



FLOODS GREENWASHING



**REBELLION
DESIGN AND
MESSAGING**



DEBT BUSINESS AS USUAL



INEQUALITY RACISM FAKE NEWS 4 DEGREES WARMING

DIVISION 'PHINK 'PANKS LIES INJUSTICE ECOCIDE

**WE WANT
TO LIVE**



CARBON BAILOUTS TOXIC AIR



**extinction
rebellion**



GREED FIRES DEATH



**WE
WANT
TO
LIVE**

*FUCK
THIS
SHIT*

Last year we raised the alarm. *This year we need to raise the stakes.* In just under two years XR has grown to be a global movement, and the most disruptive voice in the environmental world. But business-as-usual and the governments in its pocket are fighting back.

When we go back out onto the streets, we have a unique opportunity to call time on power.

This design pack has been created to help us do that. *It reflects the multiple narratives* running through our struggle, and is intended to give **everyone in XR** a way to tell our story.

So whether you're in a *FUCK THIS SHIT* kind of mood, or a bit more **WE WANT TO LIVE**, we can be seen to speak as one diverse voice.

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**WE
RISE
IN
PEACES**

DREAMS
NOT
WINDS

**WHY
ARE WE
DOING
THIS?**

*aka What's with **the swearing?***

One of the first things XR did was drop a massive banner off Westminster Bridge that said: **CLIMATE CHANGE: WE'RE FUCKED**. In one simple swearsy act we announced the arrival of an environmental movement unlike any other.

We put the climate and ecological emergency on the front pages – *but that's not enough.*

So, just as we burst into the public's environmental consciousness with a blast of common-or-garden foul language, we now turn our attention to power's ever-more transparent attempts to continue to place profit over planet.

To do that means *joining-up some dots*.

The dots of oppression, of colonialism, and of capitalism; the dots of the patriarchy and of poverty; of ecocide and genocide.

These are dots no one movement has ever successfully managed to join. It requires fellow travellers to unite across difference, and an organisational voice able to cope with wildly different opinions. And we've all heard those in the last two years, right?

This design pack is more than an attempt to cope. It is a statement of intent.

In providing a design and messaging structure capable of holding multiple narratives, it recognises the strength in our diversity. It celebrates the alchemy to be found in the combination of wildly different approaches.

Ultimately, it recognises that *we do not need to agree on everything* to win, but that *if we cannot agree on anything* we will surely lose.

This pack then, is *an invitation for us all* to find our voice, to celebrate the wonderful, intersectional, rebellious rabble that we are – and to take that joyous, loving (and yes, sometimes potty-mouthed) attitude once more onto the streets.

**WE
WANT
TO
LIVE**

FUCK
THIS
SHIT

WE GROW AS ONE SEEDS NOT WORDS WE RISE IN PEACE STOP THE HARM WE MUST ACT NOW LOVE NOT HATE STAND TOGETHER AND BE THE CHANGE UNFUCK THE SYSTEM IT'S UP TO US

AN OPEN INVITATION

Perhaps most importantly, this work is designed to support an *open invitation to everyone else* to join us. We cannot hope to succeed without other people and organisations joining us.

To do that we need to tap into myriad motivators: kindness, outrage, and urgency; empathy, care, and unity.

Messages and design assets can be used individually, or combined. The following pages give a taste of how they might be used as blocks to build communications.

A SUPPORTIVE STRUCTURE

The messages on the previous page provide a consistent structure to support different communicative aims.

For instance, we might want to communicate a stance on power to non-Rebels. Which might be constructed like this:



This part is totally flexible

**UNFUCK
THE
SYSTEM** **IT'S UP
TO US**

This part provides the (dot-joining) consistency



**STAND
TOGETHER** AND
BE
THE
CHANGE

**STOP
THE
HARM** WE
MUST
ACT
NOW

But too swearsy, right? No worries, flexibility is built-in. And if we want a different angle the structural approach remains (and delivers continuity in difference):

**POVERTY
RACISM
ECOCIDE**

**DIFFERENT SYMPTOMS,
COMMON CAUSE**

**LOVE
NOT
HATE**

**WE GROW
AS ONE**

DEEDS

A messaging matrix to help you communicate why we will be rebelling in September is being constantly updated and available [here](#).

And the new handwritten assets are available [here](#), as colourable tiff files.

NOT

WORDS

COLOURS

Rebellion Green

R 202 G 255 B 17

HEX #CAFF11

PANTONE 809

Rebellion Pink

R 255 G 20 B 147

HEX #FF1493

PANTONE 806

To complement the existing XR colours, two fluorescents are added to reinforce the urgency. These can be used for banners, flags and posters as well as for social media.

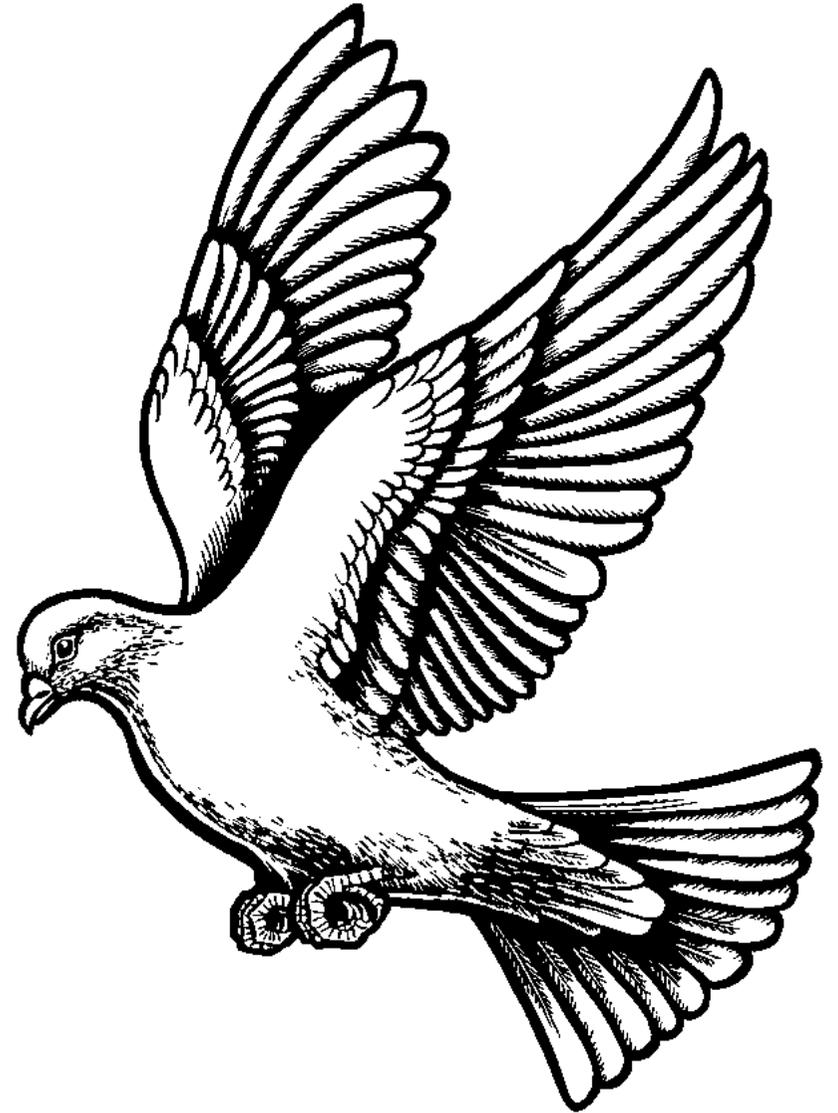
Please note that these colours will not print using a normal inkjet or laser printer. For physical materials we recommend that you either print on fluorescent coloured paper or use fluorescent paints and inks to make things by hand.

If that's tricky – use the other colours in the design programme that print fine using CMYK. Or just print black.

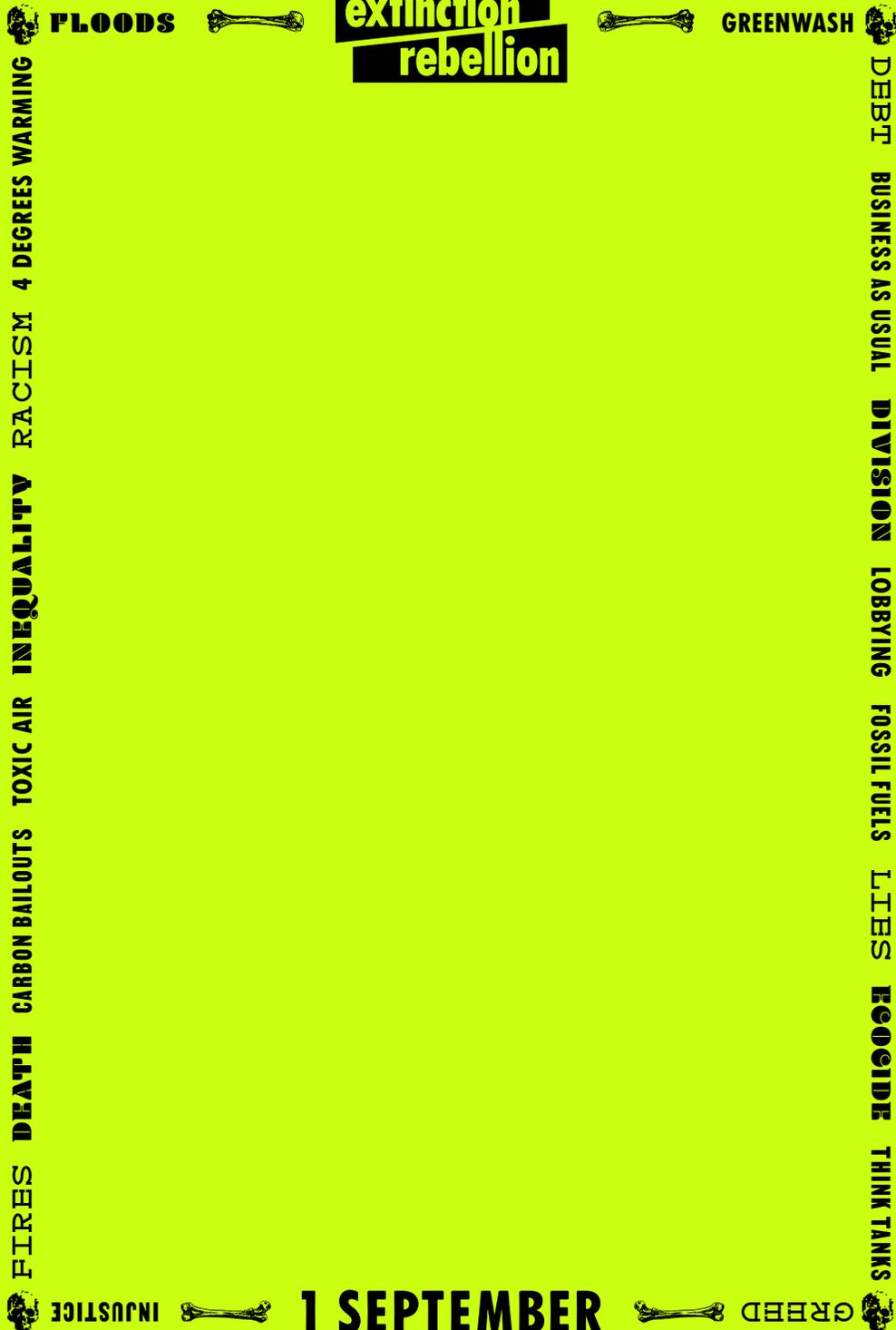
REBELLION PIGEON

Think of it as an internationally-understood metaphor for peace-like dove if you must – but it's a pigeon, OK?

Download [here](#).



Rebellion Pigeon



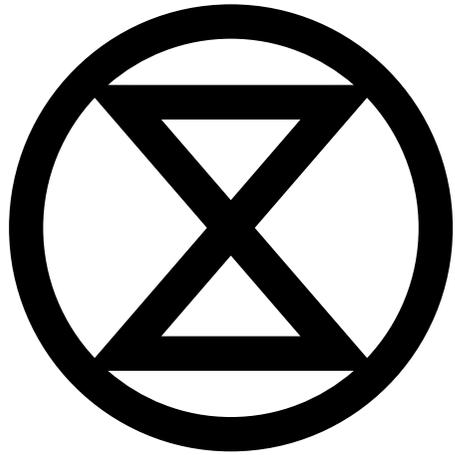
FRAME-OF-SHIT

The eloquently named frame-of-shit (we *defy* you to give it a nicer name) spells out, for the sake of absolute clarity, just some of the injustice / oppression / bollocks we're up against.

Environmental, societal, systemic, existential bollocks.

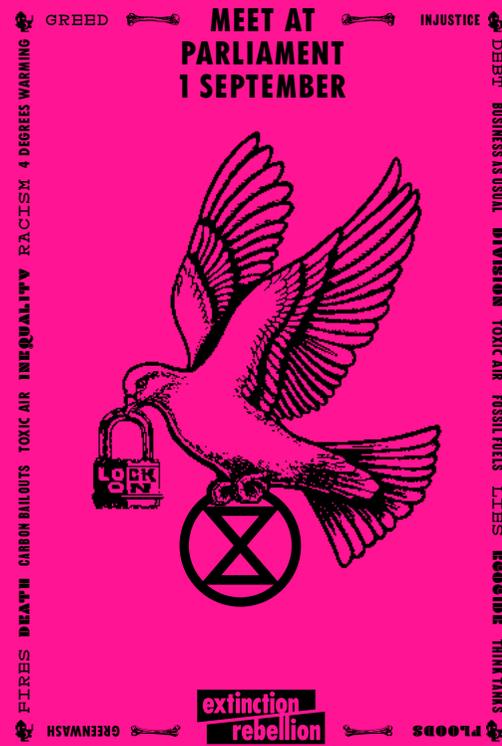
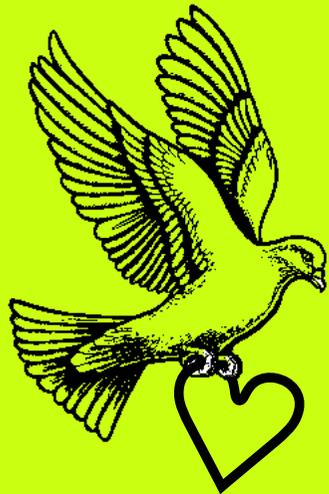
If you want to use the frame to fill with your own messaging or design there are frames for A formats as well as facebook event banners and 16x9 and they can be downloaded as pdf/png.

extinction
rebellion



MEET AT
PARLIAMENT
1 SEPTEMBER

MEET AT
PARLIAMENT
1 SEPTEMBER



A3 POSTERS

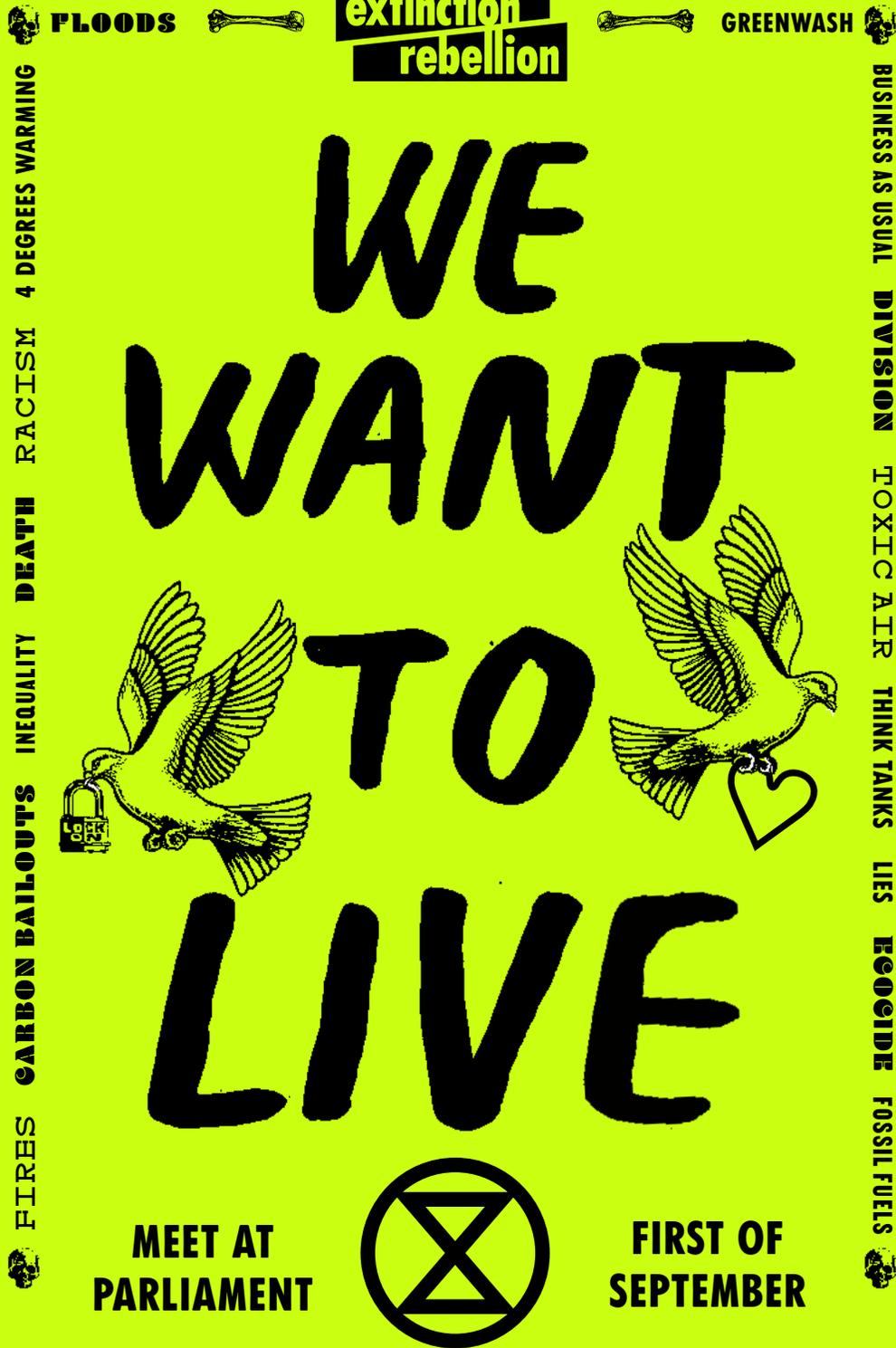
You can download a set of posters to pick from that can be printed in black only onto A3 paper in fluorescent colours mixed with plain recycled paper. There is also a poster with an empty frame for your own handwritten messaging.

We recommend JamJar Print in Bristol for printing posters on fluorescent paper. You can get funding from Open Collective.

We recommend around 80 gsm uncoated paper for easier flyposting. If you wish to print at home, fluorescent paper can be found online, for instance here and here. Many local stationery shops stock it too.

See next page for paste-up/layout suggestions.





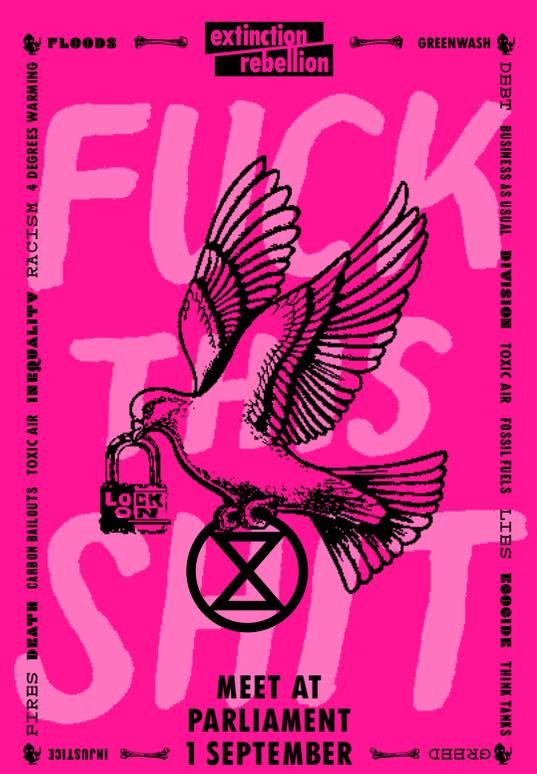
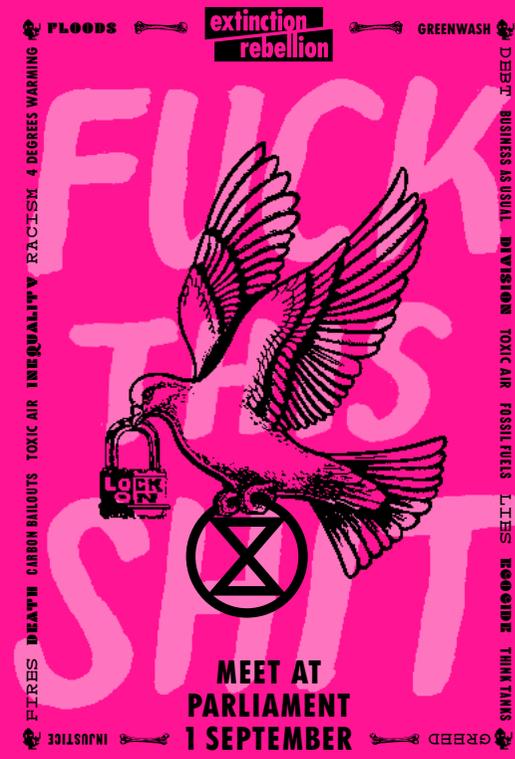
SINGLE POSTER

There is also a single poster, in two versions – one for Parliament*, one blank for you to add your own action(s) – [download here](#). This can be printed in different fluorescent colours to create an arresting grid when flyposting. See previous page for notes on paper and colour.

** We're working on Cardiff and Manchester, bear with us!*

A2 POSTERS

There is a set of two A2 posters available for 2 colour offset printing. If your group /region has a budget to print these please get in touch with xrdesigngroup@gmail.com for print files – the call to action can be changed to suit your needs.



STICKERS

New stickers for the Rebellion can be [downloaded here](#). We recommend [Fast Printing](#) and remember that the price per sticker goes down the more you print so it makes sense to coordinate your order with other groups for a better price.



 **STOP THE HARM** 

 **WE GROW AS ONE** 

 **UNFUCK THE SYSTEM** 

 **WE RISE IN PEACE** 

BANNERS

Banners are key to XR's messaging and can be produced by your art group.

Download new banner designs for 7.5m and 5m banners [*here*](#). (note that these files are 10% size so need to be scaled up). We recommend using a projector to outline letters and symbols and fill in the letters by hand. If you wish to print the banner artwork, there is guidance in the Design Programme. Please [*contact Design Group*](#) for support.

Airtex Mesh fabrics are ideal for banners (Art Factory buys from [*Stabler*](#)). Use fluorescent inks on black fabric, or black ink on fluoro yellow or pink fabric.

 **STOP THE HARM** 

 **WE GROW AS ONE** 

 **UNFUCK THE SYSTEM** 

 **WE RISE IN PEACE** 

 **FUCK THIS SHIT** 

 **WE WANT
TO LIVE** 

LOVE N  HATE

 **WE WANT
TO LIVE** 

**ST  P
THE HARM**

BE THE CHANGE



FLAGS

Extinction Symbol flags connect and unite us. They are the instantly recognisable core of our visual message.

The police knows this, and they did their best last October to confiscate as many as possible. So we need more!

Watch this [*brilliant video*](#) for how to make symbol flags and contact [*Art Blockers*](#) for more resources. Print on fluorescent fabric if you can get your hands on some.

RESOURCES

This file was last updated on 31 July 2020.
and lives on this link:

<https://xrb.link/Rh0bsx7a>

The folder with all assets linked in this file
is here: <https://xrb.link/y0d0wm3QC4c>

For printing posters on fluoro paper for
your local group we recommend [JamJar](#)
[Print](#) in Bristol.

Remember to claim expenses for poster
and sticker printing from [Open Collective](#)
(up to £500/month/local group).

See the [Paint the Streets FAQ](#) document for
more information and recommendations
regarding flyposting.

IT'S
UNFUCK
UP
THE
TO
SYSTEM
US



SEE YOU  ON THE STREETS!

REBELLION 2020

We want to live / Fuck this shit

We are at an intersection of global crises. Climate breakdown, ecological collapse, Covid-19, racial injustice – all are symptoms of a toxic system that is driving us to extinction.

We cannot carry on like this. The system is killing us.

The government knows the truth and still they pave the way for future crises. They ignored warnings about coronavirus and tens of thousands have died. Now they're ignoring predictions the world will pass 1.5 °C in the next 5 years. That's goodbye Paris Climate Agreement.

Fuck this shit. Enough's enough of the lies, injustice, racism, inequality and harm.

We want to live!

To stop the harm *we must stand together and act now.* It's time for transformational representative democracy that doesn't think in 5 year terms. *We need a Citizens' Assembly* now where ordinary people, with guidance from experts, have a say in their own fate.

Change is now. It's time to decide together how we move forward in this emergency.

Beginning on 1 September we will take action in London, Cardiff and Manchester until MPs agree to debate the Climate and Ecological Emergency (CEE) Bill. While we disrupt outside the House of

Commons, we will also use the Parliamentary process to highlight exactly what is needed, this is what the CEE Bill does.

If the government doesn't have the courage to show true leadership, then we must. The levers of government can be used to reduce the impact of the coming crisis while involving the public in legitimizing the actions required via a Citizens' Assembly. The Climate and Ecological Emergency Bill provides the route to doing this.

This is what real change looks like.

As the coronavirus crisis exposes the sickness at the heart of our political leadership, humanity stands at a crossroads. Change now as we recover from the pandemic to build a fairer,

kinder, more humane society – or miss our best chance of mitigating the worst of the climate and ecological emergency.

Together we are powerful. *Crisis doesn't have to mean collapse.*

