

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