

## Department of Defense 2022 Martin Luther King Jr. Day Poster

**Poster Description:** Martin Luther King Jr. Day is recognized annually and always presents the theme — “Remember! Celebrate! Act!- A Day On, Not A Day Off!”

On December 1, 1955 Rosa Parks, a Black seamstress, was arrested in Montgomery, Alabama for refusing to give up her seat in the designated “white” section on a public transportation bus. Her arrest sparked the Montgomery Bus Boycott, during which the Black citizens of Montgomery refused to ride the city’s buses in protest over the bus system’s policy of racial segregation. Martin Luther King, Jr., a Baptist minister who endorsed nonviolent civil disobedience, emerged as leader of the Boycott. Successful resolution was achieved after 381 days when the Supreme Court ruled in November 1956 that segregation on public buses was unconstitutional. The 2022 poster is a historical collection of imagery reflecting this critical moment in our nation’s past.

The artist first placed in the background of the poster an artistic rendition of a map of Montgomery, Alabama in muted colors. In a second layer, in the upper left corner and on top of the map, is an image of Martin Luther King, Jr. when he was 26 years old and leading the Boycott. Centered in the foreground is the next layer in the poster which shows a rendering of a public transportation bus resting on a roadway in a long perspective viewpoint. The bus is rendered in muted white, green and yellow with a distressed appearance. The artist chose to conceptually portray an elongated view of the bus in order to reflect the long struggle and historical moments that led to the 1956 ruling. Strategically placed on the front of the bus itself are two significant dates. The bus number is represented as 1955, the year the boycott began and the 1205 on the license plate was the date, December 5<sup>th</sup>, the boycott began.

On the final layer to the left front of the poster is a sidewalk which matches the elongated perspective of the bus. On the sidewalk is a quote by Martin Luther King Jr. — “Faith is taking the first step even when you don’t see the whole staircase.” The quote is a mix of sans serif fonts and a mix of regular and bolded styles. It was strategically chosen since the Montgomery Bus Boycott was the first mass-action of the modern civil rights era, and served as an inspiration to other civil rights activists across the nation. The placement of the quote on the poster is designed to lead a viewer’s eye up the steps of the bus and into contemplation of the arena where the Montgomery Bus Boycott was born.

In the upper right corner of the poster is the annual theme, “Remember! Celebrate! Act!” in a larger muted red sans serif font, grouped with a smaller italicized sans serif font spelling out “A Day On, Not A Day Off” in a darker red. At the poster’s bottom right corner is the observance date of Martin Luther King Jr. Day, January 17, 2022 in an orange/red color. Paired with the observance name and date in the lower right corner are the seals for both the Department of Defense and Defense Equal Opportunity Management Institute (DEOMI). Also accompanying the seals is a quick response code which links to the DEOMI website, [www.defenseculture.mil](http://www.defenseculture.mil).