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.

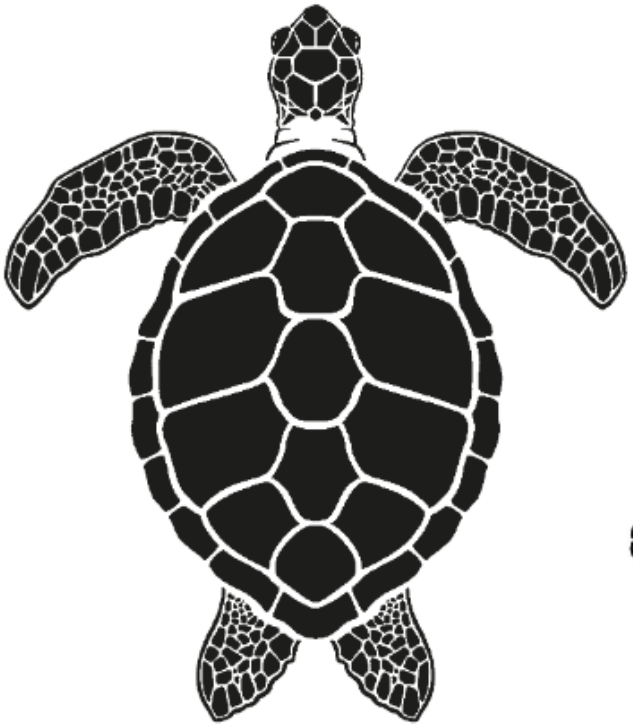
The Design Programme v1.1 describes and explains the XR Branding - how and why to use it.

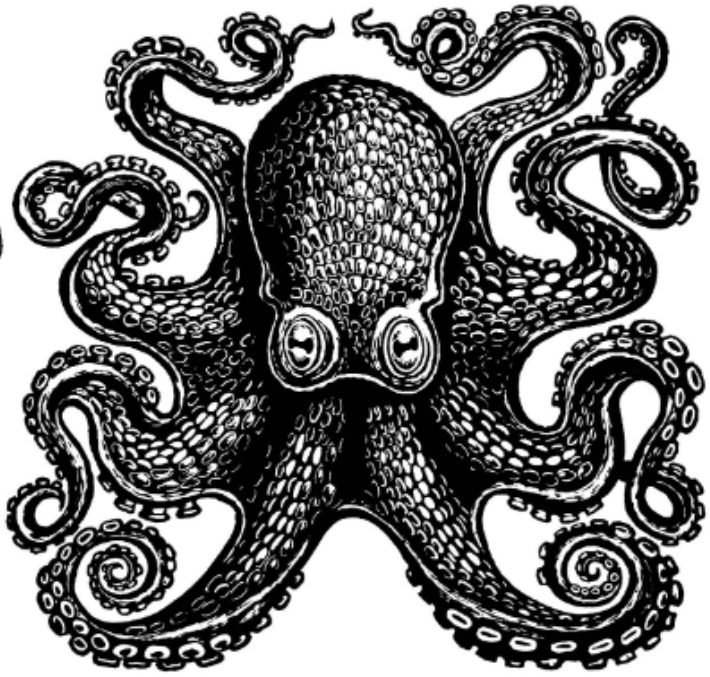
The full (10mb PD) document is available to download from the XR's Cloud. Note that the 2nd font has changed from Crimson to Karla (see more info below).

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.
