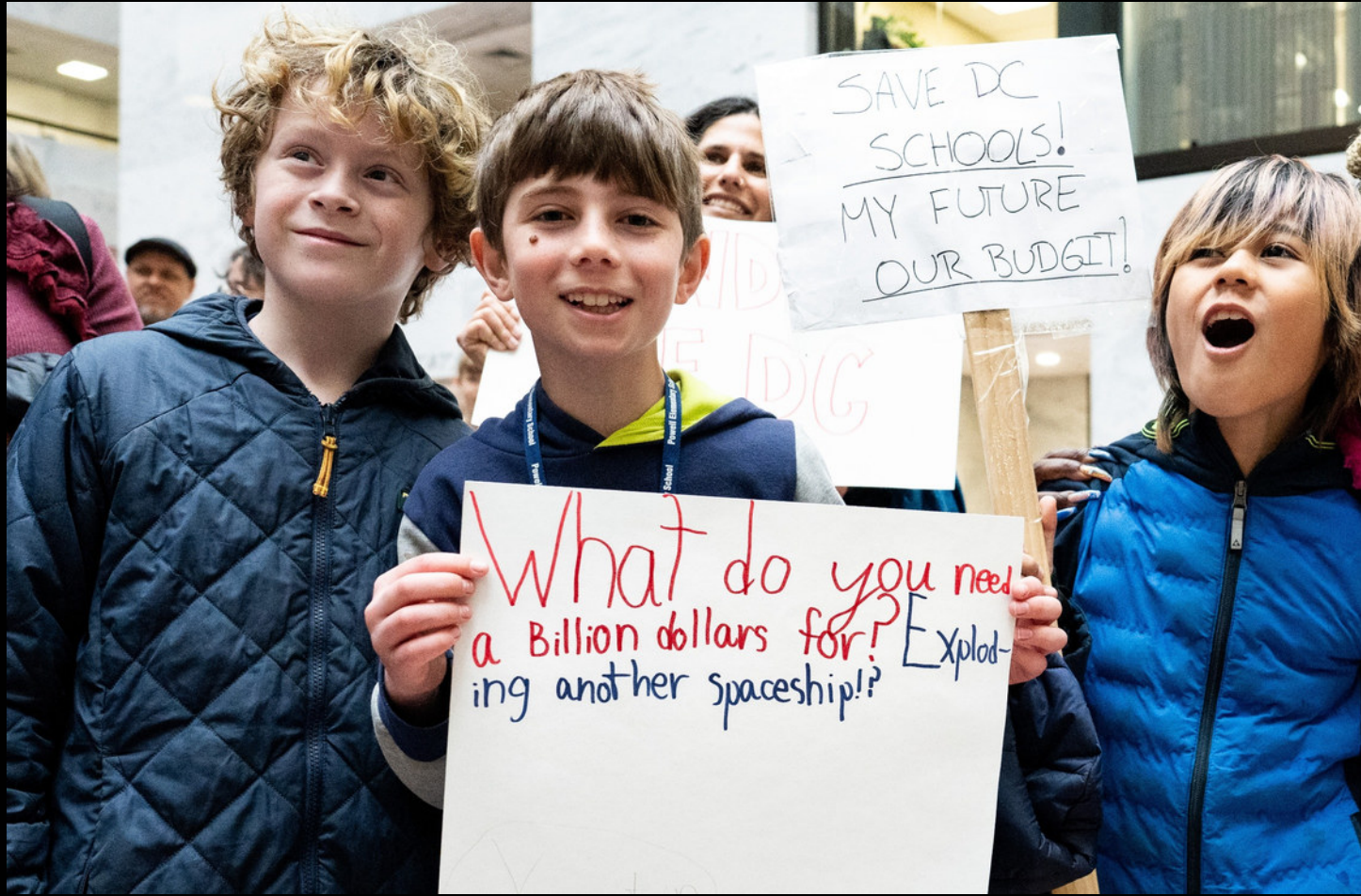


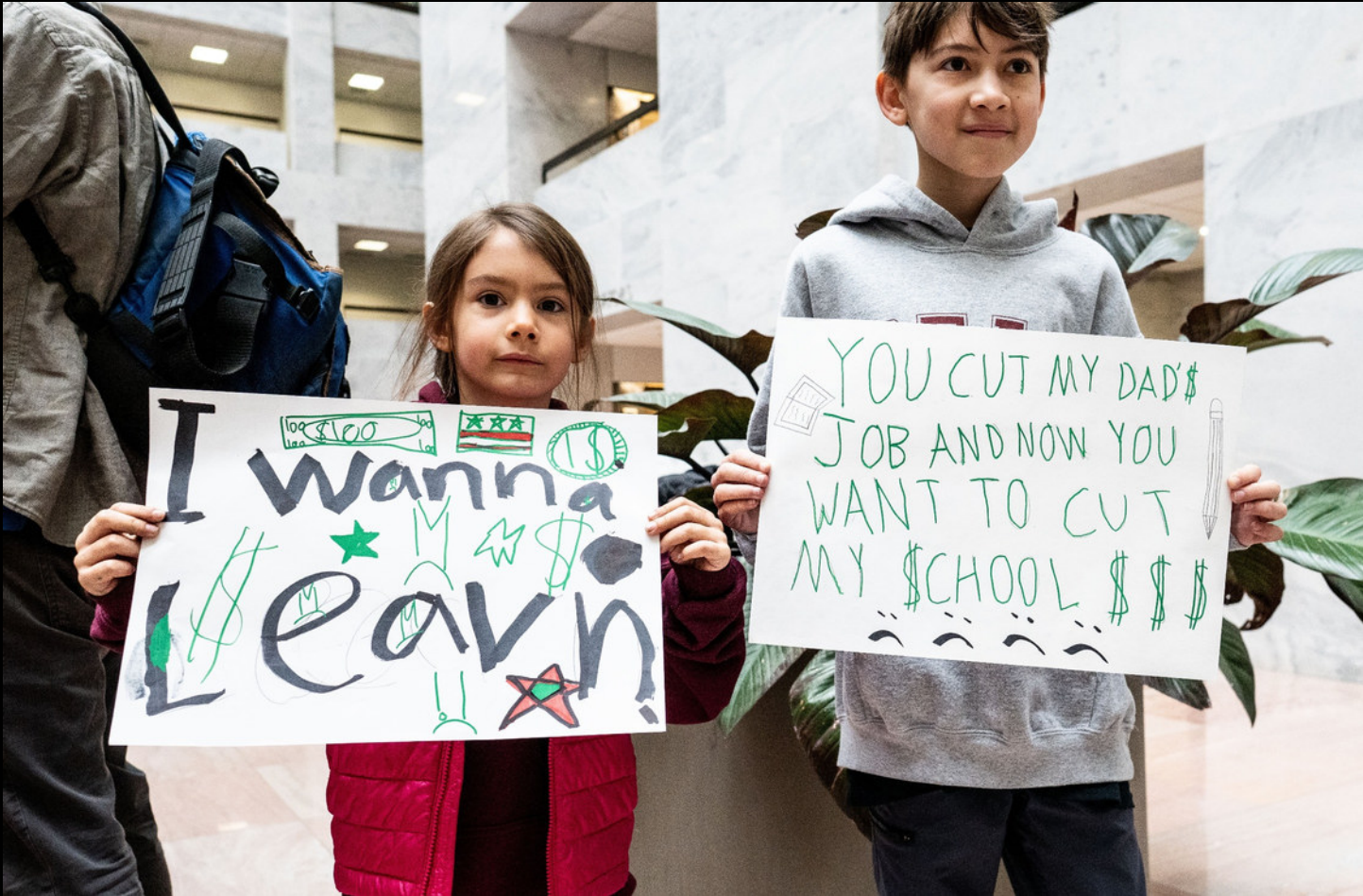






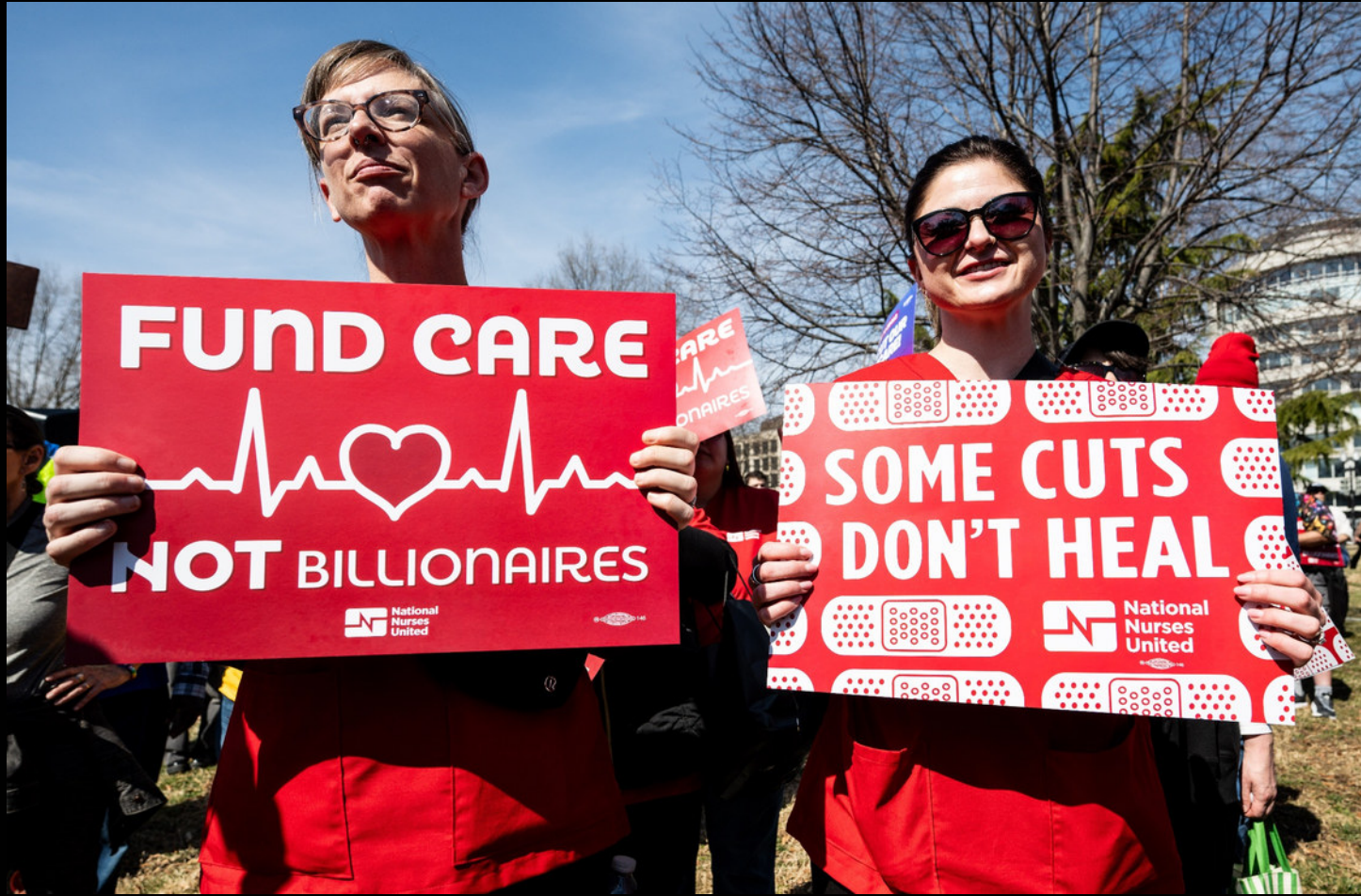
























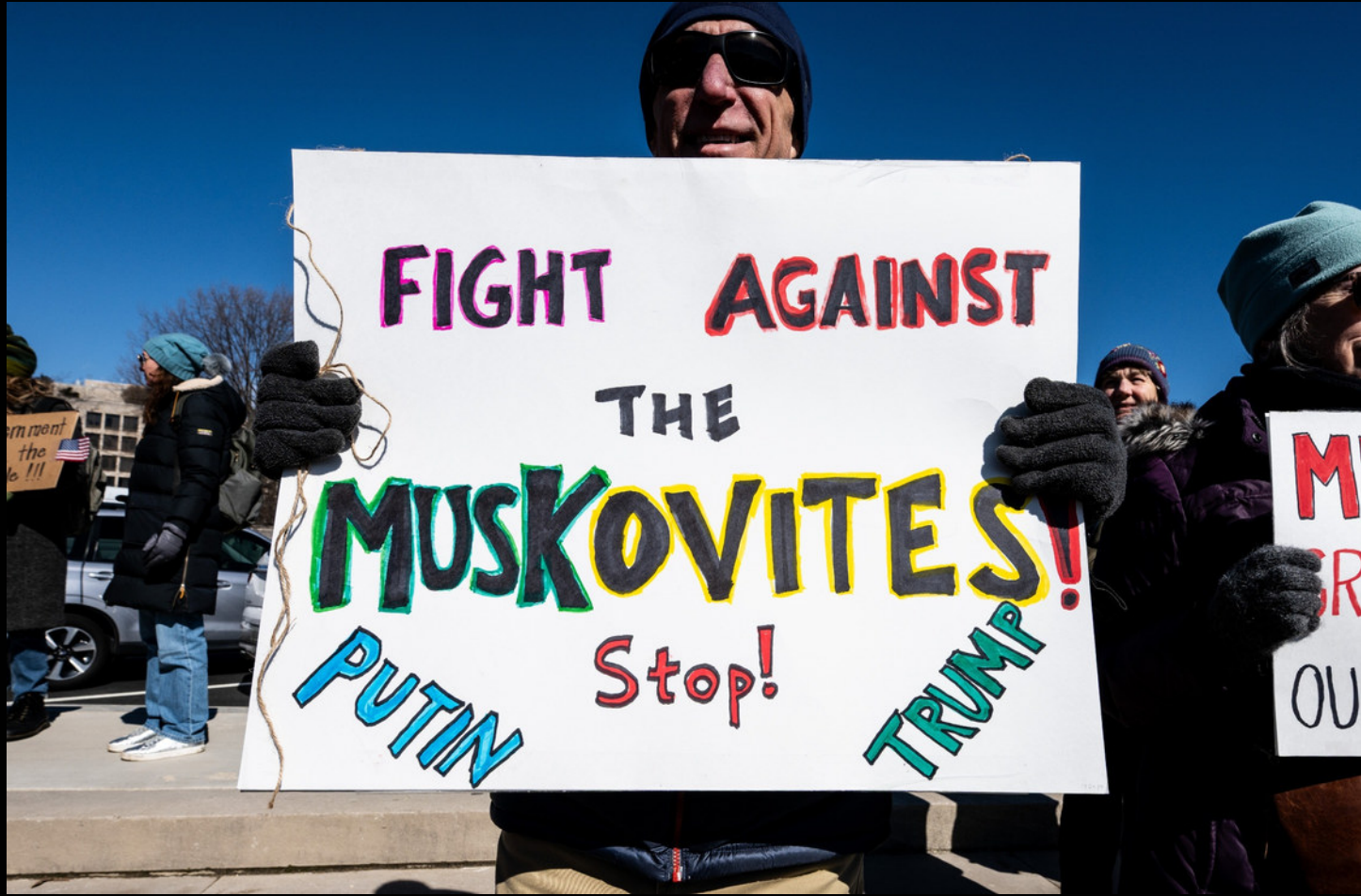
























Yes, I know it's a truck, but it is also a great sign.







































































NEVER FORGET
DONALD KING
BONE SPURS
CALLED
SOLDIERS
LOSERS
+ SUCKERS

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




RESIST


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

COWARDLY
PRESIDENT
DOESN'T PROTECT
VETERANS

STOP





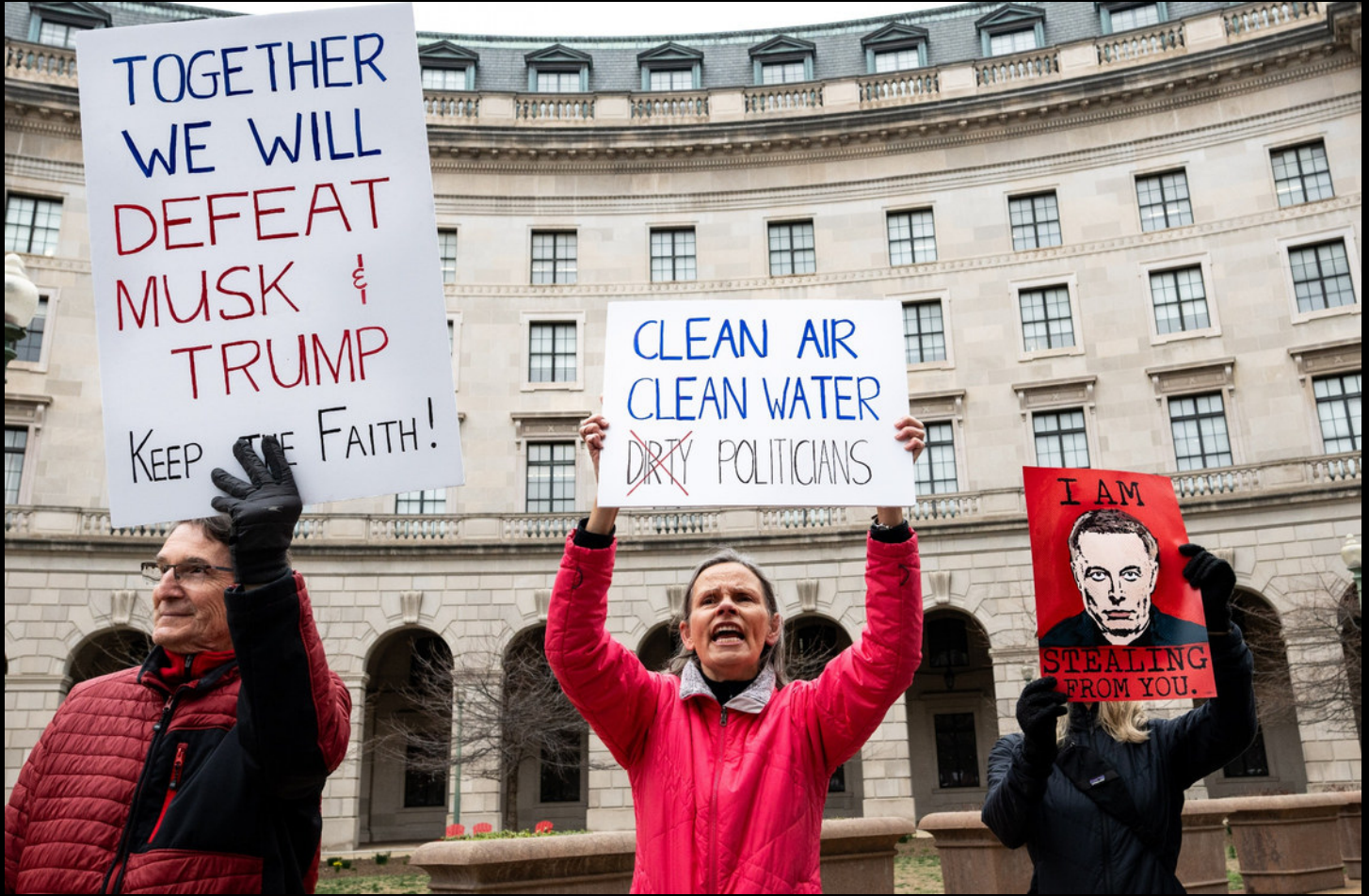
ARREST ELON
AND HIS
DOGE MINIONS

Foil the
Fascist
Felon

SAV
OU

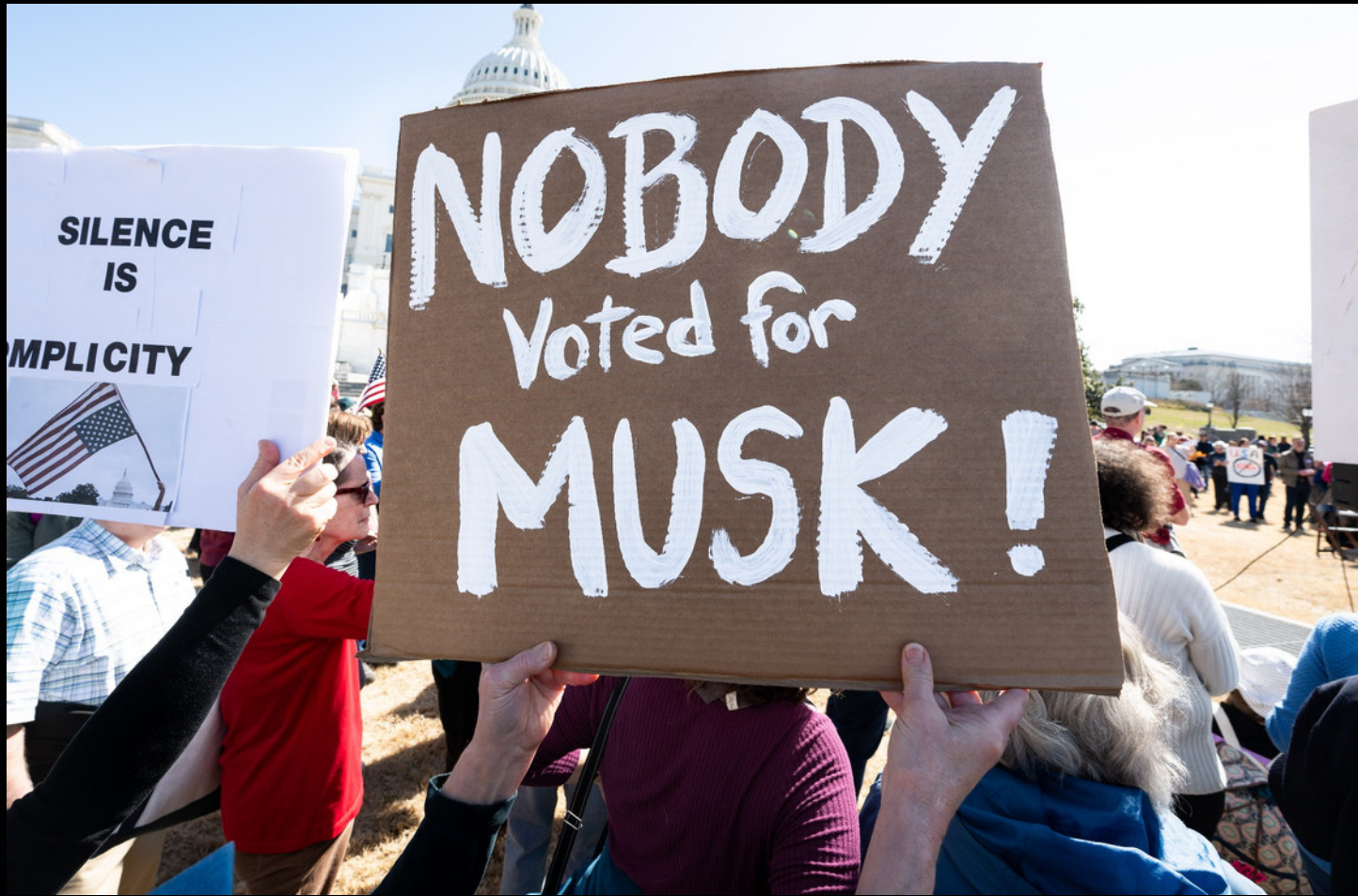
DEMO



















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

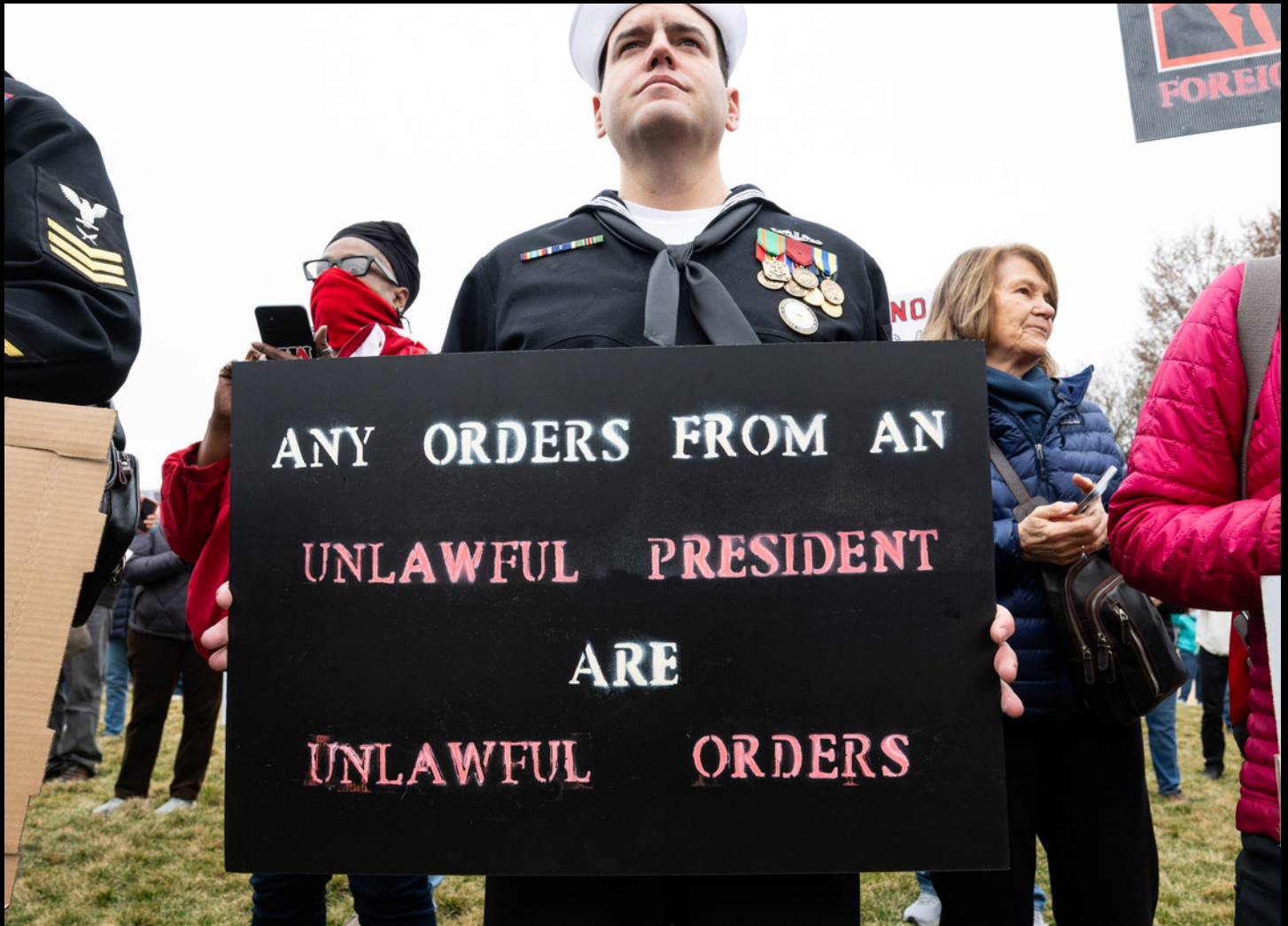








Another truck sign that would probably work well as a hand held sign.



ANY ORDERS FROM AN
UNLAWFUL PRESIDENT
ARE
UNLAWFUL ORDERS



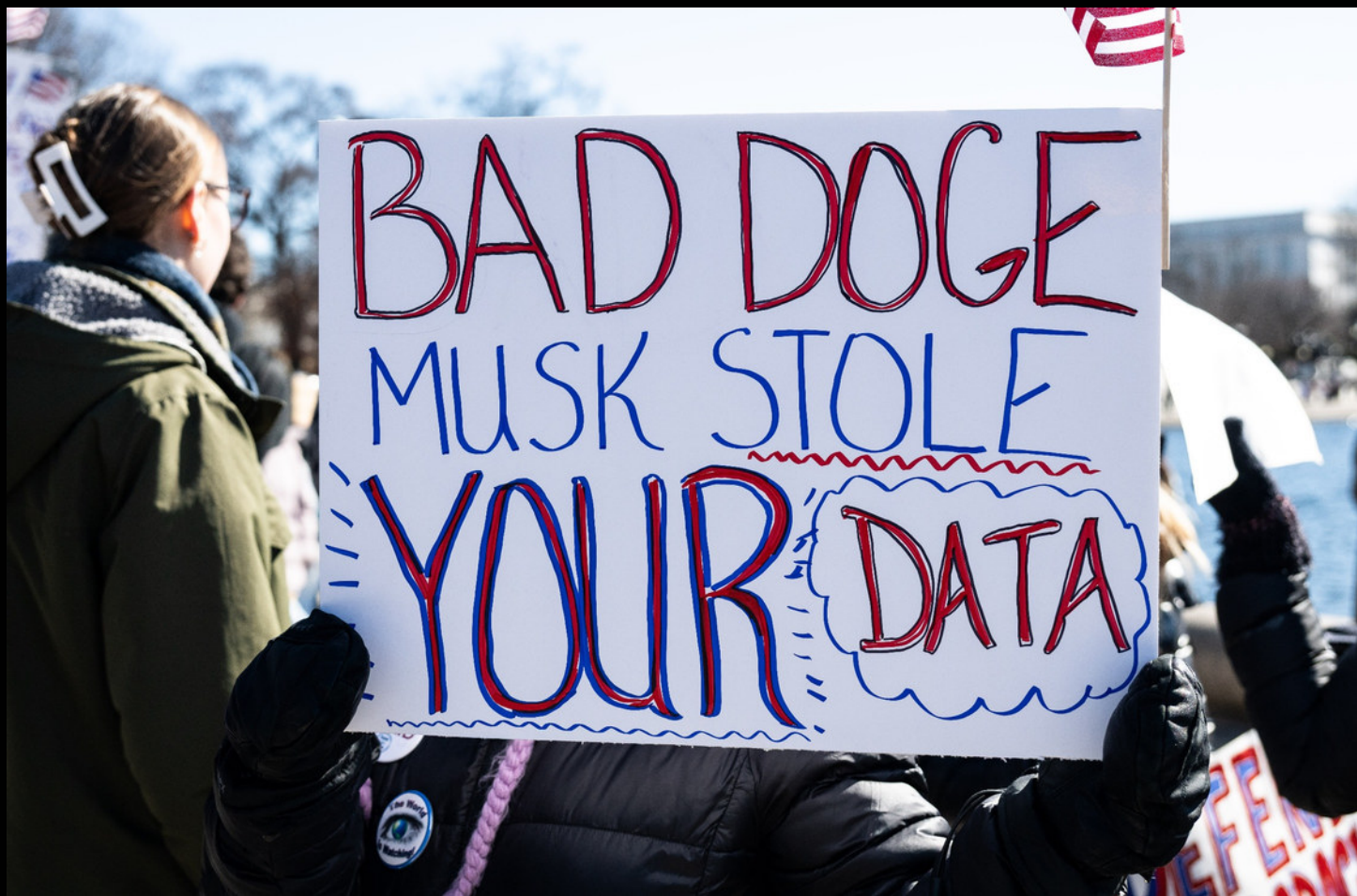




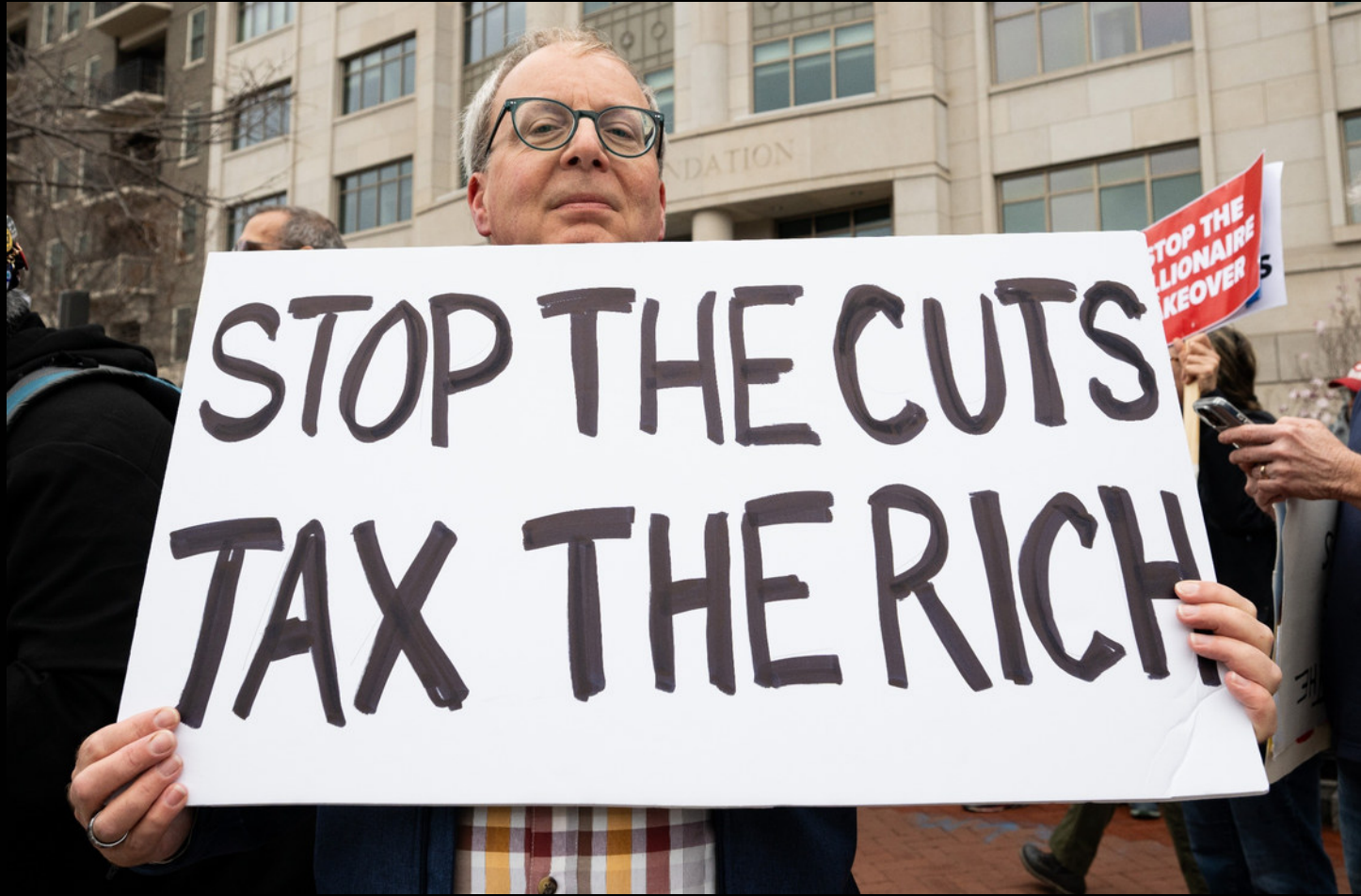


















REMEMBER YOUR OATH
TO THE CONSTITUTION
OR FOREVER BE KNOWN AS
TRAITOR

TRUMP, MUSK, VANCE,
AUTHORS OF PROJECT 2025
TREASON - 18 USC CH. 113 SEC. 2381
MISPRISON OF TREASON
18 USC, CH. 113 SEC. 2382
AND POSSIBLY A FEW JUDGES

Dump
Trump
Ditch the
Dick-tator

TRAITOR
TRUMP
GITMO CALLED
YOUR ROOM
IS READY!
ENFORCE THE
14th!

No
Ethical
Nomination













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Second Edition Note: This second edition is identical to the first edition except that it corrects formatting issues for two images, substitutes two new images for two that were too similar to others, adds a few images, and updates the introduction on page five.

