



November 12, 2021

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 the 13, 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 World Kindness Day (and all the other days) in a more inspiring way.

SO, WHAT IS FIGHT FOR KINDNESS?

Fight for kindness is a project designed to spread kindness and courtesy in an unexpected and powerful way.

The entire creative community is invited to contribute with a typographic message about courage, respect, inclusivity, care, environmental protection, integrity and responsibility.

To participate, designers need to submit an artwork that contains an **inspirational headline/message for a more empathic, inclusive and positive world.**

Designers can apply with more than one artwork, using the [application form](#) for each submission.

DEADLINES & KEYDATES

The final deadline of the 2021 edition will be **31 July 2022**

Selected artworks will be communicated and shared during the year. Multiple uploads are encouraged.

Featured events or promotional initiatives around the project will be launched on November 13, on the occasion of 2022 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 gallery and published on social media.
- On the occasion of the 2022 World Kindness Day (November 13th) several promotional activities will be planned and will use the selected artworks for the following purposes:

- booklet of the selected projects
- small exhibitions around the world (design schools and public spaces)
- project showcase in design school partners of TypeCampus
- main promotional images for the launch of the 2023 edition

SUBMISSION GUIDELINES

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

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 considering the use of:

- quotes, with 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 or other techniques.

- 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.

Only digital submissions are allowed and image files must use the template of the project ([download it HERE](#)), in all different proportions required. The 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, Isabella, Sofia and Veronica

Questions? info@typecampus.com

Let's keep in touch! [@typecampus](#) [@zetafonts](#)

FAQ

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, so the use of Zetafonts typeface 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

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 TypeCampus program, part of Ligature Srl, an Italian company focusing on typographic culture.

6. *Can I suggest 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 or in the statement/caption)

Questions? info@typecampus.com

Let's keep in touch! @typecampus @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/>