



EARTH STRIKE

**INTERNATIONAL
STYLE GUIDE**

OVERALL

Our messaging and aesthetic are:

BOLD

We are an ambitious, aggressive movement with far-reaching goals.

NOVEL & UNIQUE

We are something new. Our general strike is our selling point that distinguishes us from other climate movements.

MODERN

We are not stuck in the past. We are mindful of current events and trends.

SIMPLE & FOCUSED

We should not distract from our central message. Our content must be easy to digest and accessible to everyone.

WRITING

Our organization's name is "Earth Strike" - two words, with a space (no hyphen) between them. ALL-CAPS is recommended.

	EARTHSTRIKE	EARTH STRIKE
✗	EARTH-STRIKE	Earth Strike ✓
	EarthStrike	#EarthStrike

Our primary tagline is "General Strike to Save the Planet". When not displayed in all caps, all words except "to" and "the" should start with a capital letter. The words "to" and "Save" should not have a line break between them.

✗	GENERAL STRIKE TO SAVE THE PLANET	General strike to save the planet General Strike To Save The Planet
✓	GENERAL STRIKE TO SAVE THE PLANET	General Strike to Save the Planet

CONTENT & TONE

AVOID

- the words "communist", "socialist", "anarchist"
- calls to violence
- explicit endorsements of law-breaking activity
- unnecessary sexually, racially, or politically-charged language
- unverified stats / claims

INCLUDE

- terms like "workers' rights", "exploitation", "wealth inequality"
- condemnations of the rich and powerful
- intersectional messaging
- accurately-worded facts and statistics, backed up with sources

TYPOGRAPHY

TYPEFACES

Passion One

Kvetching, flummoxed by job, W. zaps Iraq.

Fira Sans

Kvetching, flummoxed by job, W. zaps Iraq.

USE PASSION ONE FOR HEADINGS and most purposes in general; it is our primary font.

Use Fira Sans for smaller text in longer paragraphs, when readability is an issue, or if your design merits a lighter-weight font - to portray a less aggressive, more somber, mood.

FONT SIZES

Use these font sizes, and others that are nicely divisible by 12 for Passion One, and 10 for Fira Sans.

12px 18px 24px 36px
10px 15px 20px 30px

Passion One has unusually small characters.
As a general rule, the numerical font size of Passion One text should be 120% that of Fira Sans text to appear similar in size.

CASES

USE ALL-CAPS IN HEADINGS

AND CALL-TO-ACTION BUTTONS

or to otherwise **EMPHASIZE** words or phrases.

Title Case

may be used for headings if all-caps is unsuitable;

Or, on occasion, sentence case

for headings that can be taken as either sentences or sentence fragments, e.g. "The most important issue of our time". Use this sparingly, as the lack of ending punctuation can be jarring.

LINE HEIGHT

PASSION ONE

HEADINGS:
75% (0.75)

BODY TEXT: 100% (1.0)

These numbers are unusually small, to compensate for Passion One's unusually small character heights.

FIRA SANS

HEADINGS:
90% (0.9)

BODY TEXT: 100% (1.0)

These numbers are 120% of those for Passion One, to compensate for the 120% difference in font sizes.

COLOURS

PALETTE

PRIMARY COLOUR 387740 RGB: (56, 119, 64) HSL: (90, 92, 88) CMYK: (53, 0, 46, 53)	70ad78	2d595d	598488	000000
	4d8f56		12393d	1a1a1a
	25622c	994c48	df949f	222222
	164e1d		65201d	cccccc

Don't use more colours in your document than necessary. In particular, avoid using **all three colours** in close proximity with one another, and avoid using the intermediary greens - **#4d8f56** and **#25622c** - unless the more extreme greens - **#70ad78** and **#164e1d** - are already used.

AVOID GRADIENTS

There should always be sharp delineation between colours.

Ideally, no matter where you click with a colour picker, the colour you pick should be in the above palette - barring anti-aliasing, of course.



TEXT & BACKGROUNDS

Dark backgrounds are preferable in most situations.

For printed materials, if you're concerned about printed ink cost or the non-printable area, feel free to use a white background instead.

DARK BACKGROUNDS

HEADINGS:
#387740
OR #cccccc
BODY TEXT: #cccccc

For printed materials, use #ffffff in place of #cccccc.

Use **#387740** for hyperlinks, and other passages that merit distinction.

Use **#70ad78** to emphasize text, and for hyperlinks when hovered over.

For background colours, alternate between #1a1a1a and #222222 with each section.

LIGHT BACKGROUNDS

HEADINGS:
#387740
OR #000000
BODY TEXT: #000000

If convenient, you can use #1a1a1a in place of #000000 in materials shown on screen, for a softer black.

Use **#387740** for both emphasis and hyperlinks.

COLOURED BACKGROUNDS

On coloured backgrounds, all text and objects should be neutral-coloured: either gray, black, or white.

GEOMETRY

SHAPES

Use bold, simple, polygonal geometric shapes - rectangles, parallelograms, trapezoids, etc.

USE COLOURED RECTANGLES
as containers for text over backgrounds.

BOX SHADOW

Rectangle containers on top of backgrounds should have a box shadow, with:

horizontal offset: 0px;
vertical offset: 18px;
blur radius: 0px;
spread radius: -6px;

ALIGNMENT

Always be mindful of alignment and symmetry.

Note, for example, how the content in each of these rectangles is vertically centered, and the rectangles on the left half of this page are both centrally-aligned with the rectangle on the right, and vertically centered inside their hexagonal container.

AVOID CURVES

No rounded rectangles, pill shapes, etc.

NOPE

NOPE

YEP

The one exception: circles, rather than squares, are recommended for containing pieces of text, images, and logos that are as wide as they are tall.



NOPE



YEP

Full-width sections, like this footer, should not be rectangular. For bookends, use this hexagonal shape; for banners in the middle of the document, you can use an analogous octagonal shape or a parallelogram. See the website for examples.

LOGO



Use this image (referred to as the "icon") for display at small scales, and in other situations where including text would be inappropriate.

Use the circular outline if it is necessary to specify the organization's name, or if the logo needs a background colour behind it.

Because this logo has text, it does not scale down particularly well. If you have more room, consider instead placing the text "EARTH STRIKE" beside, or below, the icon:



This layout is particularly suited for placement at the top or bottom of a document, and is used in the banner for the website.

Be mindful of:

Font size: 100% icon height (in this case, 24px).

Space between icon and text: 50% icon height (in this case, 12px).



**EARTH
STRIKE**

This layout is particularly suited for a large vertical header or title page, like the cover page of this style guide.

Be mindful of:

Font size: 1/3 icon height (in this case, 24px).

Space between icon and text: 1/6 icon height (in this case, 12px).

An unfortunate but necessary caveat: the head of the matchstick is coloured #222222 - one of the colours in the palette recommended for dark backgrounds. Don't place the logo directly over this background colour - place it in a light-coloured circle if necessary.

THE MONOCHROME ICON

Recommended for use atop background images.

The coloured icon is suited only to very light or very dark backgrounds. The monochrome versions - either white or black - do a decent job of preserving the meaning of the logo.



CUSTOMIZATION

National and local campaigns can create their own version of the logo, by changing the leaf design and/or the colours of the matchstick. Examples:



When redesigning the leaf, it should maintain its general inward and upward direction, so that the icon fits nicely inside the circle.

The shape of the matchstick should not be changed.