

# Design

Design Programme, fonts, logos, woodblock images, colours. Leaflet and poster designs.

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# How it all began

Really worth watching this video showing the evolution and implimentation of XR's design programme to understand the passion and ambition behind the creative vision for XR.

<https://www.youtube.com/embed/mg5kzZMGg6Q?si=rwo8cSS-IG-iPrBQ>

# Core Design Programme

The principles of graphic design to produce XR's distinctive look, and artwork to use. See also the [Global Media Library](#) page for artwork samples.

# 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.

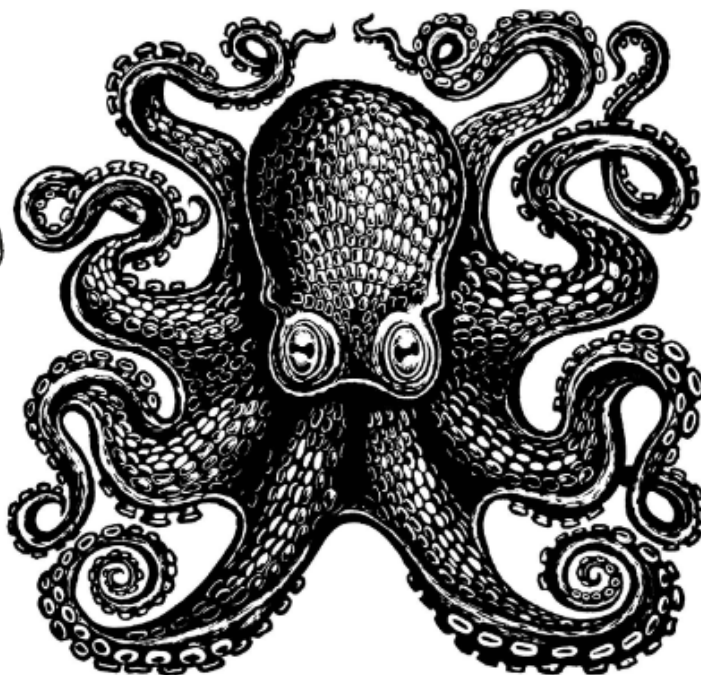
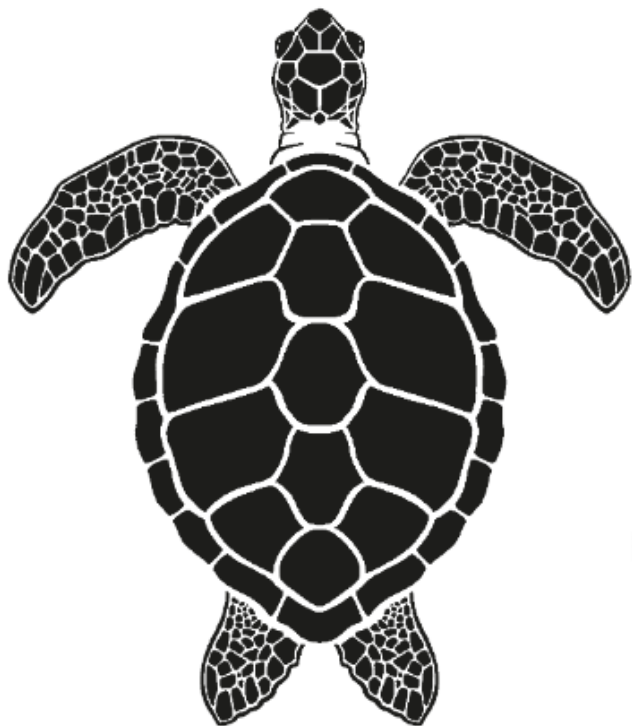
**The Design Programme v1.1** describes and explains the XR Branding - how and why to use it.

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

Purpose	Font Name	Download	Sample
Best for online graphics	FUCXED LATIN	<a href="#">FUCXEDCAPSLATIN_fonts.zip</a>	<b>FUCXED LATIN</b>
Headline Print	FUCXED CAPS	<a href="#">FUCXED v4.ttf</a>	<b>FUCXED CAPS</b>
Body Copy	Karla	<a href="#">Karla at Google Fonts</a>	Karla Text Light Karla Text Regular Karla Text Semi-bold <b>Karla Text Bold</b>

## 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	

Colour	Code	Sample	Colour	Code	Sample
Dark blue:	#3860aa		Angry:	#c80082	

# Colour Palette

For use with design software (.clr file)



# XR Logos ready to use!

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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.

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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**



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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)



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**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

**extinction**  
**rebellion**

**extinction**  
**rebellion**

**extinction**  
**rebellion**

**extinction**  
**rebellion**

**extinction**  
**rebellion**

**extinction**  
**rebellion**



**extinction**  
**rebellion**



**extinction**  
**rebellion**



**extinction**  
**rebellion**

If you have any feedback on this page - or want other easy to use XR graphics/logos then contact [media@xrnottingham.org](mailto: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.

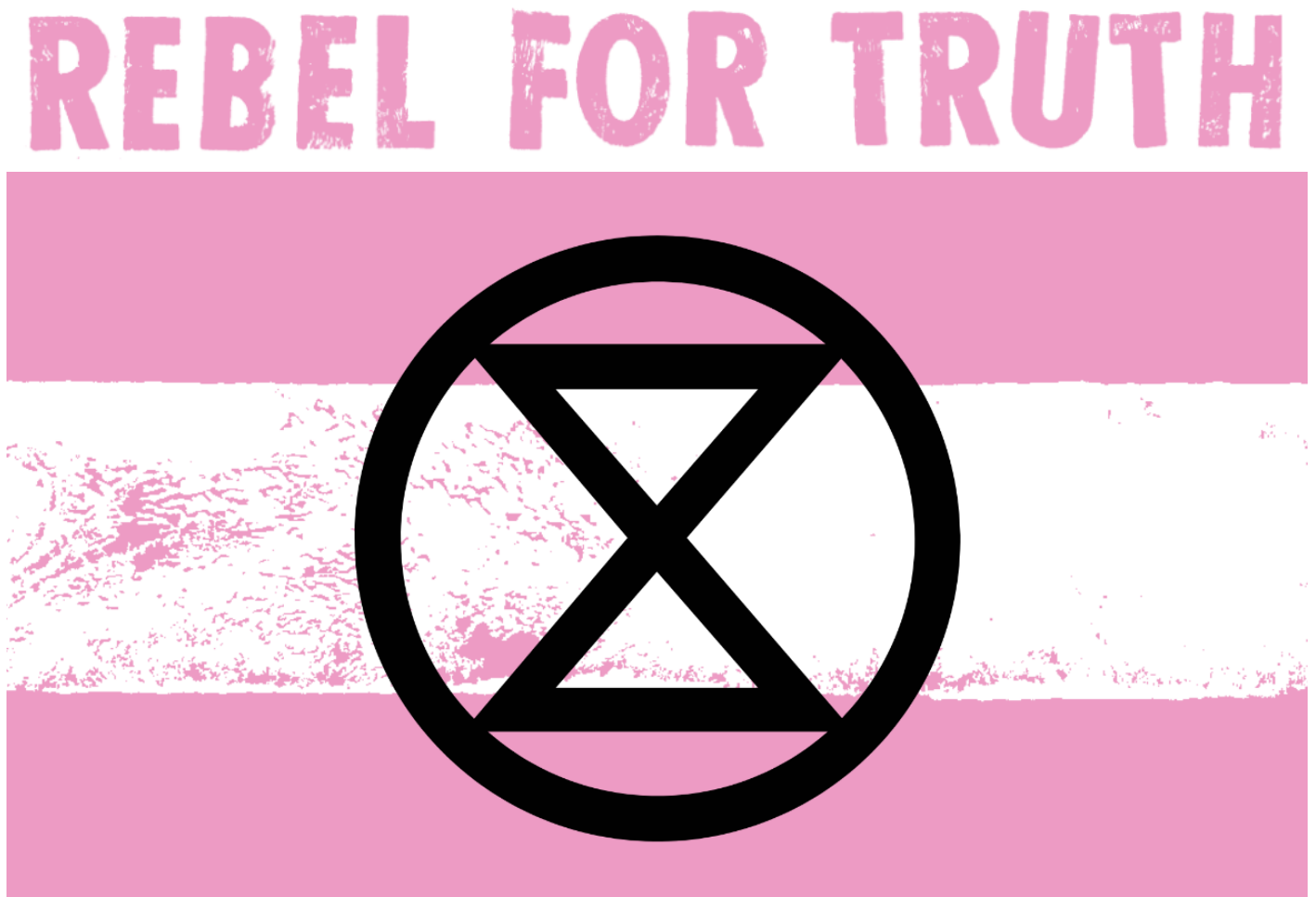
More information can be found

- 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](#)

# Design Packs

For rebellions, specific actions or events

# Rebel for Truth - Sep 2023



Since XR first burst onto the streets we have said "Tell the truth and act as if the truth is real".  
**Truth is the antidote to the climate lies** and the climate liars.

When you can't trust those in power, the people are the answer. We are trapped in a system that is outdated and out of touch. Citizens' Assemblies are the alternative. In a time of corruption and greed, 'reasonable' starts to look revolutionary.

**Posters, fonts, assets, flag, messaging, hashtag and more!** [view the Rebel for Truth Design pack here](#)



# The Big One / 100 Days - Early 2023

The full campaign was initially called 100 days (100 days to prep, 100 days to promote).. up to the day of The Big One. Here are the design assets used.

Logos, flyers, posters, assets, design tools - everything you need.

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The Big One Design Pack - containing:

- Flyers
- Posters
- Social Media
- Designs - flyer, poster and web banner backgrounds



## The Big One Media & Messaging Guide

For a general introduction to design in XR -- fonts, logos, colours, woodblock images, icons -- see the [Design](#) book.

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### Assets for The Big One

Supporters Logos version 2 (30th March 2023)

[A4 printable poster](#)

[Instagram Story graphic](#)

[Instagram Post \(highlighted logos only\)](#)





# Cover the Capital - Oct 2022

Hey everyone! We've collated all the designs used in Cover the Capital from October 2022:

☐☐ Designs drive with [all the resources you need](#) (Tube Ads, Bus Stops, Billboards and assets to create your own designs!)

☐☐ [Printing guidelines and advice](#)

☐☐ London Underground [Subvertising Booklet](#)

☐☐ Paint the Streets [Info pack](#) (a great and detailed resource with all the info you need to begin)

Thanks to everyone, keep sharing our amazing messages to the public, and continue share your images and ideas here in this chat too!

Love and Rage ~ The Paint the Streets team

# We Want To Live - Sep 2020

This design pack reflects the multiple narratives running through our struggle, and is intended to give everyone in XR a way to tell our story.

The **PDF of of this design pack** is [available here](#)



Contents ofthe Booklet:

1. **WHY?**
2. **AN OPEN INVITATION**
3. **COLOURS**
4. **PIGEON**
5. **FRAME-OF-SHIT**
6. **POSTERS**
7. **STICKERS**
8. **BANNERS**
9. **FLAGS**
10. **RESOURCES**
11. **APPENDIX**

**WE  
RISE  
IN  
PEACE**

DEEDS  
NOT  
WORDS

# Design Software, tutorials & guidance

# Visuals Generator Aktivisda

Generate a XR-branded poster or banner in minutes!

The Visuals Generator (Aktivisda) is a web application which will create custom images with words and coloured backgrounds.

[extinctionrebellion.aktivisda.earth](https://extinctionrebellion.aktivisda.earth)

## How to use Aktivisda

**READ:** [Step by Step Tutorial](#) (read the notes underneath the slides)

**WATCH:** Video Guide on How to Use Aktivisda

<https://www.youtube.com/embed/I2kEbgldEBk?si=5RfsDe3KDBBURRa1>



# Canva

## Add crop marks and bleed to your leaflets with Canva

Canva is an online design platform that has many features that can be used for free.

One of the most useful things to be able to use canva for is to turn an image you have made in Aktavisda into a professional printing format. Watch the video below to find out how.

<https://www.youtube.com/embed/EqGAAadjvSw?si=qCAnPvP9a49St6mR>

# Printed Materials

## Outreach

Many classic and event/action/theme related flyers, posters and stickers can all be found on the [Outreach and Integration shelf here](#)

## Principles and Values Poster

To download a professionally printable pdf version, click on the image below.

[Principles and Values](#)  
Image description: A placeholder for a poster titled 'Principles and Values'.

## Declaration of Rebellion

[Declaration of Rebellion](#) for professional printing.

[Declaration of Rebellion](#) for home printing (looks best in A3)