

People's Climate March: Guidelines for Signs

General Tips

- 15 in. x 20 in. foam board is a convenient size for carrying and holding up. Foam board is rigid. A sign can be held in one hand, and a marcher can carry several if desired. (Downside: Foam board is not recyclable, so if possible, design your messages so your signs can be reused.)
- Signs with sticks are acceptable, but the sticks are for carrying only, not for pounding into the ground (per Irvine Police Department).
- Few words and large letters are best. Most of our audience will be traveling in their cars along Alton Parkway and Culver Drive.

Tone and Messaging

- Messages may be emphatic, but please keep them respectful, rather than insulting or combative.
- Profanity is strongly discouraged, and will be forbidden if within the power of the organizers. Children will be present.
- This is not an anti-Trump rally. Signs specifically insulting Trump and his administration will only attract potential backlash from spectators, endangering public safety. They also distract from the primary theme, which is climate action.

- **The following individual/national/global themes are appropriate for this march.**

(This list is by no means exhaustive.)

- Global warming
- Fossil fuels
- Plastic
- Recycling
- Zero waste
- Animal agriculture
- Plant-based diet
- Oceans and sea level rise
- Hydraulic fracturing ("fracking")
- Keystone XL pipeline, Dakota Access pipeline (DAPL), etc.
- Funding the Environmental Protection Agency (EPA)
- Honoring and strengthening the Paris Climate Accord
- The sixth extinction
- Species extinction
- Human health
- Climate justice / social justice
- Renewable energy (solar, wind, etc.)
- Electric cars / fuel-efficient cars
- Buy organic / buy locally
- Forests and trees
- Desertification
- Pollution
- Human health
- Sustainability
- Divestment

- **The following additional local themes, specific to Orange County and the City of Irvine, are suggested.** (This list is by no means exhaustive.)

- Clean electricity for Orange County cities
- Climate Action Plans (CAPs) for Orange County cities (like San Diego's CAP)
- Community choice energy
- Development / traffic
- Public transportation
- Tree cover and open space
- Drought-tolerant landscaping
- Water conservation