

# **EARTH STRIKE NEW LOGO PROPOSAL**



**A SYMBOL OF THE EARTH  
FOR THE MOVEMENT OF THE EARTH**



# ABOUT THE LOGO DESIGN



The sign used simply stands for 'the earth,' drawing on ancient symbolism.

Its simplicity is its virtue. The symbol is unclaimed public domain, therefore providing an opportunity for us to make it our own.

A logo does not need to depict everything earth strike represents in a literal sense. Its purpose is to provide us with an identity.

It is clear and recognisable and easy to reproduce in a variety of forms.

It is versatile and easy can be edited to suit national campaigns so our design can remain consistent across platforms.

We are a bold movement with incredible ambitions. We need a bold logo, such as this, to embody our ambition in a striking way.