

Design

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

- Core Design Programme
 - Design Programme V1.1
 - Colours
 - Visuals Generator Aktivisda (Vizgen)
 - XR Logos ready to use!
 - Extinction Symbol
- Design Packs
 - Rebel for Truth - Sep 2023
 - Cover the Capital - Oct 2022
 - We Want To Live - Sep 2020

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.

Design Programme V1.1

The Design Programme V1.1

Made by XR for XR -- fonts, logos, colours, woodblock images, icons

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

The full (10mb PD) document is available on the [UK Cloud](#) at

<https://cloud.extinctionrebellion.org.uk/f/52863>

File & Image Formats

Many of the images are available as SVG (Scalable Vector Graphics) files. Converting them to PNG or JPEG takes some expertise. If you would like a particular image as a PNG or JPEG at a particular resolution and colour, please ask on Mattermost in the Rebel Toolkit Reception channel or one of the Arts channels. If you need one or two, we can make them for you. If you need more than that, we can teach you how to convert them yourself.

Quick Reference

Here are a few Pages to whet your appetite and links to quick downloads if you already know what your looking for.

Click on the images to access the file via the UK Cloud.



This page is particularly useful for making posters if you already have some XR images. Here is the link to the page dedicated to Colours in the Toolkit: [Colours](#)

Fonts

XR uses two fonts, one for headlines one for body copy. See the [Font page](#) in the Design Programme more more details.

Purpose	Font Name	Download	Sample
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Headline Print	FUCXED CAPS	FUCXED v4.ttf	FUCXED CAPS
Headline Default	FUCXED LATIN	FUCXEDCAPSLATIN_fonts .zip	FUCXED LATIN
Body Copy	Crimson	Crimson at Google Fonts	Crimson Text Regular Crimson Text Bold <i>Crimson Text Italic</i> <i>Crimson Text Bold Italic</i>

Colours

Colour

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

Main colours:



Green:
R:20 G:170 B:55
C:70 M:0 Y:100 K:0
PMS 375



Black:
R:0 G:0 B:0
C:20 M:20 Y:20 K:100
Black 6

Bright colours:

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



Lemon:
R:247 G:238 B:106
C:5 M:0 Y:65 K:0
PMS 602



Light blue:
R:117 G:208 B:241
C:54 M:3 Y:0 K:0
PMS 297



Pink:
R:237 G:155 B:196
C:10 M:50 Y:0 K:0
PMS 237



Purple:
R:152 G:98 B:151
C:75 M:100 Y:0 K:0
PMS 2617



Light green:
R:190 G:210 B:118
C:37 M:0 Y:66 K:0
PMS 387



Warm yellow:
R:255 G:193 B:50
C:0 M:15 Y:90 K:0
PMS 108



Bright Pink:
R:207 G:98 B:151
Not used offline



Red:
R:220 G:79 B:0
C:0 M:100 Y:100 K:0
PMS 1665



Dark blue:
R:56 G:96 B:170
C:84 M:62 Y:0 K:0
PMS 3005



Angry:
R:200 G:0 B:130
C:20 M:100 Y:0 K:0
PMS 239

Non Commercial

EXTINCTION REBELLION IS STRICTLY NON- COMMERCIAL.

The design assets in this guide are distributed on a strictly non-commercial basis. *And there are two absolute usage conditions.*

- 1/  The Extinction Symbol may *never* be used for (or associated with) any commercial purposes – even fundraising. This is a non-negotiable rule and there are no exceptions.

The symbol is not ours. It was created in 2011 by street artist ESP, and is loaned to us in good faith.

- 2/ **There is no Extinction Rebellion commercial merchandise.** Feel free to make your own XR clothes, posters, art etc – *but give them away.* Remember, we're in the business of overturning business-as-usual.

You may use XR design assets (but never the Extinction Symbol) for the promotion of XR fundraising activities.

Logo

XR Logo

Stacked:

The stacked logo is best used where there's more space and when the overall design is centred on the page.

[Download](#)



Linear:

The linear logo is best used when there's less space and when the logo needs to appear to the left or right of a design.

[Download](#)

Online versions of all logos:

[Download](#)



If you are in any way confused about usage conditions email xrdesigngroup@gmail.com

Block Prints

Wood block prints

Our movement looks timeless even if we are nearly out of time. The wood block prints are a key reason for this. Use them on their own or multiplied across designs. Colour them in any of our colours – they're all saved as bitmaps for ease of use.



[Download](#)



[Download](#)



[Download](#)

Colours

We have a standard set of colours for our publications, which are documented in the Design Programme, which is available on the Cloud (accessible via the Hub) by searching for "Design Programme". As it is a large PDF, here is a light-weight summary of the colour scheme. As a convenience to web authors, 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

Visuals Generator Aktivisda (Vizgen)

The Visuals Generator (Aktivisda) is a web application which will create custom images with words and coloured backgrounds. Generate a XR-branded poster or banner in minutes!

<https://extinctionrebellion.aktivisda.earth/>

It has now been rebranded as Aktivisda. The older version 2 Vizgen is still available at:

<https://extinctionrebellion.fr/vizgen/#/>

How to use the new version of Viz Gen (Aktivisda)

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

[Video Guide on How to Use Aktivisda](#)

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**



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**

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rebellion**

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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

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

Design Packs

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](#)

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](#) and if you click on the images below:



Contents of the 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