

# Design

Design Programme (fonts, logos, woodblock images, icons), Colours, Artwork

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# April 2022 Messaging and Design Guidelines

# Graphic Design Resources

The principles of graphic design to produce XR's distinctive look, and artwork to use. See also the [Global Media Library](#) page for artwork samples.

# Design Programme V1.1

## *The Design Programme V1.1*

**Made by XR for XR -- fonts, logos, colours, woodblock images, icons**

The Design Programme describes and explains the XR Branding - how and why to use it.

The full (10mb PD) document is available on the [UK Cloud](#) at

<https://cloud.extinctionrebellion.org.uk/f/52863>

## File & Image Formats

Many of the images are available as SVG (Scalable Vector Graphics) files. Converting them to PNG or JPEG takes some expertise. If you would like a particular image as a PNG or JPEG at a particular resolution and colour, please ask on Mattermost in the Rebel Toolkit Reception channel or one of the Arts channels. If you need one or two, we can make them for you. If you need more than that, we can teach you how to convert them yourself.

## Quick Reference

Here are a few Pages to whet your appetite and links to quick downloads if you already know what you're looking for.

Click on the images to access the file via the UK Cloud.

[Design Programme V1.1](#)

This page is particularly useful for making posters if you already have some XR images. Here is the link to the page dedicated to Colours in the Toolkit: [Colours](#)

## Fonts

XR uses two fonts, one for headlines one for body copy. See the [Font page](#) in the Design Programme for more details.

Purpose	Font Name	Download	Sample
Headline Print	FUCXED CAPS	<a href="#">FUCXED v4.ttf</a>	FUCXED CAPS FONT EXAMP
Headline Default	FUCXED LATIN	<a href="#">FUCXEDCAPSLATIN_fonts.zip</a>	FUCXED LATIN FONT EXAMI
Body Copy	Crimson	<a href="#">Crimson at Google Fonts</a>	Crimson Font Example

## Colours

[C8B367AF-9281-4302-A0EF-A3A282AAF4F7.jpeg](#)

## Non Commercial

[Design Booklet page 4](#)

## Logo

[DF725F94-8CF2-495E-9811-CF17F9EB97E3.jpeg](#)

## Block Prints

[Eyes and Bones](#)

# Colours

We have a standard set of colours for our publications, which are documented in the Design Programme, which is available on the Cloud (accessible via the Hub) by searching for "Design Programme". As it is a large PDF, here is a light-weight summary of the colour scheme. As a convenience to web authors, this page also has the hex values of the colours. If you need CMYK or PMS codes, they are in the original document, which is also the place to go for the full guidance.





## Main colours

When you see the logo it's often black on green, but it can also sit on the other backgrounds.

Colour	Code	Sample	Colour	Code	Sample
Green:	<code>#14aa37</code>		Black:	<code>#000000</code>	

## Bright colours

Our colours symbolise the intersectional nature of XR. The colours can and should be mixed together to create bold and bright graphics.

Colour	Code	Sample	Colour	Code	Sample
Lemon:	<code>#f7ee6a</code>		Light blue:	<code>#75d0f1</code>	
Pink:	<code>#ed9bc4</code>		Purple:	<code>#986297</code>	
Light green:	<code>#bed276</code>		Warm yellow:	<code>#ffc11e</code>	
Bright Pink:	<code>#cf6297</code>		Red:	<code>#dc4f00</code>	
Dark blue:	<code>#3860aa</code>		Angry:	<code>#c80082</code>	

## Colour Palette

For use with design software .clr file

# Visuals Generator Aktivisda (Vizgen)

The Visuals Generator (Aktivisda) is a web application which will create custom images with words and coloured backgrounds. Generate a XR-branded poster or banner in minutes!

<https://extinctionrebellion.aktivisda.earth/>

It has now been rebranded as Aktivisda. The older version 2 Vizgen is still available at:

<https://extinctionrebellion.fr/vizgen/#/>

## **How to use the new version of Viz Gen (Aktivisda)**

[Step by Step Tutorial](#) (read the notes underneath the slides)

[Video Guide on How to Use Aktivisda](#)

# We Want To Live (September Rebellion 2020) Design Pack

This design pack reflects the multiple narratives running through our struggle, and is intended to give everyone in XR a way to tell our story.

The PDF of of this design pack is [available here](#) and if you click on the images below:

[71086F88-2706-4EA6-8D9B-9348F5978D7C.jpeg](#)

Contents ofthe Booklet:

[D01F32E2-AA2F-4D36-9DC0-3D830F43F661.jpeg](#)

Graphic Design Resources

# Design toolkit for COP26

Design toolkit version 8 is out with the updated messaging for COP. Trying to bring together both the key message of us challenging our leaders to make COP26 possible and the interconnectedness of the impacts of our decisions on the planet.

It has a new impossible font, a new colour palette, swirly textures and introduces Camille the COP26 chameleon.

A PDF copy (3Mb) has been posted to the Mattermost channel "UK Creative Circle - Arts Reception" in the UK Team, or ask for more information using the contact details in the header to that channel.

xr-cop-design-toolkit.jpg

# XR Logos ready to use!

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Just drag them from this page to your desktop, or right click and 'save as'.

For graphic designers see the [Design Programme](#) for higher quality versions of these.

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XR logo linear black - 1500px wide - transparent background. **For use on small leaflets and posters...**

[XR-logo-Black-Linear-1500pxWide.png](#)

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XR logo linear black - 700px wide - transparent background. **For use online and in emails - but not any with fundraising requests as the hourglass logo is not allowed to be used when fundraising**

[XR-logo-Black-Linear-700pxWide.png](#)

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Hourglass black - 600px wide - transparent background. **For use online and in emails - but not any with fundraising requests as the hourglass logo is not allowed to be used when fundraising**

[mJnHourglass\\_transparent\\_black.png](#)

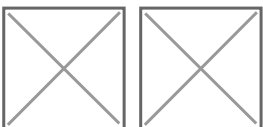
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Hourglass white - 1000px wide - transparent background. **For use online and in emails - but not any with fundraising requests as the hourglass logo is not allowed to be used when fundraising**

[y30Hourglass\\_transparent\\_white.png](#)

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**XR Logos for Emails** - 600px wide - first one is transparent background. For use online and in emails, nice slim logo so doesn't take up too much space on your emails and can be used for any type of email content





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If you have any feedback on this page - or want other easy to use XR graphics/logos then contact [media@xrnottingham.org](mailto:media@xrnottingham.org)

# Media and Messaging Links

The [Global Media Library and Archive](#) is used to store and share art as well as designs and photos.

There is some overlap between Art and Design, and traditionally a lot of Extinction Rebellion Design work has been done under the Media and Messaging umbrella. For this and other reasons, the [Global Media Library and Archive](#) page is over in the Media and Messaging [M&M How To Guides](#) book on the [Publicity](#) shelf. That book also has a few other links to Design information.

To request leaflets, stickers and posters, please use this [form](#)