

The Honorable Lynn C. Woolsey
U.S. Representative of California (1993–2013)

Special Exhibit: A Century of Women in Congress

Artistic Design

Representative Woolsey describes the importance of using the same design for her campaign material throughout her political career.

Interview recorded March 7, 2016

I had an artist friend—a graphic-artist friend—who made my first bumper sticker when I ran for city council. And he designed it. And it was, it stuck. I mean, it was just my name, “WOOLSEY.” But that, and the way he did it, it worked. And it was red, white, and blue, and it was good. And that’s what I used forever. And we’d fight. I mean, then, then later in life, I mean, later on, it would be time to, you know, reprint and everything, and his zero, you know, that was the unique part. He was an artist, and he had the “O-Os,” Woolsey, in “WOOLSEY.” He had them a, just a certain space, and so I’d have to insist that my staff would keep that spacing for the, you know, all the way through. Because it’s easy to go, “Oh, well, who cares now?” But, yes, it was, it meant something to me that it was his art, and it was good.