

# Messaging and Design

**Insurance is the Achilles heel of the global fossil fuel industry.** It's what gives companies such as Shell, BP and Exxonmobil the confidence to drill as the planet burns - by covering their operations against financial losses when things go wrong.

Without insurance, major oil and gas projects would not be able to operate.

Just 20 companies insure 70% of fossil fuel projects and a **large number of these companies are based in the UK**, mostly in the City of London.

## Messaging Pack contains

- design colour scheme
- hashtags to use and follow
- ideas for messaging on banners and placards
- information on the alliances behind the actions
- three special demands for these actions
- countdown to action social media plan

## Design colour scheme

XR actions will follow the [Design Programme](#) and colour scheme for consistency. To sync up our actions we are using a streamlined palette of pink, black and white. Visibility of XR is key, so the symbol and/or logotype should be used wherever possible.

Folder of Extinction Rebellion [assets and pre-made images for social media](#) (more being added so check back soon!). You can also [download XR fonts here](#).



## Campaign Hashtags

Primary Hashtags:

- [#InsureOurSurvivalNOW](#)
- [#ExtinctionRebellion](#)
- [#CitizensAssemble](#)

Secondary Hashtag:

- [#StopFloodingUs](#)

Secondary Hashtags for insurers who have not ruled out the following 'carbon projects':

- [#StopEACOP](#)
- [#StopWestCumbriaMine](#)

## Flyers, Posters, Graphics

- [Stop EACOP Flyer](#)
- [Stop West Cumbria Mine Flyer](#)
- [More Flyers, Posters and Graphics here](#)
- [Create Your Own Flyers/ Posters](#)
- [Testimonials](#)

## Press

- Draft Press releases - Coming Soon

- Spokesperson Briefing - [WCM Cribsheet with questions and answers to support conversations](#)
- [Local Press List](#) - List of local press contacts grouped by region, so you can easily find local press to send a release to.
- [UK Press List](#) - Details of journalists working for UK media organisations.

## Banner/Placard Messaging

Insure Our Survival slogan: 'Insure Our Survival, Not Fossil Fuels'

XRUK banner slogans:

- Pull the plug on new oil & gas
- No New Oil and Gas
- Stop Insuring Climate Chaos
- You're a Risky Business
- Decide Together: Insure Our Future
- Extinction Rebellion

Placard suggestions:

- Rebel for Truth
- Rebel for Life
- Climate Breakdown Cover
- Only Fools Insure Fossil Fuels
- Boycott 'name of insurance company' (only those that have public facing services). Or add an insurance company logo to your placard & include a message for them.

For targeted campaigns in high flood risk areas:

- Stop Flooding Us
  - Paying you (or name of insurer) to flood our homes
  - Don't make us The Uninsurables
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