

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.

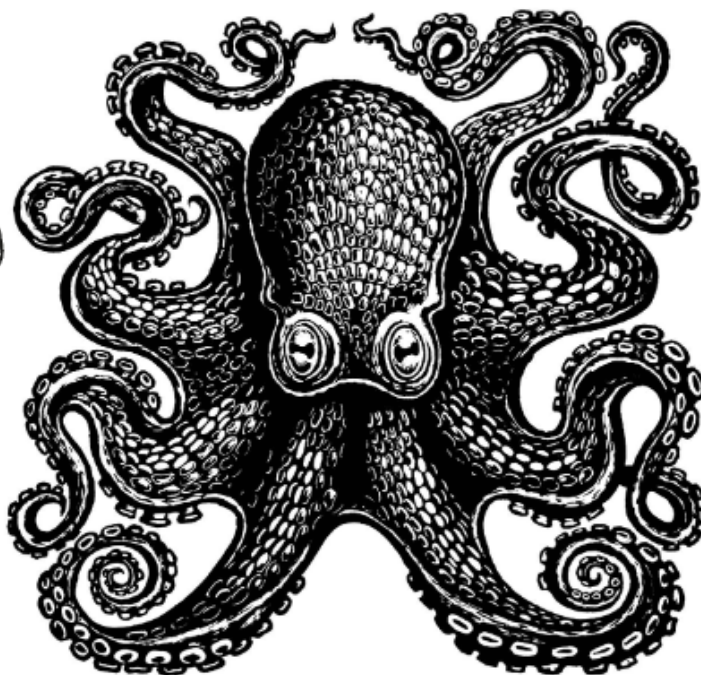
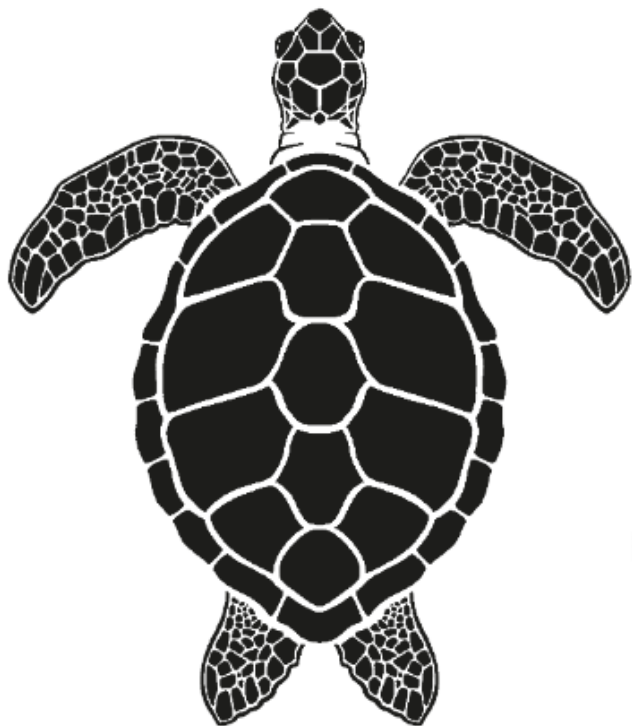
The Design Programme v1.1 describes and explains the XR Branding - how and why to use it.

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 |
|------------------|--------------|---|--|
| Headline Print | FUCXED CAPS | FUCXED v4.ttf | FUCXED CAPS |
| Headline Default | FUCXED LATIN | FUCXEDCAPSLATIN_fonts.zip | FUCXED LATIN |
| 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](#).
