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-lG-iPrBQ

Also you can **read this article on the V&A website** - giving a wonderful view into the work of Miles Glyn - one of the original members of the Extinction Rebellion Art Group, a coalition of graphic designers, artists and activists who created the visual identity and communications style.

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.

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.

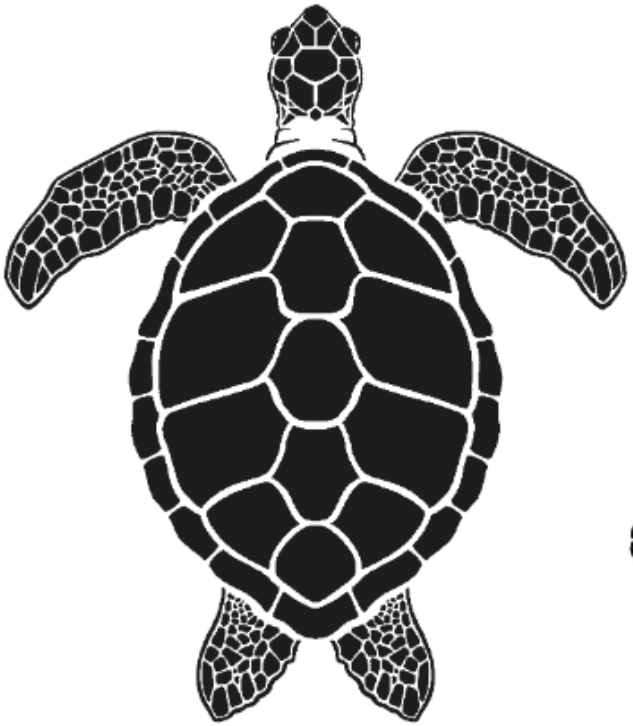
The Design Programme v1.1 describes and explains the XR Branding - how and why to use it.

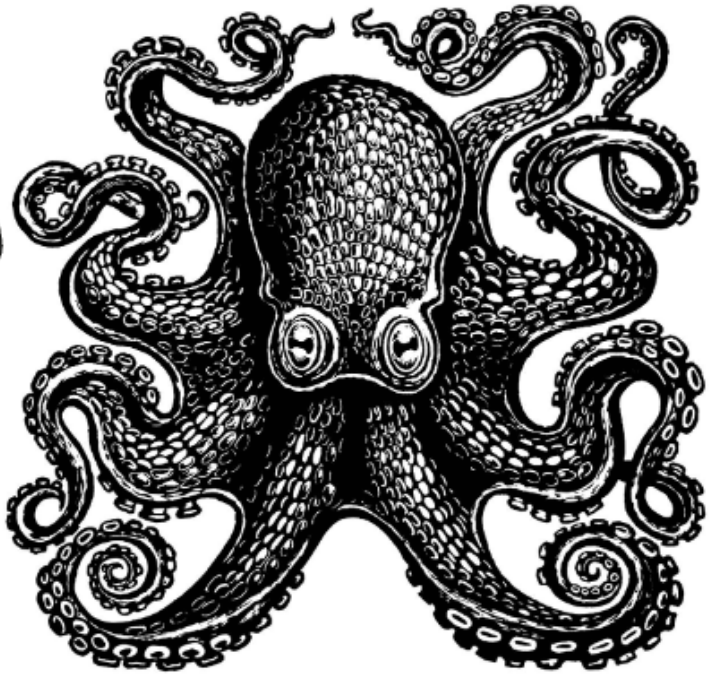
The full (10mb PD) document is available to download from the XR's Cloud. Note that the 2nd font has changed from Crimson to Karla (see more info below).

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.

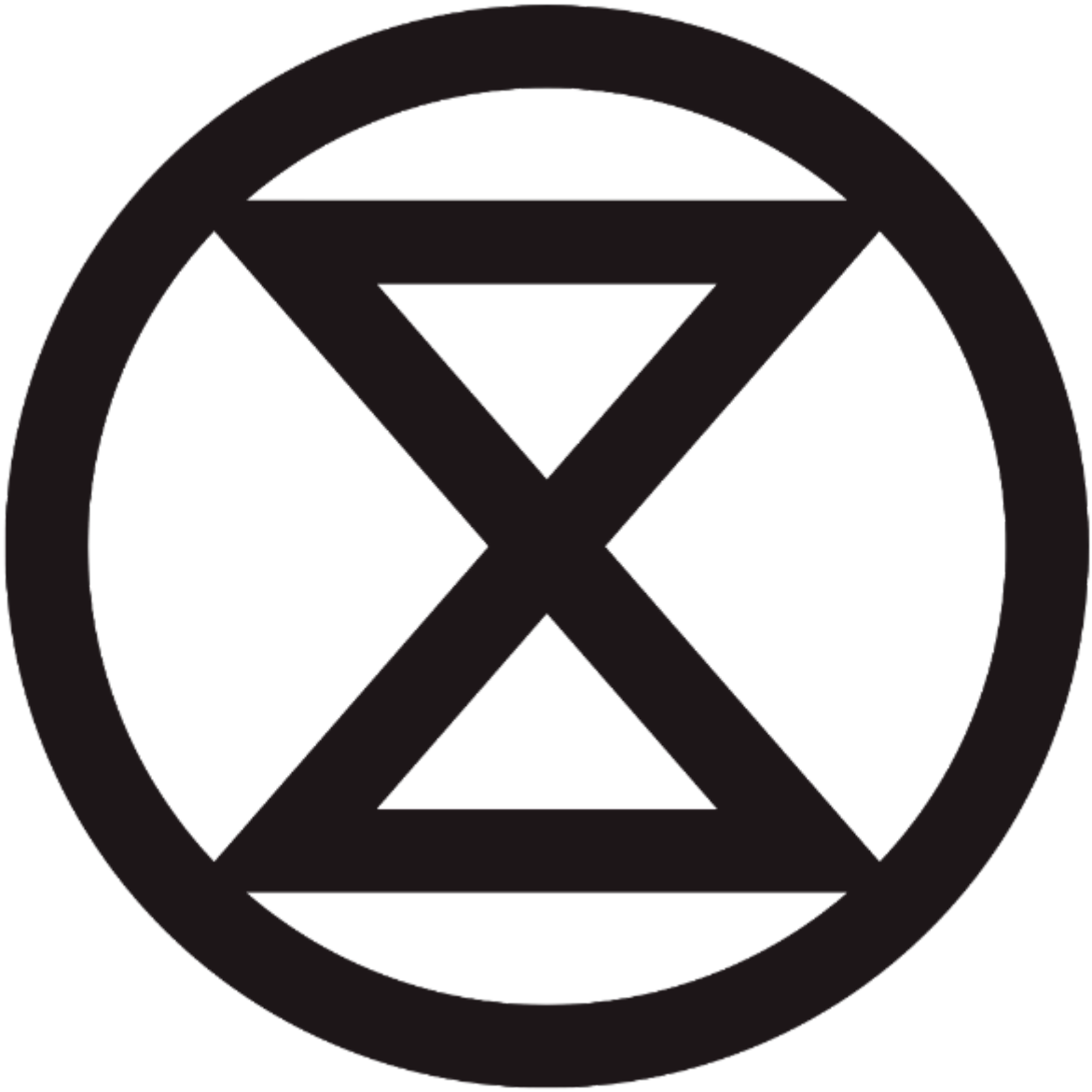
XR logo linear black - 1500px wide - transparent background. **For use on small leaflets and posters...**



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


extinction
rebellion


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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

Core Design Programme

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:

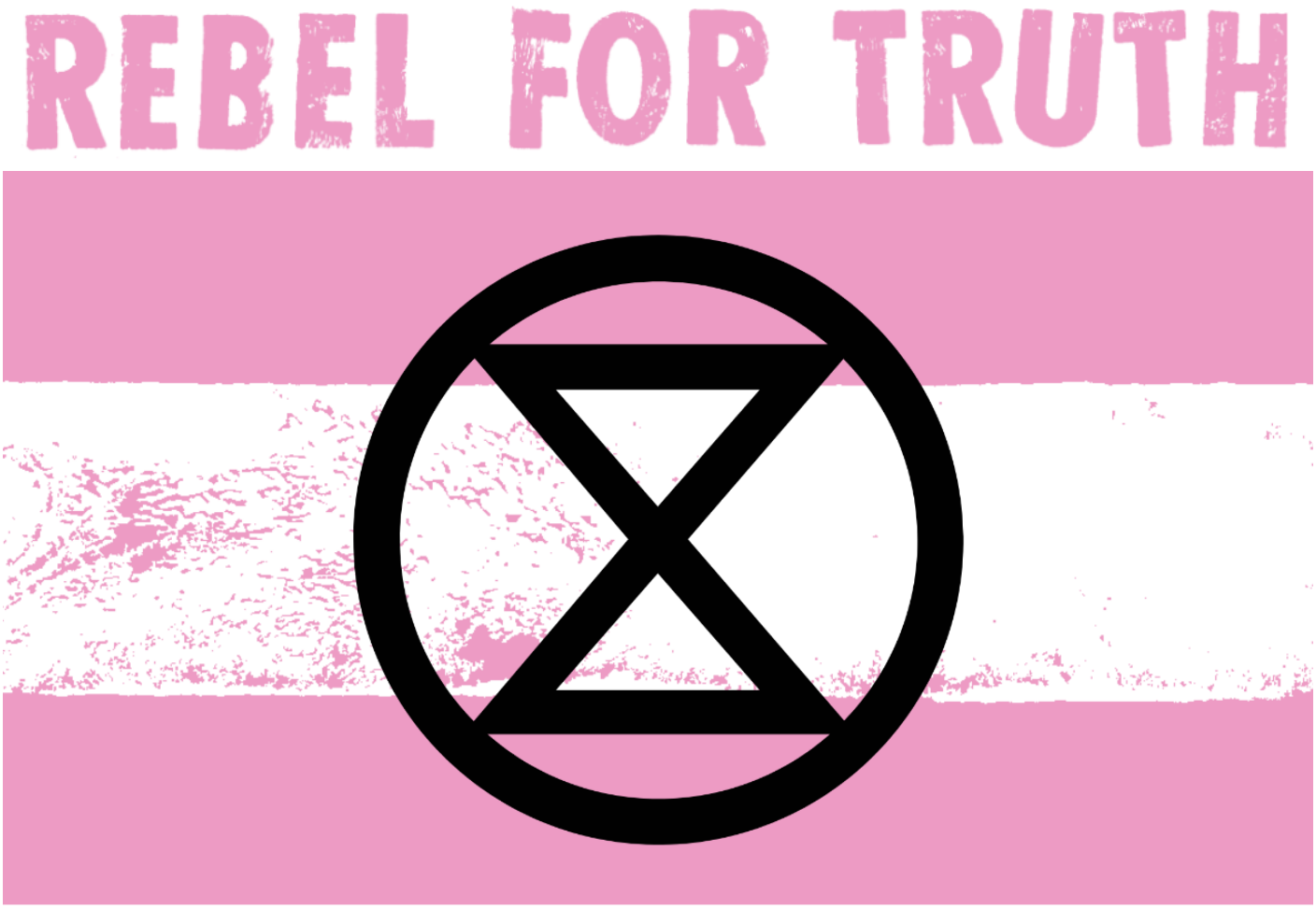
- on the extinction symbol website,
- in XR's design programme documentation,
- and if you want to help protect the XR symbol here is an action you can do from home.

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

Design Packs

The Big One / 100 Days - Early 2023

The full campaign was intially 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.

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.

Assets for The Big One

Supporters Logos version 2 (30th March 2023)

[A4 printable poster]

[Instagram Story graphic]

[Instagram Post (highlighted logos only)]



Design Packs

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

Design Packs

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



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

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/l2kEbgIdEBk?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

Many classic and event/action/theme related flyers, posters and stickers can all be found here on the **Outreach shelf of the Rebel Toolkit**.

Including this beautiful Principles and Values poster!

XR PRINCIPLES AND VALUES

1. **WE HAVE A SHARED VISION OF CHANGE**
   Creating a world that is fit for generations to come.

2. **WE SET OUR MISSION ON WHAT IS NECESSARY**
   Mobilising 3.5% of the population to achieve system change – such as "momentum-driven organising" to achieve this.

3. **WE NEED A REGENERATIVE CULTURE**
   Creating a culture which is healthy, resilient and adaptable.

4. **WE OPENLY CHALLENGE OURSELVES AND OUR TOXIC SYSTEM**
   Leaving our comfort zones to take action for change.

5. **WE VALUE REFLECTING AND LEARNING**
   Following a cycle of action, reflection, learning, and planning for more action. Learning from other movements and contexts as well as our own experiences.

6. **WE WELCOME EVERYONE AND EVERY PART OF EVERYONE**
   Working actively to create safer and more accessible spaces.

7. **WE ACTIVELY MITIGATE POWER**
   Breaking down hierarchies of power for more equitable participation.

8. **WE AVOID BLAMING AND SHAMING**
   We live in a toxic system, but no one individual is to blame.

9. **WE ARE A NONVIOLENT NETWORK**
   Using non-violent strategy and tactics as the most effective way to bring about change.

10. **WE ARE BASED ON AUTONOMY AND DECENTRALISATION**
    We collectively create the structures we need to challenge power.

extinction rebellion