BRAND GUIDELINES

JANUARY 2025

#TAX THE SUPER RICH FOR PEOPLE AND PLANET

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ABOUT

STATEMENT

There can be no doubt that economic inequality has reached extreme and grotesque levels, as poverty and climate crises escalate. We live in a world where the top 1% own more wealth than 95% of humanity, and where the richest people are the biggest polluters.

The time has come for all governments to make the world's super rich pay their fair share in taxes.

The existence of extreme wealth and a super-rich elite is costing us all. It is corrupting politics, breaking down social cohesion, undermining democracy, and supercharging climate chaos and environmental destruction. So much wealth and power concentrated in the hands of the few is undermining the ability of governments to invest in public services, social safety nets, decent jobs, or in tackling the poverty, and climate and environmental crises. The richest are profiting while the rest pay an unacceptable price.

We know that change is possible. Some governments are showing commitment to taxing the world's super-rich. But we urgently need a global agreement to increase taxes on the richest 1% - not just on billionaires.

This means:

→ Implementing ambitious tax rates on the richest people that are high enough to reduce inequality

→ Using revenues raised to invest ending poverty, reducing inequality, and tackling the world's most pressing social and environmental issues

→ Ensuring global cooperation to curb illicit financial flows that allow the super-rich to evade tax responsibility

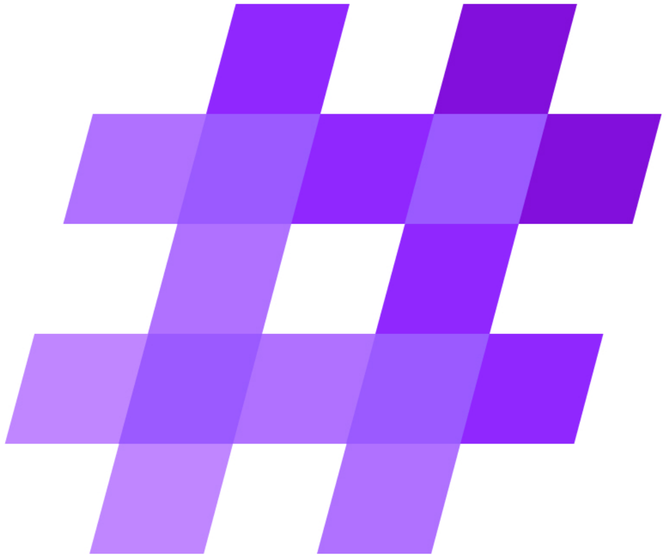
→ Shifting decision-making on taxation to a fair and globally inclusive forum, ensuring that all countries - particularly poorer ones - have an equal voice
The public are demanding change. Economists are pushing for it. Many millionaires are calling for governments to tax them more. And these demands are not going away.

We will not rest until governments take action to tax the super-rich, eliminate extreme inequality, and invest in a positive future for people and planet.

STYLE

The shape of a hashtag defines the visual system of the campaign, imprinting a sense of urgency while also reflecting a global and collaborative initiative. It serves as a dynamic and recognizable element, symbolizing collective action and shared purpose.

By leveraging this form, the campaign visually communicates its dual nature: pressing action paired with the power of united efforts on a worldwide scale.



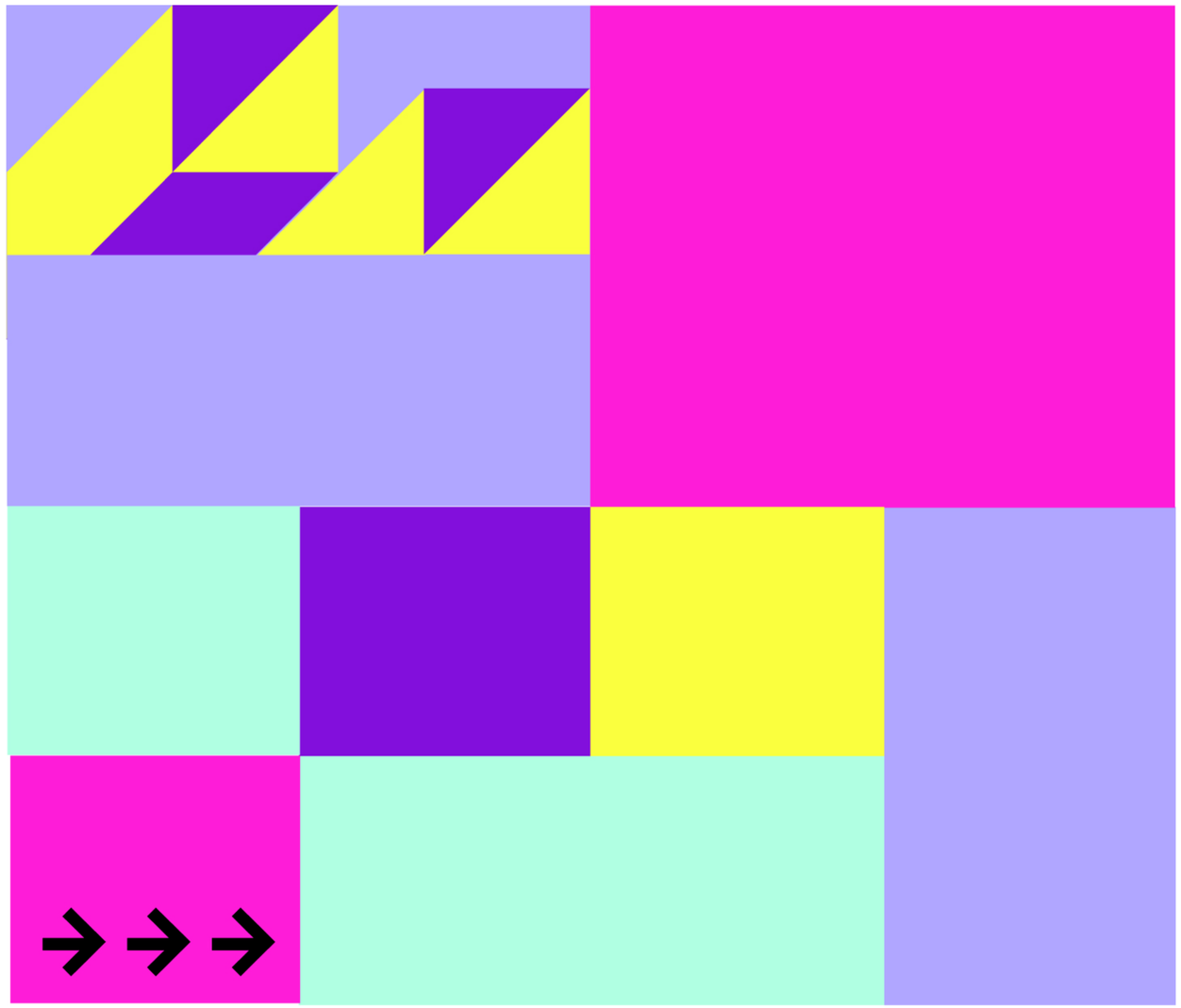
#TaxTheSuperRich

A visual language of Unity and Optimism

These shapes overlap and intersect, illustrating the richness and diversity of the communities we aim to empower.

They aren’t just patterns; they’re visual metaphors for how small contributions create bigger change.

This design isn’t just visually striking; it creates a cohesive identity that resonates across cultures, ensuring our message of fairness and justice reaches everyone



GUIDELINE

This style guide was created to make it easy to understand the communication guidelines and to replicate the assembly of the necessary pieces.

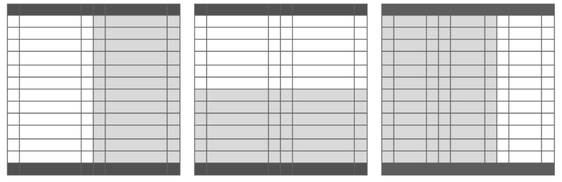
The visual identity of this campaign is built with various graphic elements that are just as important as the logo.

#TAX THE SUPER RICH FOR PEOPLE AND PLANET

1. Logo



2. Color palette



3. Structure

Not so funny fact

4. Labels

#TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich #TaxT

5. Stripe



6. Photography

BRAND

Logo

The logo's composition is based on the idea of movement and progress, essential elements for conveying a future-oriented vision. Symbolizes dynamism, innovation, and the campaign's commitment to continuous advancement.

Its shape, structure, and color must not be modified under any circumstances.

The logo must always maintain the minimum clear space around it to ensure proper visibility and emphasis.



Logo



Minimum print size / 30mm



Minimum clear space

Color palette

The campaign's color palette consists of four pigmented colors and two neutral tones.

The digital version of the colors (RGB) appears brighter due to screen lighting, while the printed version (CMYK) will look more subdued.

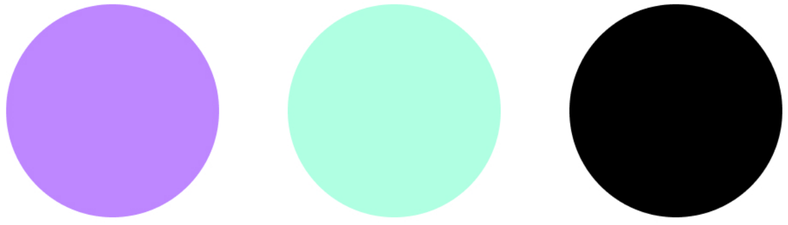
Under no circumstances should these colors be altered or any colors not included here be used.



#FAFF3E
Y75

#FF1CD9
M83

#FBFBF7
K4



#BE86FF
C35 M84

#B0FFE3
C40 Y20

#000000
K100

Logo usage

The logo must always be used in black over the previously defined institutional colors, or in black if its use is exceptionally required.



Principal usage of the logo



Scondary usage of the logo

Reduced logo

There is also a version of the logo without the claim, which must be used following the same guidelines as the main version.



Principal usage of the logo



Scondary usage of the logo

Alternative logo

The horizontal version of the logo is an alternative designed for exceptional cases, in pieces that truly require it. It will also adhere to the same guidelines as the main logo.

#TAX THE SUPER RICH FOR PEOPLE AND PLANET











Logo usage



Minimum clear space



Minimum print size / 60mm

Typography

The typography used for all assets is Clash Grotesk.

This sans-serif font is clear, simple, and has a strong impact.

The main variants to be used are semibold for titles and medium for subtitles and paragraphs.

The line spacing and letter spacing are set as percentages to prevent changes in appearance.

Aa

Aa

Title
Clash Grotesk Semibold
Line spacing: 85%
Letter spacing: 0%

Open your eyes!

Subtitle
Clash Grotesk Medium
Line spacing: 85%
Letter spacing: 0%

It’s time to Tax the Super Rich

Parragraphs
Clash Grotesk Medium
Line spacing: 95%
Letter spacing: 0%

This is the only way to raise the trillions needed to tackle the world’s climate and poverty crises before it's too late.

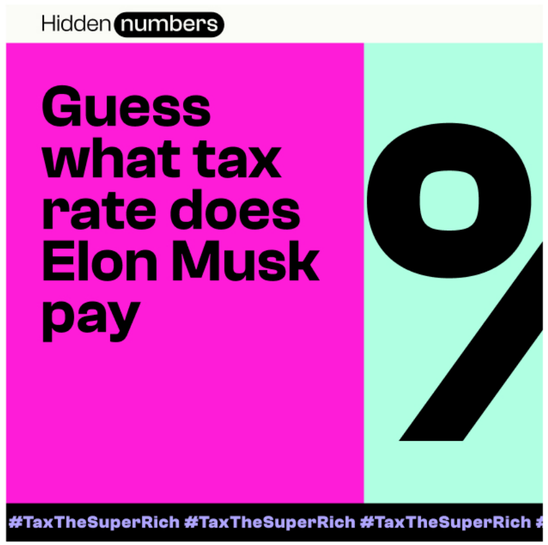
APPROACHES

APPROACHES

The campaign is structured around three communication axes, which help diversify and categorize the information, providing clearer messages.



Approach A / Call to action



Approach B / Informative content



Approach C / Optimistic approach

APPROACH A

We need to grab the audience's attention.

The focus of this approach is on engaging the senses to strengthen the cause.

It is time to learn, listen, and take action against the inequality crisis.

The information provided is generic to capture attention and does not focus on specific figures or data.

To enhance engagement, specific photography is used, as detailed further below.



Example of an Instagram carousel post

APPROACH B

Approach B is informative, focusing on providing specific information and data that help the audience easily understand the reality and severity of the issue.

The message is supported by graphics based on numerical symbols, such as percentages, curre ncy, etc., are used.



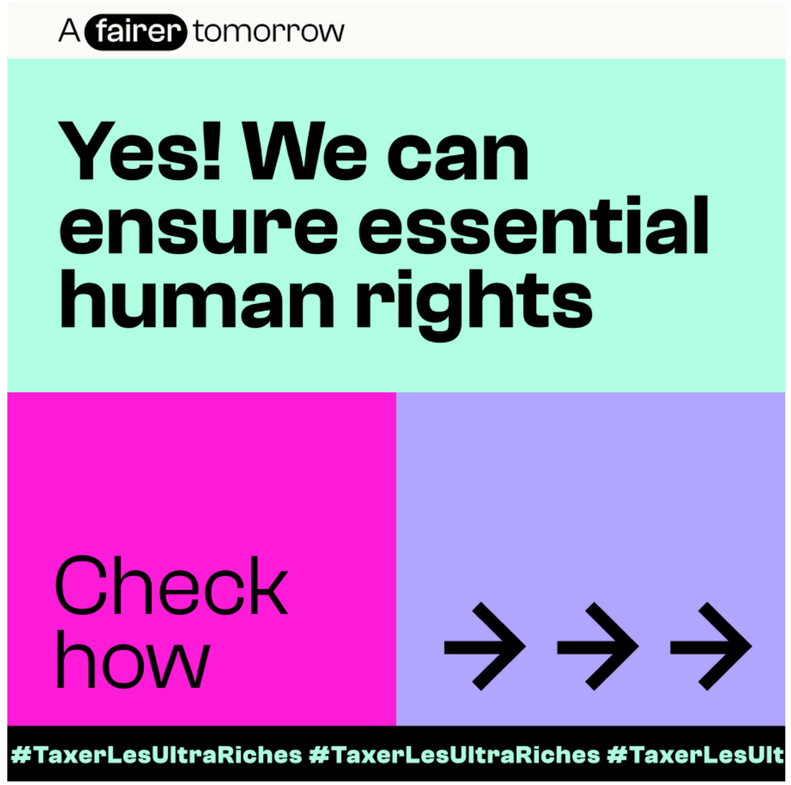
Example of an Instagram carousel post

APPROACH C

Approach C is the optimistic one. We look to the future, offering possible solutions and results, both quantitative and qualitative.

It aims to communicate the positive outcomes that taxing the super-rich will bring.

As support, complementary elements such as arrows and abstract graphics are used to symbolize progress and change.



Example of an Instagram carousel post

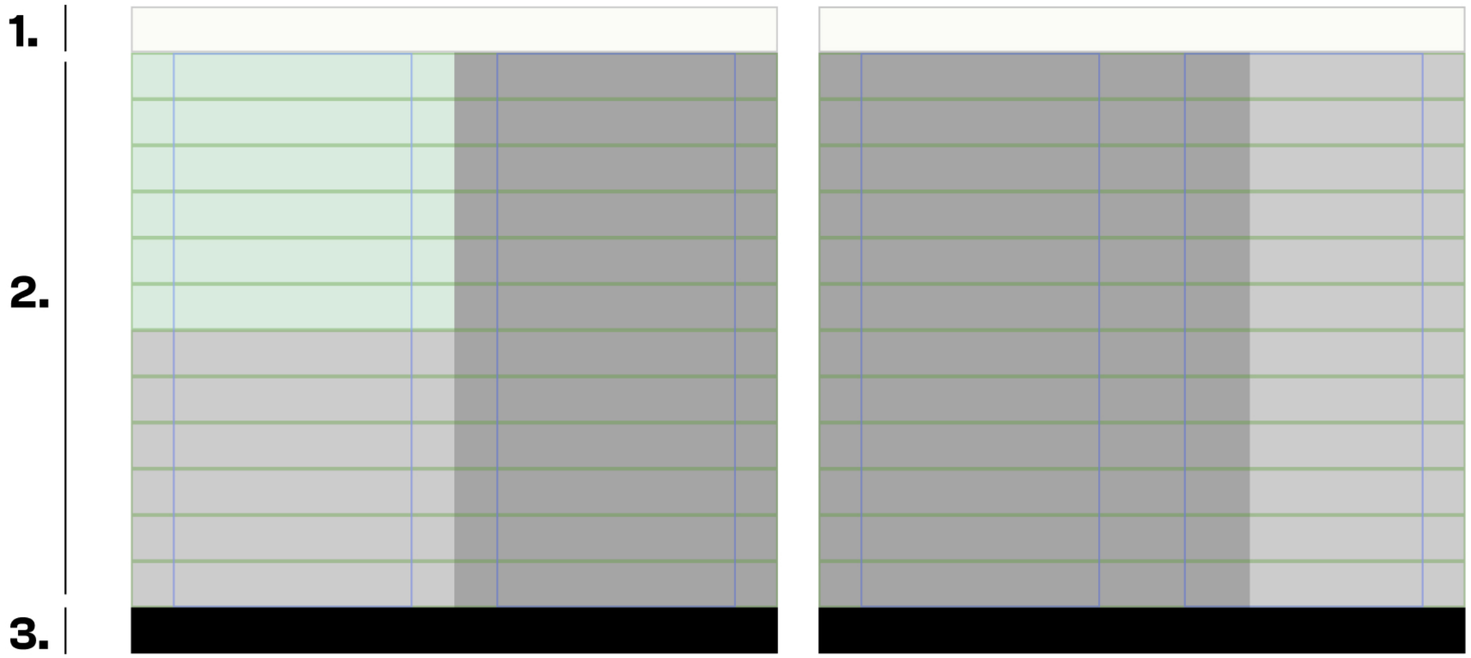
VISUAL AND STRUCTURE

ASSETS STRUCTURE

A versatile graphic structure has been creted in order to organise the information provided in both digital and print assets.

The compositional system of each asset is structured as follows:

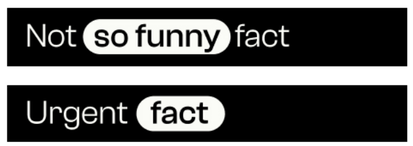
1. **The top band features a label that previews the type of information being presented.**
2. **The central body showcases the content. This structure is applied to all assets, ensuring a cohesive image and, most importantly, effectively organizing and prioritizing information.**
3. **The bottom band displays the campaign name with the hashtag varying by language.**



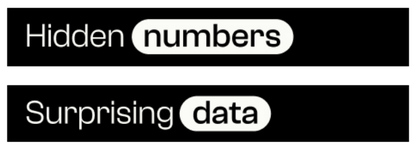
Labels

The use of labels in every asset helps to introduce the message and classify the type of information being communicated, acting as a gateway. This ensures that we address the key areas we want to highlight.

Additionally, it provides consistency to the campaign by creating a common framework that ensures coherence in the narrative, maximizing the campaign's impact.



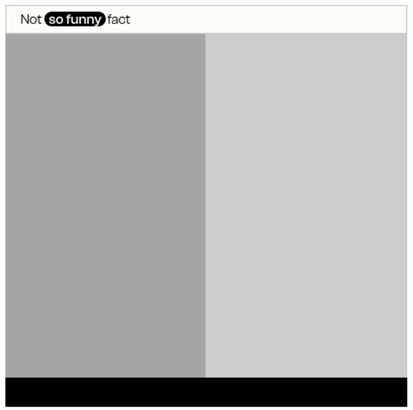
Approach A / Call to action



Approach B / Informative content



Approach C / Optimistic approach



Label in use / Approach A



Label in use / Approach B



Label in use / Approach C

Bottom band

The bottom band displays the campaign name with the hashtag varying by language.

The typographic variant used is bold.

The text should preferably be in a color not used in the asset.

The height of the text must not exceed half the height of the band.

1

1/3

#TaxTheSuperRich







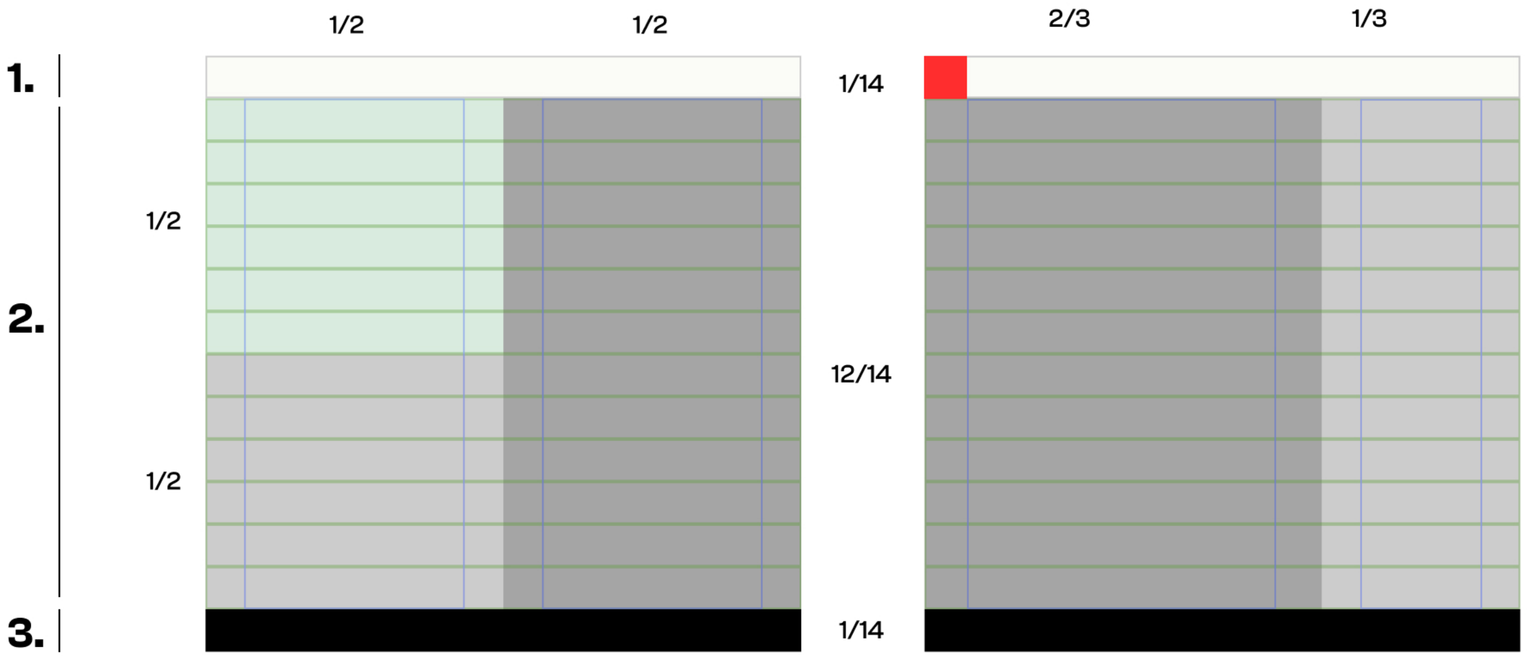
Square format

The horizontal grid that defines the structure depends on the format.

For square assets (1:1), it is divided into 14 sections.

The vertical division will be either 1/2 or 1/3.

The margins for positioning both text and labels will be a square based on the grid division.



1. Label hight: 1/14
2. Center body hight: 12/14
3. Bottom band hight: 1/14

Grid

Margins

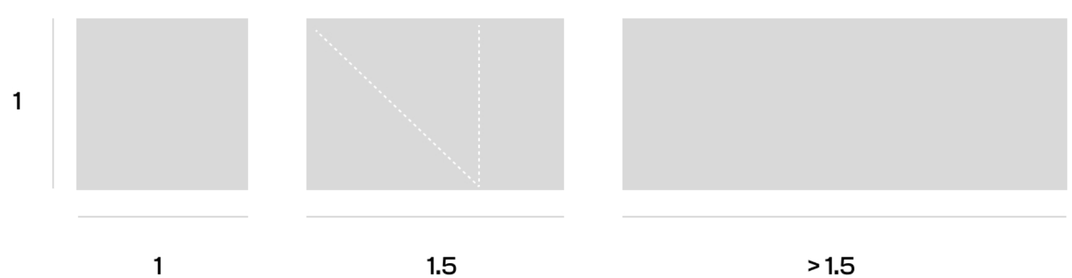
Horizontal format

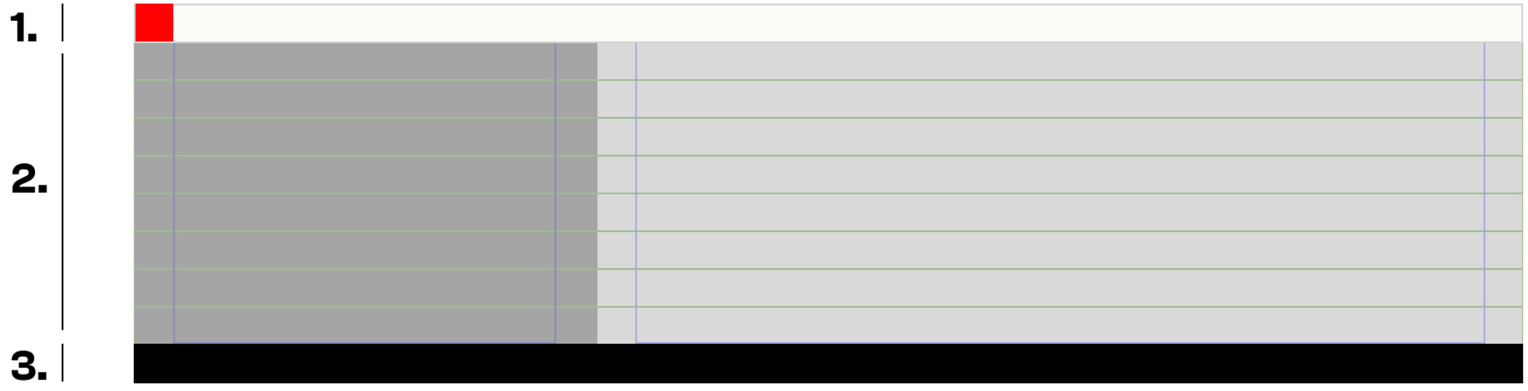
The square structure is maintained for horizontal formats with proportions between 1:1 and 1:1.5.

If the asset width exceeds the height by one and a half times, the structure is divided into 10 sections.

The vertical division will be either 1/2 or 1/3.

The margins for positioning both text and labels will be a square based on the grid division.





1. Label hight: 1/10
2. Center body hight: 8/10
3. Bottom band hight: 1/10

Grid

Margins

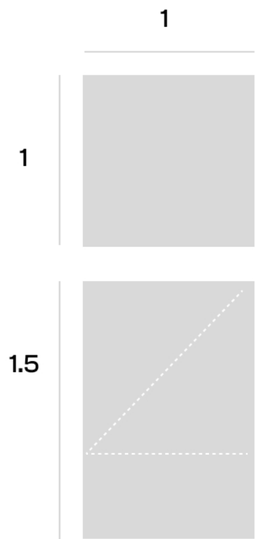
Vertical format

The square structure is maintained for vertical formats with proportions between 1:1 and 1.5:1.

If the asset hight exceeds the widht by one and a half times, the structure is divided into 10 sections.

The vertical division will be 1/2 or none. In this format, the main body can be vertically divided in half.

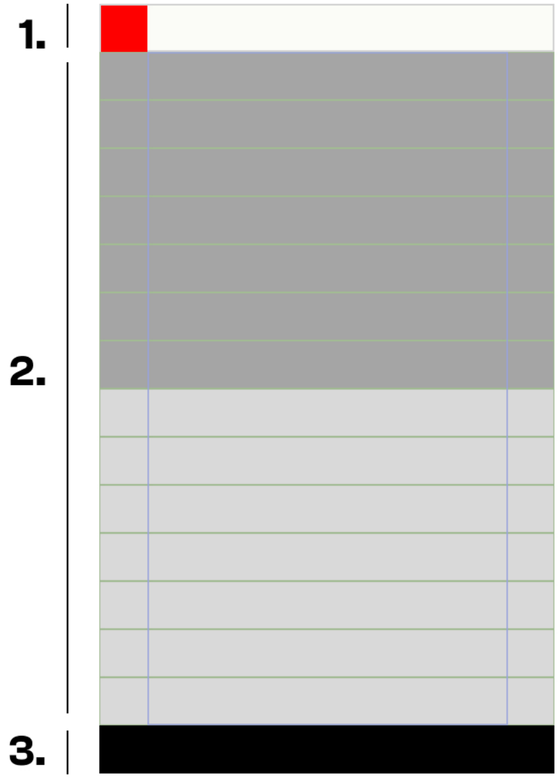
The margins for positioning both text and labels will be a square based on the grid division.



1. Label hight: 1/16
2. Center body hight: 14/16
3. Bottom band hight: 1/16

Grid

Margins



GRID EXAMPLE

Square post

Here is an example of how to create a 1:1 format post, a universal and versatile piece.

The text bodies are described for a 1080x1080px post.

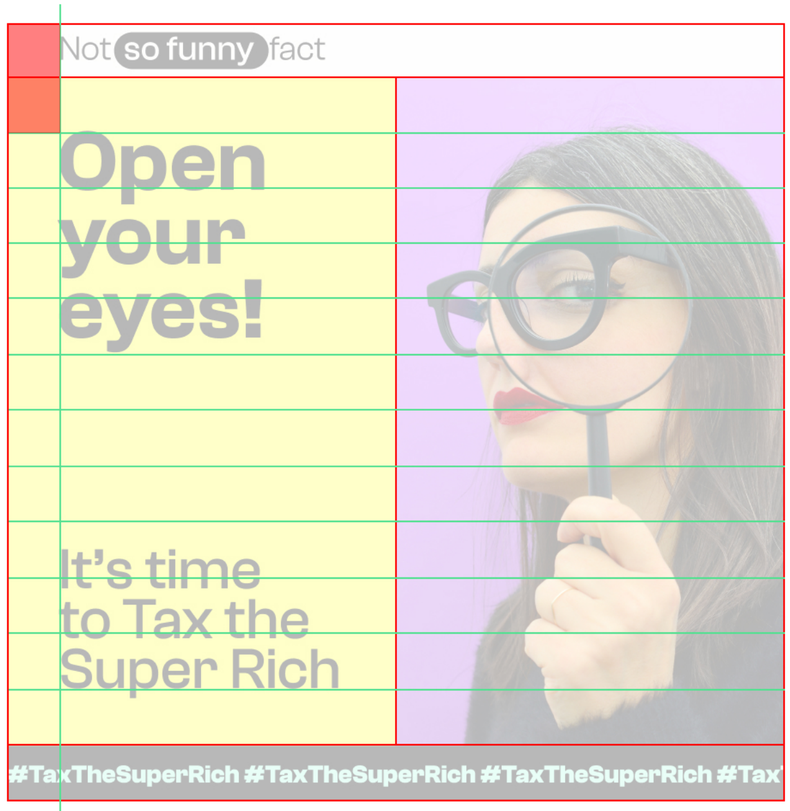
1.

Title
Semibold
Size: 120
Line spacing: 85%
Letter spacing: 0%

2.

Subitle
Medium
Size: 76
Line spacing: 85%
Letter spacing: 0%

3.



Square margin based on the grid (1/14) for placing labels and text.

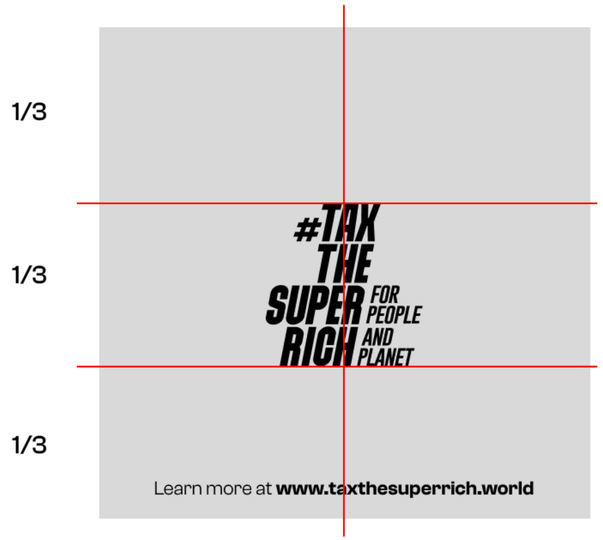


Carrousel closing

All carousel posts must conclude with the logo and the website.

The logo is centered, and its size is 1/3 of the post's height. The caption should read 'Learn more at www.taxthesuperrich.world' in size 43 and be centered at the bottom.

This slide does not include a label at the top or a band at the bottom, and its color must differ from the previous slides.









APPROACH A

Photography use

Integrating humanist photography that captures moments of sensory and emotional depth can draw viewers directly into the action.

This choice emphasizes the personal and collective dimensions of the campaign, transforming abstract calls to action into immediate, human experiences.

This resource is exclusive to Approach A, and it is important to adhere to it in order to maintain consistency in communication.

The only photographs that may be used are those provided here.

#TaxTheSuperRich



Photography + claim
/ Eye-focused

We will use photography that focuses on the eye to capture attention with the following claims:

“Open your eyes”

"Look beyond the surface"

"See what’s possible"

"Open your vision"



*** The only photographs that may be used are those provided here.**

Photography + claim
/ Ear-focused

We will use photography that focuses on the ear to capture attention with the following claims:

"Listen to the call"

"Tune in to change"

"Hear what's missing"

"Hear the truth"



*** The only photographs that may be used are those provided here.**

Photography + claim
/ Mouth-focused

We will use photography that focuses on the mouth to capture attention with the following claims:

“Speak for justice"

"Raise your voice"

"Say it like it matters"

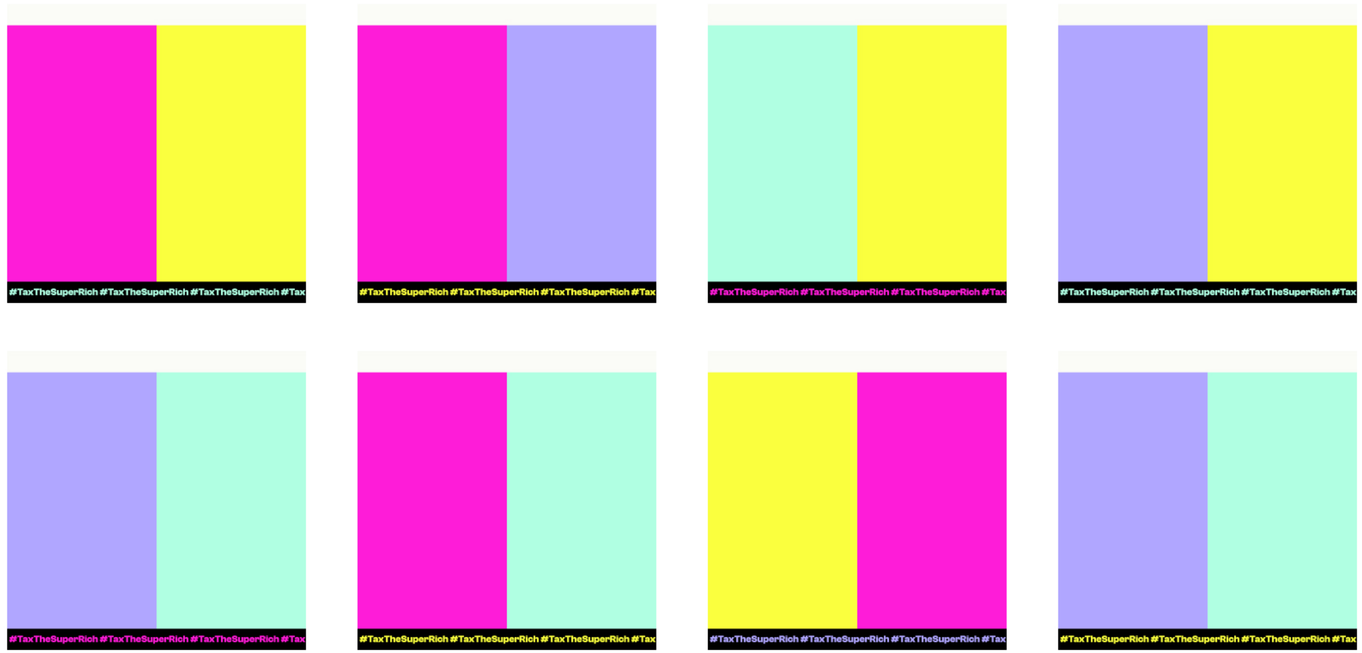
"Speak up now"



*** The only photographs that may be used are those provided here.**

General color scheme rule

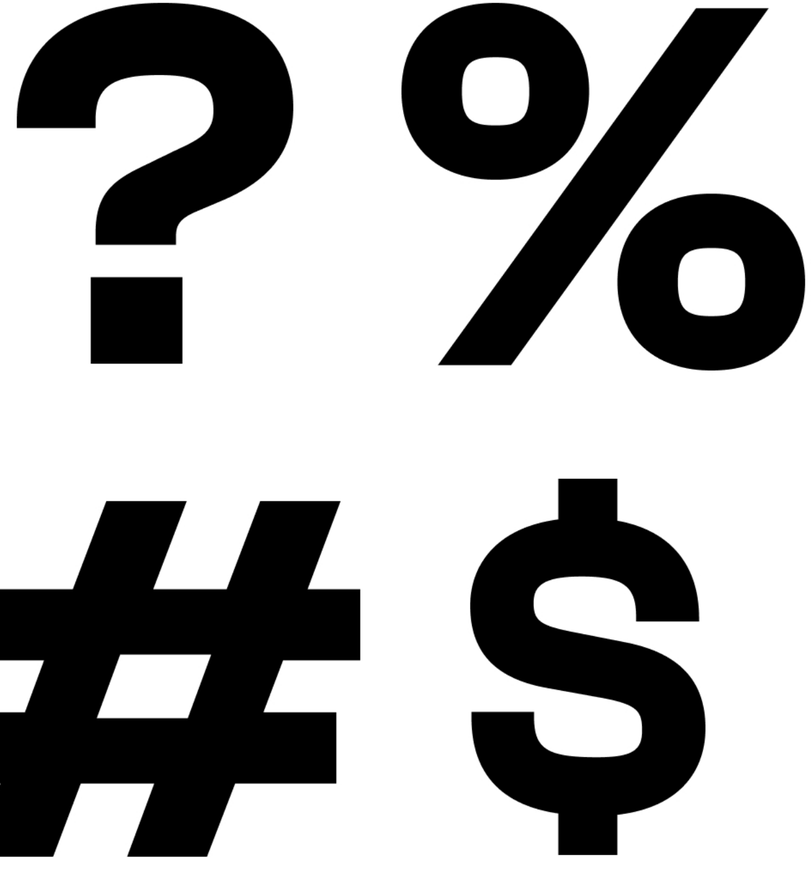
It is important to note that a photo with the same background color as the main body of the asset must not be used, nor should this apply to the footer.



Use of glyphs

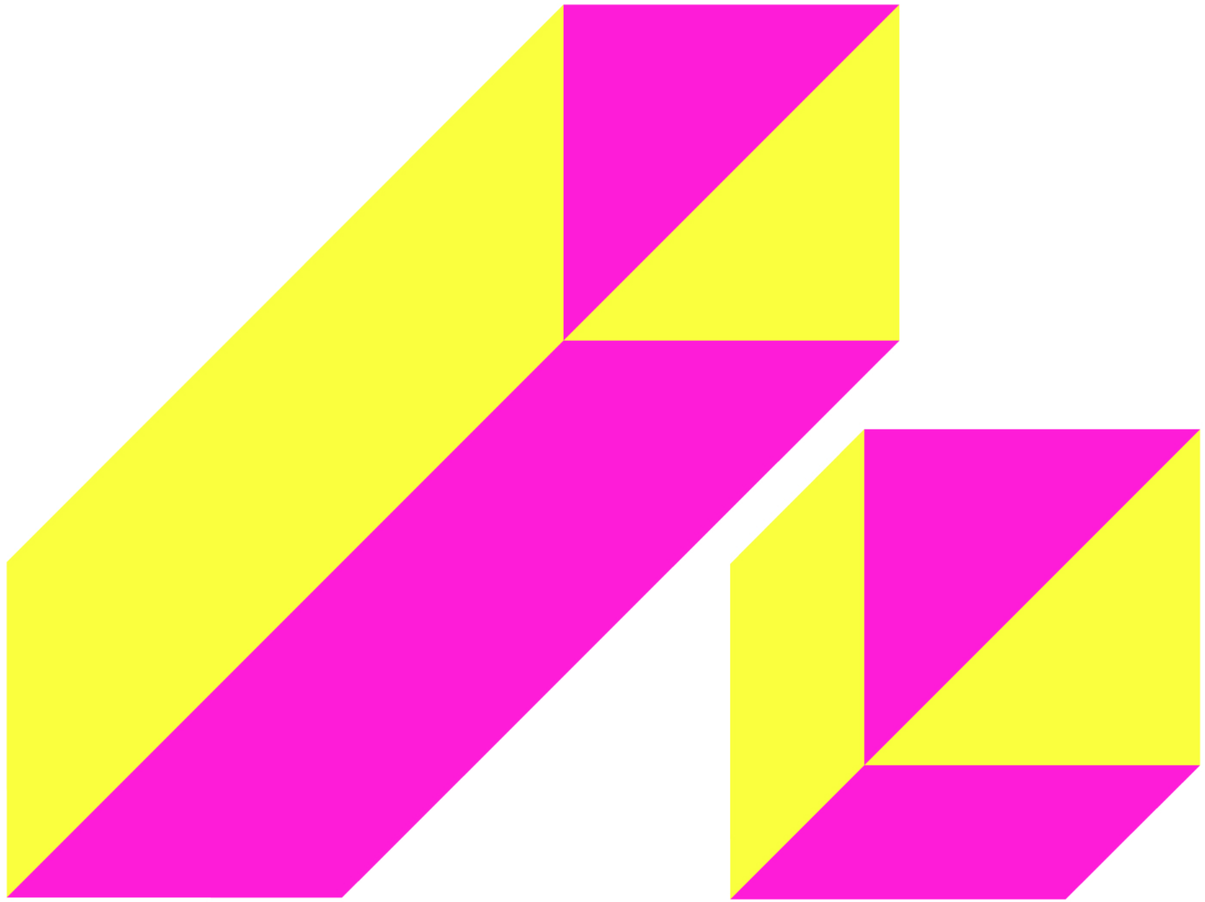
The use of glyphs such as question marks, hashtags, percentages, or monetary symbols directly engages the audience, suggesting the idea of data.

It’s crucial to emphasize the significance when handling sensitive and accurate data.



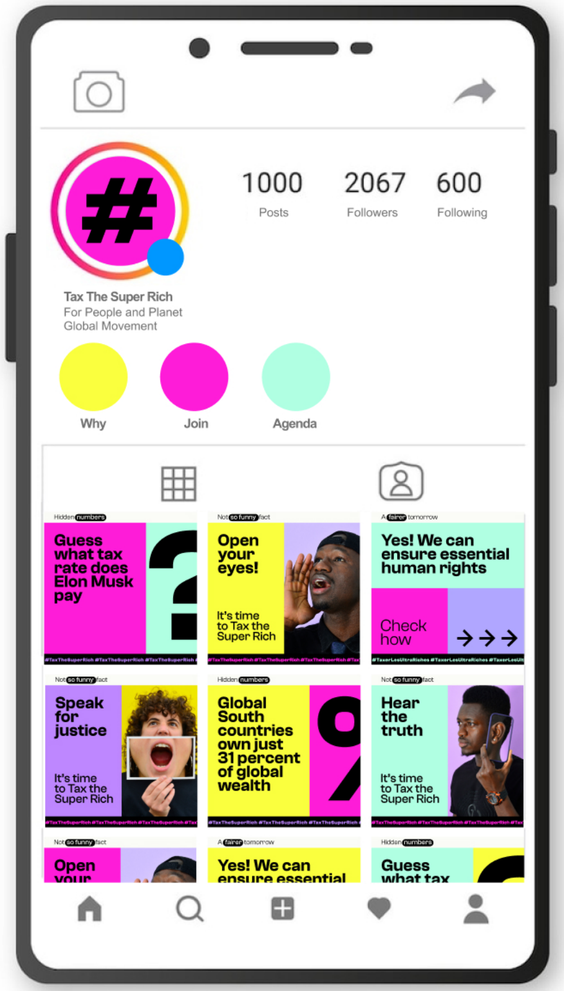
Use of graphs

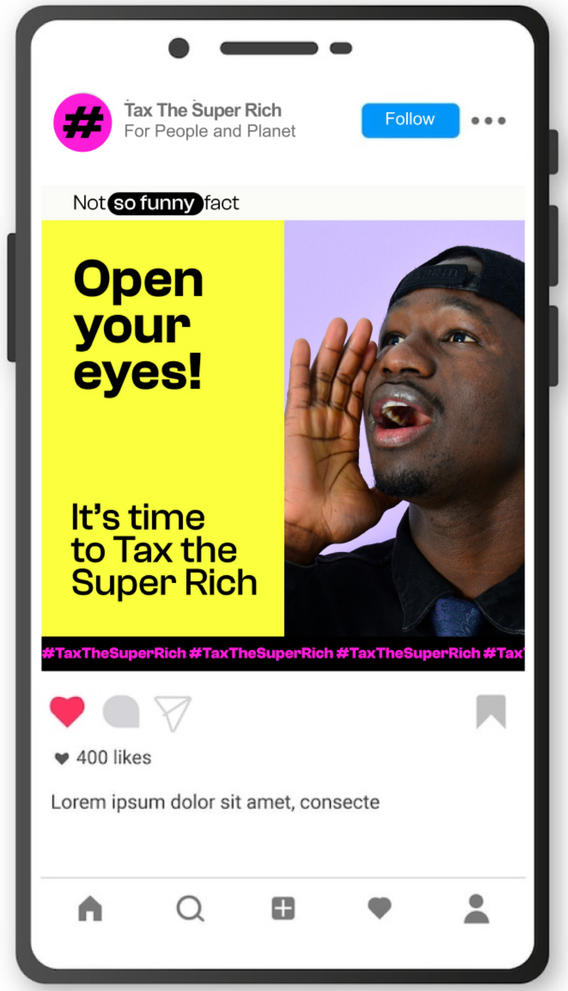
We use abstract graphs that dynamically shrink to create a sense of movement and transformation in this third communication branch, aiming to convey the idea of change towards the future.

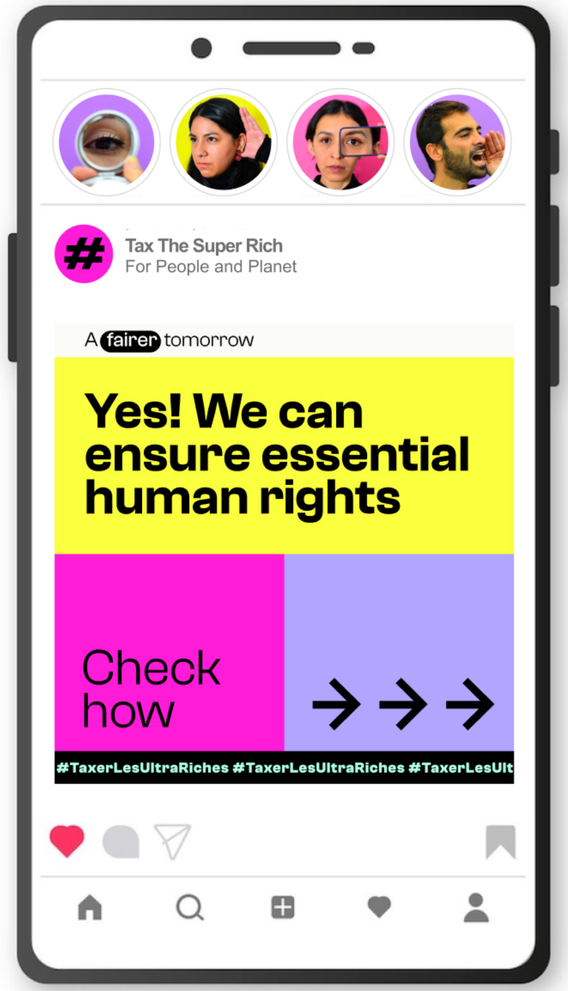


EXAMPLES

INSTAGRAM

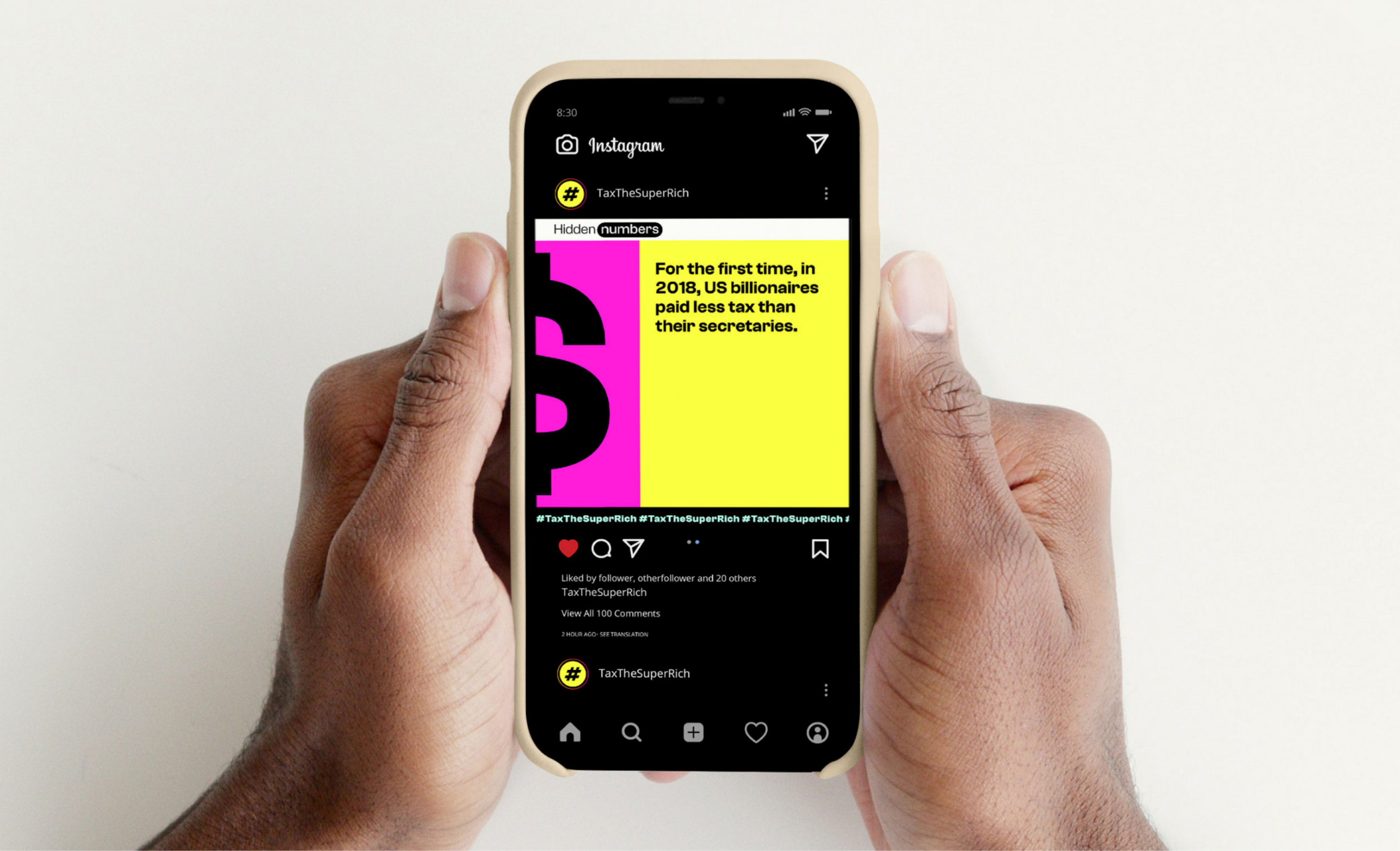

1000
Posts
2067
Followers
600
Following
Tax The Super Rich
For People and Planet
Global Movement
Why
Join
Agenda
Guess what tax rate does Elon Musk pay
Open your eyes!
It's time to Tax the Super Rich
Yes! We can ensure essential human rights
Check how
Speak for justice
It's time to Tax the Super Rich
Global South countries own just 31 percent of global wealth
Hear the truth
It's time to Tax the Super Rich


Tax The Super Rich
For People and Planet
Follow
Not so funny fact
Open your eyes!
It's time to Tax the Super Rich
#TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich #Tax
400 likes
Lorem ipsum dolor sit amet, consecte


Tax The Super Rich
For People and Planet
A fairer tomorrow
Yes! We can ensure essential human rights
Check how
#TaxerLesUltraRiches #TaxerLesUltraRiches #TaxerLesUlt

INSTAGRAM


Not so funny fact
Speak for justice
It's time to Tax the Super Rich
Hear the truth
It's time to Tax the Super Rich
Open your eyes!
It's time to Tax the Super Rich
#TaxTheSuperRich #Tax


8:30
Instagram
TaxTheSuperRich
Hidden numbers
For the first time, in 2018, US billionaires paid less tax than their secretaries.
#TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich #
Liked by follower, otherfollower and 20 others
TaxTheSuperRich
View All 100 Comments
2 HOUR AGO- SEE TRANSLATION
TaxTheSuperRich



Urgent **fact**

Open your eyes

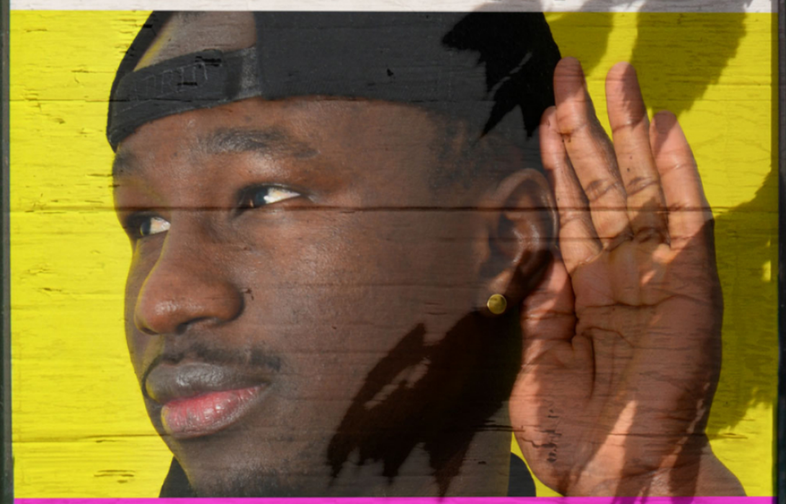
We must tax the super-rich individuals at a rate high enough to reduce extreme inequality. The specific rate will be different in each country.

It's time toTax the Super Rich

Learn more at
www.taxthesuperrich.world

#TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRi

Urgent fact



Hear what's missing

Our tax and financial systems are our most powerful tools for creating a just society that gives equal weight to the needs of everyone.

Learn more at
www.taxthesuperrich.world

#TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich #Tax


Urgent fact
Say it loud
It's time Tax the Super Rich
Every second, the world loses equivalent of one nurse's yearly salary to a tax heaven.
Learn more at
www.taxthesuperrich.world
#TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich #TaxTheSuperRich

#TAX THE SUPER RICH FOR PEOPLE AND PLANET

Lear more at **www.taxthesuperrich.world**