



In an increasingly self-oriented society, exacerbated by the experiences of pandemic isolation, kindness has collapsed, risking becoming a legacy of times gone by. **Peace and mutual trust are becoming more important than ever**, and any action that can work in this direction is our human responsibility.

Each year, on November 13th, people across the globe celebrate World Kindness Day, which promotes the importance of **being kind to each other and to the world**. This project is a unique opportunity to build awareness around this annual appointment by unifying design communities and celebrating kindness in a more inspiring way.

SO, WHAT IS FIGHT FOR KINDNESS?

Fight for Kindness is a project designed to spread the values that constitute kindness in an unexpected and powerful way. The entire creative community is invited to contribute with a typographic message about **courage, respect, inclusivity, care, tolerance, integrity, responsibility and environmental protection**. Unexpectedness is the keyword with which we would like you to be guided this year, to find the message you want to entrust to this project.

To participate, designers need to submit artworks that contains an inspirational headline/message for a more empathic, inclusive and positive world. Designers can apply with more than one artwork (up to 3), using the [application form](#) for each submission.

DEADLINES & KEY DATES

The deadline for the 2024 edition will be May 31, 2024

Selected artworks will be communicated and shared during the year. **Related materials** (work in progress / behind the scene / animated version) are strongly encouraged. Featured events or promotional initiatives around the project will be launched on November 13, on the occasion of 2024 World Kindness Day.

HOW DOES IT WORK?

During the year, the artworks selected by the TypeCampus & Zetafonts team will be **featured on the Fight for Kindness page and published on social media.**

On the occasion of the 2024 World Kindness Day (November 13th) several **promotional activities will be planned and will use the selected artworks** for the following purposes:

- Multi-location exhibitions around the world
- Project Showcase in design talks and events
- Project showcased in the 2024 annual for every participant
- Main promotional images for the launch of the 2025 edition (selected projects)

2024 INSIGHT

Suggested focus of this year is **"Unexpectedness"** challenging you to express kindness in fresh, concrete ways through the power of typography.

Recall a moment when you were deeply moved by an act of kindness. Do you remember that specific moment of positive surprise? Positive unexpectedness is a powerful ingredient to inspire people to give what they get. We strongly believe that the beauty of typographic artworks can assist our society in reminding us of noble intentions in everyday life.

Why "Unexpectedness"? Because the power of kindness lies in positive, surprising moments that transcend the ordinary. We want your designs to disrupt expectations, creating experiences that resonate uniquely.

Harness the strength of typography to convey the essence of unexpected kindness. Your creations should be a typographic journey, challenging norms and leaving a lasting impact.

Submit designs that redefine kindness through unexpected typographic expressions. Let's craft a world where unexpected positive acts become the language of kindness.

Unexpectedness is not a mandatory theme, but only our suggested path to explore the power of acts of kindness.

SUBMISSION GUIDELINES

Submission form is available [AT THIS LINK](#)

Being a Google Form template, **if you are not able to use it** feel free to send us a download link (WeTransfer, DropBox or other) together to these informations:

- Name / surname / eventual Company Name / social media accounts
- Country
- Short bio

- Title and description of the artwork
- These 2 approbations: I agree with your privacy policy (read full text on <https://www.iubenda.com/privacy-policy/57124215>) and I authorize TypeCampus Team, part of Ligature Srl, to share and use my artwork for free sharing, both in printed and digital solutions related to the project (always with appropriate credits)

The messages that will be more relevant to the objective of the project, with the most effective visual system, will be selected by the team.

A textual message is required and you can consider the use of:

- Quotes (please credits on author or source)
- Original headlines
- Keywords that lead back to the theme
- Other types of messages, as long as they contain a textual part
- The artworks can use mediums such as, typography, lettering, 3D processing, illustrations, motion graphics or other techniques.
- A special category for AI generated artworks has been introduced, if you choose to create artworks using AI
- Author credits are needed if the artwork features imagery, illustrations, patterns, messages etc. that belong to another person other than the one submitting the Artwork.
- Agencies and Design studios are welcome to participate: just please use the company information only in the submission form.

Celebrating the Scripts of the World

- **Scripts of the world are welcome!** We encourage designers to use their native language scripts to spread awareness and appreciation for all the different writing systems used globally.
- Please make sure to **include an English translation** directly into the artwork / poster and not just as a separate description in the submission form.

Template

- Only digital submissions are allowed and image **files must use the template of the project** ([download it here](#)) **in all different proportions** required. Videos can be submitted in a separate video category provided in the submission form.
- Image files to be uploaded **cannot exceed 10 MB in total**. In case of **more than one submission** you will need to **fill in the form for each** subject/artwork.

This is the time to fight for a kinder world!
Let's spread positive vibes with nice letters, love and creativity!

Let's fight for kindness together and make it more alive than ever.

With love,
The TypeCampus Team
Debora, Shrishti and the whole TypeCampus & Zetafonts team

Questions? write to us at typecampus@zetafonts.com
Let's keep in touch! [@typecampus](https://www.instagram.com/typecampus) [@zetafonts](https://www.instagram.com/zetafonts)

FAQS

1. How will I know if my artwork has been selected?

We will send an email notifying you in case of selection. If you provide your Instagram account, the artwork will be tagged. Otherwise keep an eye on our social accounts or the project page!

2. Can I use any type of font?

Yes, surely. Selections will be done from the TypeCampus team together to the Zetafonts team. The use of Zetafonts typefaces are welcome but not mandatory.

3. Can I share my artwork on my social accounts?

Yes! We encourage all participants to share their artworks and tag us [@typecampus](https://www.instagram.com/typecampus)

4. Is there a fee to participate?

No, this is a not-for-profit project.

5. Who is behind this project?

Fight for Kindness is a project by the TypeCampus program, part of Ligature Srl, an Italian company focusing on typographic culture.

6. Can I suggest that my school to host an exhibition of the project?

Yes, and we hope you would help us to spread the voice for this possibility.

7. Can I ask to host an exposition in a public space that I manage?

Let's talk about it! Contact us!

8. Can I only publish english contents?

All languages of the world are welcome, but an english version of the text is required in the artwork.

Questions? info@typecampus.com
Let's keep in touch! [@typecampus](https://www.instagram.com/typecampus) [@zetafonts](https://www.instagram.com/zetafonts) ;)

NEED FOR INSPIRATION ABOUT RANDOM ACT OF KINDNESS?

take a look at these nice projects!

<https://www.randomactsofkindness.org/>

<https://www.theworldkindnessmovement.org/>

<https://www.kindness.sg/general-public/kindness-day/>

<https://kindspring.servicespace.org>