The movement for climate justice has done incredible work in moving the climate conversation forward. The current situation and the consequences of our actions have never been clearer.

But the crisis has never been more severe. The scientific and discursive groundwork have been laid. We have a simple point now to get across:

**It’s now or never.**

It’s time to change our tone. For far too long, our decision-makers have been working in commas and ellipses. Pushing emission reduction deadlines 20 years from now, waiting for more data or the right economic conditions, stringing the planet along with dot-dot-dots...

It’s time to reclaim power and change the punctuation. It’s time to act with courage and urgency!

This creative toolkit is meant to help change the punctuation!

We hope that the Climate Emergency pack will help our movement communicate this urgency with clarity and confidence. The exclamation point is a versatile and accessible symbol, communicating our shared emergency as well as humor and resilience. The “!” aesthetic isn’t about alarmism, it’s about compassion. It is just at home on a caution tape as on a homemade sign.

Together, we’ll develop a unified aesthetic that connects the severity of the global crisis with the personal stories and experiences that make our movement strong.
SHIELDS
Make your own climate emergency shields for use as a protest prop or sign! Just cut up a bunch of triangle shapes out of cardboard and make a simple stencil to visually unite a large crowd.

OTHER IDEAS
‡ Banners, Patches, Headbands, Stickers
‡ Bandanas
‡ Use a ! on your own banner after whatever phrase/image you want
‡ Aerial photo / crowd formation
‡ Caution Signs
‡ Impact Exclamation Points
‡ Emergency Response Arm Bands
‡ Patches
‡ Headbands
‡ Fans
‡ #! (urgent hashtag)

For reproducing images or text, stencils are your best tool. Stencils have many advantages: they are easy, cheap to make, can be used on a variety of surfaces, and can produce many images from a single stencil. We’ve included a few designs on the next couple pages for you to start with.

The key to making a good stencil is finding a thin but sturdy material from which to cut it. Cardboard or thick paper works, but the best material is thin plastic. Most art stores sell roles of Mylar, or you can use plastic notebook covers, or laminated paper (ask at copy shops if they have scraps).

Basic designs should be two colors (one color will be whatever you are painting onto, the other color will be your paint). Remember that no pieces of the background color can be islands (i.e. surrounded by your paint color), because if you can cut all around it, it will fall off. If you have thin bridges you can reinforce them by taping wire to them. For additional colors, each color will need its own stencil. Put marks on each stencil so you know how to line them up easily.

Flags can be used in just about any action. They are easy to produce, fun to use and can get above a crowd.

FLAGS

STENCILS
Is there a carbon criminal in your neighborhood?
Hang this on a fence or storefront and let your community know!
Template for making useful climate! shields for everything from tactical protest tools to fashion accessory. Can be mounted on posts or used as signs/flags as well.
Powerful, simple stencil that uses the ! meme to portray climate solidarity and advocacy.

Climate Advocacy stencil
César Maxit
Another simple yet powerful stencil that gets the point of urgency across and packs a punch.