



extinction

rebellion

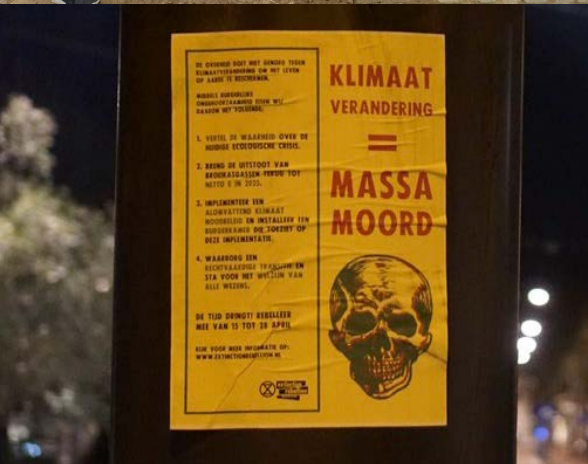
DESIGN PROGRAMME

A SET OF DESIGN RULES FOR XR? BUT WE'RE DE-CENTRALISED & AUTONOMOUS!

Absolutely—and that's why a few simple design rules are *fundamentally important*.

The visual tone of XR holds a special place at the heart of the movement – a bit like regen, our creative output anchors us all.

By following just a few key guidelines, we can be seen to be **amazingly diverse** *at the same time as* being understood as a **single movement**.



This guide aims to make it as simple as possible to find your way around the XR design assets.

It will also make it easy to design materials to raise awareness, attract rebels and support actions wherever you are – and do so in a way that reflects the particular environmental concerns of your location, as well as support XR's visibility as an international movement.

The guide breaks down into sections:

- **How to set up an XR Art Group (and make it work)**
- **Cornerstone design tools:** logos, colour, type
- **More design tools:** woodblocks & illustrations
- **Messaging matrix:** how we've associated colour and illustration with XR's 3× UK demands
- **Downloadable artwork**

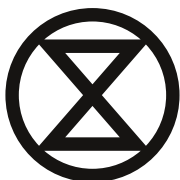
Throughout the guide there are links to download XR's design artwork and assets for you to remix and reimagine.

But first, a crucial point about usage.

EXTINCTION REBELLION IS STRICTLY NON- COMMERCIAL.

The design assets in this guide are distributed on a strictly non-commercial basis. *And there are two absolute usage conditions.*

1/



The Extinction Symbol may *never* be used for (or associated with) any commercial purposes – even fundraising. This is a non-negotiable rule and there are no exceptions.

The symbol is not ours. It was created in 2011 by street artist ESP, and is loaned to us in good faith.

2/

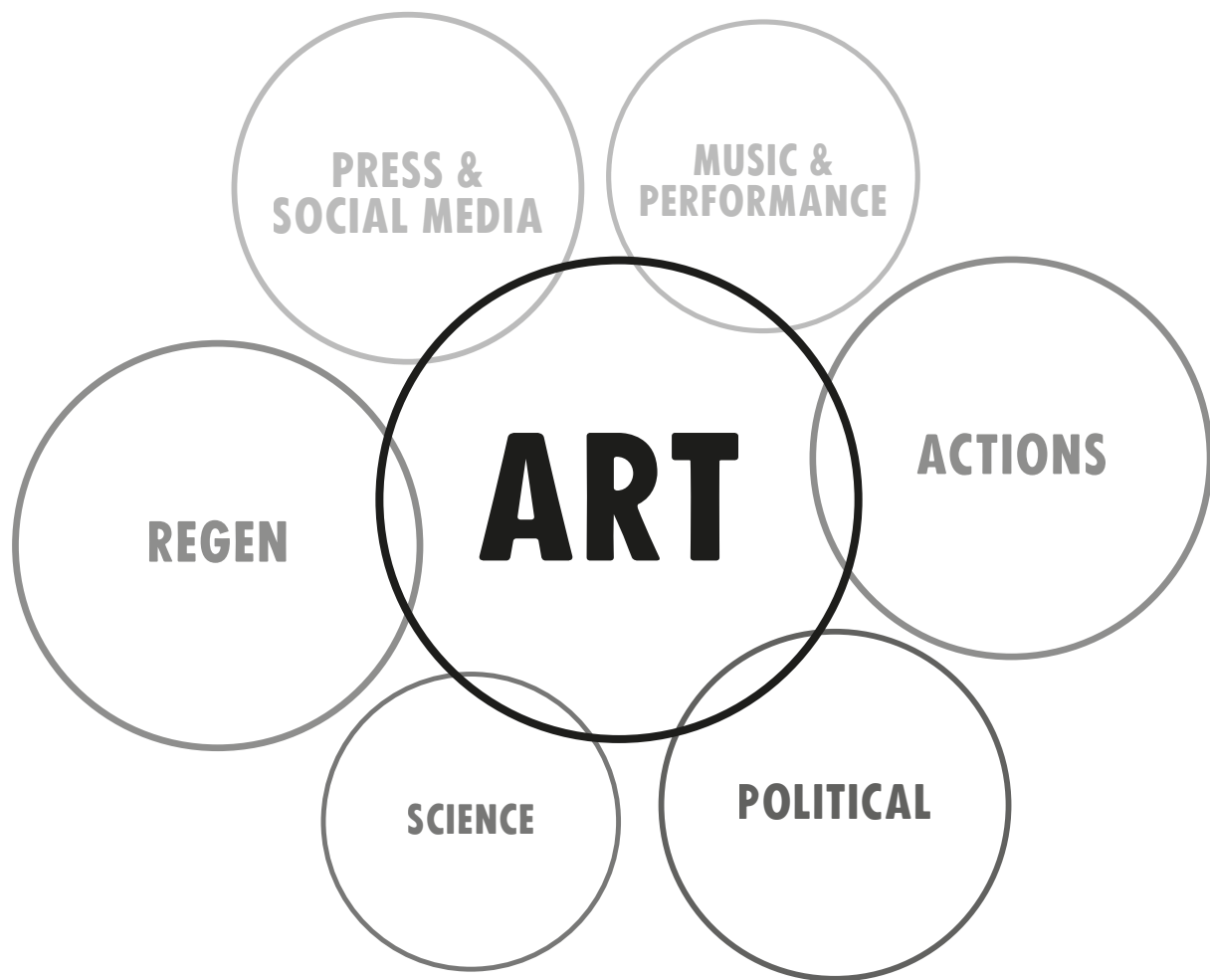
There is no Extinction Rebellion commercial merchandise. Feel free to make your own XR clothes, posters, art etc – *but give them away*. Remember, we're in the business of overturning business-as-usual.

You may use XR design assets (but never the Extinction Symbol) for the promotion of XR fundraising activities.

EXTINCTION REBELLION IS NOT A DIY MOVEMENT. IT'S A DO-IT- TOGETHER MOVEMENT.

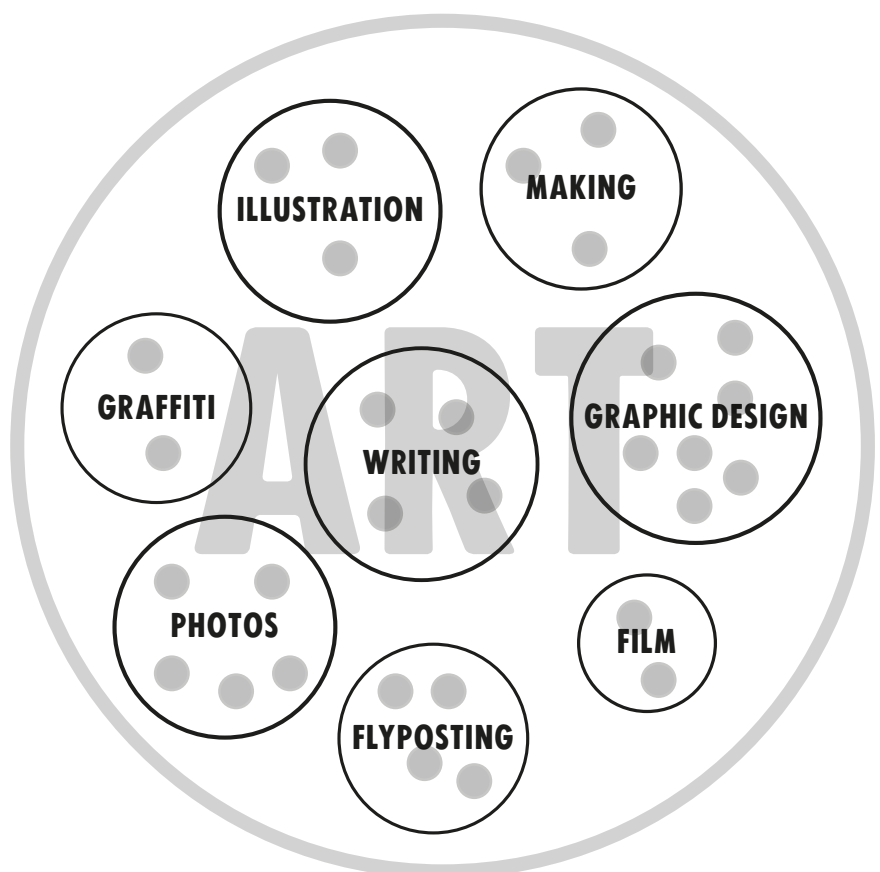
Rule No 1. of XR Art Groups – don't go it alone!

Find other creatives to work with, and make sure your Art Group is well integrated with other XR rebels in your area.



However your local XR is organised, ***always work with others*** – it delivers insight and perspective.

And always ***fill your Art Group with varied talent***. Talk and work with each other! Start an Art Factory! Make clothes, banners, flags and posters for flyposting; films, fanzines and graffiti campaigns. Be ambitious, be visionary, be controversial – ***but most of all be rebellious!***



CORNERSTONE DESIGN TOOLS. ALWAYS USE THESE.

There are four fundamental building blocks that help people recognise and understand Extinction Rebellion:

- 1/ **The Extinction Symbol**
- 2/ **The Extinction Rebellion Logotype**
(which combined make up the XR logo)
- 3/ **Colour**
- 4/ **Fonts**

Combined, these act as XR's calling card. They ensure our we and our messages are visible and understood around the world.

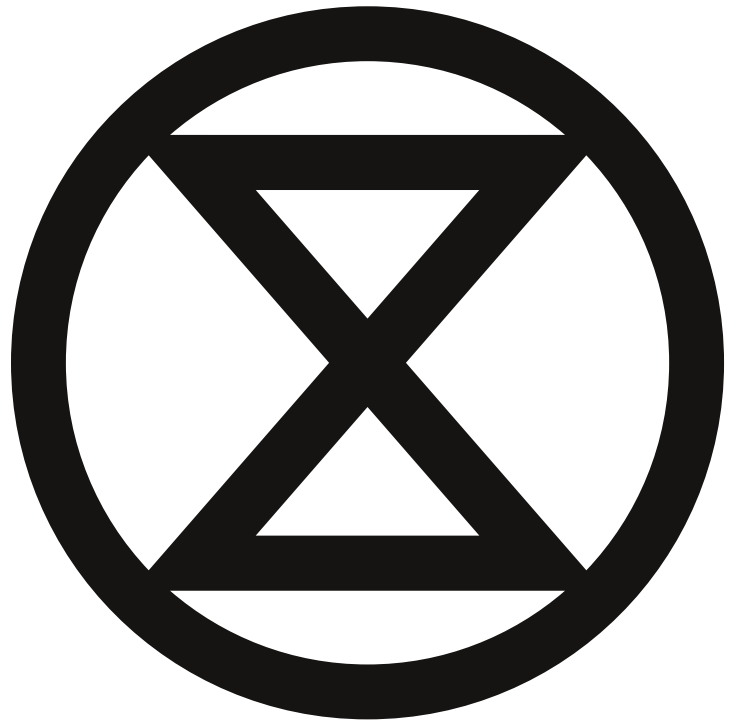
Symbol and logotype

Extinction Symbol:

The Extinction Symbol was created in 2011 by street artist ESP.

The symbol may never be used for or associated with fundraising. This is a non-negotiable rule, there are no exceptions.

Download



Extinction Rebellion logotype:

The XR logotype may be used for the promotion of fundraising. As a rule we do not make any products, but in certain instances we do offer patches / badges / posters with the logotype on a 'pay what you can' basis. We prefer to gift work, it helps change peoples expectations on how we commune with one another.

Download



If you are in any way confused about usage conditions email xrdesignngroup@gmail.com

XR Logo

Stacked:

The stacked logo is best used where there's more space and when the overall design is centred on the page.

[Download](#)



Linear:

The linear logo is best used when there's less space and when the logo needs to appear to the left or right of a design.

[Download](#)

Online versions of all logos:

[Download](#)



If you are in any way confused about usage conditions email xrdesigngroup@gmail.com

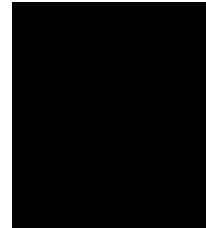
Colour

When you see the logo it's often black on green, but it can also sit on the other backgrounds.

Main colours:



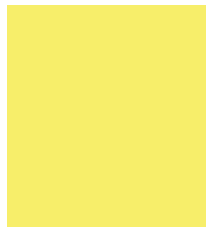
Green:
R20 G170 B55
C:70 M:0 Y:100 K:0
PMS 375



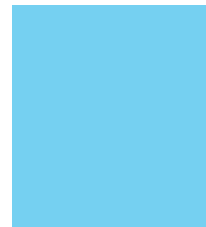
Black:
R0 G0 B0
C:20 M:20 Y:20 K:100
Black 6

Bright colours:

Our colours symbolise the intersectional nature of XR. The colours can and should be mixed together to create bold and bright graphics.



Lemon:
R247 G238 B106
C:5 M:0 Y:65 K:0
PMS 602



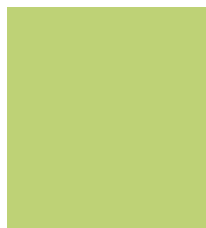
Light blue:
R117 G208 B241
C:54 M:3 Y:0 K:0
PMS 297



Pink:
R237 G155 B196
C:10 M:50 Y:0 K:0
PMS 237



Purple:
R152 G98 B151
C:75 M:100 Y:0 K:0
PMS 2617



Light green:
R190 G210 B118
C:37 M:0 Y:66 K:0
PMS 387



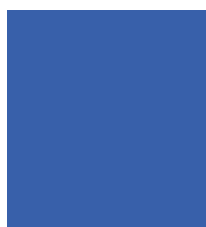
Warm yellow:
R255 G193 B30
C:0 M:15 Y:90 K:0
PMS 108



Bright Pink:
R207 G98 B151
Not used offline



Red:
R220 G79 B0
C:0 M:100 Y:100 K:0
PMS 1665



Dark blue:
R56 G96 B170
C:84 M:62 Y:0 K:0
PMS 3005



Angry:
R200 G0 B130
C:20 M:100 Y:0 K:0
PMS 239

Fonts

XR uses two fonts, one for headlines one for body copy.

The headline font FUCXED CAPS is a bespoke font created for Extinction Rebellion.

Use this for large headings. For text use Crimson.

Typography is a really simple way to maintain consistency across the movement, visually allowing us to talk with one voice.

A full latin version of the font has been developed. This font has been optimised for online use. We continue to offer the UK version of the font to ensure all templates in this document work. Both fonts can be loaded at once.

Headline UK print:

FUCXED CAPS

[Download the font here](#)

Headline default font:

FUCXED LATIN

[Download the font here](#)

Body copy:

Crimson Text Regular

Crimson Text Bold

Crimson Text Italic

Crimson Text Bold Italic

<https://fonts.google.com/specimen/Crimson+Text>

**MORE DESIGN
TOOLS. START BY
USING THESE.
THEN ADD MORE
OF YOUR OWN.
AND PLEASE SHARE
THEM BACK.**

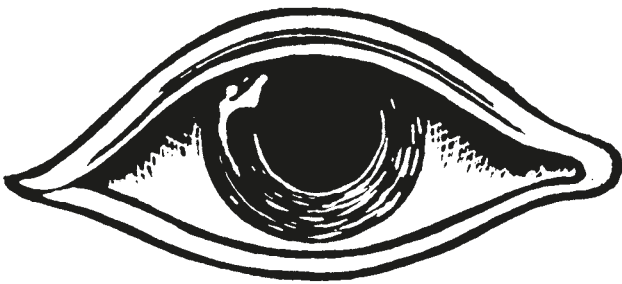
The XR wood blocks and illustrations allow us to communicate the climate and ecological crisis in a unique way. Sometimes bleak, often humorous, always unmistakably XR.

Use them however you like – there are plenty of usage examples in the artwork downloads – and add to them!

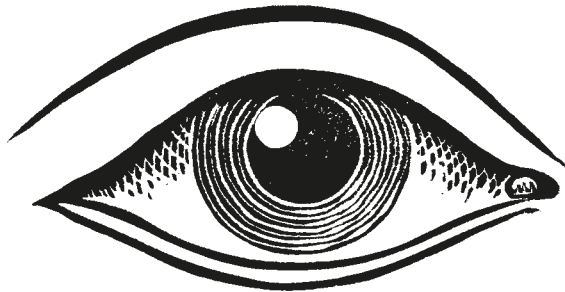
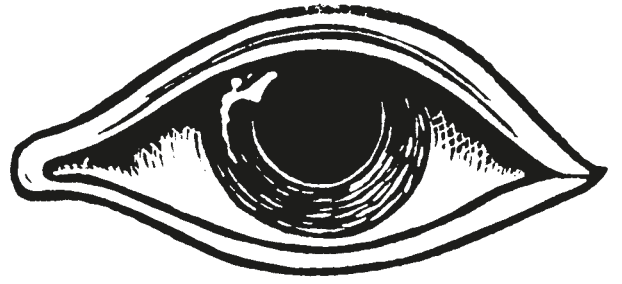
Share your own creations at xrdesigngroup@gmail.com

Wood block prints

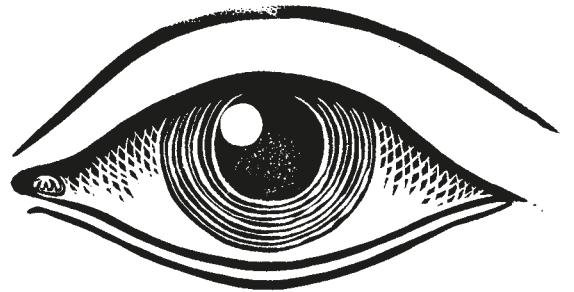
Our movement looks timeless even if we are nearly out of time.
The wood block prints are a key reason for this. Use them on their own or multiplied across designs. Colour them in any of our colours – they're all saved as bitmaps for ease of use.



[Download](#)



[Download](#)



[Download](#)

Wood block prints



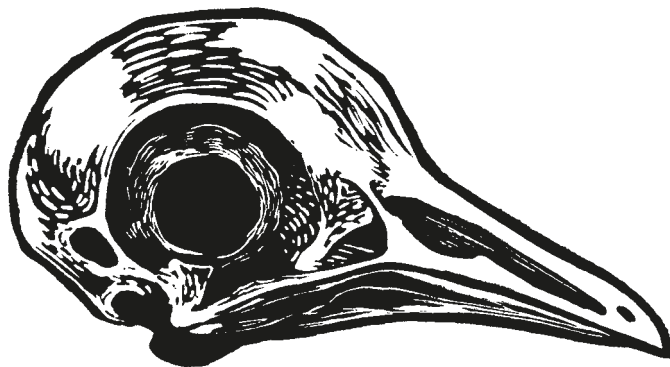
[Download](#)



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Wood block prints



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[Download](#)

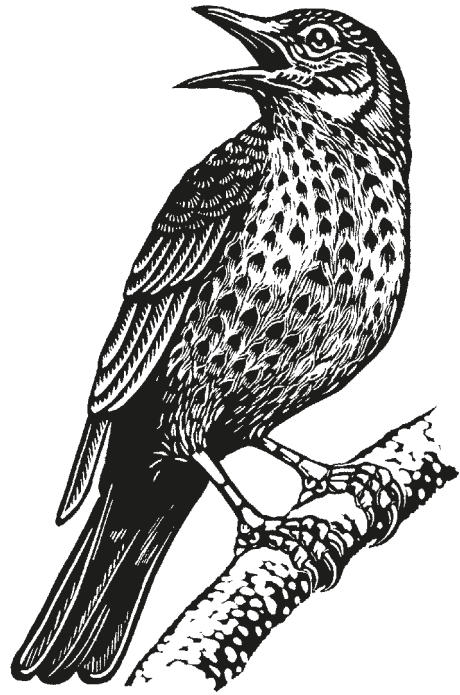


[Download](#)

Wood block prints



[Download](#)

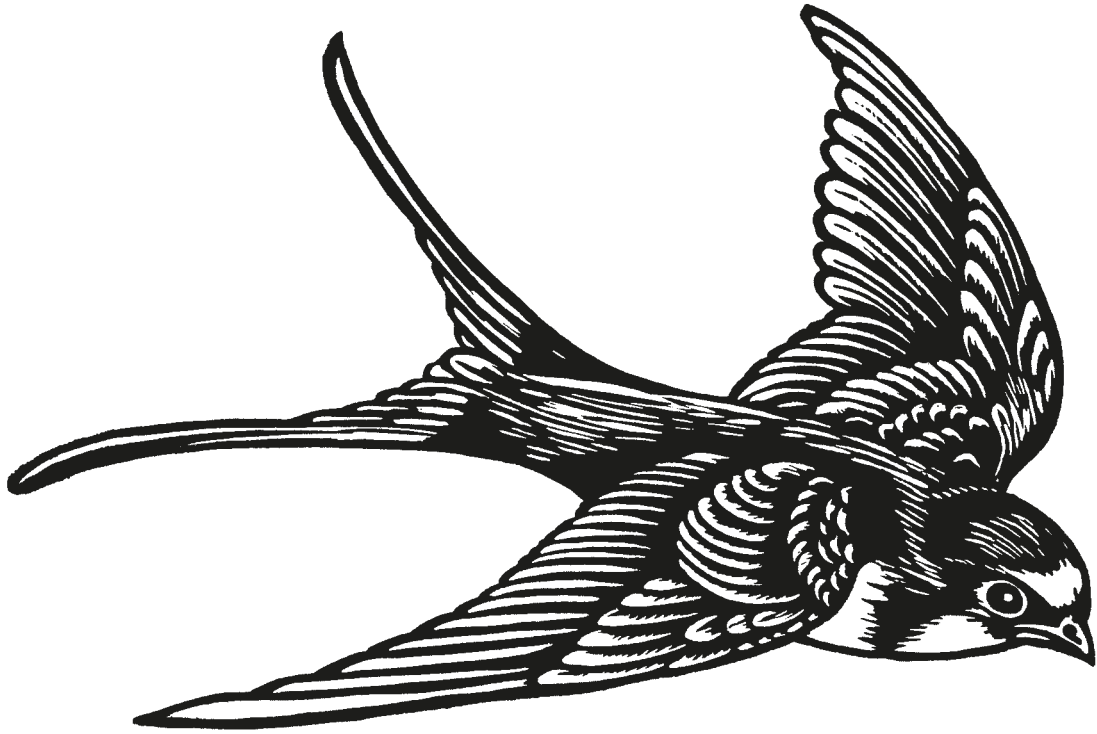


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[Download](#)

Wood block prints

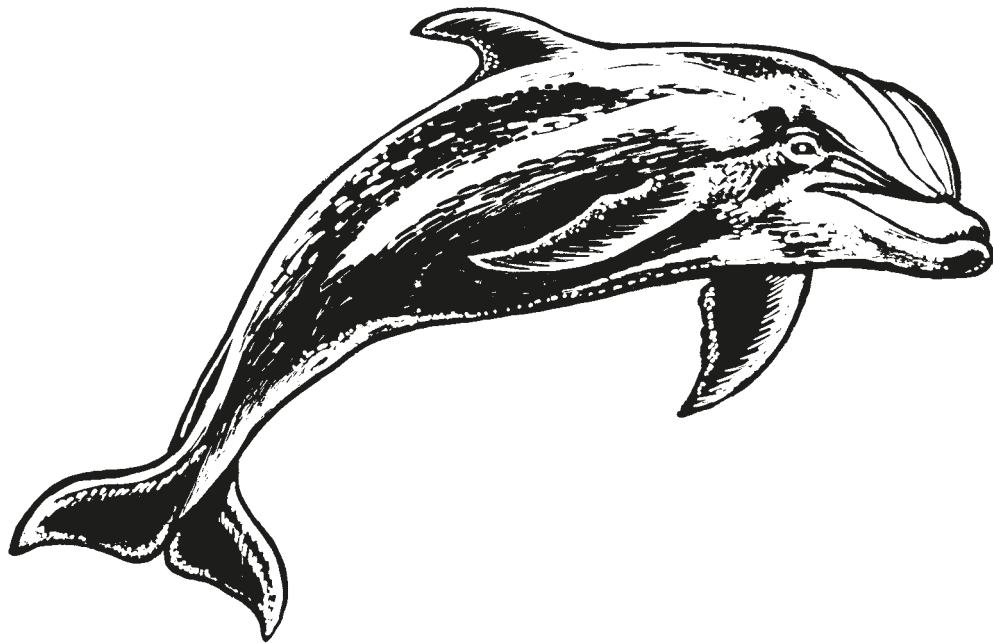
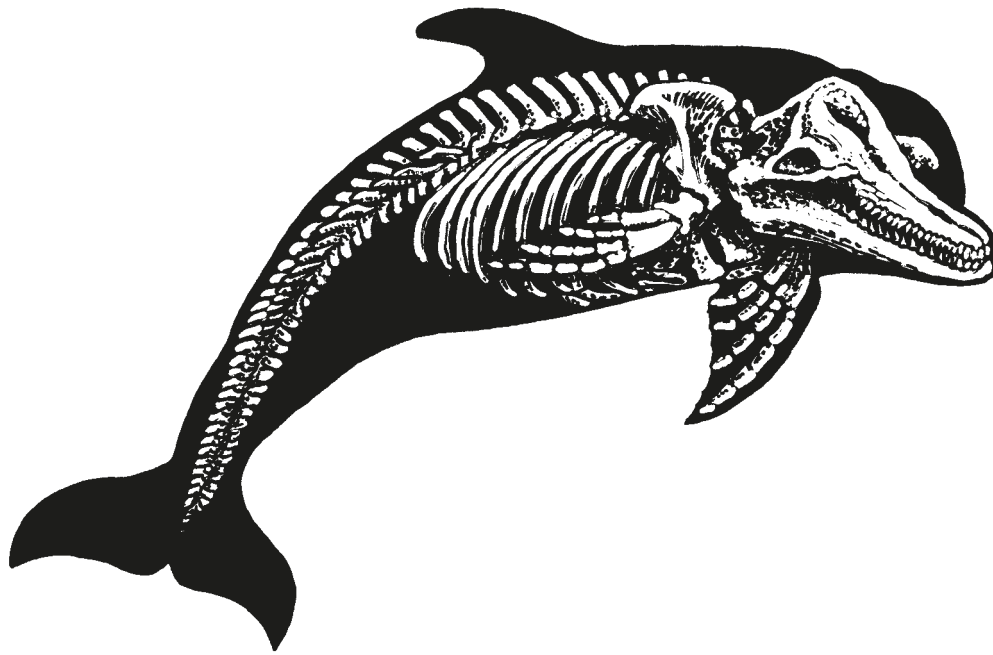


[Download](#)



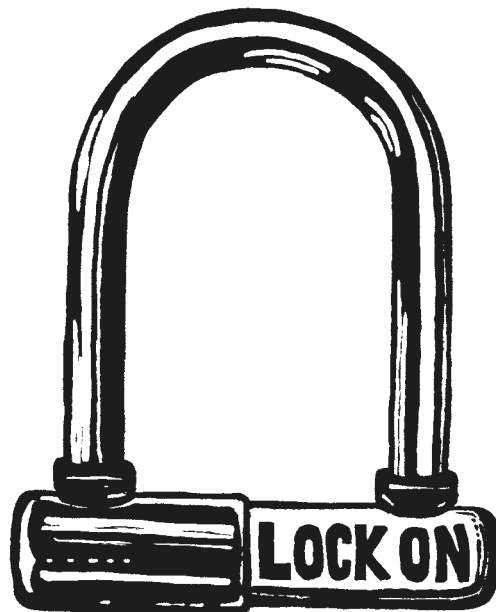
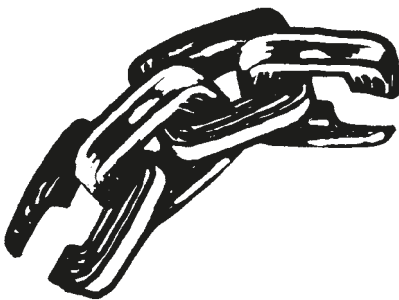
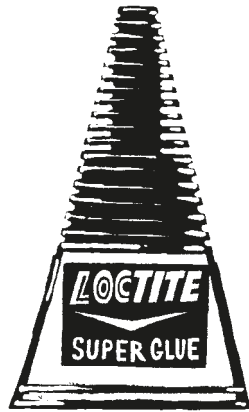
[Download](#)

Wood block prints



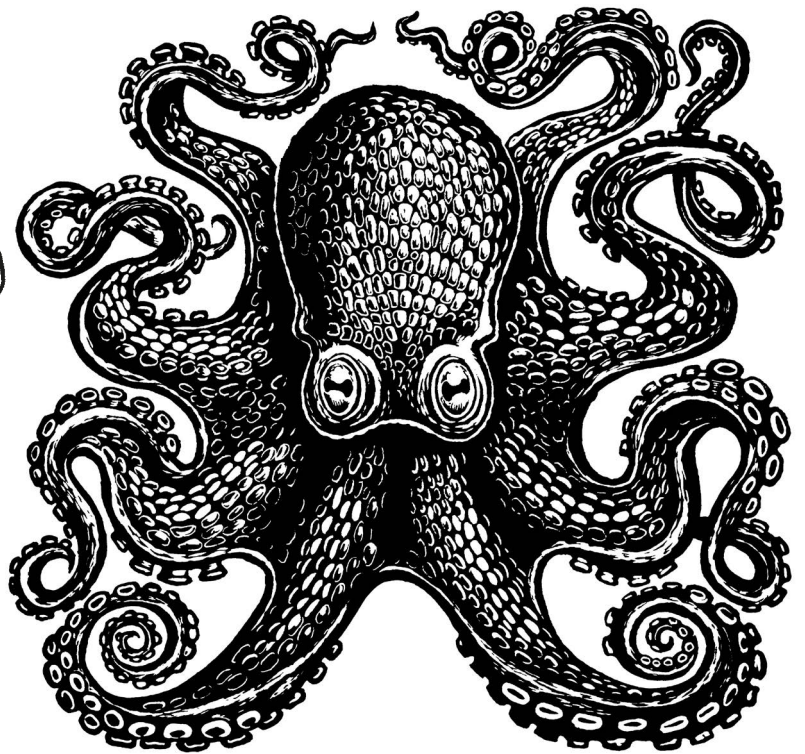
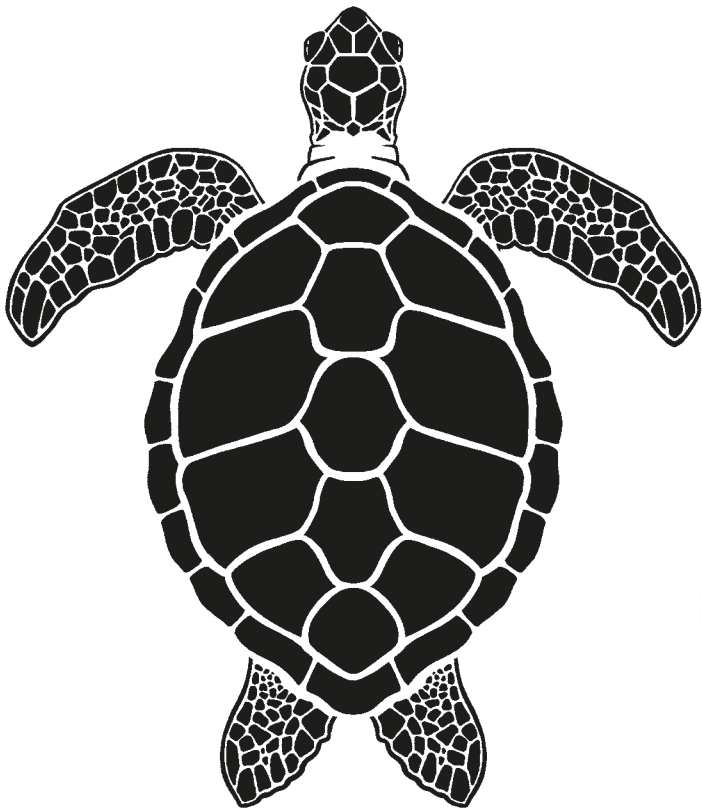
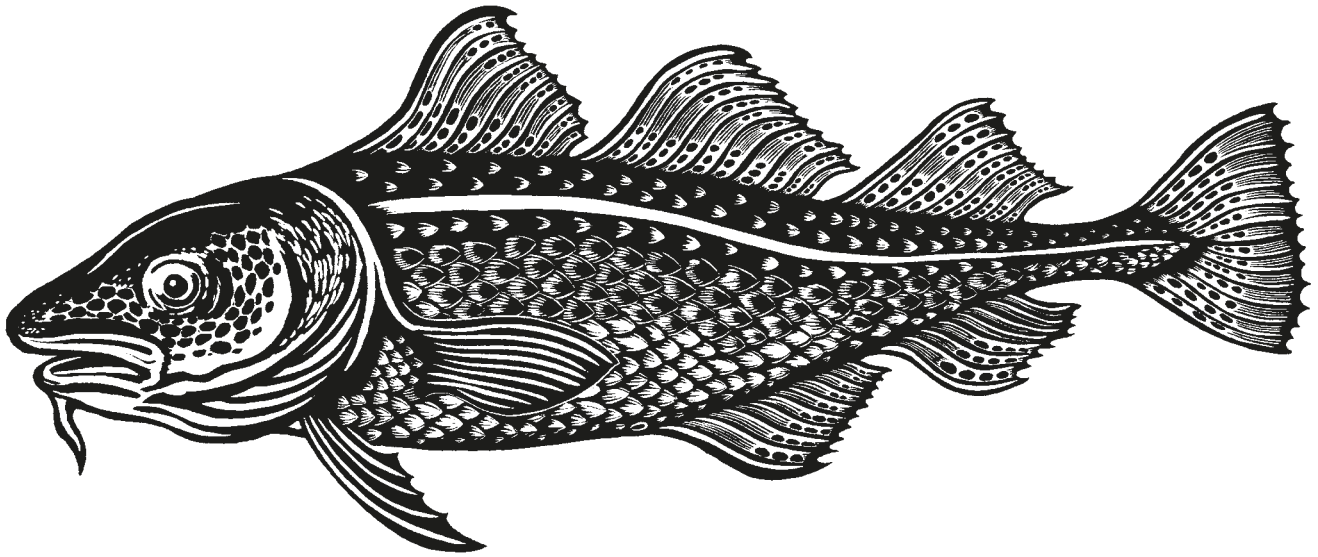
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Wood block prints



[Download](#)

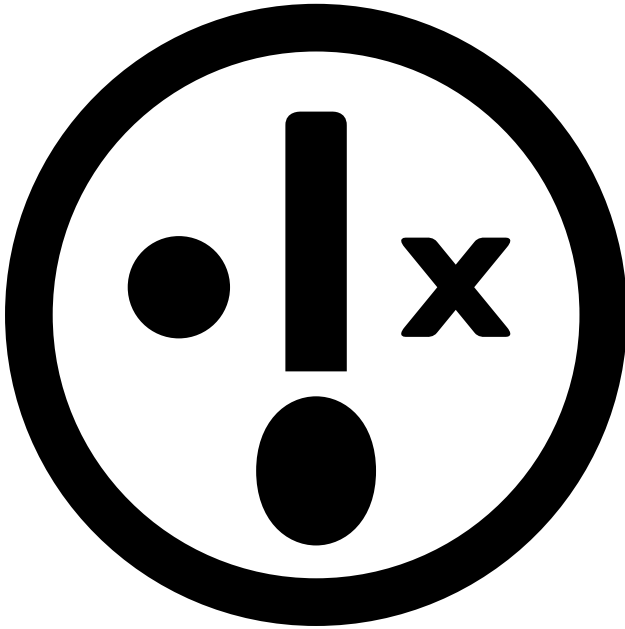
Wood block prints



[Download](#)

Vector files

There are also vector files, these can be coloured using the XR colour palette.



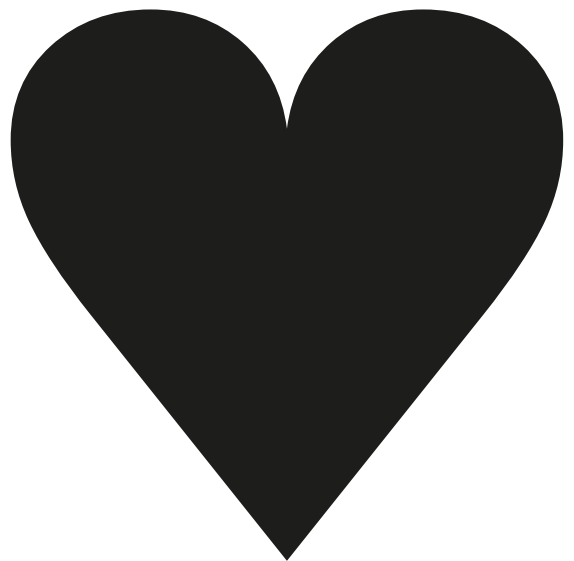
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Vector files

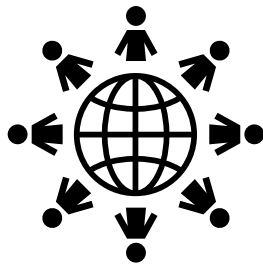
Icons have been developed for online and instructional use:

EXTINCTION REBELLION ICON SET

Map placemaker



Citizens Assembly



International Rebellion



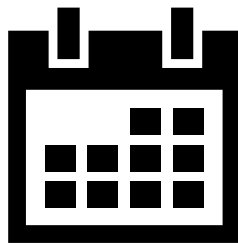
Action



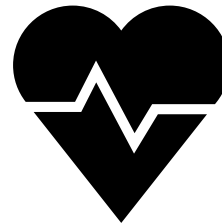
Our Demands



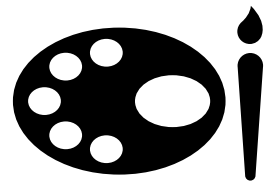
Events



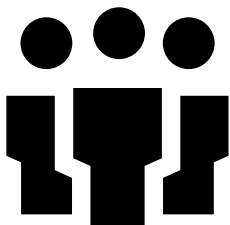
Wellbeing



Art group



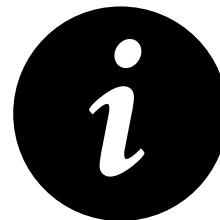
Local groups



Climate emergency



Information



Drones

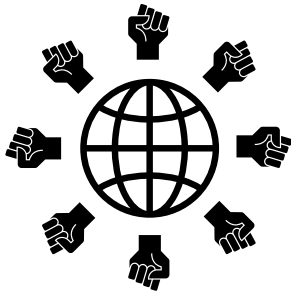


[Download](#)

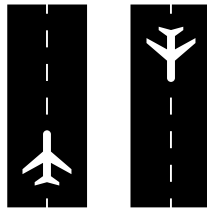
Vector files

EXTINCTION REBELLION ICON SET

International Rebellion



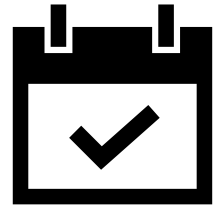
Airport pause



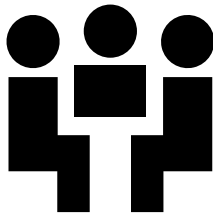
Act Now



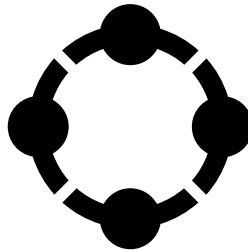
Events



Citizens Assembly



Community



Legal



Climate emergency



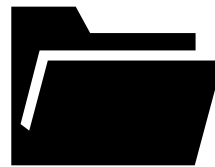
Tell the Truth



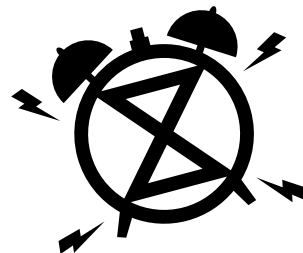
News



Resources



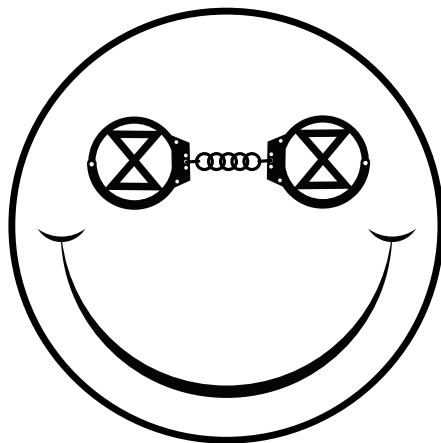
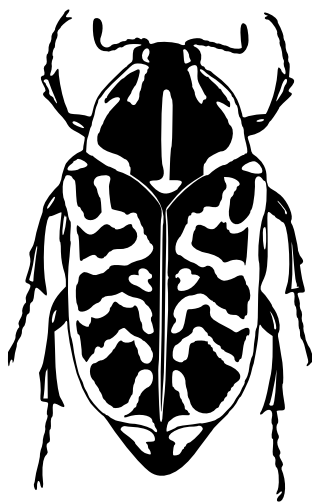
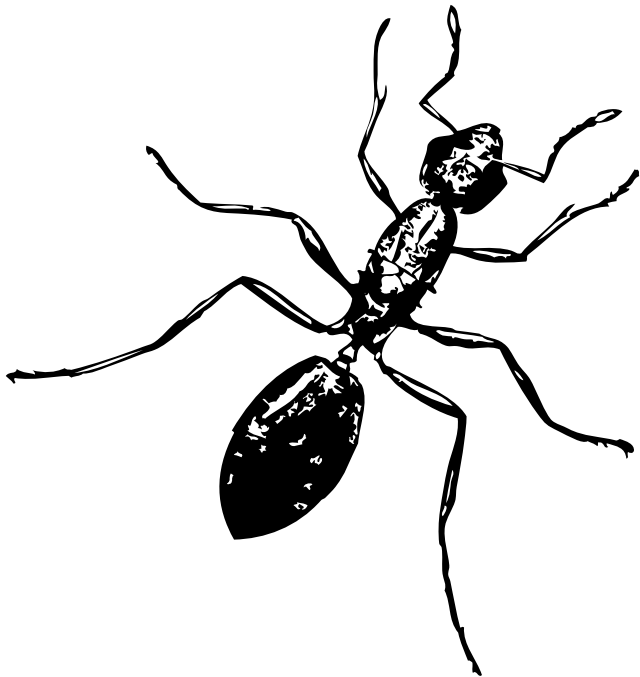
This is an Emergency



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Vector files

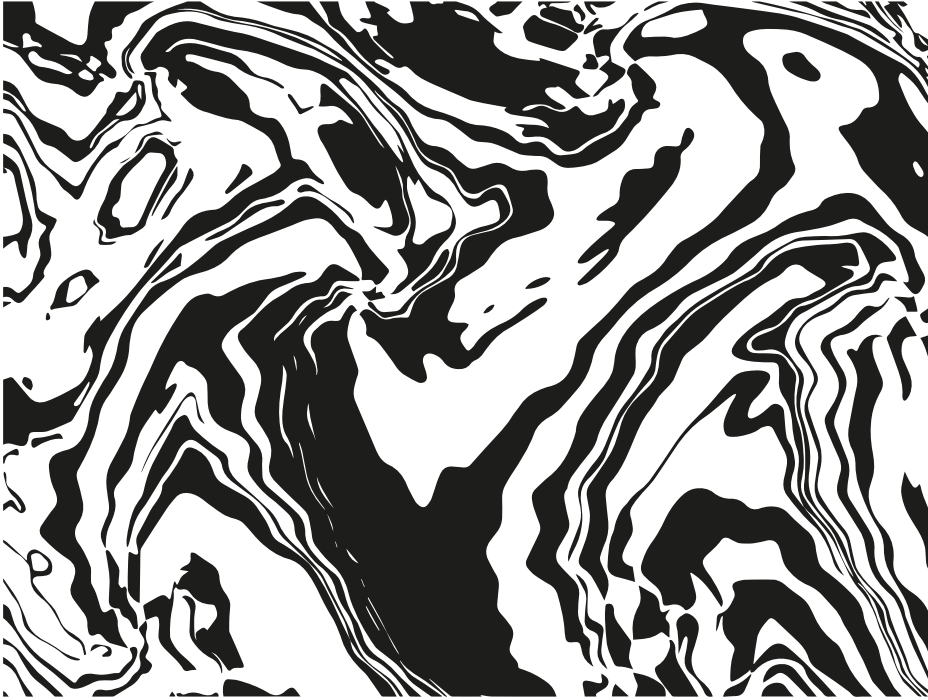
Most of the wood block prints are now available as SVG vector files, plus there's a few others too :) :



[Download](#)

Vector files

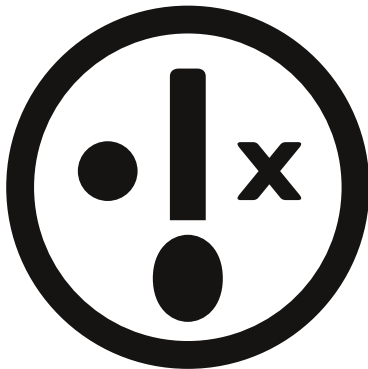
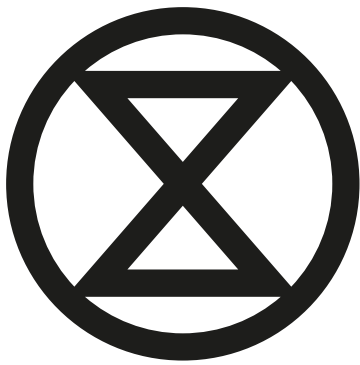
Water / oil / toxic slicks – this can be squashed, scaled and coloured as required:



[Download](#)

DURING THE APRIL REBELLION WE CREATED A MATRIX THAT ASSOCIATES IMAGE / COLOUR / MESSAGE.

It's included for reference only, but it does illustrate how the identity assets can help us simplify various streams of communication.



**REBEL
FOR
LIFE**

**TELL THE
TRUTH**

**ACT
NOW**

**NON
VIOLENT**

**BEYOND
POLITICS**

Citizens' Assembly

The bee in a hexagon was created to specifically represent Citizens' Assemblies with the slogan 'Beyond Politics'.



[Download](#)

**OPEN ARTWORK.
YOU CAN
DOWNLOAD
THESE AND ADAPT
FOR YOUR OWN
ACTIONS / ENDS.**

**PLEASE REMEMBER
OUR NON-
COMMERCIAL
USAGE RULE.**

Double-sided A5 leaflets

Always keep the message concise. Only ask people to do ONE thing.



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[Download](#)



[Download](#)

Double-sided A6 leaflets

Always keep the message concise. Only ask people to do ONE thing.



[Download](#)



[Download](#)

Fly posters

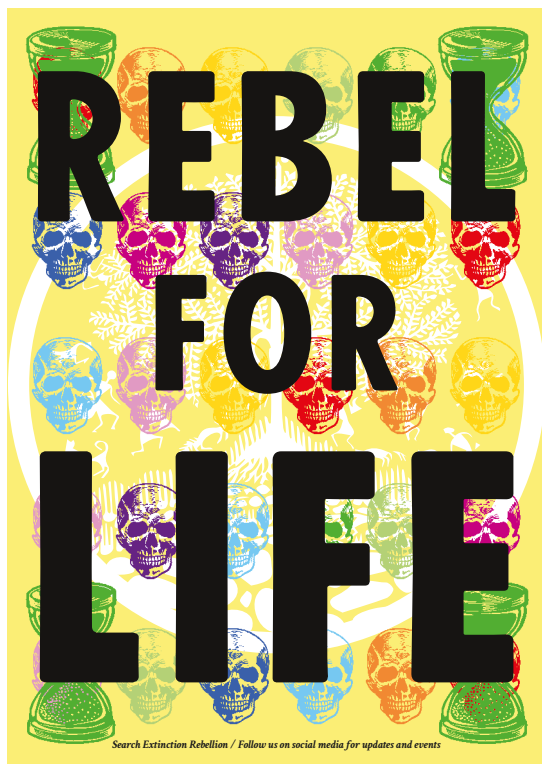
The download is pdf only – you can make your own using the design tools in this document. If you use messages try to focus on local issues.

We used just the logotype to allow the posters to be given away for a 'pay what you can' donation.

Download



A3 general posters



Download

DECLARATION OF REBELLION

*"To love truth for truth's sake is the principal part of human perfection
in this world, and the seed-plot of all other virtues"*

John Locke

We hold the following to be true:

This is our darkest hour:

Humanity finds itself embroiled in an event unprecedented in its history. One which, unless immediately addressed, will catapult us further into the destruction of all we hold dear: this nation, its people, our ecosystems, and the future of generations to come.

The science is clear – we are in the sixth mass extinction event and we will face catastrophe if we do not act swiftly and robustly.

Biodiversity is being annihilated around the world. Our seas are poisoned, acidic and rising. Flooding and desertification will render vast tracts of land uninhabitable and lead to mass migration.

Our air is so toxic that the United Kingdom is breaking the law. It harms the unborn whilst causing tens of thousands to die. The breakdown of our climate has begun. There will be more wildfires, unpredictable super storms, increasing famine and unusual drought as food supplies and fresh water disappear.

The ecological crises that are impacting upon this nation, and indeed this planet and its wildlife can no longer be ignored, denied nor go unanswered by any beings of sound rational thought, ethical conscience, moral concern, or spiritual belief.

In accordance with these values, the virtues of truth and the weight of scientific evidence, we declare it our duty to act on behalf of the security and well-being of our children, our communities and the future of the planet itself.

We, in alignment with our consciences and our reasoning, declare ourselves in rebellion against our Government and the corrupted, inept institutions that threaten our future.

The wilful complicity displayed by our government has shattered meaningful democracy and cast aside the common interest in favour of short-term gain and private profits.



**extinction
rebellion**

www.rebellion.earth

Please sign up with MinimumReform.org | Aligning the force of law with the force of life
Extinction symbol courtesy of www.extinctionrebellion.uk
In solidarity with all beings already affected by the ecological crisis

When Government and the law fail to provide any assurance of adequate protection, as well as security for its people's well-being and the nation's future, it becomes the right of its citizens to seek redress in order to restore *darf* democracy and to secure the solutions needed to avert catastrophe and protect the future. It becomes not only our right, it becomes our sacred duty to rebel.

We hereby declare the bonds of the social contract to be null and void, which the government has rendered invalid by its continuing failure to act appropriately. We call upon every principled and peaceful citizen to rise with us.

We demand to be heard, to apply informed solutions to these ecological crises and to create a national assembly by which to initiate those solutions needed to change our present cataclysmic course.

We refuse to bequeath a dying planet to future generations by failing to act now.

We act in peace, with ferocious love of these lands in our hearts. We act on behalf of life.

Download

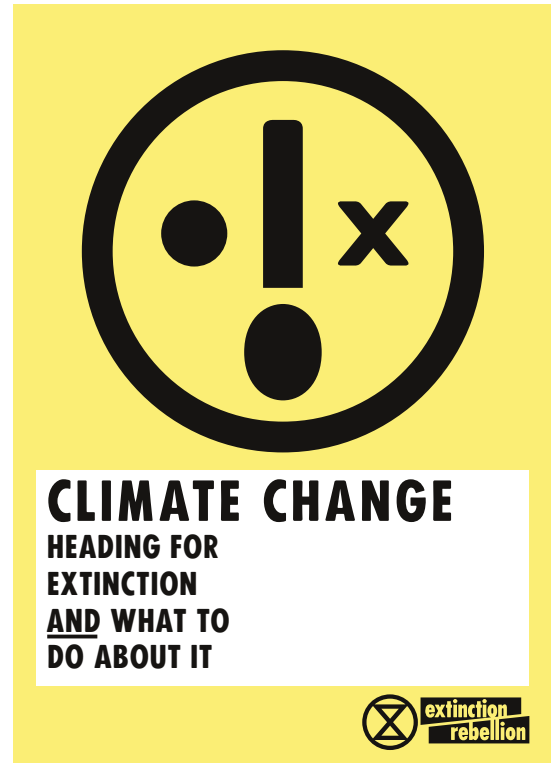


A3 / A4 'empty belly' posters

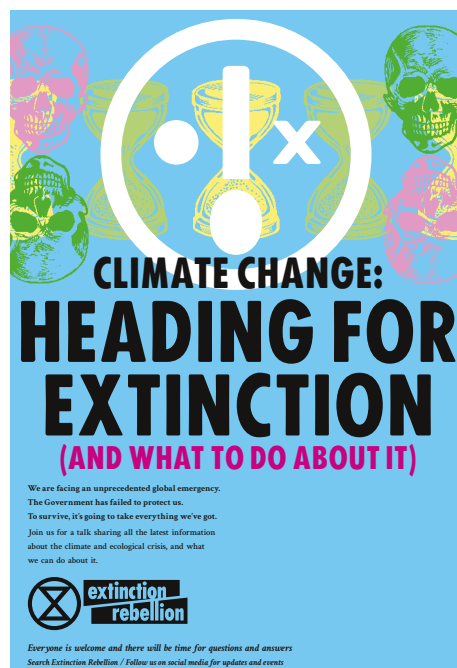
Some space is left blank to allow people to write in local event / action info.



[Download](#)



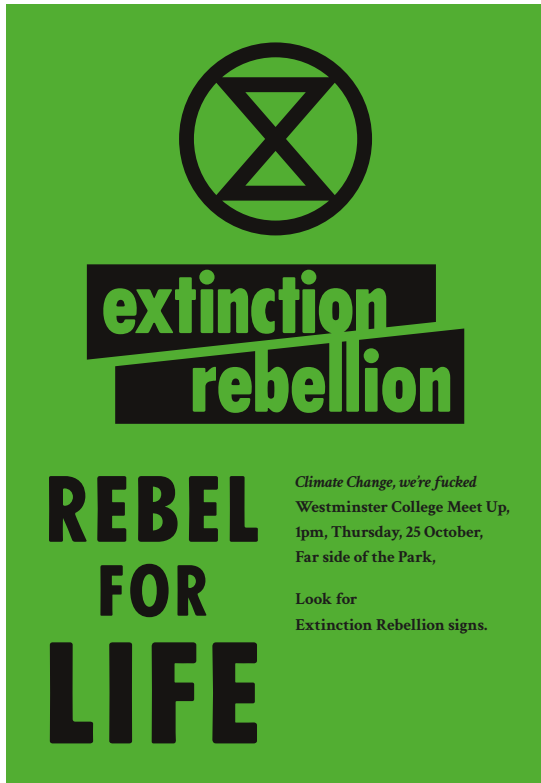
[Download](#)



[Download](#)

A3 wayfaring posters

To help people find your event, just change the type to your event details.



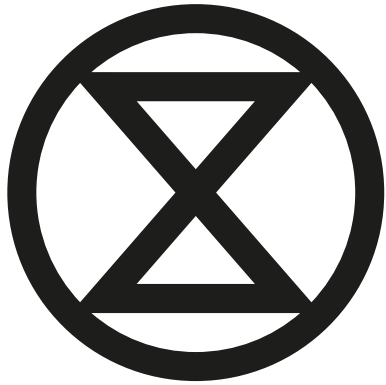
[Download](#)



[Download](#)

A4 window posters

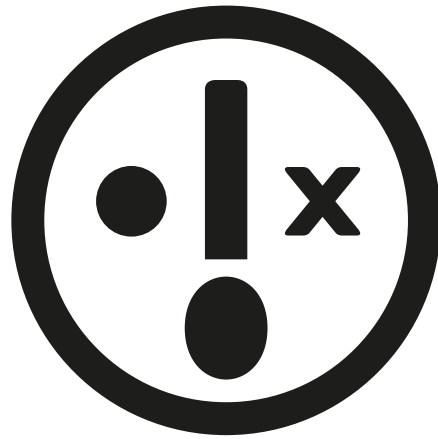
Every home should have one, print on coloured paper.



extinction
rebellion

Search Extinction Rebellion / Follow us on social media for updates and events

[Download](#)



We're all (nearly) totally fucked



Search Extinction Rebellion / Follow us on social media for updates and events

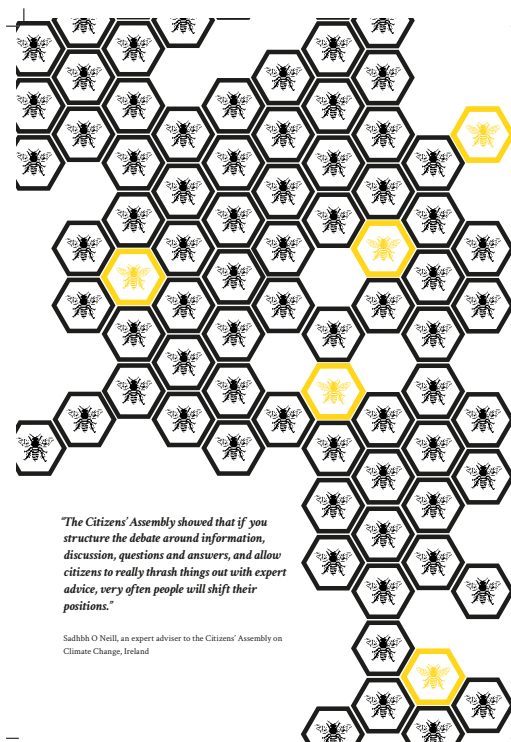
[Download](#)

A4 Citizens' Assembly Manual

A multi-page A4 document about Citizens' Assemblies.



[Download](#)



'The Citizens' Assembly showed that if you structure the debate around information, discussion, questions and answers, and allow citizens to really thrash things out with expert advice, very often people will shift their positions.'

Sadbh O'Neill, an expert adviser to the Citizens' Assembly on Climate Change, Ireland

INTRODUCTION

Extinction Rebellion's third demand calls on the government to create and be led by a citizens' assembly on climate and ecological justice. This guide provides a general introduction to citizens' assemblies. It explains what one is, how it works and why we need one. It also outlines the key steps in designing and running an assembly and presents some exciting examples of similar processes from around the globe. We will soon publish a more detailed presentation of our demands for the citizens' assembly on climate and ecological justice.

Citizens' assemblies are a form of deliberative democracy – a process in which ordinary people make political decisions. Public hearings, ranging from citizens' juries with less than twenty people to citizens' summits of more than seven hundred, have transformed policy-making in Australia, Belgium, Canada, India, Ireland, Poland and the UK. In a citizens' assembly, a group of randomly selected members of the public reflect on an issue of public concern. The aim is to bring together a cross-section of society. Participants hear from experts and stakeholders, ask questions, deliberate on policy options and make recommendations that shape government policy.

Extinction Rebellion believes that the UK public must have the chance to determine how the country responds to the emergency we are facing. If organised properly, a national citizens' assembly on climate and ecological justice will enable politicians to address the emergency before it's too late.

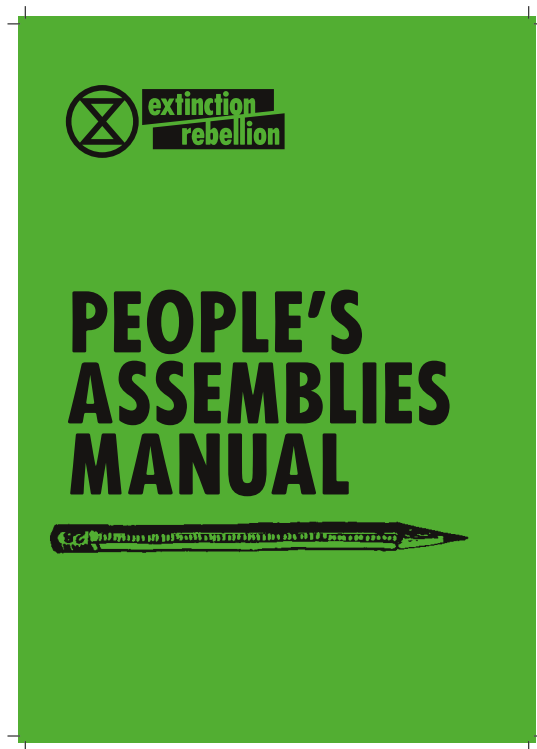
'A citizens' assembly provides us, the people, with a way to request radical change. Such a request gives government legitimacy to act and allows for cross-party support. To carry on failing to act is no longer an option. It's time for a citizens' assembly.'

Sarah Lunnon, External coordinator of Extinction Rebellion's political circle.¹

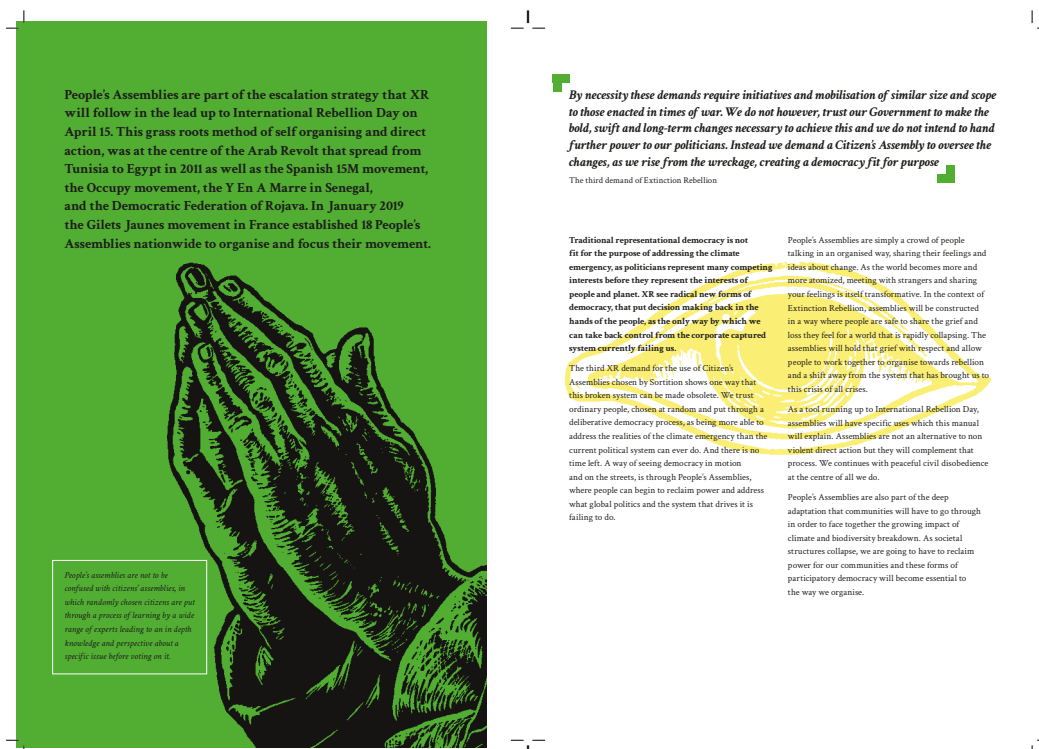
¹ *'Statement from Extinction Rebellion: Philip Hammond's letter to Theresa May'* Extinction Rebellion, 7 June 2019. <https://rebellion.earth/2019/06/07/statement-from-extinction-rebellion-philip-hammonds-letter-to-theresa-may/>

A4 People's Assembly Manual

A multi-page A4 document detailing how to run a People's Assembly.

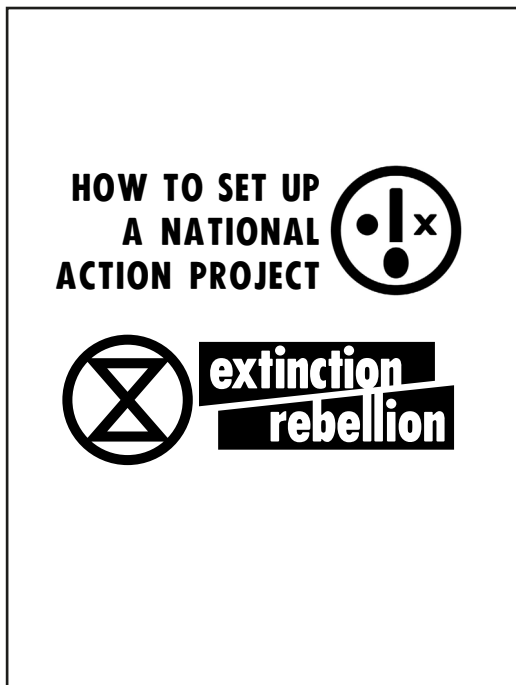


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A4/5 How to national action guide

An A4 double-sided online or print at home or commercially guide (pdf only) that folds in half to A5:



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1. GET INFORMAL FEEDBACK

This is fundamental to our **Principles & Values** (#5 and #10) and our **Ways of Working**.

Getting feedback from a diverse range of people helps you to refine your idea, find people who may want to work with you on the project, and it can give you some indication of how controversial the idea is going to be in the wider XR organism.

Make absolutely clear that you're **NOT** representing a group, and that you're **NOT** talking about a plan that is already being carried out but your own idea. It's a good idea to use the right **basecamp** group for this kind of discussion.

2. WRITE A COMPREHENSIVE ACTION PROJECT PROPOSAL

The proposal should cover:

- How does your project fit into the XR Strategy, does it make sense in the context of our Theory of Change and what goal are you aiming at?
- What is the plan? Where is the action going to take place, and when could be possible dates? Who is the target?
- How could the action be framed?
- What is the minimum number of people needed to carry this action out? What roles are going to be needed? You can propose rebels who you think should fill certain roles.
- How are action attendants going to be prepared for this action?
- What resources, especially financial ones, are going to be needed to carry this out?
- What are the risks involved in this action? What measures are we going to take to minimise them?
- What is the further research that needs to be done?

Circulate this proposal via email and basecamp among Action Circle members at least 48 hours before an Action Circle meeting so they have enough time to read it.

3. PROPOSE YOUR ACTION PROJECT AT AN ACTION CIRCLE MEETING

This should be done in the standard proposal process suggested by XR's **Constitution**. Action Circle members should represent their subgroups rather than just themselves. There are roughly three possible outcomes of this process:

OBJECTION: The proposal is objected by an overwhelming majority of the group and the action idea is put aside, at least for the time being.

AMENDMENT: The proposal is objected by at least one individual but not necessarily on the ground of the action idea itself but details within the

proposal; the proposer is encouraged to consult more people, amend the proposal and bring it up again at the following Action Circle meeting.

APPROVAL: No one objects and the action project proposal is accepted. If your proposal is approved then it moves on to the next steps.

4. TAKE FEEDBACK FROM THE APPROPRIATE WORKING GROUPS

As specified by the mandates of the **Action Circle**, you as the proposer are now going to take feedback from:

- **Movement Circle** - **Political Circle**
- **Media & Messaging** - **Regenerative Culture** and if relevant:
- **Relationships** - **XR Youth** - **Communities**
- **Internationalist Solidarity**
- **International Support**

Make sure that you speak to their (external) working group coordinators (rather than random working group members who don't represent their working group) and give them at least three days to get feedback from within their working group.

Feedback is a recommendation, i.e. it doesn't necessarily have to be put into action, but it is recommendable that the proposer seeks to avoid creating severe tensions within the movement and to genuinely cooperate with other working groups by finding compromises where needed. If as a consequence of the feedback process the proposer decides to make significant amendments to their proposal, these should be brought back and signed off by the **Action Circle**.

5. TAKE FEEDBACK FROM THE WIDER MOVEMENT

This should be done in cooperation with **Media & Messaging** (to make sure that the feedback request is framed correctly) and **Legal Support** (to avoid that the feedback request could incriminate anyone).

These two working groups should be given a minimum of two weeks to work out a coherent and accurate way of presenting the action project to the public.

It is recommendable that feedback is taking in a quantifiable way (and qualitative in addition if that is desirable) on several channels (e.g. newsletter and basecamp).

6. SET UP YOUR ACTION PROJECT TEAM

The action project proposer now becomes the action project coordinator.

A representative from each **Action Circle subgroup** should be part of the action project team (unless the subgroup agrees that they are not required to carry out an action) as well as from **Media & Messaging** and any other relevant working groups (which should have been identified in Step 4).

Subgroups decide who represents them in an action project - try to choose someone who is actually enthusiastic about the project and would enjoy working on it. Speak to the **Action Circle's budget holder** to negotiate a project budget. Make sure to set up an email address* for your action and advertise in several places so rebels know how to get in touch with you.

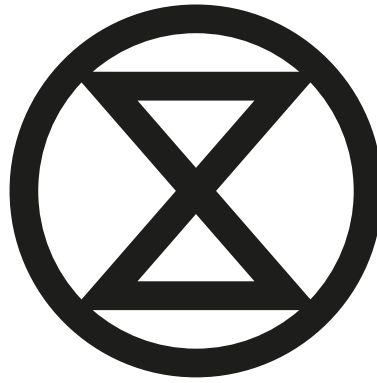
*e.g. bloodsofourchildren@protonmail.com

Badges and stickers

The artwork name describes the size of each.



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Road block banners

All the artwork is quarter size, please make sure the printer knows this.



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Paint your own banners

To make a paint your own banner create the artwork the size you want it. Add the message and image you require, add A4 sized boxes to the full size banner, copy the artwork into these boxes, cut and paste the boxes into an A4 (or A3 if you have an A3 printer) and print it out. Assemble the print outs in the right order on the fabric and use them to mark out the design.

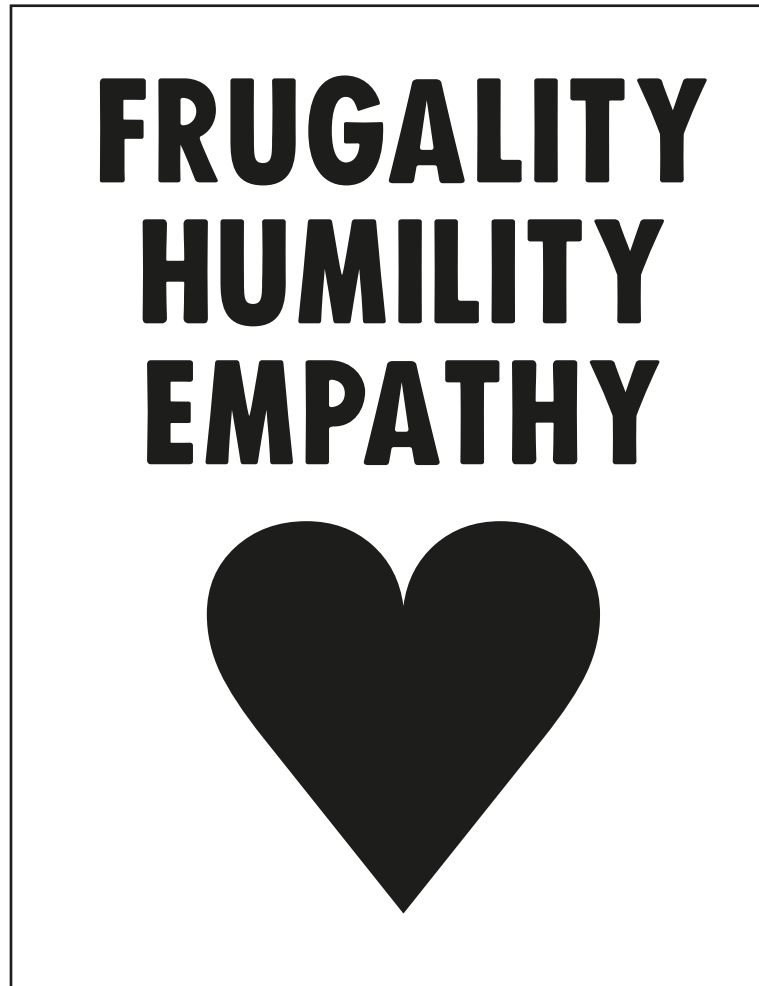
Here's are some examples.



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Paint your own banners

Alternatively you can create the artwork in illustrator and select the tile artwork option in the print dialog box.



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A2 Placards

Placards can be just be hand-held or attached to poles.

Set 1

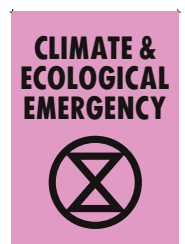


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Set 2



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Screen print patches

You can make your own screenprint patches using the design tools in this document. If you are asking for 'pay what you can' donations do not include the symbol within your design.

We print on off cut fabric using Eco Permaset fabric inks.

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Facebook banners

All the artwork is sized to the event space in Facebook.

The artwork can be altered and exported as a 72dpi jpeg / png.

When creating a banner don't repeat the information below, use your own headline.

If your event is for fundraising do not use the symbol.



You can download
ready to use banners
here: [Download](#)

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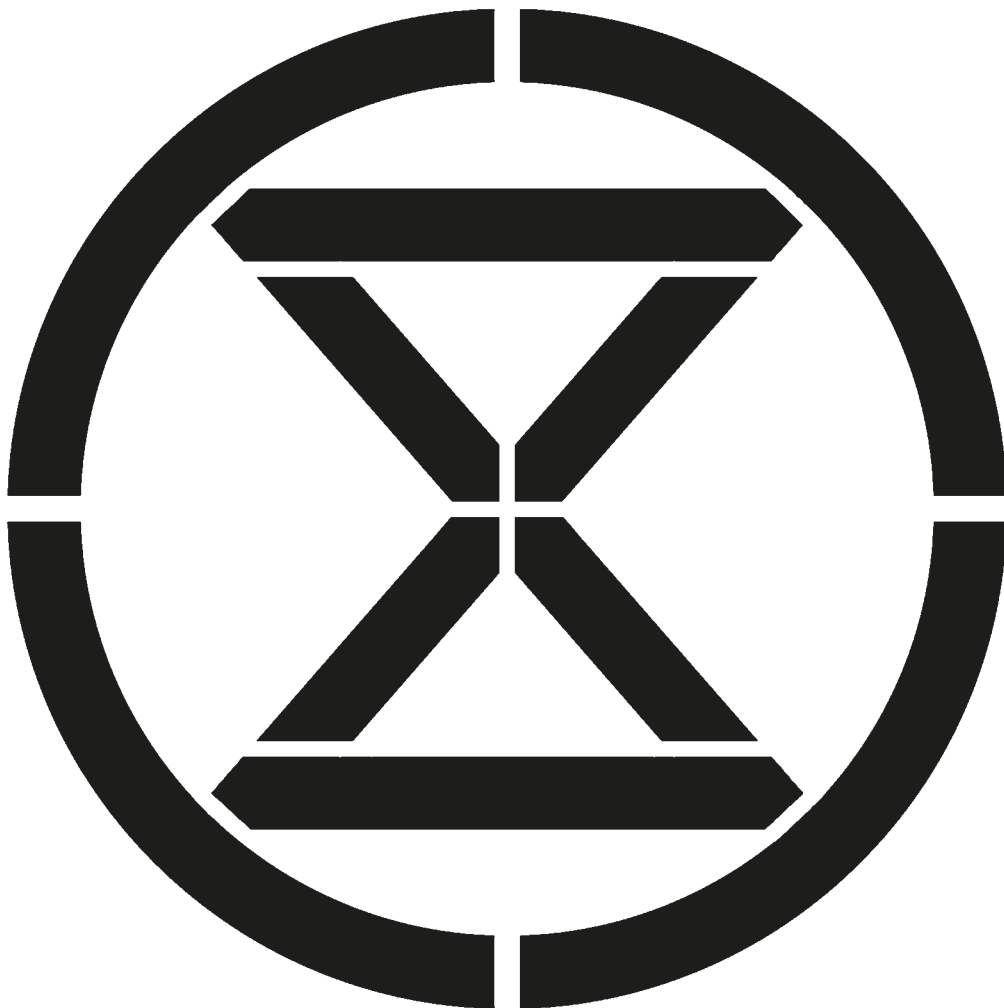
Stencils

Stencils can be easily made by using the [FucXed Caps](#) font.

Just type and print out. You can then use the print out as a template.

Don't worry about cutting out the inside of the letters, the letter shape is enough.

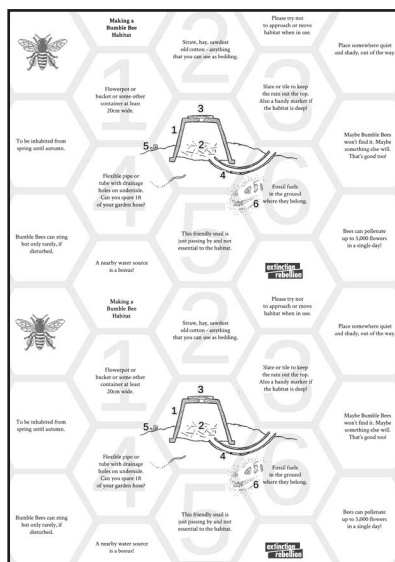
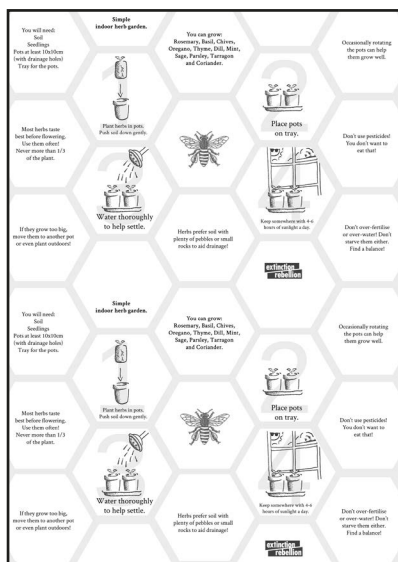
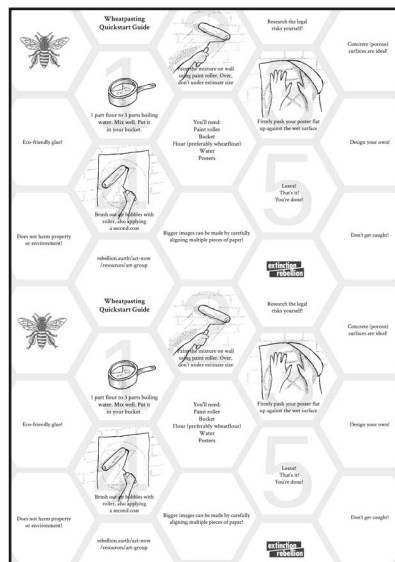
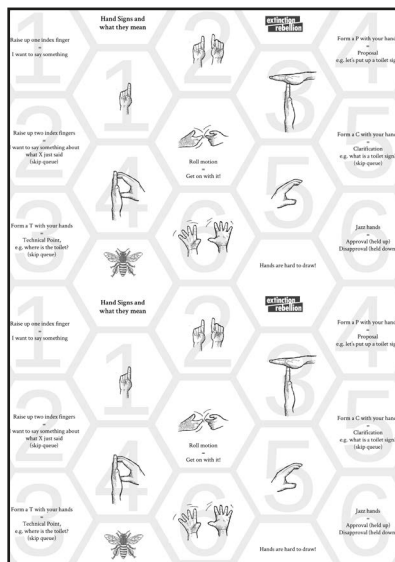
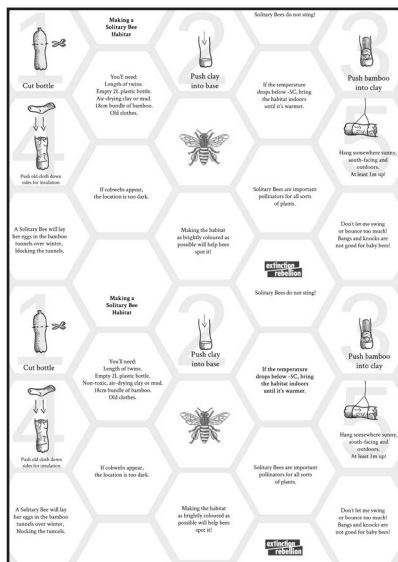
We advise using old wall paper for stencilling.



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How to mini guides

A4 and online mini guides covering a range of subjects from indoor herb growing to wheat pasting.



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