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.

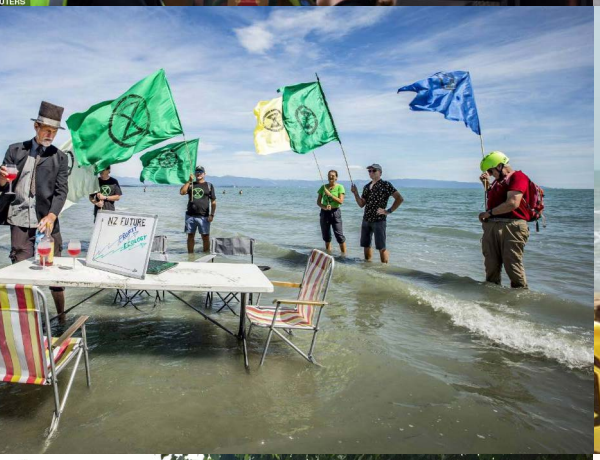
By following just a few key guidelines, we can be seen to be **amazingly diverse** *at the same time as* being understood as a **single movement**.

NON VIOLENT
REBEL FOR LIFE
ACT NOW
REBEL FOR LIFE
extinction rebellion
REBEL FOR LIFE
extinction rebellion

WE ACT IN PEACE
WE ACT IN PEACE
POLICE

EXTINCTION REBELLION
REBEL FOR
SAN FRANCISCO BAY
EXTINCTION REBELLION SAN FRANCISCO BAY AREA
REBEL FOR LIFE

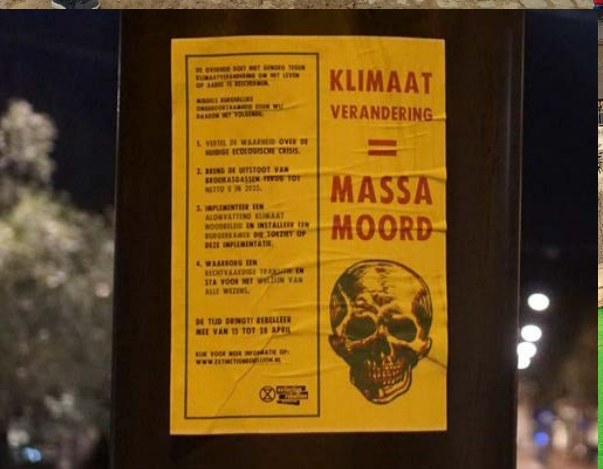
REBELIE PRO ŽIVOT


NZ FUTURE

THERE IS NO PLANET B!
FOSSIL FUEL FREE FUTURE
WE ARE NATURE DEFENDING ITSELF
60 % OF NATURE
#DoYouKnow
THE GREATEST

NOTRE FUTU

Parks Authority
DECLARE CLIMATE EMERGENCY
BANK OF AMERICA
F.W. WEBB
SINCE 1866


KLIMAAT VERANDERING = MASSA MOORD

#REBEL FORLIFE
ODYSSEY CHICAGO

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
— **Dowloadable 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.

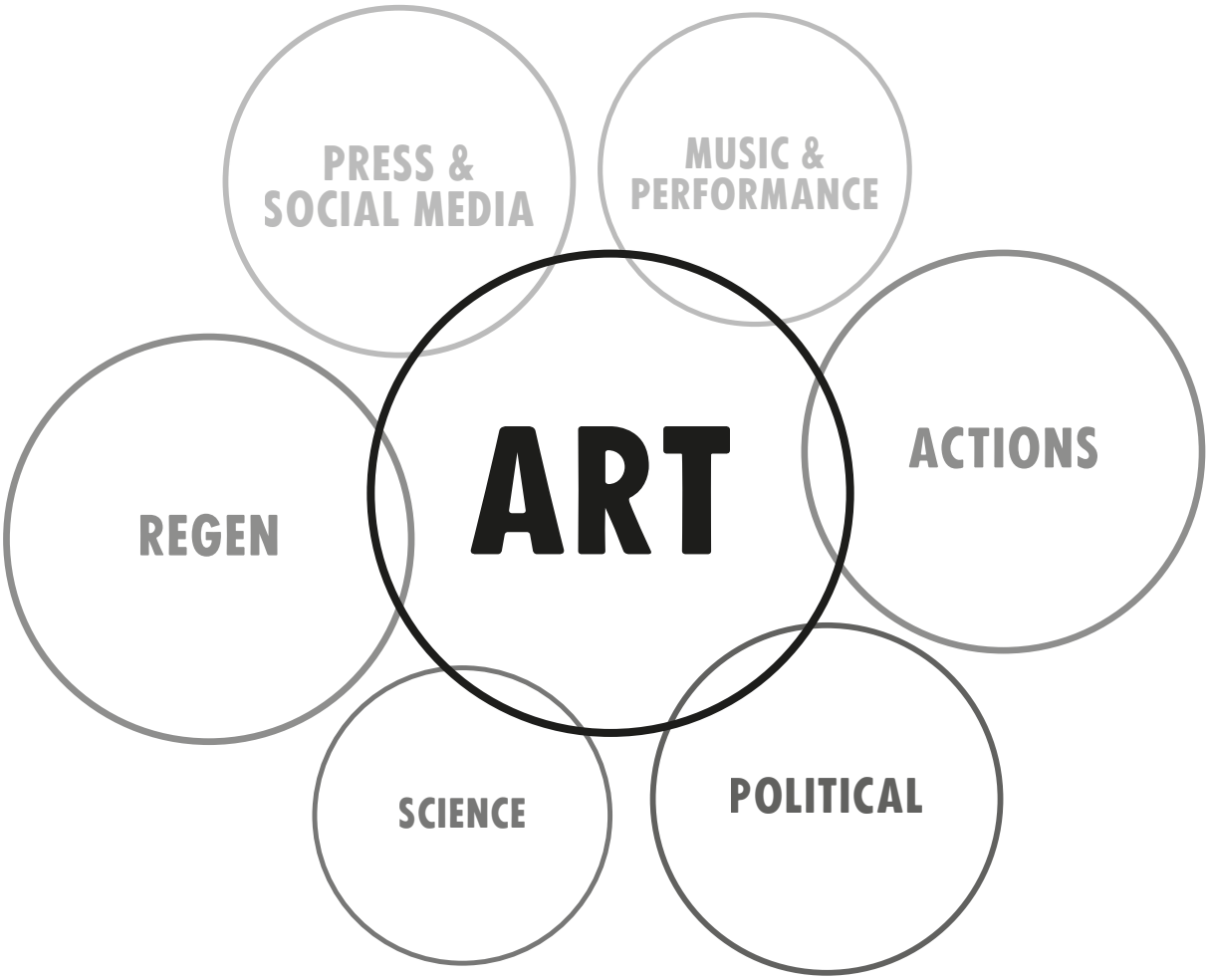
2/ **There is no Extinction Rebellion commercial merchandise.** Feel free to make your own XR clothes, posters, art etc – *but give them away.* Remember, we're in the business of overturning business-as-usual.

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

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

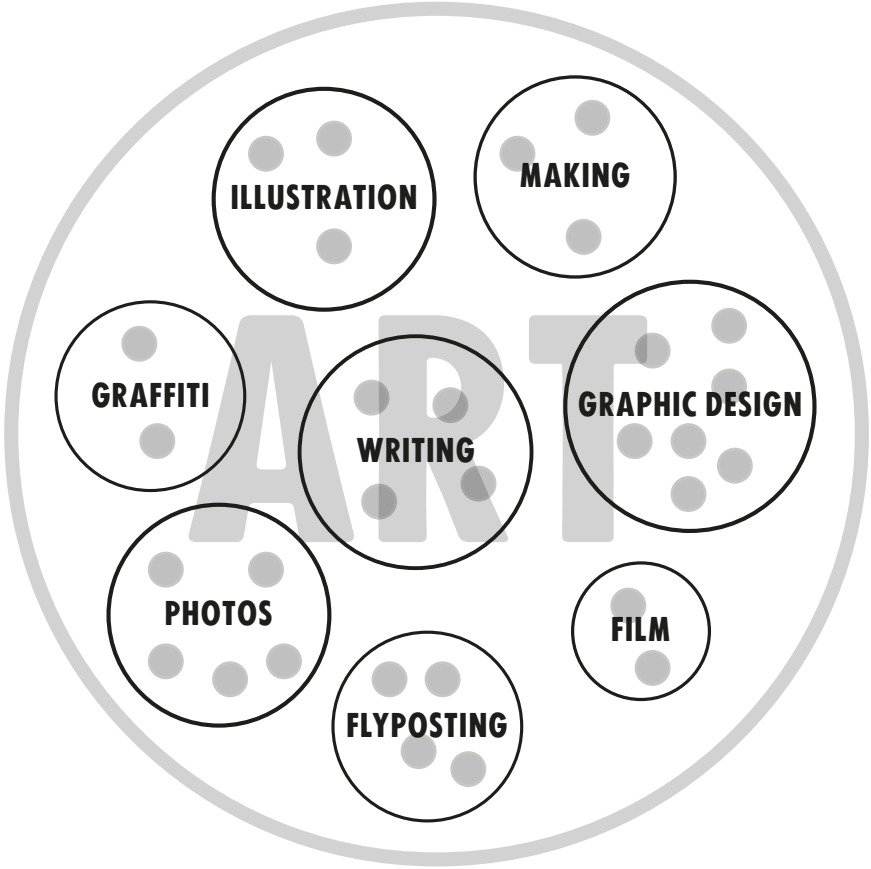
Rule No 1. of XR Art Groups – don't go it alone!

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 contraversial – ***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.

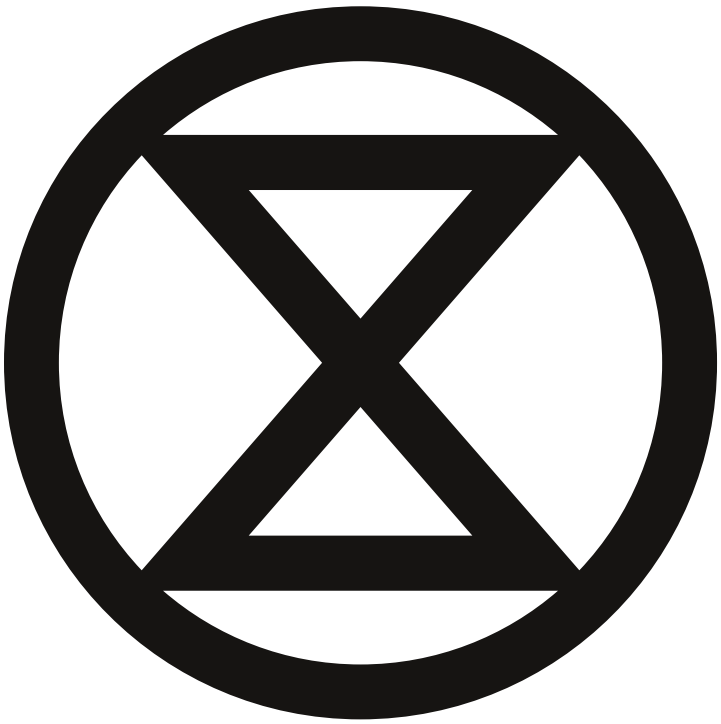
Symbol and logotype

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 xrdesigngroup@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:0Y: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.

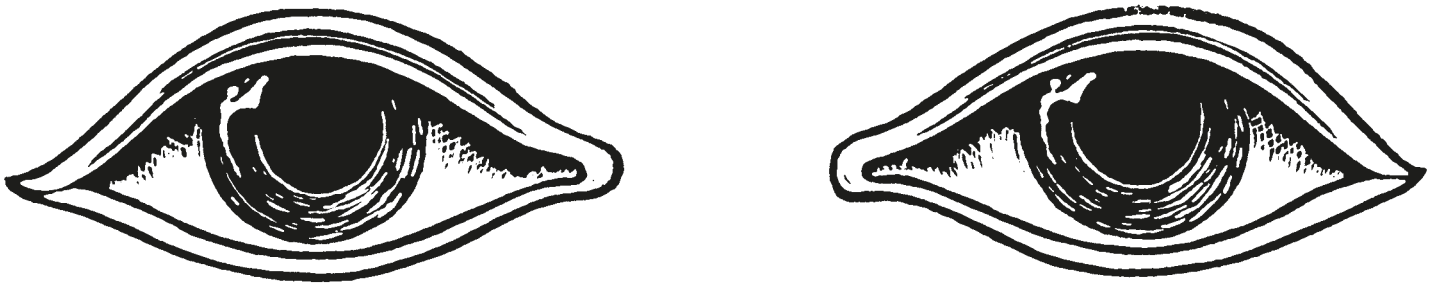
The XR wood blocks and illustrations allow us to communicate the climate and ecological crisis in a unique way. Sometimes bleak, often humourous, always unmistakably XR.

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

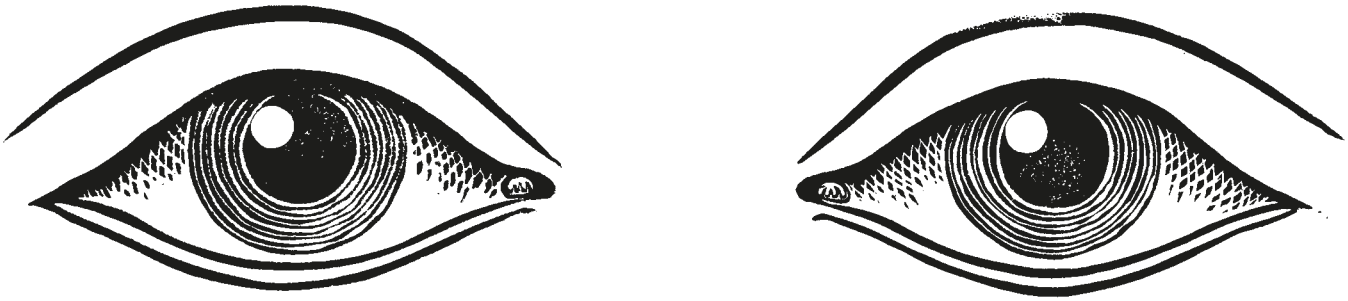
Share your own creations at xrdesigngroup@gmail.com

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 mulitplied across designs. Colour them in any of our colours – they're all saved as bitmaps for ease of use.



Download



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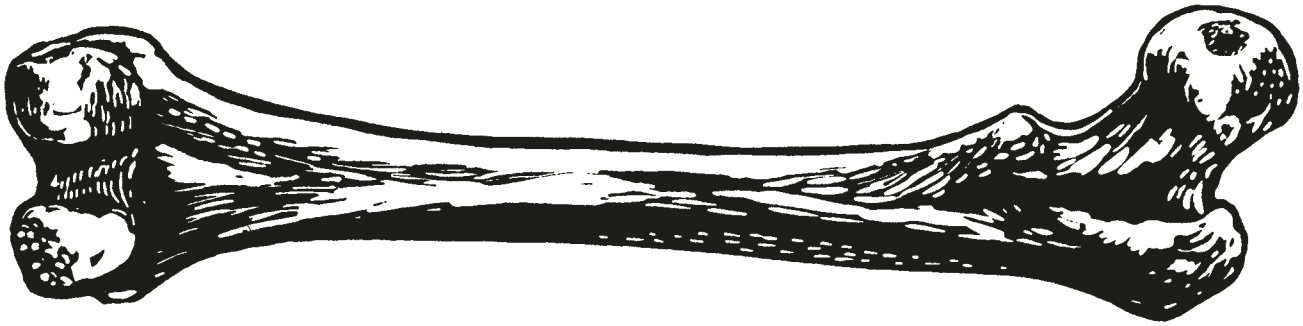

Download

Wood block prints

Download

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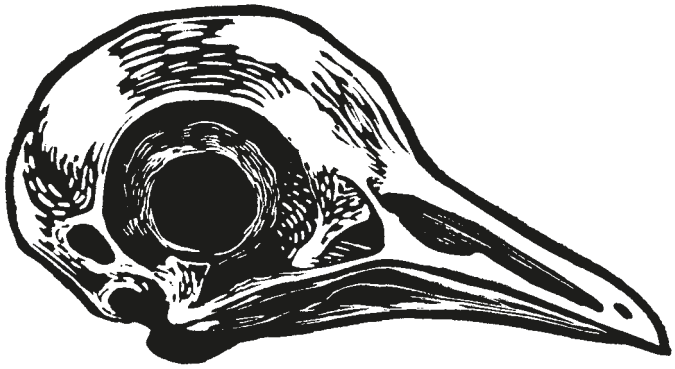

Download

Wood block prints

Download

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Wood block prints

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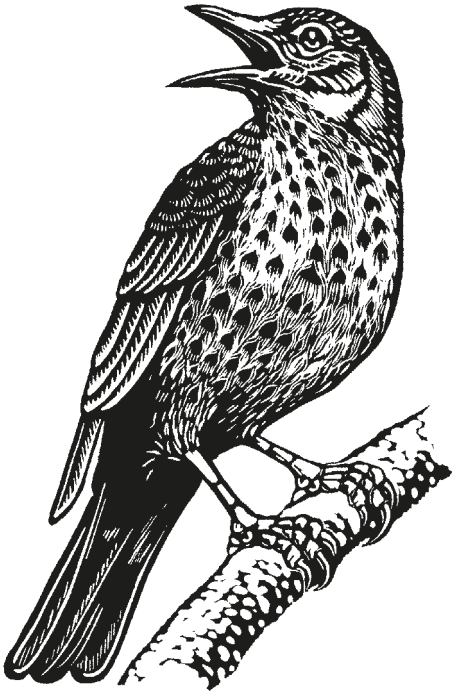
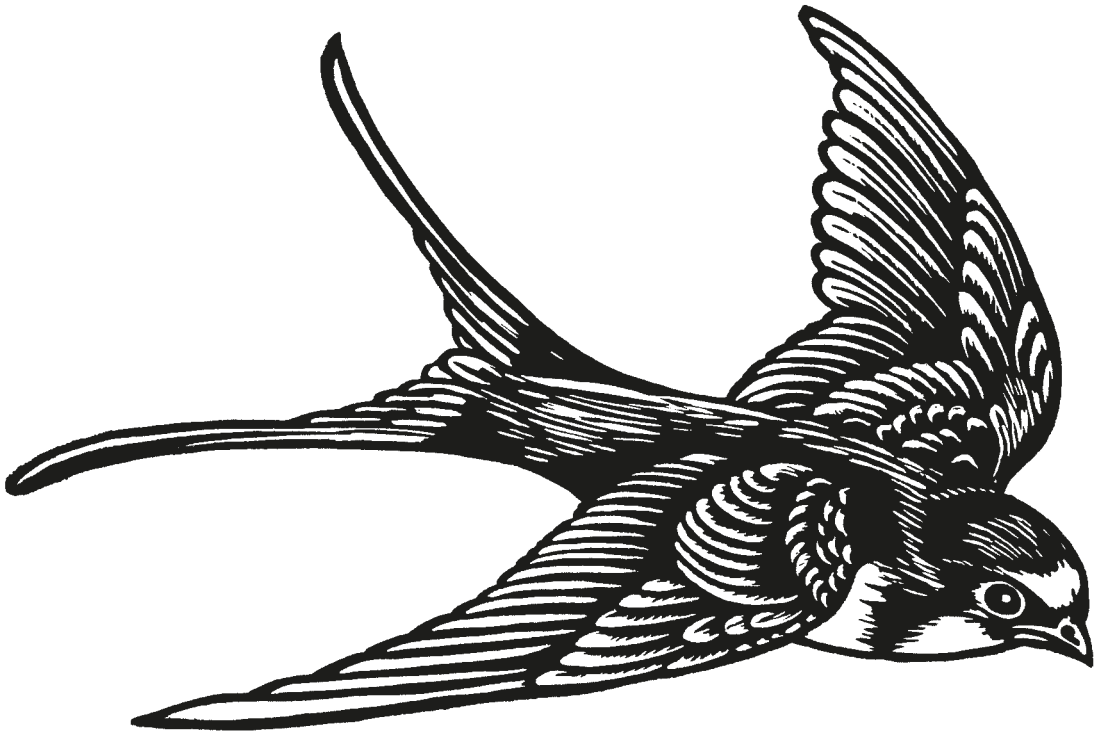


Download

Download

Wood block prints



Download

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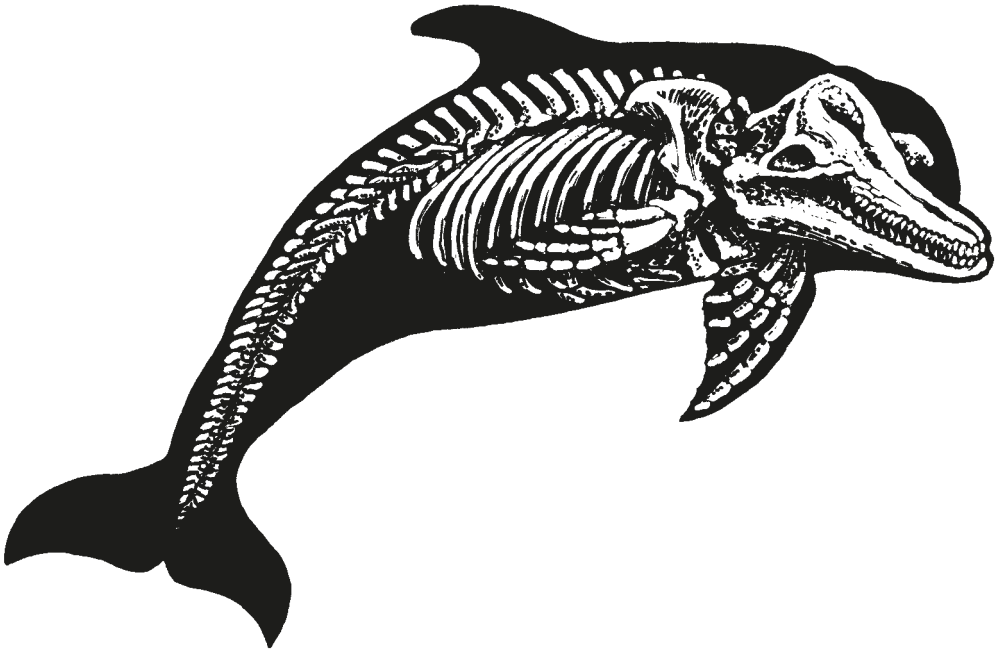
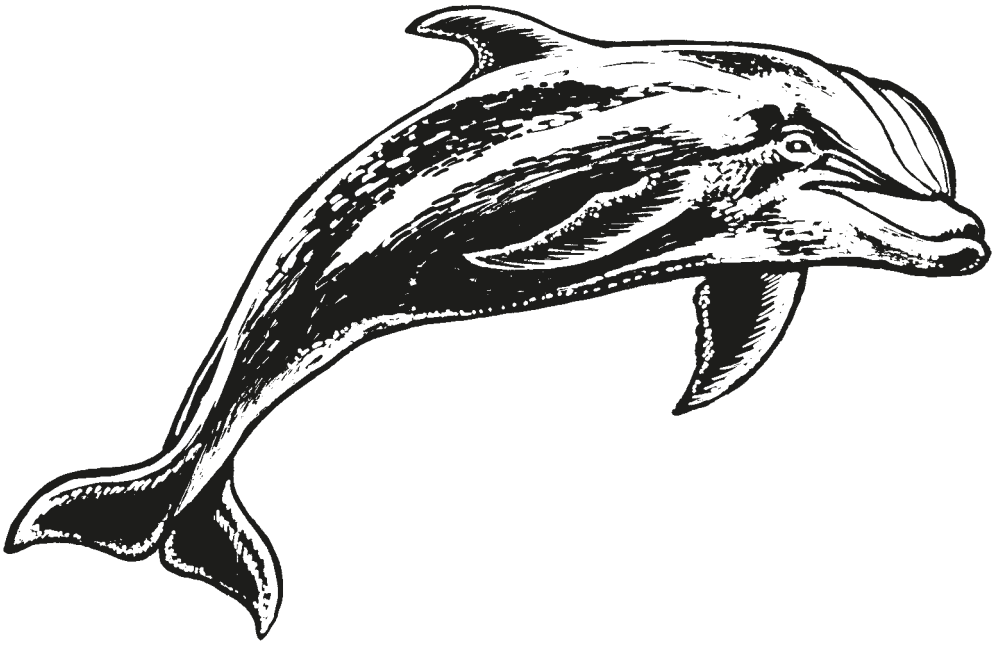
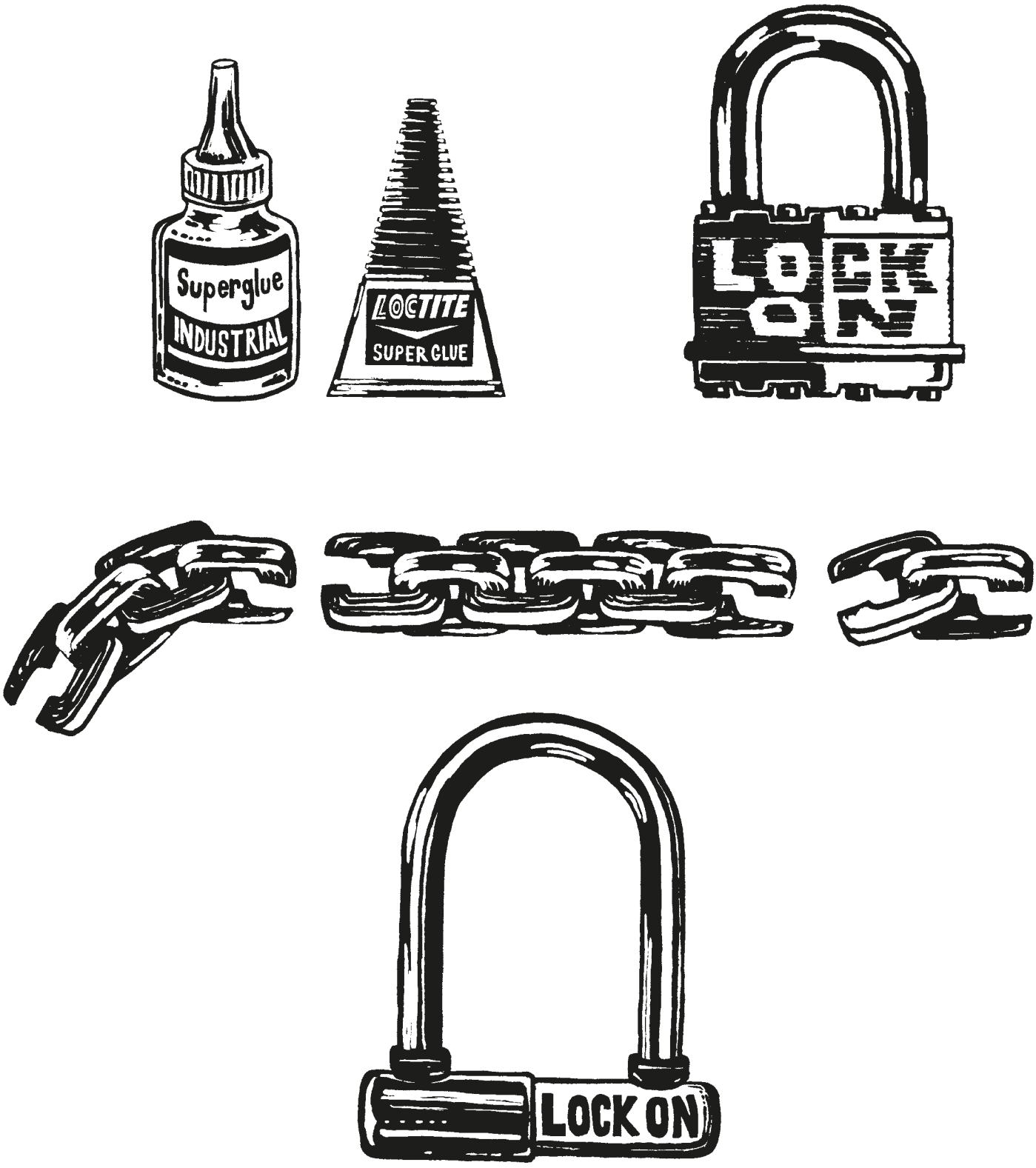
Wood block prints





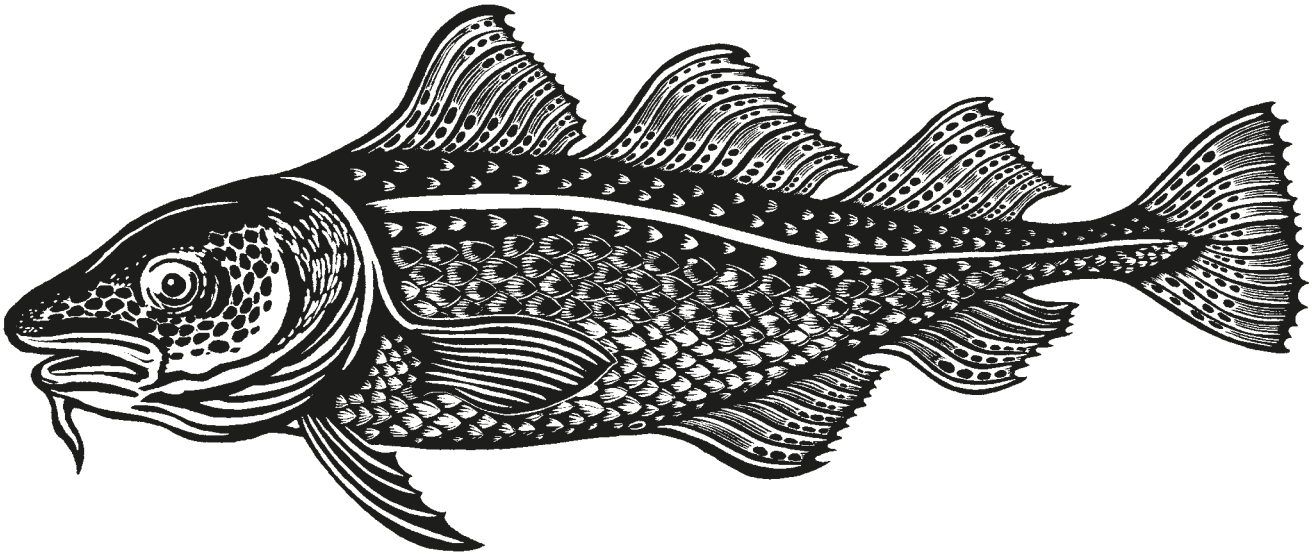
Download

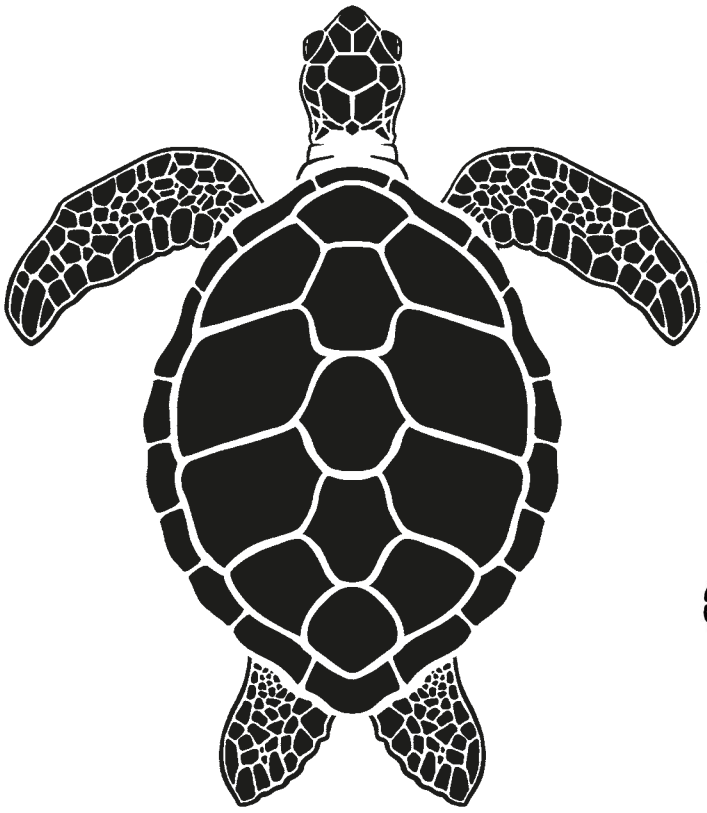
Wood block prints

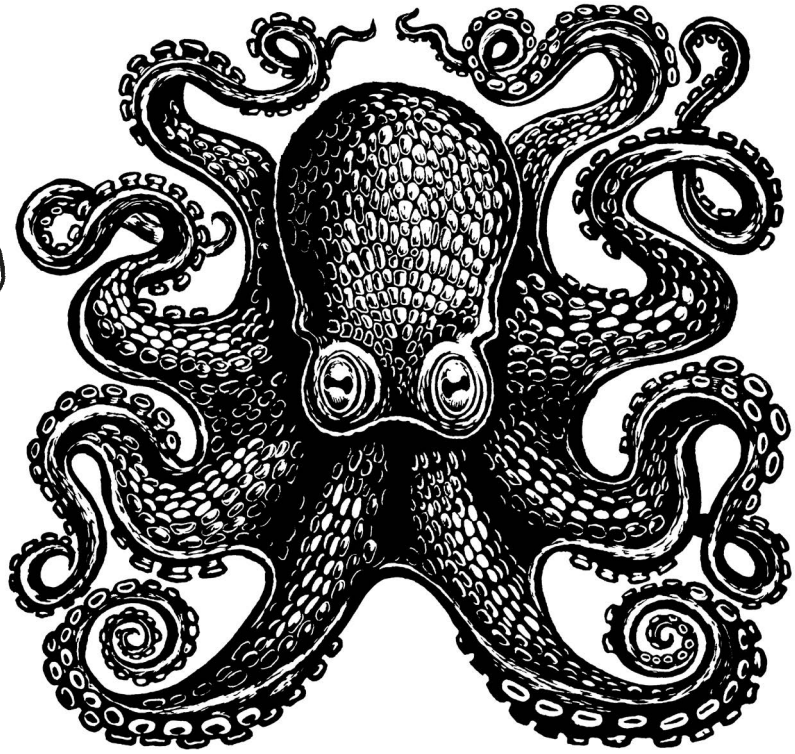


Download

Wood block prints



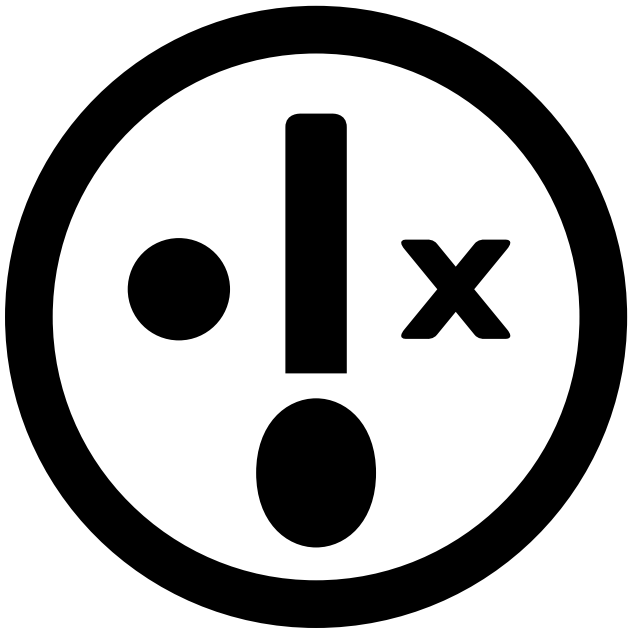




Download

Vector files

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



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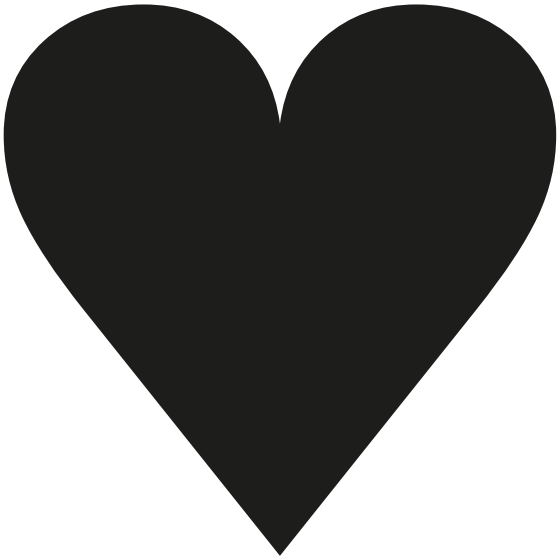
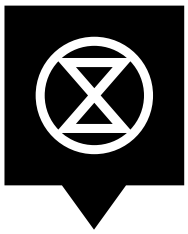
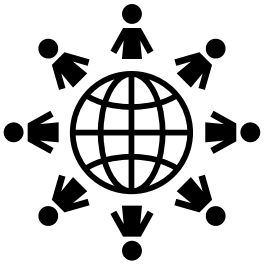
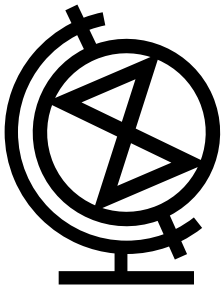
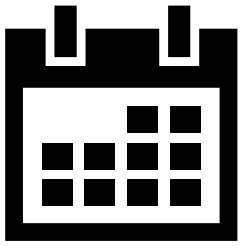
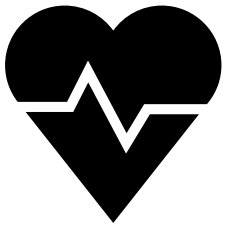
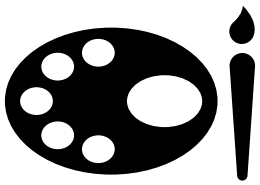
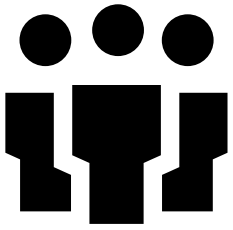


Download

Vector files

Icons have been developed for online and instructional use:

EXTINCTION REBELLION ICON SET

Map placemarker	Citizens Assembly	International Rebellion	Action
			
Our Demands	**Events**	**Wellbeing**	**Art group**
			
Local groups	**Climate emergency**	**Information**	**Drones**
			

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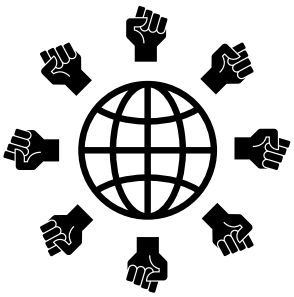
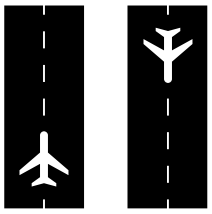
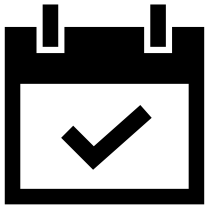
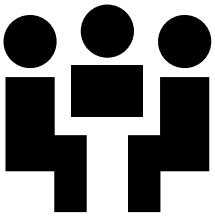
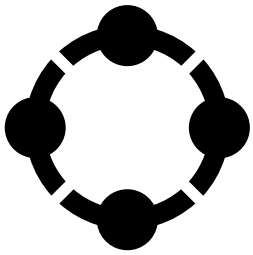
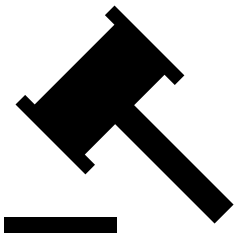
Vector files

EXTINCTION REBELLION ICON SET

International Rebellion	Airport pause	Act Now	Events
			

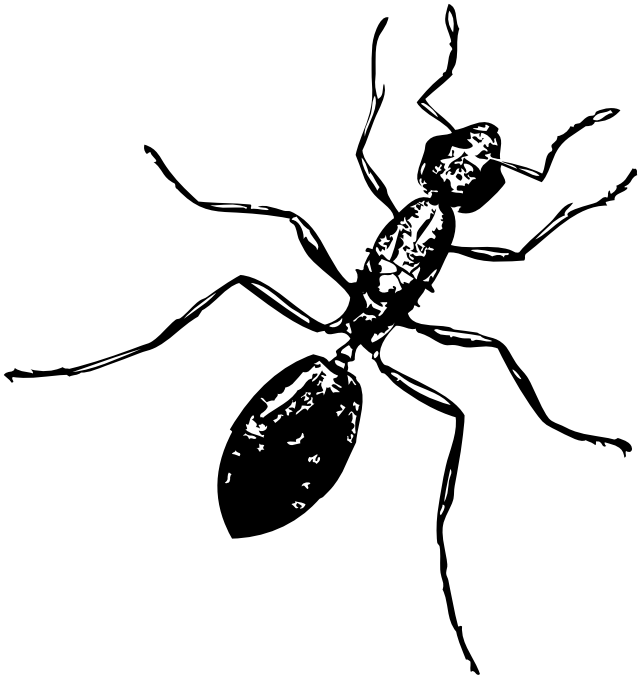
Citizens Assembly	Community	Legal	Climate emergency
			

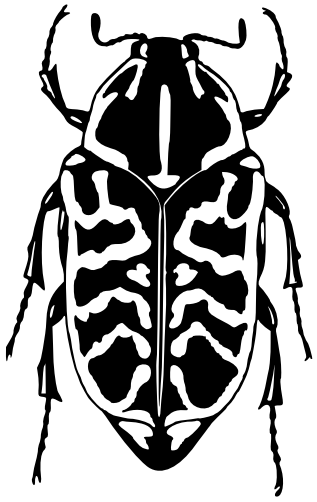
Tell the Truth	News	Resources	This is an Emergency

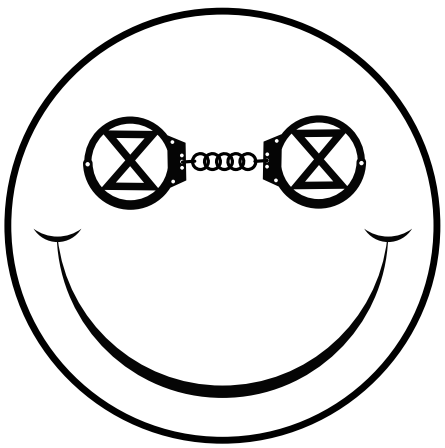
Download

Vector files

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



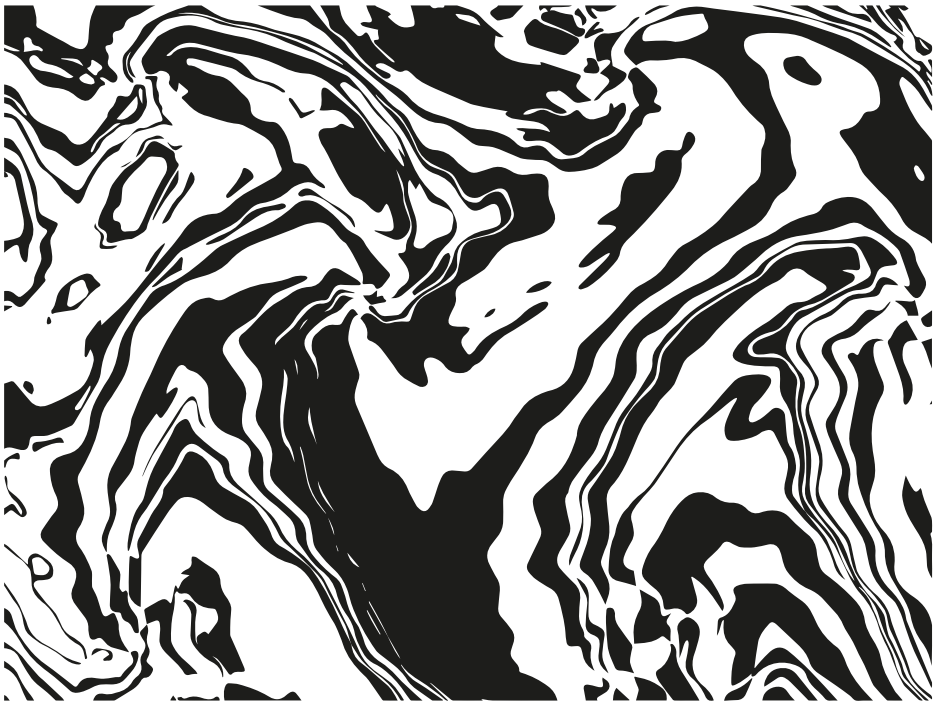




Download

Vector files

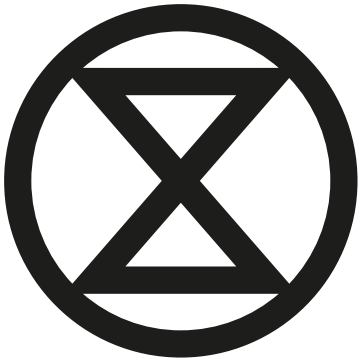
Water / oil / toxic slicks – this can be squashed, scaled and coloured as required:

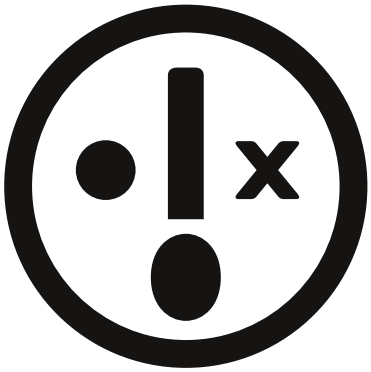


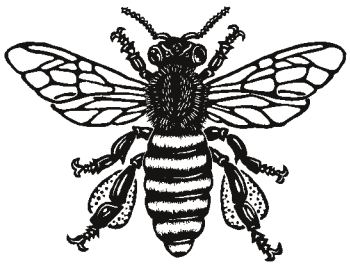
Download

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-
COMMERICAL
USAGE RULE.

Double-sided A5 leaflets

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

Download

Download

Download

Download

Double-sided A6 leaflets

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

Download

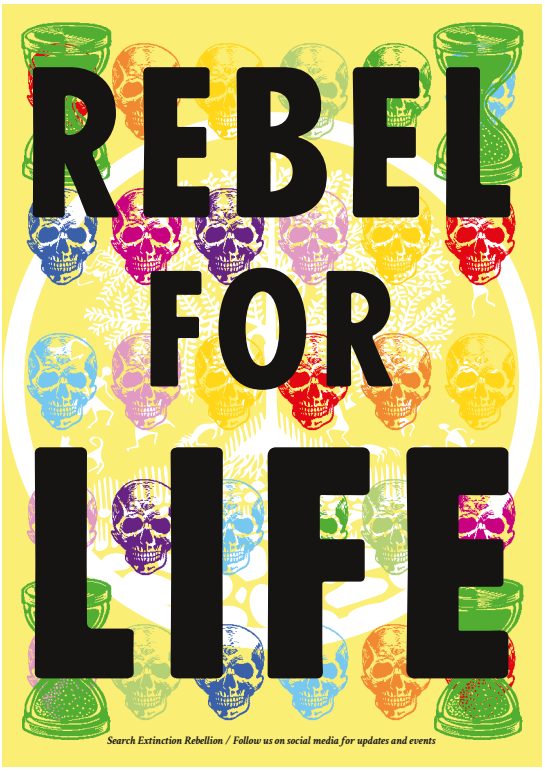
Download

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



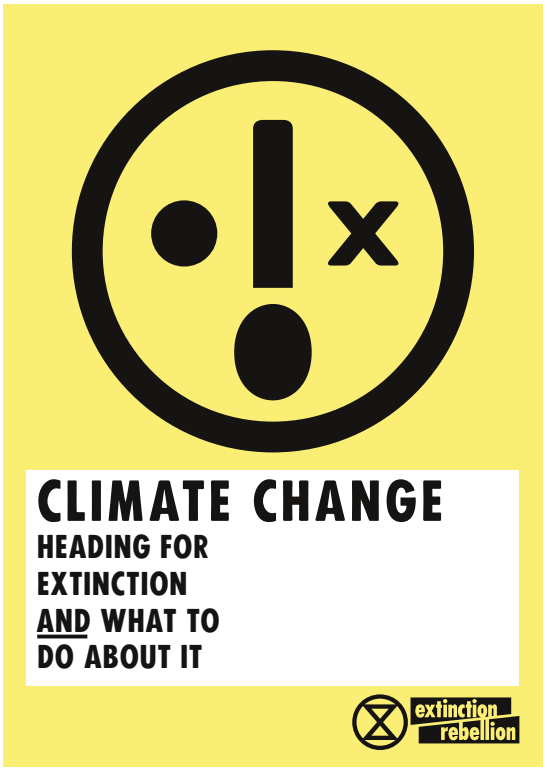
Download

Download

A3 / A4 ‘empty belly’ posters

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

Download



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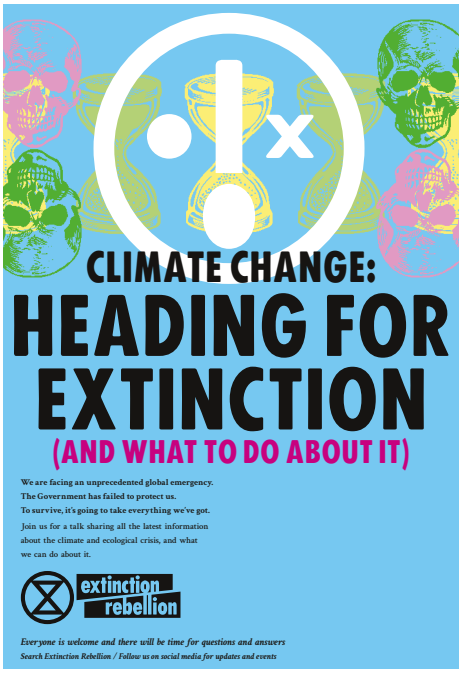
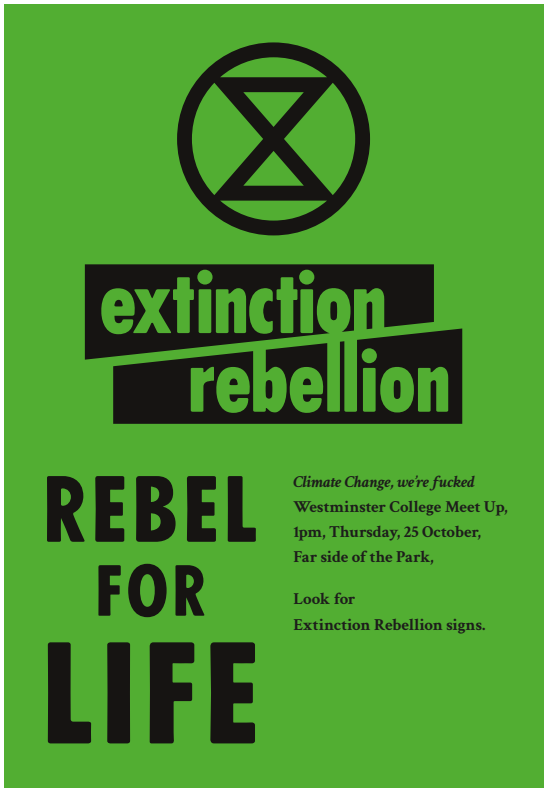


Download

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.

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

Download

We're all (nearly) totally fucked

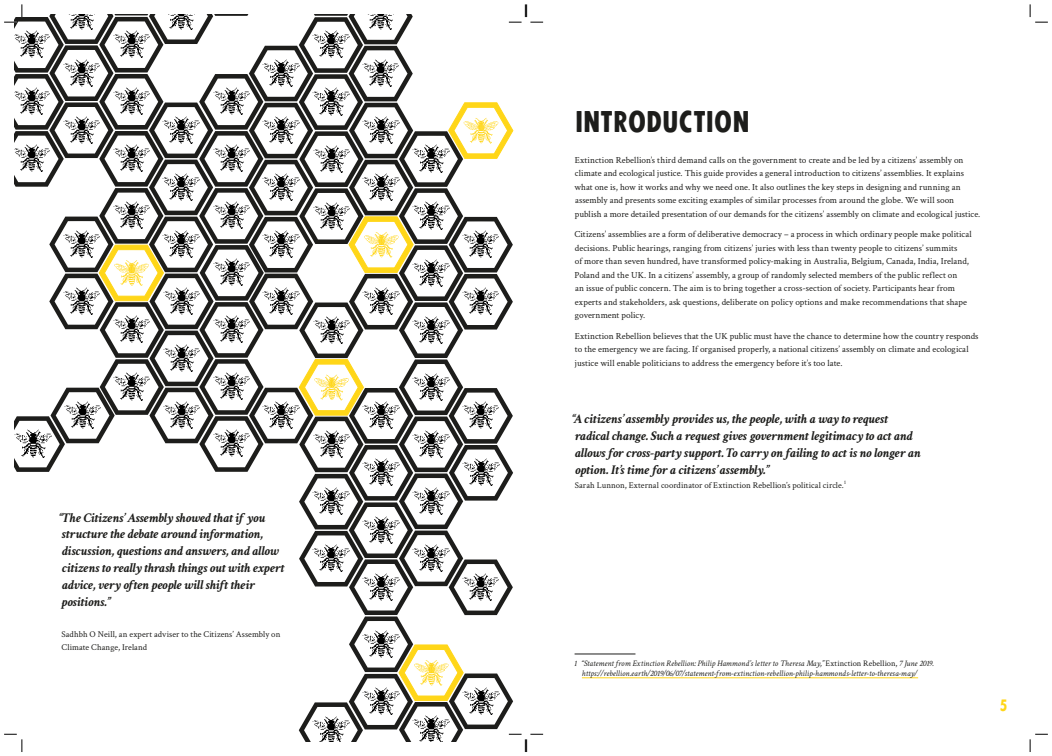
Search Extinction Rebellion / Follow us on social media for updates and events

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."

Sadhbh 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.

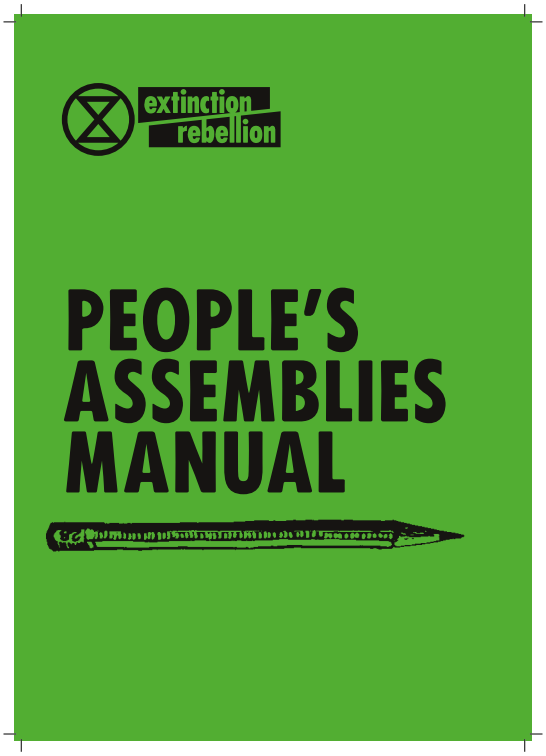
"A citizens' assembly provides us, the people, with a way to request radical change. Such a request gives government legitimacy to act and allows for cross-party support. To carry on failing to act is no longer an option. It's time for a citizens' assembly."

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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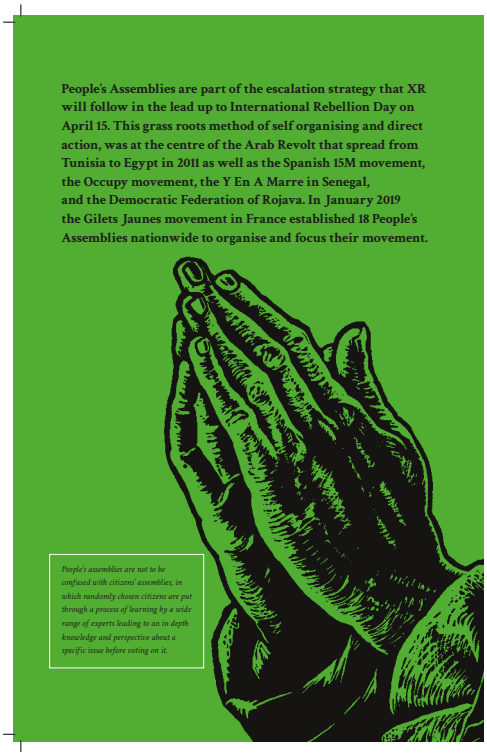


People's Assemblies are part of the escalation strategy that XR will follow in the lead up to International Rebellion Day on April 15. This grass roots method of self organising and direct action, was at the centre of the Arab Revolt that spread from Tunisia to Egypt in 2011 as well as the Spanish 15M movement, the Occupy movement, the Y En A Marre in Senegal, and the Democratic Federation of Rojava. In January 2019 the Gilets Jaunes movement in France established 18 People's Assemblies nationwide to organise and focus their movement.

People's assemblies are not to be confused with citizens' assemblies, in which randomly chosen citizens are put through a process of learning by a wide range of experts leading to an in depth knowledge and perspective about a specific issue before voting on it.

By necessity these demands require initiatives and mobilisation of similar size and scope to those enacted in times of war. We do not however, trust our Government to make the bold, swift and long-term changes necessary to achieve this and we do not intend to hand further power to our politicians. Instead we demand a Citizen's Assembly to oversee the changes, as we rise from the wreckage, creating a democracy fit for purpose

The third demand of Extinction Rebellion

Traditional representational democracy is not fit for the purpose of addressing the climate emergency, as politicians represent many competing interests before they represent the interests of people and planet. XR see radical new forms of democracy, that put decision making back in the hands of the people, as the only way by which we can take back control from the corporate captured system currently failing us.

The third XR demand for the use of Citizen's Assemblies chosen by Sortition shows one way that this broken system can be made obsolete. We trust ordinary people, chosen at random and put through a deliberative democracy process, as being more able to address the realities of the climate emergency than the current political system can ever do. And there is no time left. A way of seeing democracy in motion and on the streets, is through People's Assemblies, where people can begin to reclaim power and address what global politics and the system that drives it is failing to do.

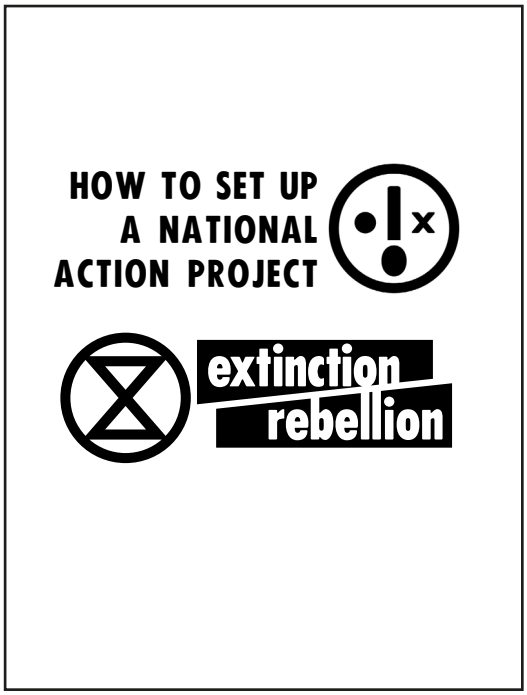
People's Assemblies are simply a crowd of people talking in an organised way, sharing their feelings and ideas about change. As the world becomes more and more atomized, meeting with strangers and sharing your feelings is itself transformative. In the context of Extinction Rebellion, assemblies will be constructed in a way where people are safe to share the grief and loss they feel for a world that is rapidly collapsing. The assemblies will hold that grief with respect and allow people to work together to organise towards rebellion and a shift away from the system that has brought us to this crisis of all crises.

As a tool running up to International Rebellion Day, assemblies will have specific uses which this manual will explain. Assemblies are not an alternative to non violent direct action but they will complement that process. We continues with peaceful civil disobedience at the centre of all we do.

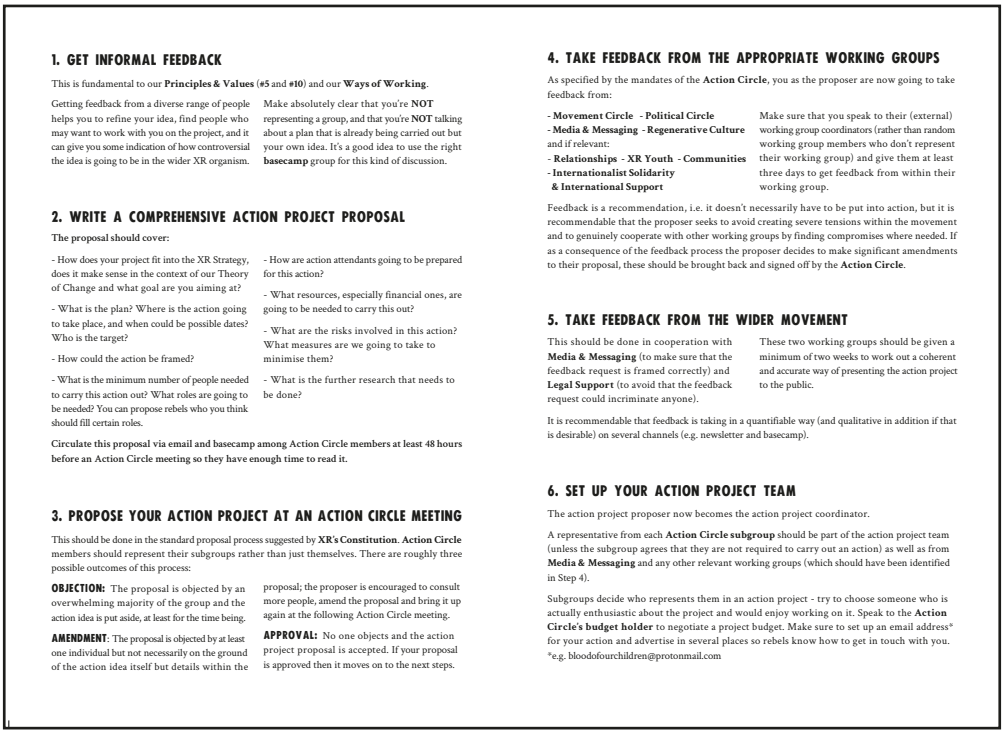
People's Assemblies are also part of the deep adaptation that communities will have to go through in order to face together the growing impact of climate and biodiversity breakdown. As societal structures collapse, we are going to have to reclaim power for our communities and these forms of participatory democracy will become essential to the way we organise.

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:



Download



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.

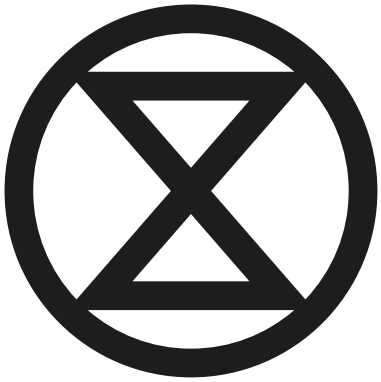
A representative from each **Action Circle subgroup** should be part of the action project team (unless the subgroup agrees that they are not required to carry out an action) as well as from **Media & Messaging** and any other relevant working groups (which should have been identified in Step 4).

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. bloodofourchildren@protonmail.com

Badges and stickers

The artwork name describes the size of each.

Download



Download

Download

Download

Road block banners

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

Download

Paint your own banners

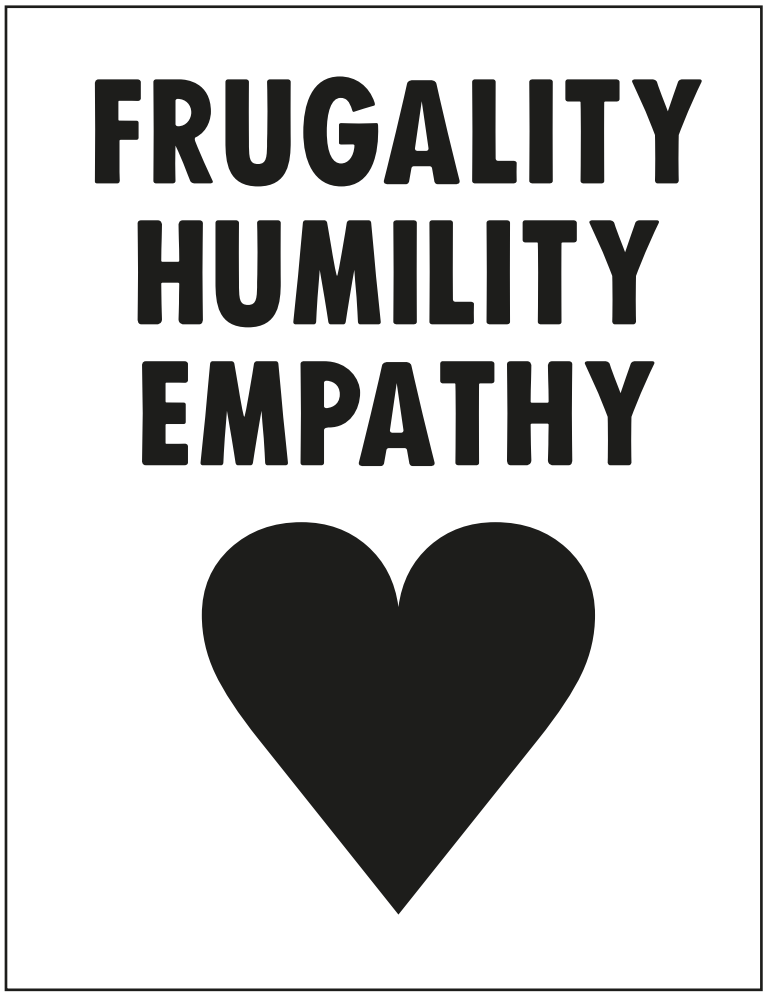
To make a paint your own banner create the artwork the size you want it. Add the message and image you require, add A4 sized boxes to the full size banner, copy the artwork into these boxes, cut and paste the boxes into an A4 (or A3 if you have an A3 printer) and print it out. Assemble the print outs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

Here's are some examples.

Download

Paint your own banners

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



Download

A2 Placards

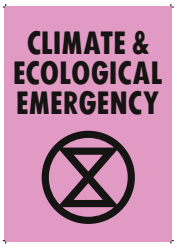
Placards can be just be hand-held or attached to poles.

Set 1

Download

Set 2

Download

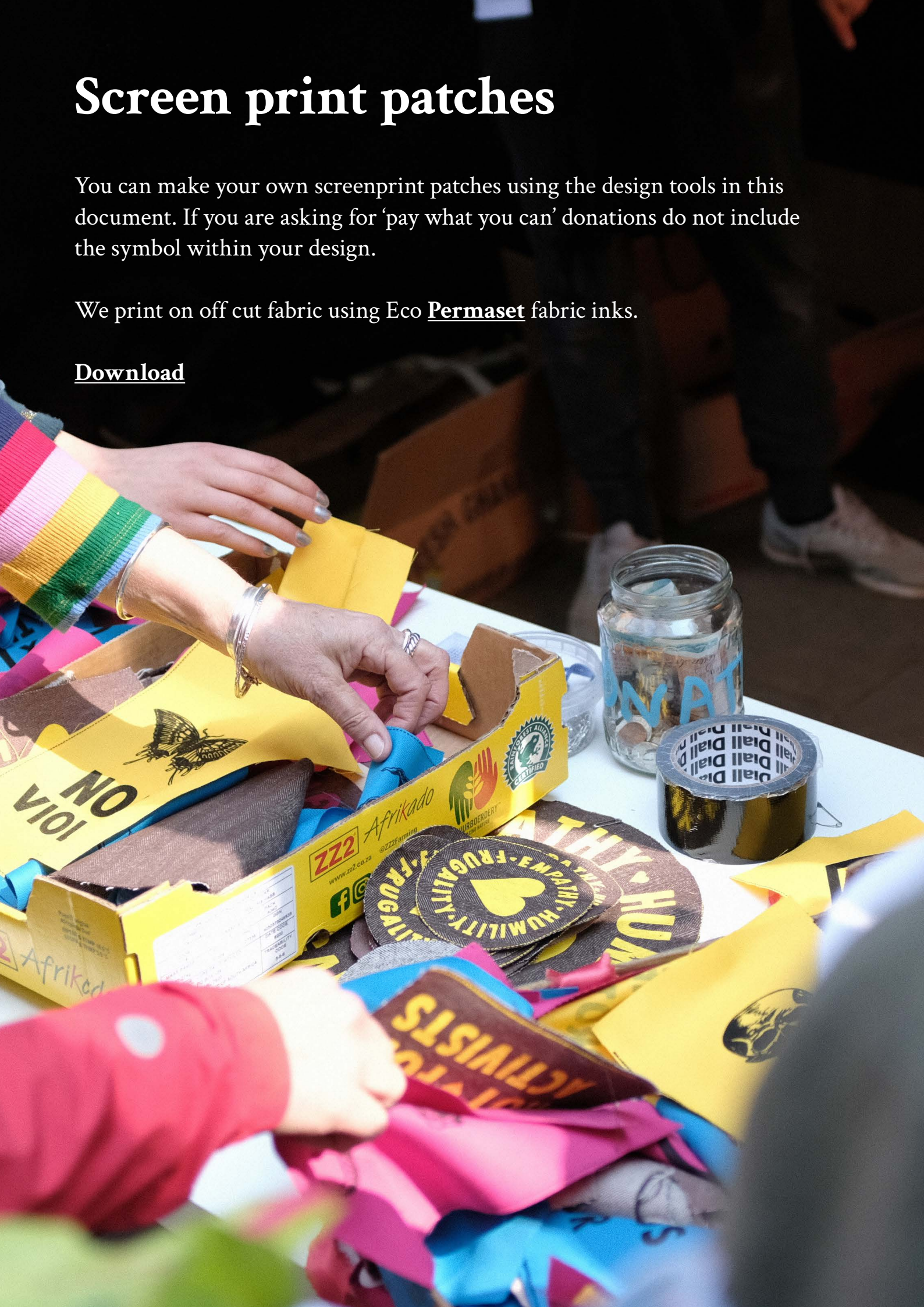


Screen print patches

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.

Download



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**

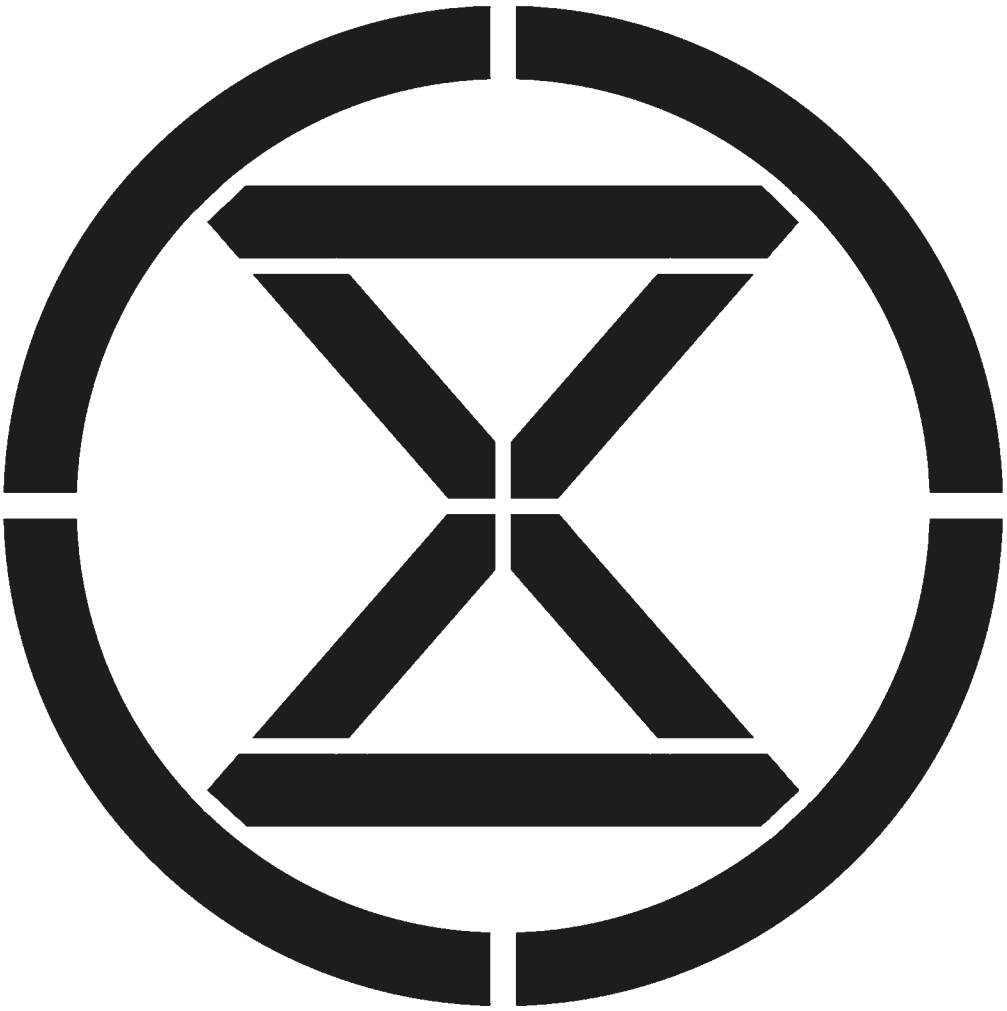
Download

Download

Download

Stencils

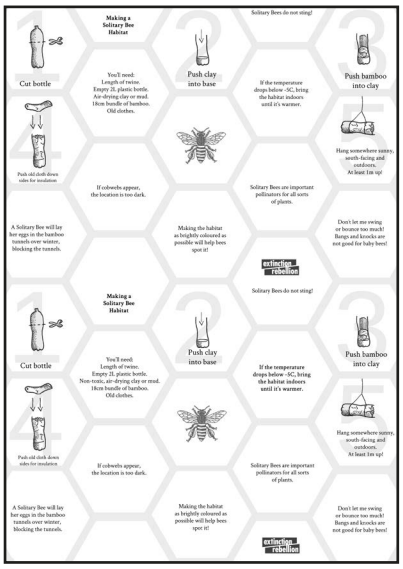
Stencils can be easily made by using the **FucXed Caps** font.
Just type and print out. You can then use the print out as a template.
Don't worry about cutting out the inside of the letters, the letter shape is enough.
We advise using old wall paper for stencilling.

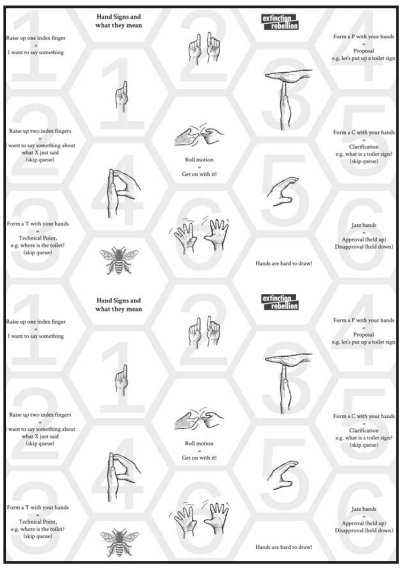


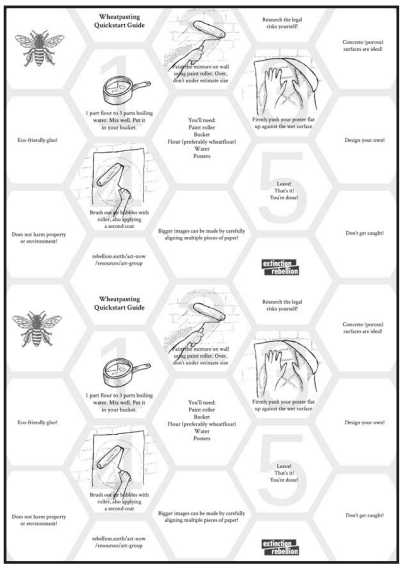
Download

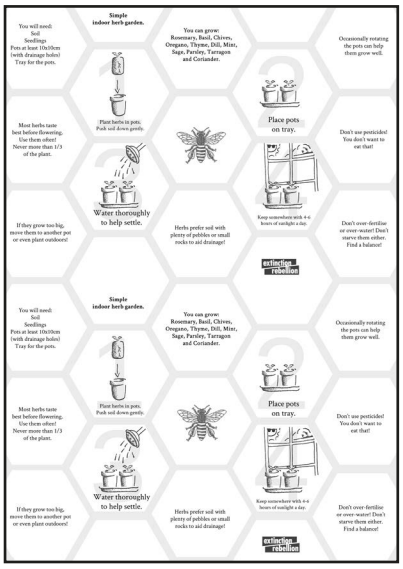
How to mini guides

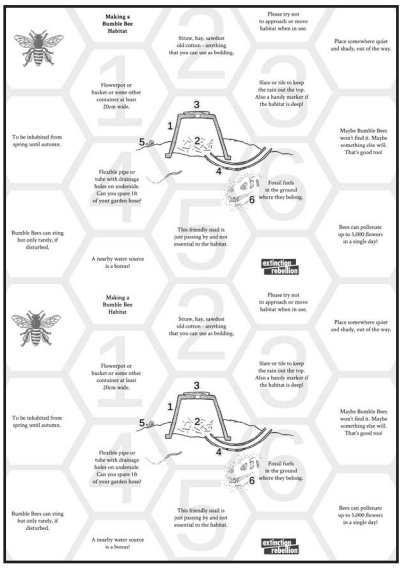
A4 and online mini guides covering a range of subjects from indoor herb growing to wheat pasting.

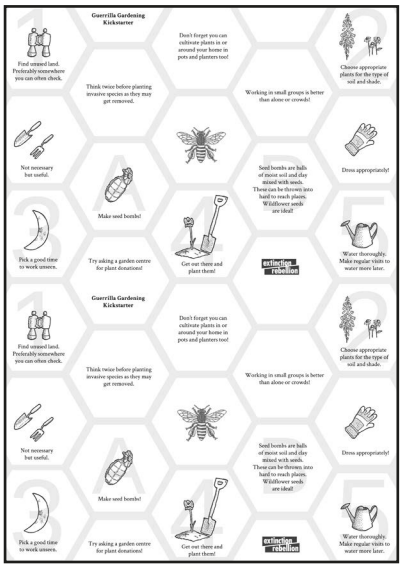












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