



EARTH STRIKE

LOGO PITCH

by hPerks

WHAT WE NEED IN A LOGO

Our ideal logo should:

- **be unique**
- **be easily recognizable**
- **be simple, easy to draw**
- **encompass the essence of our movement**
- **be inspiring; enflame the passions**

ISSUES WITH PREVIOUS LOGOS



Our current logo has decent symbolism, but it is messy, complicated, and a bit generic. As Carlo pointed out, there is no consistent design, the globe & hand-shaking is very clichéd, and the logo does not scale well to small sizes.

It's not bad for 20 minutes in Paint.NET, but we can do better.

ISSUES WITH PREVIOUS LOGOS



Carlo's proposed logo is very well-designed, scalable and recognizable. For any other environmentalist group, it would be perfect – but the symbolism of the megaphone conflicts directly with the core purpose of our movement: a global general strike.

The principle of “actions not words” is our raison d'être, and we can't afford to lose that essential part of our message.

NEW LOGO



EXPLANATION



The match symbolizes the “strike”, and the flame / leaf symbolizes the environment. Together, they symbolize the spark that we hope to set off with our general strike.

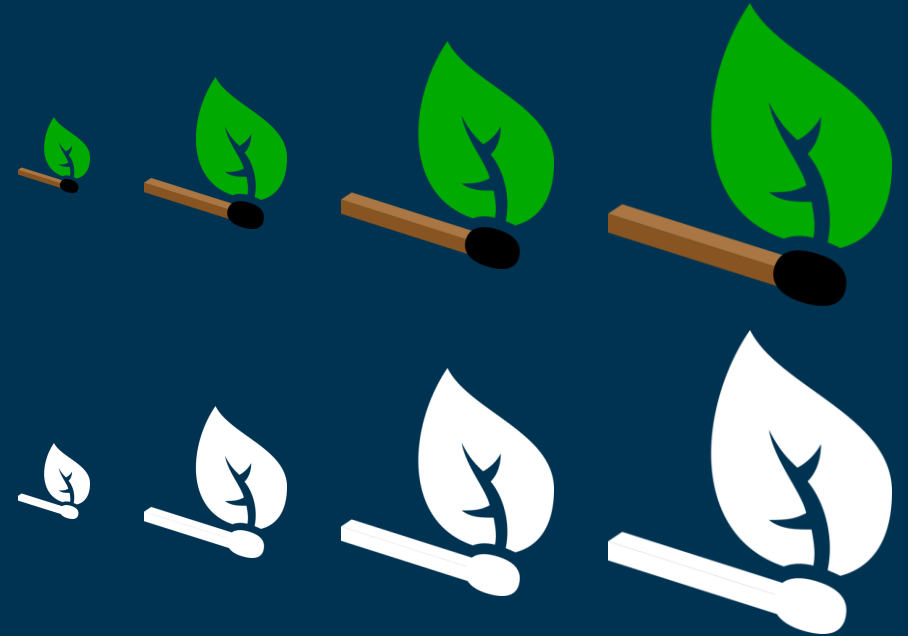
This logo is unique, easily recognizable, scalable, and far easier to stencil than any previous suggestions. It works in monochrome and colour, and it can be drawn minimalistically in only a couple seconds.

ASSETS

EMBLEM



ICON / STENCIL



EXAMPLES



ADAPTING THE LOGO



The text, like in Carlo's logo, is good for clarity and will be changed by local campaigns. However, the leaf and matchstick also provide opportunities for customization.

Many countries have national trees, whose leaves lend themselves nicely to the logo. The matchstick can also be coloured differently, either with one or two colours for its two sides, based on colours of the country's flag.