Messaging and Design

Upgrade Democracy Messaging and Design

Upgrade Democracy will protest against our broken political system and demand an urgent upgrade to UK democracy. The unwritten constitution fails us from top to bottom. We demand better at all levels; from the head of state to local councils.

XRUK will target the aristocrats, oligarchs and corporate interests that infect and distort the political system for their own benefit and at our expense. Everyday people fighting for climate justice, global justice, social justice and justice for nature will unite.

Together we will demand a democratic upgrade in a location where multiple parts of our failing system intersect and where our message will powerfully resonate.

Slogans and Hastags

XRUK banner slogans:

- Upgrade Democracy
- This is what democracy looks like
- Decide together

Primary Hashtags:

- #UpgradeDemocracy
- #DecideTogether
- #CitizensAssembly

Design

Colour scheme: Neon pink and acid yellow

Packing a punch, these two colours (with black) are not to be ignored.

- ready to use social media assets

- individual design assets

- download XR fonts (Fucxed and Karla) here

#ff1493   #f9ff00

Demand

XR UK demands that everyday people be included in the decision-making process affecting their lives. We need to #UpgradeDemocracy and ensure this process involves learning, listening, collaborating, and making decisions together for the common good. This demand is already rooted in the movement -

Decide Together

We demand a culture of participation, fairness and transparency. The Government must create and be led by a Citizens' Assembly on Climate and Ecological Justice. Only the common sense of ordinary people will help us navigate the challenging decisions ahead.

This is the answer to the interconnected crises, and the role our broken system plays in perpetuating self-interest over survival.

Social Media

Links to some posts on various platforms to help amplify this event.

- Facebook - Event
- Twitter - Save the date
- YouTube - comedy advert

Flyer

Limited supplies of the English language version printed at A6 size is - available to order from this form

Or you can print your own. Links below to download print-quality version of the flyer. These are designed for A5 size, but would still work well at A6 size (which would be cheaper to print).

English language flyer

Welsh language flyer

Also you might be interested in having some Citizens' Assembly flyers, which you can find here

For an overview of key info for the Upgrade Democracy event - click here