Core Design Programme

The principles of graphic design to produce XR's destinctive look, and artwork to use. See also the Global Media Library page for artwork samples.

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- Extinction Symbol

What is the Design Programme?

Made by XR for XR -- fonts, logos, colours, woodblock images, icons The visual creativity of XR actions and outreach has been instrumental in the rise of the movement.

The Design Programme v1.1 describes and explains the XR Branding - how and why to use it.

The full (10mb PD) document is available to download from the XR's Cloud. Note that the 2nd font has changed from Crimson to Karla (see more info below).

Some quick guides to the information in the design programme can be found below:

File & Image Formats

Many of the images are available as SVG (Scalable Vector Graphics) files. Converting them to PNG or JPEG takes some expertise. But these core woodblocks and images can also be downloaded from Aktivisda as .png files in a colour of your choice.
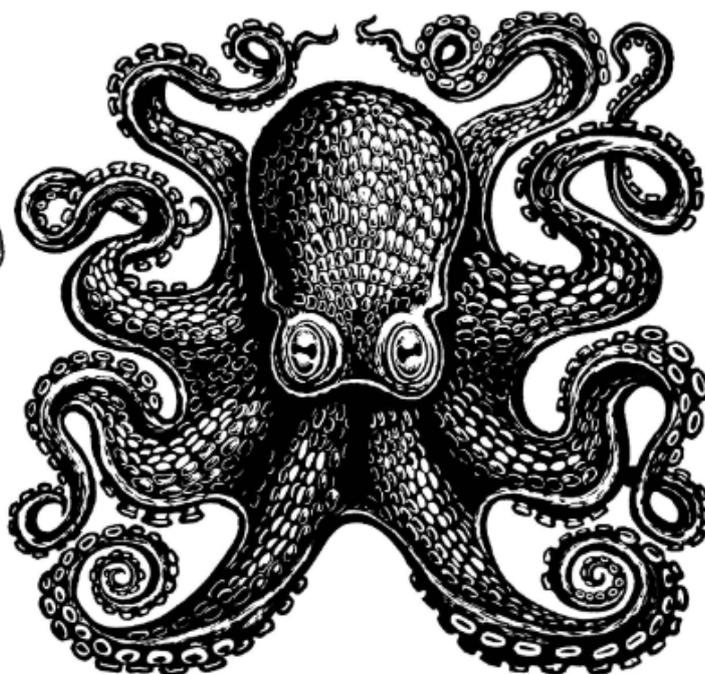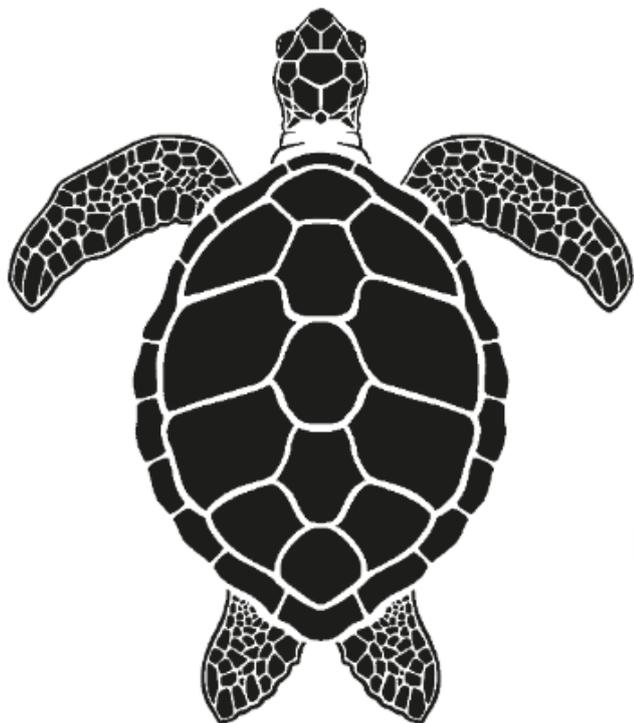
Easy to use Logos

Some 'ready-to-use' XR logo graphics in various colours

Fonts

XR origionally used two fonts, **FUCXED CAPS/LATIN** - for headlines and **Crimson** - for main text. But for accesibility/readability reasons the second font recommend for main text is now **Karla**

Purpose	Font Name	Download	Sample
Best for online graphics	FUCXED LATIN	FUCXEDCAPSLATIN_fonts.zip	**FUCXED LATIN**
Headline Print	FUCXED CAPS	FUCXED v4.ttf	**FUCXED CAPS**
Body Copy	Karla	Karla at Google Fonts	Karla Text Light Karla Text Regular **Karla Text Semi-bold** **Karla Text Bold**

Colours

Quick guide to the standard XR colours

Extinction Logo/Symbol
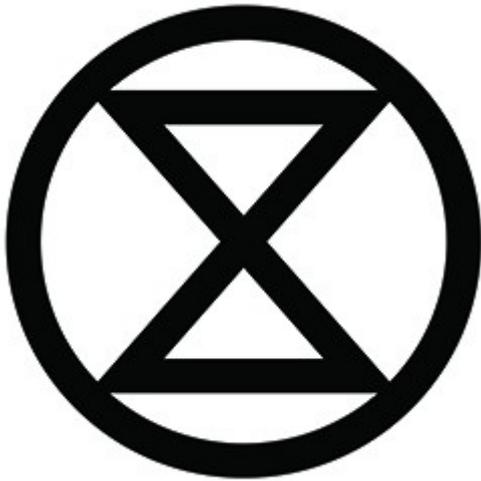
The Extinction symbol should not to be use commercially in either the sales of goods or for fundraising. More information about the guidelines for use and the origin of this logo can be found here.

Block Prints

Our block prints are fabulous resource to use either in graphics for for printing. You can find them in the full design programme (linked at top of page), download from Akivisda, or learn more about block printing here.

Colours

We have a standard set of colours for our publications, which are documented in the Design Programme.

As it is a large PDF, here is a summary of the colour scheme. This page also has the hex values of the colours. If you need CMYK or PMS codes, they are in the original document, which is also the place to go for the full guidance.

Main colours

When you see the logo it's often black on green, but it can also sit on the other backgrounds.

Colour	Code	Sample	Colour	Code	Sample
Green:	#14aa37		Black:	#000000	

Bright colours

Our colours symbolise the intersectional nature of XR. The colours can and should be mixed together to create bold and bright graphics.

Colour	Code	Sample	Colour	Code	Sample
Lemon:	#f7ee6a		Light blue:	#75d0f1	
Pink:	#ed9bc4		Purple:	#986297	
Light green:	#bed276		Warm yellow:	#ffc11e	
Bright Pink:	#cf6297		Red:	#dc4f00	
Dark blue:	#3860aa		Angry:	#c80082	

Colour Palette

For use with design software (.clr file)

XR Logos ready to use!

Just drag them from this page to your desktop, or right click and 'save as'.

For graphic designers see the Design Programme for higher quality versions of these.

XR logo linear black - 1500px wide - transparent background. **For use on small leaflets and posters...**

XR logo linear black - 700px wide - transparent background. **For use online and in emails - but not any with fundraising requests as the hourglass logo is not allowed to be used when fundraising**

Hourglass black - 600px wide - transparent background. **For use online and in emails - but not any with fundraising requests as the hourglass logo is not allowed to be used when fundraising**
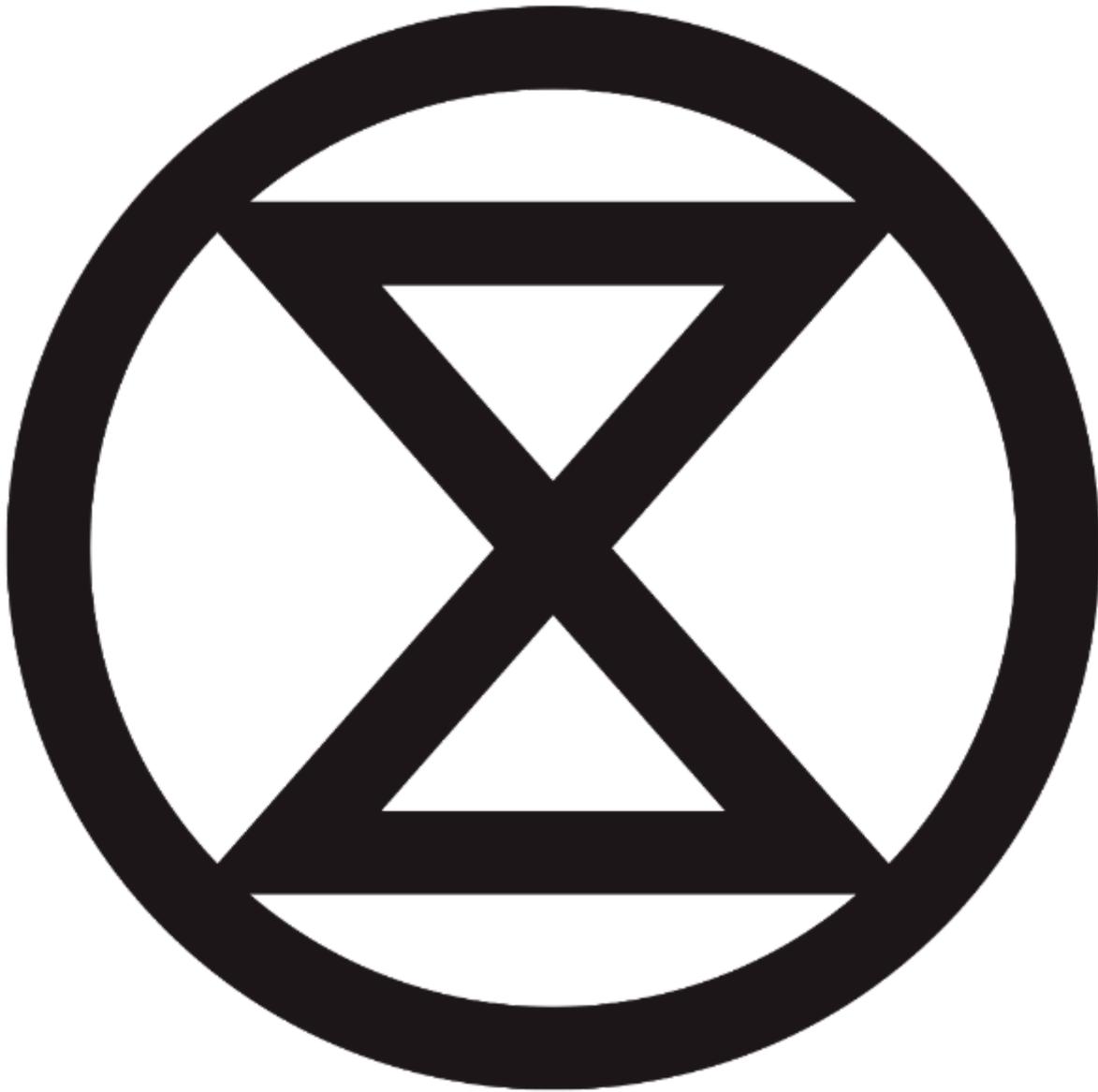
Hourglass white - 1000px wide - transparent background. **For use online and in emails - but not any with fundraising requests as the hourglass logo is not allowed to be used when fundraising**

(Don't worry- this isn't just a blank space! Its just a white on white image)

XR Logos for Emails - 600px wide - first one is transparent background. For use online and in emails, nice slim logo so doesn't take up too much space on your emails and can be used for any type of email content

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If you have any feedback on this page - or want other easy to use XR graphics/logos then contact

media@xrnottingham.org

Extinction Symbol

The symbol above represents extinction. The circle signifies the planet, while the hourglass inside serves as a warning that time is rapidly running out for many species.

Extinction Rebellion (XR) is a do-it-together movement. All our design and artwork can be used non-commercially for the purpose of planet saving. This does not mean creating merchandise for fundraising or sending XR a percentage of your sales. We do not endorse or create any merchandise and we will pursue and prosecute anyone who does. The Extinction Symbol was designed in 2011 by street artist ESP, who loans XR usage on the same basis.

More information can be found

- on the extinction symbol website

- in XR's design programme documentation

- and if you want to help protect the XR symbol here is an action you can do from home