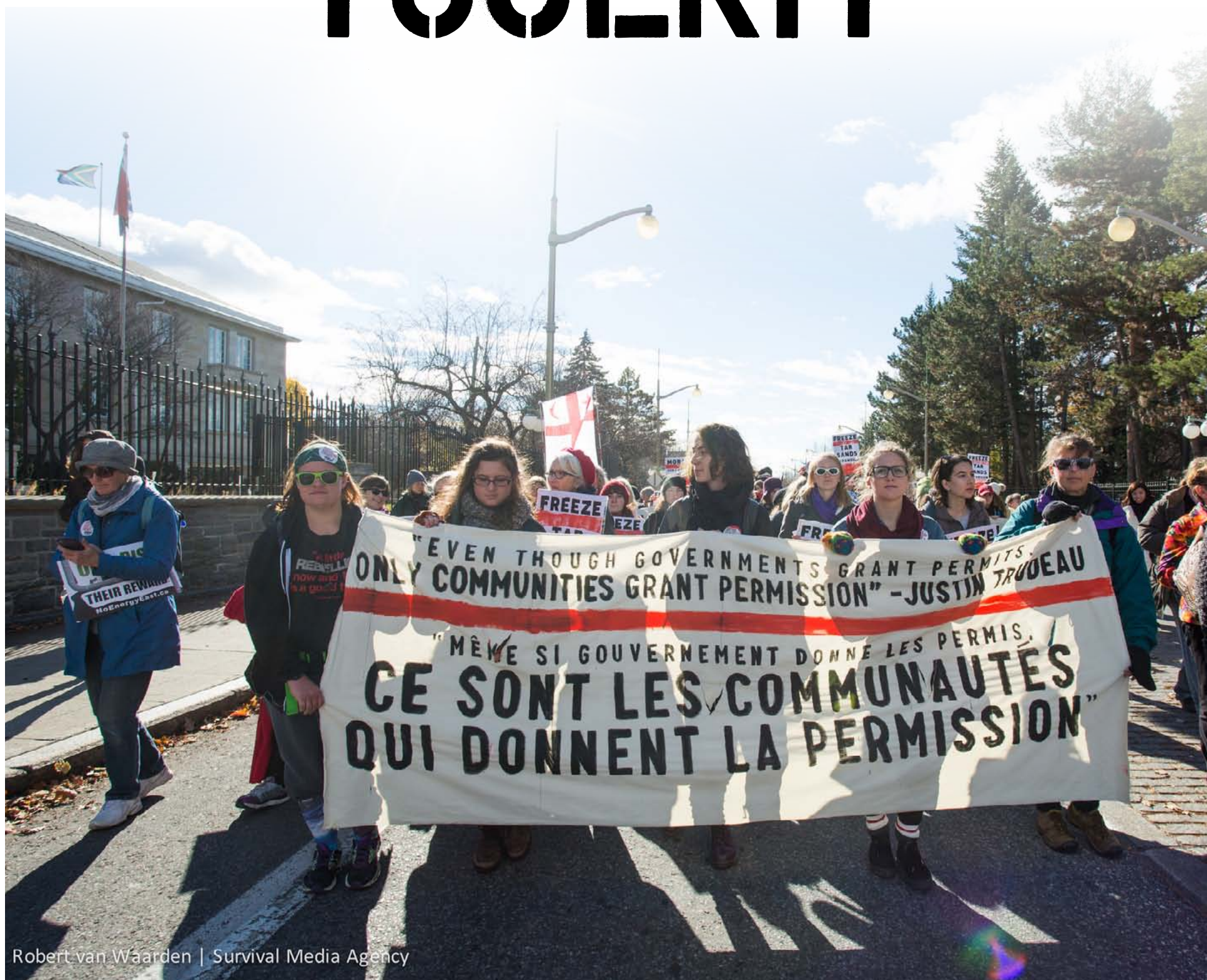


PEOPLE'S INJUNCTION

ACTION VISUALS TOOLKIT



EFFECTIVE ACTION VISUALS

Any time you take action in public you are engaging in a performance in which everyone – from participants to passers-by – has the potential to be not just part of the audience, but a part of the performance. How your actions look, feel and interact with the public and with other actions creates a powerful opportunity to deliver a strong message. But visuals do much more than make your actions look good: they unify your group, amplify your message, invite people to have a personal experience with your work, and provide a visual story through symbols that clarify the issue. When you integrate art and striking visuals into your actions and strategy, you can make change irresistible.

This toolkit is designed to provide some easy-to-use tools and templates for making signs and banners for People's Injunction actions across Canada. By using these visuals from coast to coast to coast we can create a common visual identity across regions and throughout two weeks that ties our actions together.



Robert Waarden, Survival Media Agency

A FEW CONSIDERATIONS:

- **Location:** Where and how will the banner or signs be used? What are the environmental conditions (high winds, wet weather, etc)?
- **Size and Scale:** How large does the banner need to be to be visible, legible, and have an impact at the location where it will be used? A 30 foot banner could look tiny if the scale of the background is large enough. Scout the location before making the banner!
- **Time:** Making banners and signs takes longer than you think! Plan time for file formatting and printing, buying materials, construction, painting, drying paint, attaching hardware and rigging the anchoring system for banners.
- **Materials and budget:** Is there enough money for the labor and materials involved? The budget may end up determining the size and location of the banner. Can you recycle any materials for your visuals to save money and reduce your impact (i.e. old cardboard boxes, bed sheets, election campaign signs, etc...)
- **How to deploy your visuals:** Click here for more information on how to create and deploy action visuals
- **How to take great photos:** Click here for a guide to taking great action photos

HAND HELD BANNERS

WHAT YOU NEED

- digital projector (or overhead projector)
- image file Banner_ENG or Banner_FR
- laptop or other input source for projection (printed or traced image on acetate for overhead projectors)
- appropriate cable (VGA cable is common, and Mac users will need an adaptor from their video output to VGA)
- light coloured cloth in an approx. 2:1 dimension (e.g. 9 ft wide by 4.5 ft tall; unbleached cotton muslin, broadcloth or canvas or a white bedsheet)
- white latex house paint or primer in matte or eggshell
- black artist's ink (aka: india ink) or black latex or acrylic
- red latex or acrylic paint, diluted slightly with water for lettering
- paint roller and tray or large brush (around 4 inches)
- small brushes for lettering
- tupperware or recycled containers for water, paint, and dirty brushes
- wall or other vertical space where fabric can be hung (and painted on if possible; if painting vertically, use plastic or tarp to protect the wall surface from paint)
- tape, tacks, nails or staple gun to hang banner
- pencils
- rags and drop cloths for spills and drips
- Optional: co-conspirators (highly recommended), music, snacks, and undisturbed space for painting and drying

SUGGESTED SIZE

4 FT
/ 1.22 M
TALL

“**GOVERNMENTS GRANT PERMITS**
COMMUNITIES
GRANT PERMISSION”
—JUSTIN TRUDEAU

[Click here](#) or click on image above for downloadable image file

8 FT / 2.44 M WIDE

NOTE:

Banner texts are designed to fit in a 2:1 ratio. At 4ft wide by 2ft tall, one person could manage it alone. At 9ft wide by 4.5ft tall, two or three taller people could easily stretch it between them. At 20ft wide by 10ft tall the banner could be hung vertically or laid flat to be read from very far away!

Don't worry about being super precise: a few inches won't matter too much.

HAND HELD BANNERS

HOW TO

- cover all work areas that cannot be stained
- rip cloth to size (woven fabric like sheets and muslin is easy to rip in straight lines if started with a small cut)
- use roller or large brush to paint base coat of white on full surface of cloth, let dry (hitting the edges is not important, you can even leave a small unpainted border if it's easier)
- attach fabric to wall
- set up projector opposite fabric, project image, and adjust for fit (both throw-distance and image size and location on screen can be adjusted)
- use projection as a guide and paint away!
- alternatively, trace projected design with pencil and then lay fabric flat to paint
- let dry at least 1-2 hours
- clean up
- Optional:
 - attach foot straps or handles to banner (avoid carrying wooden sticks during civil disobedience actions – the simple cloth is enough)
 - have someone with sewing skills hem your banner and even add grommets before you start painting for a durability and versatility—check out this Ruckus Society guide for detailed instructions
 - Cut wind holes in larger banners after they are complete.

PRO TIPS

- materials can vary widely, so make tests to see how your fabric, paints and brushes work together
- even if your cloth is already white, a base coat may make lettering easier and stiffen up your banner for less drooping when deployed.
- black ink is very opaque and thin, so enjoy the smooth flow but watch out for drips
- painting lettering is MUCH easier with the right brush, so look for one with undamaged straight bristles and a width that is only slightly smaller than the width of the lines
- be on the look out for dirty brushes and put them in water until cleaning

**“LE GOUVERNEMENT DONNE LES PERMIS
MAIS CES SONT LES
COMMUNAUTÉS
QUI DONNENT LA PERMISSION”
—JUSTIN TRUDEAU**

[Click here](#) or click on image above for downloadable .jpg file

SIGNS

WHAT YOU NEED

- Stencil Templates, printed or as image files for projection
- glue stick
- stencil material that's thin but sturdy (poster board or thin plastic like mylar, acetate, x-ray imaging plastic... thicker will work if you use spray paint)
- Red latex or acrylic paint
- White latex or acrylic paint (go for latex house paint over cheap acrylic if you can, it will likely cover better; artist-grade acrylic is unnecessary but would look great!)
- Corrugated cardboard or very stiff paper such as chipboard (found at art and design supply stores)
- exacto knife and/or utility knife
- extra blades for above
- cutting surface (a piece of cardboard can be used)
- masking tape
- large brush (around 3-4in) or roller and tray
- stiff-bristle stencil brush (any relatively stiff, flat tipped brush will do)
- Hot glue gun and appropriate glue
- Optional: black latex or acrylic paint for alternate sign designs



HOW TO

PRINT TEMPLATES IN BLACK AND WHITE

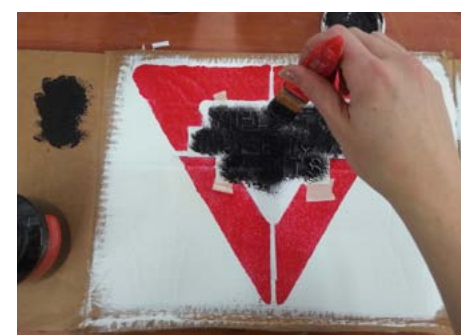
- For smallest sign size print TEMPLATE pages of this document on tabloid 11x17 paper in black and white
- If you can, go bigger and bolder by using the .jpg files found at 350.org/peoples-injunction/materials to print larger. To do this, either work with a local print shop, use the digital projector method described above, or use an online tool like Rasterbator [click here](#) to tile your image over many standard size pages. A tiled image on multiple pages allows you to print with any printer and then re-assemble your image to create a larger paper template.

PREPARE FINAL SIGN MATERIAL. Red paper can be used (it will need to be reinforced with cardboard), but if not:

- assemble flat cardboard sections large enough to accommodate your stencils with an approximately 1/2 inch border
- paint an undercoat of red over entire surface and let dry

CUT TEMPLATES

- use a glue stick to lightly tack your paper template onto your stencil material (cheap poster board or plastic sheeting like mylar or acetate sheets)
- cut the white sections out of the stencils, through both template and stencil material, being careful not to let the template move
- Alternatively, see Banner How-To for digital projection method, and trace designs onto stencil material that way, taking care to later cut out only what will be painted white



PAINT THROUGH STENCILS

- tape both your sign material and your stencil to your work surface and/or to each other
- use a vertical dabbing motion with a stiff brush to paint through your stencil, making sure to not over-load the brush with paint (a few test versions on scrap paper are a good idea)
- carefully remove stencil...and voilà, signage!
- clean any paint that has spread to bottom of stencil
- let dry and move on to the next one!

CONSTRUCT SIGNS

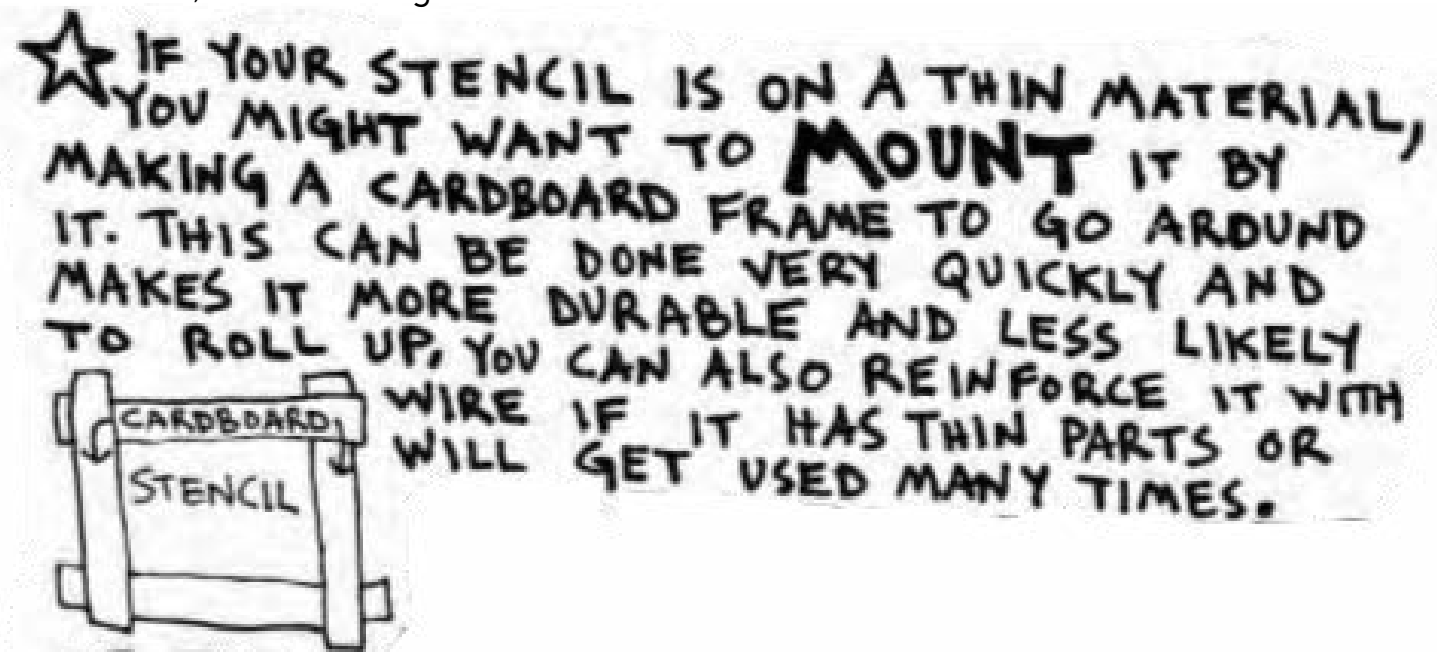
- cut around the image leaving an approximately 1/2 inch red border
- make a handle from scrap cardboard and attach with hot glue
- alternatively, attach a stick, dowel, cardboard tube or pvc pipe as a handle



SIGNS

PRO TIPS

- only use flat, unfolded sections of cardboard large enough for your stencils
- plan for over-painting or over-spray around your stencil – either leave wide borders when cutting or attach a recycled paper border to make sure paint only goes where you want it to
- when cutting, change blades often and dispose of the used “sharps” immediately and safely
- if you mess up and cut the wrong part of your template/stencil, don’t worry: just tape it back together and keep working
- if you’re going for a larger cardboard sign keep in mind that the sheet will bend and fold easily with the grain (visible ridges in cardboard surface) and much less easily across the grain (perpendicular to visible ridges): for large signs try placing the grain vertically, using an extra-thick cardboard, or reinforcing the structure



[Click here](#) or click on the image above to see the Artist Guide, including many more project ideas and tips on organizing an art build!



- an image enlarged with Rasterbator online tool, mid assembly
- Bonus three colour yield sign design, see TEMPLATE 09
- TEMPLATE 01 design on cardboard before construction. Note smudged lines; this is a test using a roller instead of stiff brush to paint through stencil

TEMPLATE 01



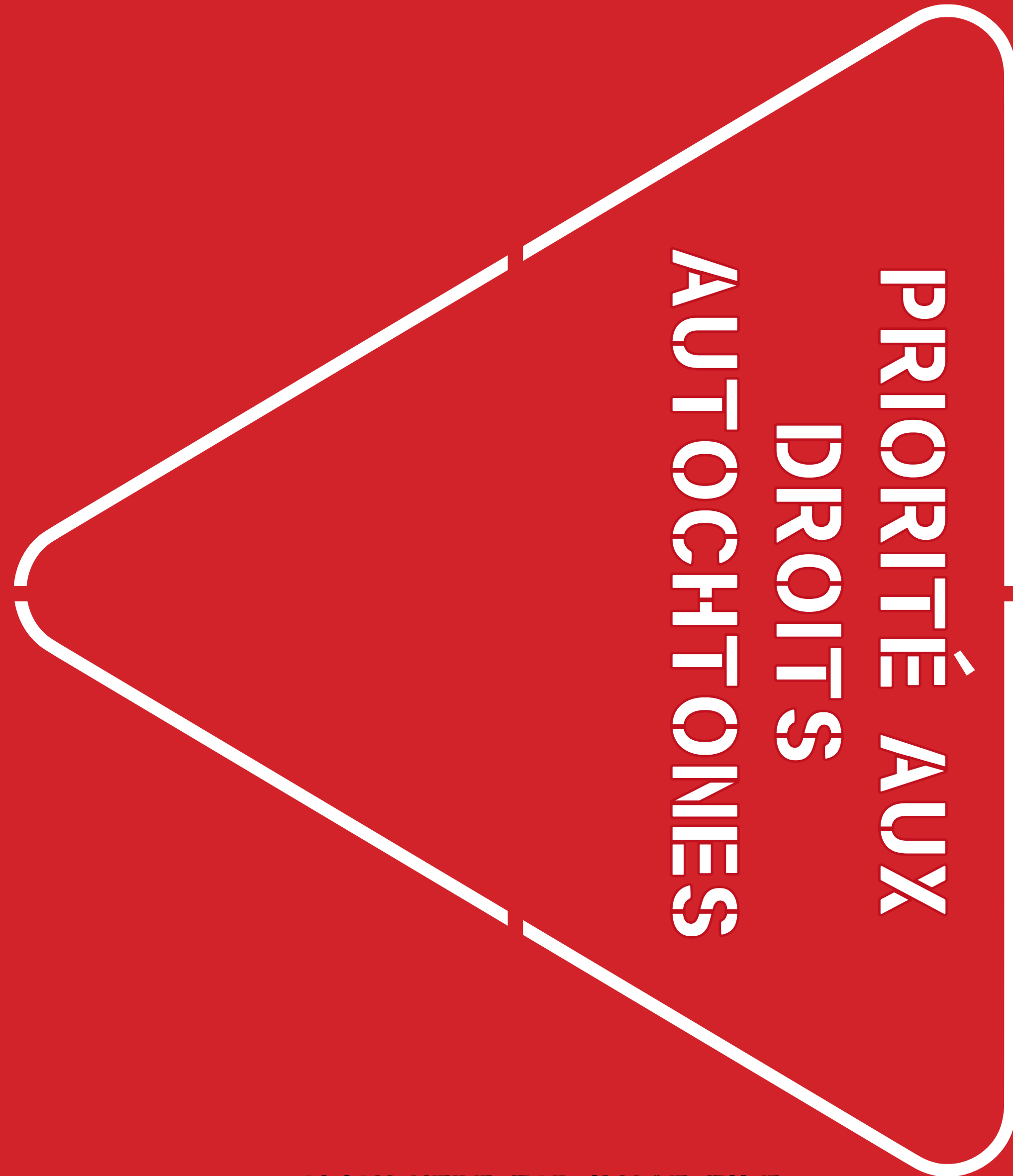
[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 02



[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 03



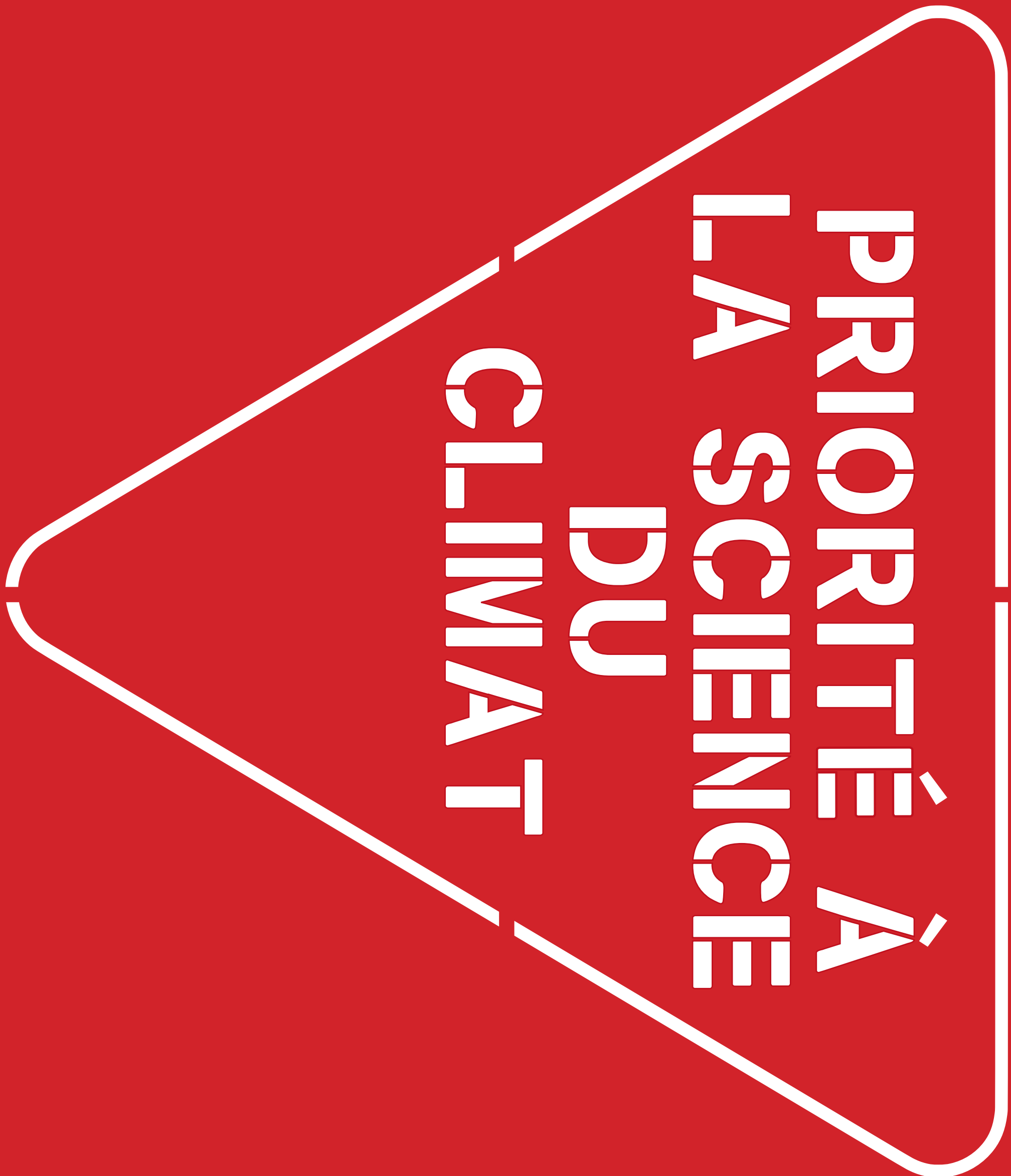
[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 04



[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 05



[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 06



[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 07



[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 08



[CLICK HERE FOR IMAGE FILE](#)

TEMPLATE 09

BONUS!
THREE COLOUR DESIGN

- Print twice – cut red triangle stencil from one and text from the other
- Base coat sign material with white



[CLICK HERE FOR IMAGE FILE](#)