





Lukas Fiala / Logan Florida / Debora Manetti / Arianna Scola / Anna Schiavino / Pavel Pavlov / Alessandro Becagli / Leah Perrino / Civita Valentina / Pietro Buonanno / Martin Mihaylov / Presiyana Ivanova / Jacques Fuá / Samantha Morales / Aleksandra Apaza / Feixue Mei / Michelle Cpy / João Soares / Marisa Espinheira / Studio Gummi / Lisa Plattner / Leonhard Katschner / Simeon Zhivkov Zhelev / Chiara Basile / Zoe Boudreau Studio / Giacomo D'agostino / Nvard Yerkanian / Ludovica Meneghella / Chesney Bruce / Anja Meiners / Saber Naeemi / Simeon Zhelev / Matteo Mascetti / Clypo Studio / David Arthur Brown / Riri Tamura / Brienne Lim / Sebastiano Branca / Michela Bellomo / Simona Martini / Anna Battistin / Francesca Borgonovo Nada Yaghi / Federico Zanoni / Federico Zanoni / Giulia Basile / Behnam Nasrollahzadeh / Federica Amadio / Matteo Scolari / Greta Stefanel / Rachel Denti / Ian Stoufer / Erica Holeman / Nathan Bell / Gabriela Parra Sánchez / Radimira Yordanova / Sofia Bandini / Lucy Llewellyn / Nupoor Godse / Bea Barros / Lucialba Nunziata / Preslava Todorova / Shrishti Vajpai / Studio Sofa / Juliene Buelos / Dina Benbrahim / Kayla Spear / Aimsley McDaniel / Blaise Keasler / Erin Enmark / Haley Tucker / Jaret Sites / Lizzie Cleveland / Stacey Trucks / Melissa Loney / Nick Hobbs / Vincent Edwards / Sam Palmer / Sara Hfatt / Deborah Ranzetta / Ibrahim Zaki / Luca Brogi / Victoria Englund / Giglio Camilla / Christine Charnock / Emma Haywood Curzon / Katrina Sutton / Ivan Kashlakov / Danilo D'Alessandro / Akshita Chandra / Sreenihal Pouka / Ofcourse / Danielle Wollach / Both Bou / Anja Grohmann / Elisa Di Rocco / Leah Lemmermann / Ricccardo Amatucci / Federica Capano / Elisa Guerra / Jessica Luce Puleo / Will Williams / Laura Bertinelli / Daniel Girardi / Momentum Worldwide / Cam Harapiak / Ryan Breen / Antonia Goga

## **OUR PARTNERS**

## **ZETAFONTS**



**FEMME TYPE** 











04

## THE INTRO

## IN AN INCREASINGLY **SELF-ORIENTED** SOCIETY, EXACERBATED BY THE PANDEMIC **ISOLATION AND THE INCREASING SOCIO-**POLITICAL ANGST, **KINDNESS HAS** COLLAPSED, RISKING **BECOMING A LEGACY** OF THE PAST.

CAN WE DO SOMETHING TO RESTORE THE WORLD BEFORE IT'S TOO LATE?



Image credit: Mick Haupt / Unsplash



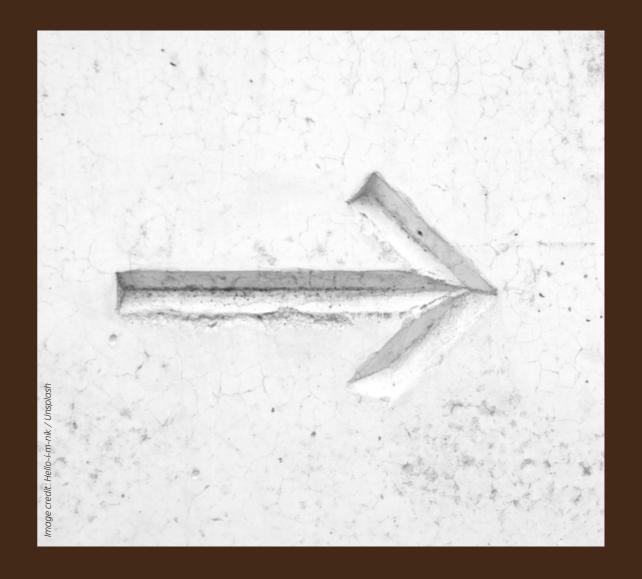
## CAN WE PUSH A BUTTON TO QUICKLY RESET THE WORLD TO MAKE IT A BETTER, KINDER, MORE PEACEFUL PLACE TO LIVE IN?

WELL, WE CAN'T. SO WE MUST FIND ANOTHER WAY.



## AS INDIVIDUALS WE MIGHT NOT BE ABLE TO INFLUENCE MACRO SCENARIOS





BUT WE CAN USE ACTS OF KINDNESS AND ALTRUISM, TO LEAD US TO A BETTER, MORE TOLERANT WORLD.

## IF WE DO NOT CHANGE OUR DIRECTION WE ARE LIKELY TO END UP **CHINESE PROVERB** WHERE WE ARE HEADED

Let's change and inspire positive attidues around us. Spread the value of kindness, empathy, mutual respect and peace. Everyone is capable of being kind, we just have to choose to do so.



Image credit: Roger Bradshaw / Unsplash



## **PEACE AND MUTUAL** TRUST HAVE BECOME **MORE IMPORTANT** THAN EVER, AND ANY **ACTION THAT WORKS** IN THIS DIRECTION IS **OUR HUMAN** RESPONSIBILITY.

**ONE BY ONE WE CAN BE UNITED** 

## THE GLOBAL CAMPAIGN

Fight for Kindness is a unique opportunity to bring awareness to a self-oriented society on the importance of being kind in our everyday lives. In honor of World Kindness Day (November 13th); this is a project that aims to unite the design communities, enhancing the typographic content in all its potential: to convey messages of positivity and change.

Starting last November TypeCampus, a cultural project of the Italian type foundry Zetafonts, designers from all over the world were invited to create a typographic message that would spread the theme of kindness in all its facets: from empathy to peace, encompassing attitudes of altruism and inspiring a positive change in the community.

Typography and design have proven to play an important role in today's social media culture and it is heart warming to see the design community come together and share artworks that help voice many issues and injustices. We aimed to harness this attitude and channel it into a powerful movement, launching the not-for-profit campaign – Fight For Kindness, to help give the voices of many designers a global platform and bring to light the importance of cultivating an empathetic outlook by practicing kindness in daily lives.

Over 150 submissions were received from designers originating from 20+ different nationalities, enthusiastically embraced the cause, creating typographic works for the 2022 campaign.

Powered and proudly developed by an allfemale team, part of Ligature Srl, consisting of Shrishti Vajpai, Isabella Ahmadzadeh, Sofia Bandini, Veronica Iodice led by Debora Manetti for the design strategy, the "Fight for Kindness" campaign utilizes words and their meaning for good.

TypeCampus, which has over 90 design schools worldwide affiliated to its Academic Plan, concludes the 2022 edition with a multilocation exhibition, simultaneously exhibited in several countries around the world on November 13: France, Spain, Bulgaria, United States and Italy.

## A NOTE BY THE TEAM

## **DEBORA MANETTI**

World Kindness Day, which recurs every year on November 13th, is a very dear occasion to me. Having overcome the thought of kindness as formalities, I have discovered over time that many of the values I believe in and that I tend to, should be enclosed in this label. I refer to empathy, peace, mutual trust, respect, as well as courage, inclusiveness, care, respect, ethical integrity, responsibility and I could go on further!

I firmly believe that kindness is a kind of form of intelligence: it has the power to revolutionize relationships between people, often with just small changes that can make a big difference. The creative industry has enormous power in this relational challenge and this project moves in this direction. Born in the context of a type foundry like Zetafonts, Fight for Kindness is a project that originates

from our daily relationship with typefaces and their expressive potential, together with the desire to collaborate with the creative community: established designers, students, design magazines and competitions, visual schools and creativity professionals all over the world.

The human value expressed in this project is the real engine of the initiative, and I could not be more proud of the network of people that has been created, in the creative space between good purposes and great design. I hope that this project can sprout concretely in the life of all the people who took part and beyond.

Debora Manetti, Co-partner of Zetafonts
 & TypeCampus and author of the project

## SHRISHTI VAJPAI

Typography and design are powerful tools in today's world. I have always wanted to be involved in projects that utilizes these mediums in a meaningful and positive way. Fight for Kindness, is one such project that I am really proud to be a part of, and which could not have been possible without the incredible support of Debora Manetti along with the entire team of TypeCampus and

Zetafonts. This is a campaign that recognises the impact an individual can have in slowly making our world a better place, by simply being kind, empathic and tolerant to those around us.

 Shrishti Vajpai, Editor at TypeCampus and designer of the project



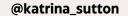


Image credit: My Life Through A Lens / Unsplash

THE DESIGN COMMUNITY UNITED AND RESPONDED WITH KINDNESS.

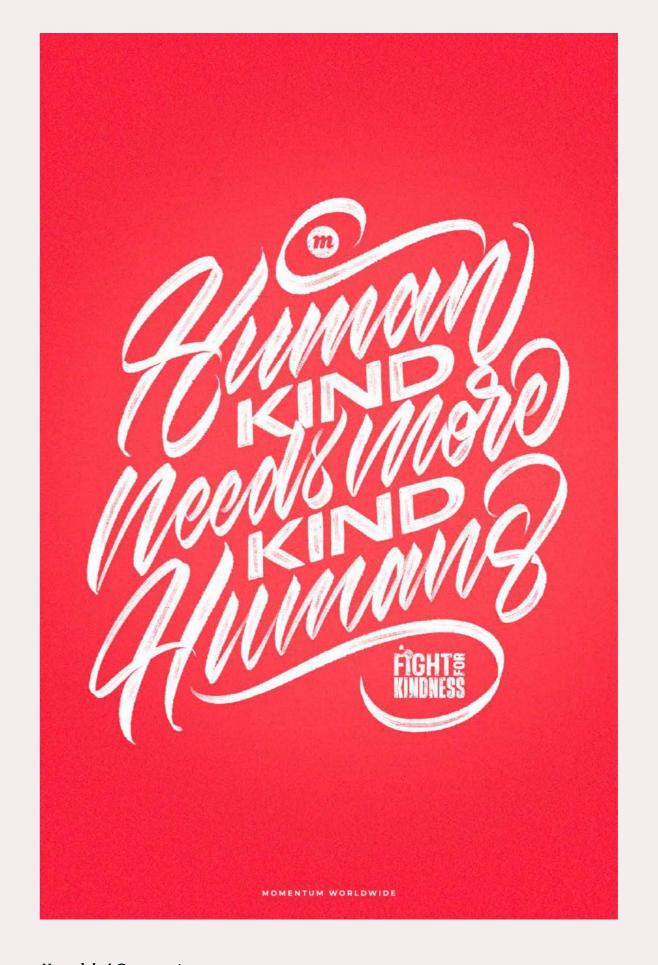
## THE POSTERS





I graduated with a BFA in Graphic Design in the Spring of 2012 from UVU. I have a passion for visual art and design and am thrilled to be surrounded by all of the wonderful opportunities that has to be offered around me through Graphic Design and Lettering.

The meaning of my quote is that a simple kind act whether it is a smile, a greeting, a hug, can make all the difference in someone's day and creates extraordinary moments of greatness because nothing is expected in return. The blue colour used throughout my artwork is a representation of kindness. *Custom Lettering* 



## Cameron Harapiak / @momentumww.ca

Senior Designer at Momentum Worldwide Canada, specializing in hand lettering and murals.

Human kind needs more kind humans. It's that simple. *Custom hand-lettering* 



## @thatgingergirl88 / www.thatgingergirl.co.uk

Lucy Llewellyn is a freelance Graphic Designer and Lettering Artist based in United Kingdom.

Words matter. Speak them with kindness. To yourself. To others. To complete strangers. Choose to be a nice person. Choose kindness. Someone will always remember how you made them feel.

Custom Lettering



From Orlando, Florida, Samantha specialises in Illustrations, hand lettering and identity.

Empathy is the real MVP. Created to provoke a positive change in our society.

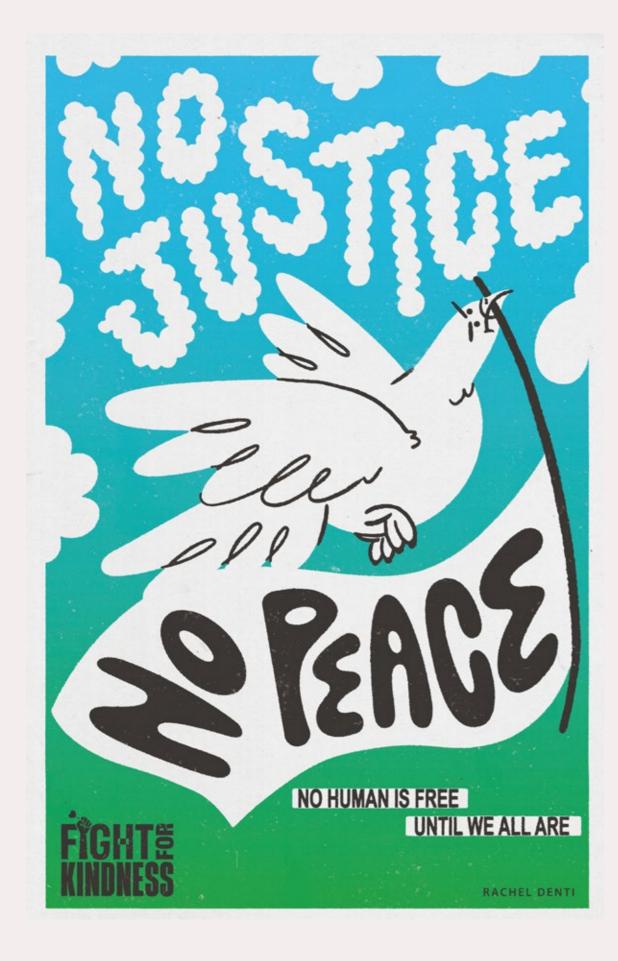


## www.nupoorgodse.com

I'm a designer based in Savannah, GA pursuing my master's in Graphic Design and Visual experience from the Savannah College of Art and Design (SCAD).

You deserve the same kindness you show others.







A Brazilian graphic designer, illustrator and art director based in Portland, and currently working as a designer at Nike.

No Justice. No Peace. *Hand Lettering* 



## $@johnnykotze \ / \ www.studiogummi.com$

Studio Gummi is the work of Nicolaas Kotzé, a digital designer based in Berlin. Focusing on typography, motion graphics, illustration and graphic design. Studio Gummi is his personal studio since 2022.

Expressive multicoloured typographic artwork reads 'Join The Kindness Club'.





I am a Filipino lettering artist and illustrator whose expertise includes whimsical flat illustrations and fun lettering typographies. My works are filled with vibrant and bold colours, and I love to create letterings that bring encouragement and inspiration to people!

Custom Hand Lettering



## [Left] A reminder to always be kind because it can impact others and make the world a better place to live in.

[Right]
A call for peace, and to remind us that war is selfish and never justified.

Custom Hand Lettering





## KWEALL HAVE EMPAT MAY NOT HAVE ENDU URAGE TO DISPLAY IT.

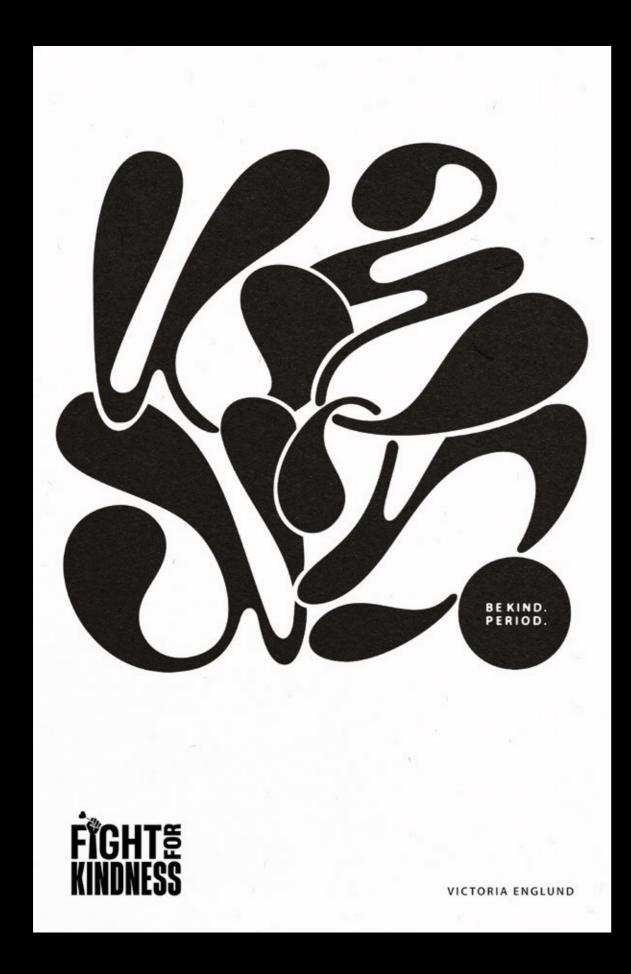








Maya **Angelou** 





Multidisciplinary designer in the field of type design and creativity.

Be Kind. Period.

Custom Lettering and Myriad Pro Typeface



## @ lisa\_plattner / www.lisaplattner.it

I am from Bolzano, North Italy. My work ranges from traditional calligraphy, lettering, graphic design, workshops, and in short, lots and lots of letters!

Kindness just wins always. It never hurts to be kind, but it always helps. That's what I wanted to show.

Custom Hand Lettering

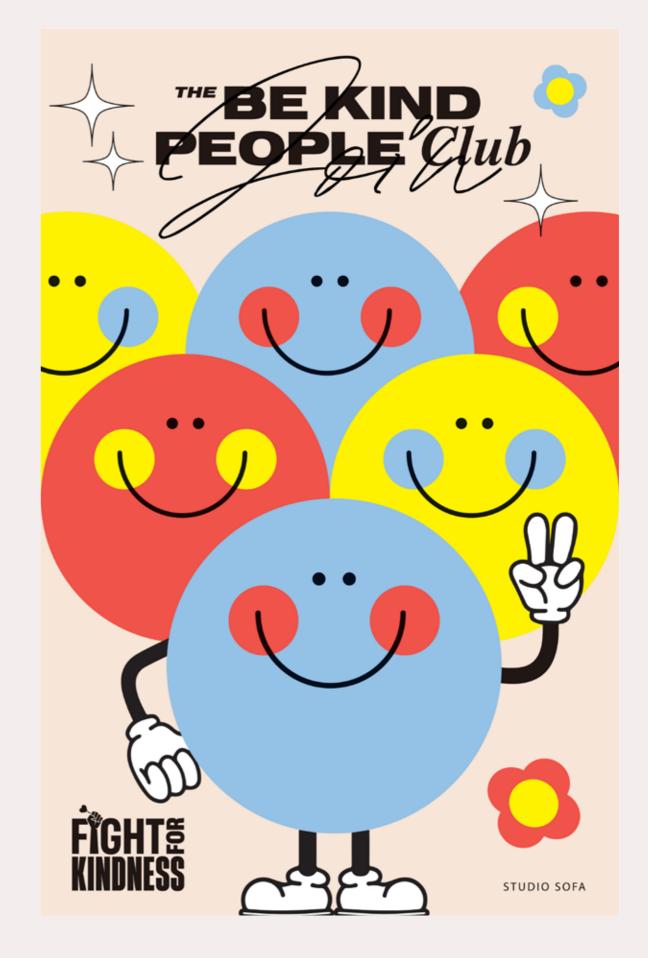


## @hyde\_sign

I'm from Florence, Italy. I'm 25 and I'm a graphic & motion designer. I graduated at the Academy of Fine Art of Bologna in 2020 and since then I work for a branding agency in my home town, specialized in communication and digital experiences. Graphic, Illustration and animation are the things I like the most in my field.

Subway Typeface





## @studiosofa / www.studiosofa.it

Studio Sofa is a small multidisciplinary design studio based in Tuscany, founded in 2018, run by Lucrezia Cortopassi and Martina Cuonz. Working, with an eclectic and fresh taste, in various areas of art direction and visual communication.

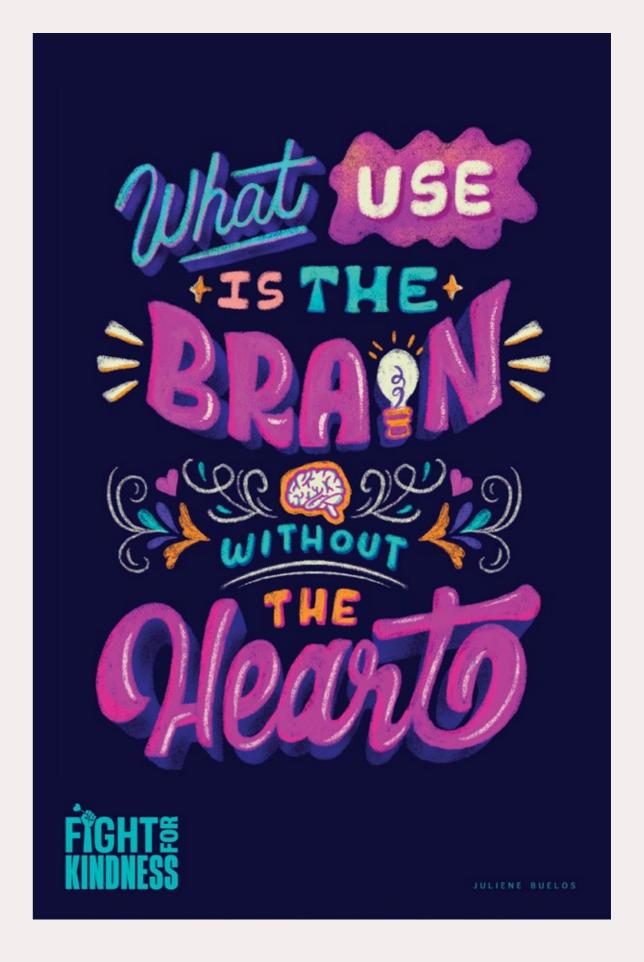
This is our artwork inspired by the shape and colors of our logo. We imagined kindness as a team of people ready to spread the word "Join The Be Kind People Club"!





Graphic designer and illustrator based in Malaysia, Michelle Chen forms a deep love in expressing her artistic creativity that revolves around mental health and her self-love journey using typography and abstract story-telling infused with pastel-like colour palette to form deep connections within the community.

Spread kindness just like how you would spread your usual PB&Js on bread. It's the simplest acts of kindness that will undeniably brighten up someone else's day! By giving selfless acts of love, we are nourishing each other's souls. So spread them as much as you can without zero expectations!



## @jouiene

Juliene is a Lettering Designer, Muralist and Art Teacher from the Philippines who has a passion for creating artworks with playful colours and fun shapes. What use is the brain without the heart. This is a friendly reminder about humility and staying grounded. Never lose sight of the things that truly matter. *Custom Hand lettering* 



## Antonia Goga @momentumww.ca

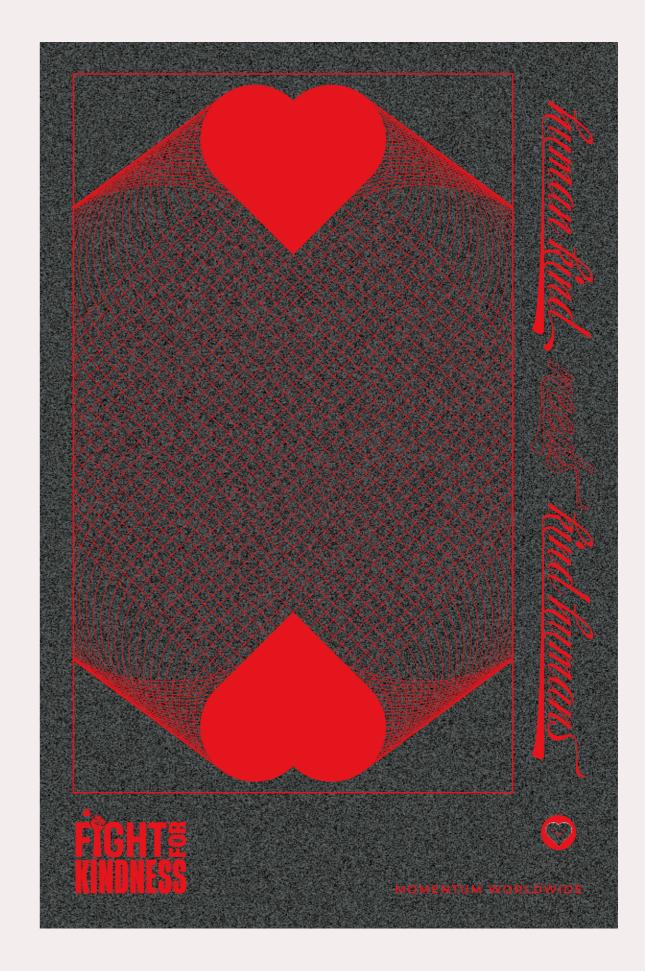
Creative Director of Design & XD at Momentum Worldwide | AD&D Awards Judge | Advocate for Mental Health for Jack.Org

#IBELIEVEinUnicorns
Share Kindness

[Left] Tan - Meringue (Display) Typeface

[Below] Abramo Script and Abramo Serif Typefaces





## Ryan Breen / @momentumww.ca

Ryan is a Toronto based designer who is passionate about living a life full of creative expression and experimentation. He approaches every day with the philosophy that being kind is the surest way to feel fulfilled.

Humankind needs kind humans. The actions we take impact those around us. Being kind is the simplest way to do your part in improving your life and the lives of those around you.

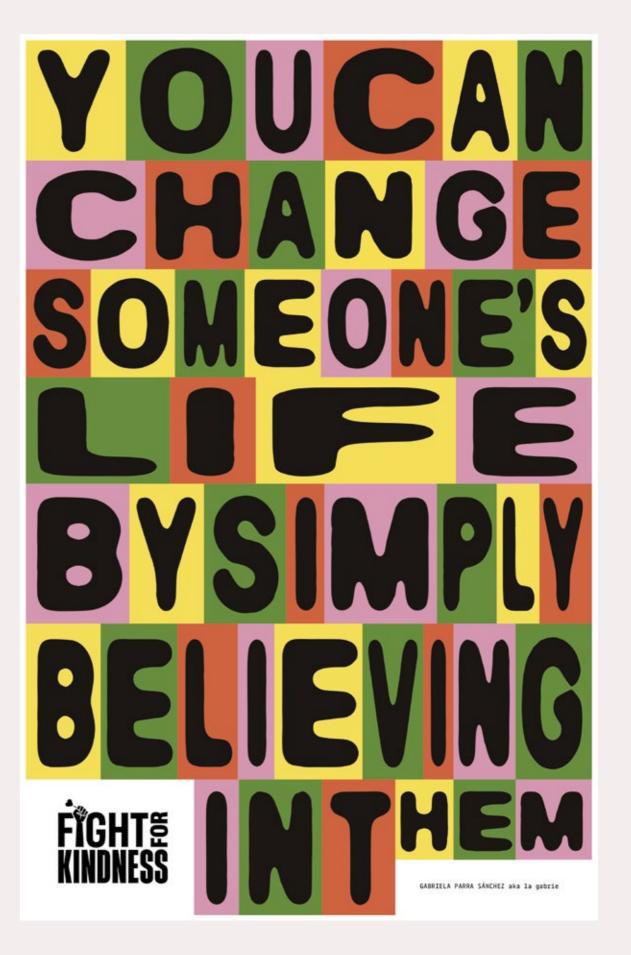
Storefront Pro Typeface



## @laurabertinelli / www.laurabertinelli.com

I'm Laura, a graphic designer & illustrator based in London. My mission is to do good work for good causes, have fun and feel good, and this artwork is just my motto!

Hagrid Typeface by Zeatafonts



## @\_lagabrie\_

Colombian-born / Germany-based, type focused designer, artist & illustrator in formation at the Bauhaus University Weimar.

You can change someone's life by simply believing in them. BN Lemonz Typeface by Brandon Nickerson

## HOUGHT COUNTS





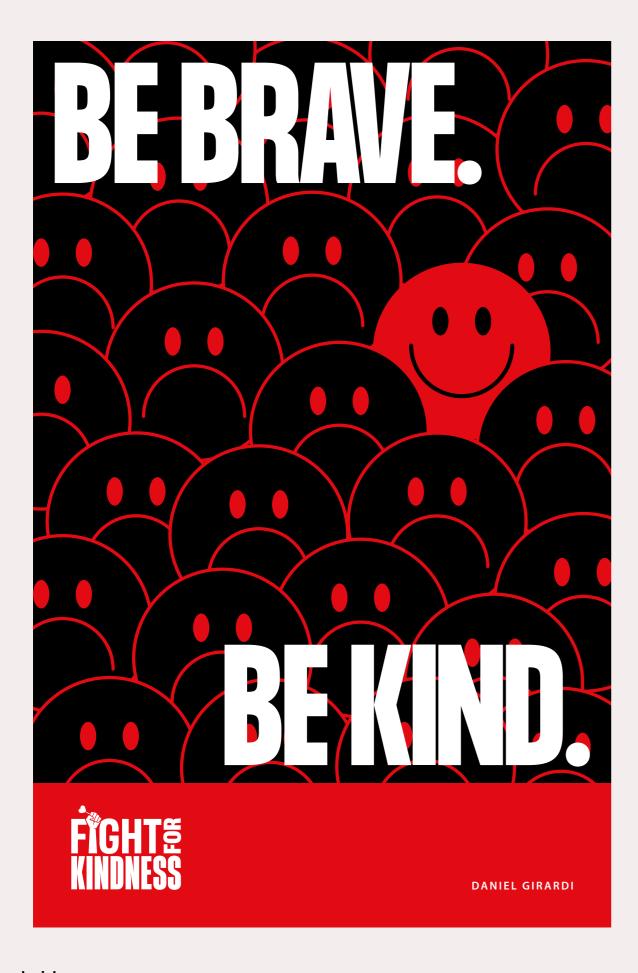
## @nathanbell / www.nathan-bell.com

NATHAN BELL

Nathan Bell is an LA based visual artist known for cleverly crafting words and drawings as a way to convey emotions and statements with a gestural feel.

His work is intertwined with ephemera, nostalgia, symbolism and observations that are both comical in nature yet contemplative.

Hand Drawn





A brazilian art director.

Be Brave. Be Kind. Formula | Font by Mat Desjardins



## @Jehdstar

Sicilian art director and lettering artist, based in Milan. Born in 1991, she discovered that she has a love for letters in her DNA at the age of 14. Her artistic portfolio boasts of collaborations with brands like Absolut, Iqos, Mcdonald's, and established Italian companies. In 2019 she joined the register of Palermo's street artists.

Born to be kind. *Custom Lettering* 

## Ran out ofpainkillers? Try kindness.























200mg of good deeds every day.

the span of a lifetime.

FRANCESCA BORGONOVO · ANNA BATTISTIN

## @leagasdelaneyitalia

Anna Battistin: 27 y/o, Graphic designer.

Francesca Borgonovo: 25 y/o, trying to be a copywriter.

Kindness positively affects several aspects of our health. To get people practice it more often, we treated as if it was a medicine. As people like easy solutions when they're not feeling good, we thought, perhaps, they would be more stimulated to take the kindness pill.

Helvetica Neue Typeface



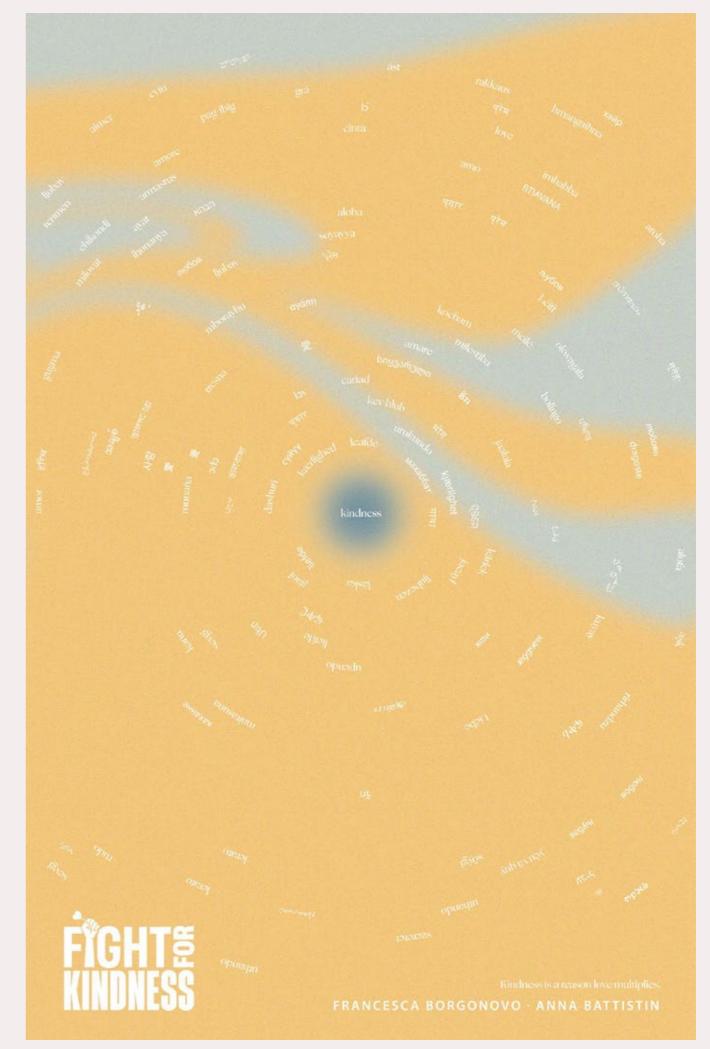
Plant a good deed.

## [Right]

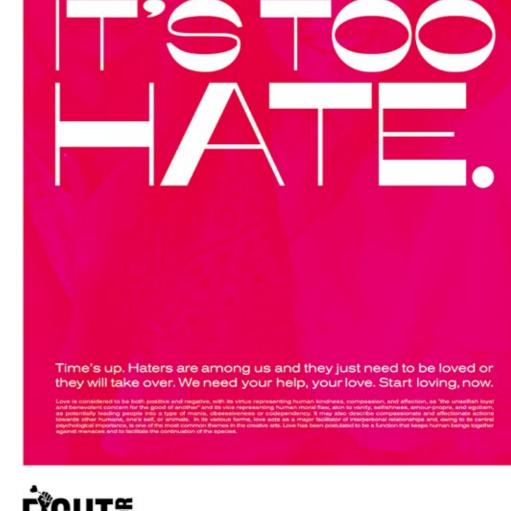
Kindness is a reason love

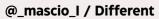
The society's becoming increasingly individualistic, so we decided to remove the individual from the centre and replace it with kindness. It becomes the epicentre from which radiates the word 'love' translated in dozens of languages. Good deeds reverberate and lead to producing a virtuous circle

Ogg and Noto Typefaces









I work in Milan and I'm the branding executive creative director at Different.

Give today get tomorrow. Bogart Typeface

Sebastiano is a designer, photographer, musician, hand/digital stuff inventor. After a degree in product design at Politecnico di Milano he began his career in 2005, starting various explorations

@kobose.it / www.kobose.it

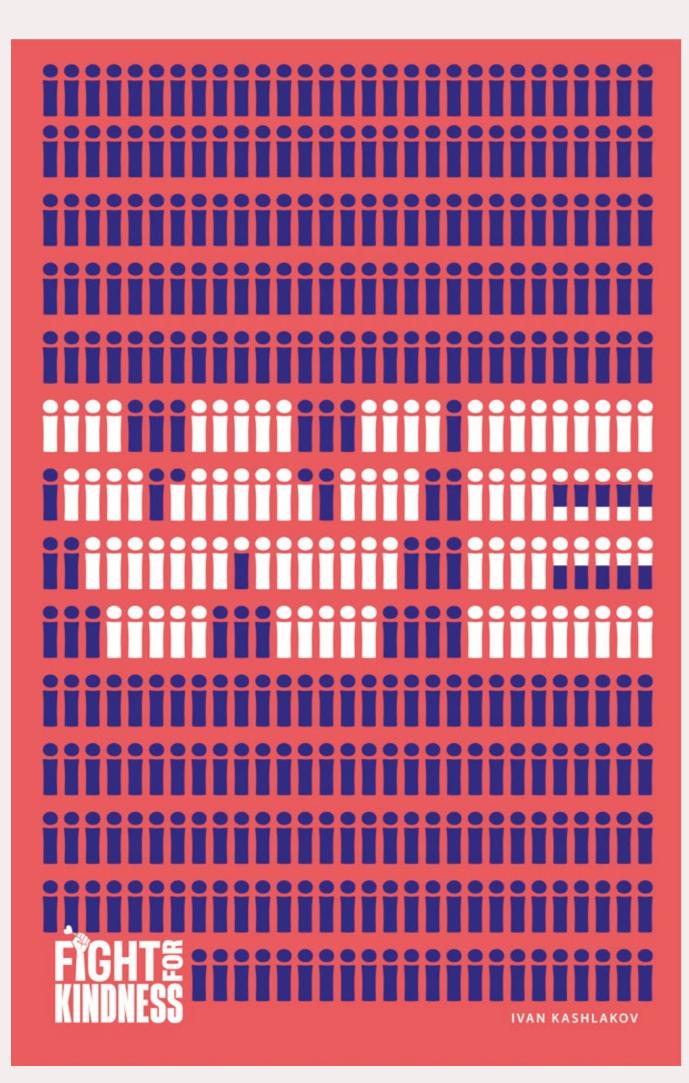
of creative disciplines.

MATTEO MASCETTI

The main concept is playing with the assonance between words "hate" and "late" and the figure of speech "do something before it's too late"

Misto Regular and Akzidenz Grotesque BQ Extended

SEBASTIANO BRANCA / KOBOSE.it



## @ivankashlak

Ivan Kashlakov is a visual artist, web and graphic designer based in Sofia, Bulgaria. He graduated BA and MA at the National Academy of Art in "Poster and visual communication". He is an Executive Director member at United Designs Alliance (UDA) and Honorary member of China Europe International Design Culture Association (CEIDA).

This is the jar of values that each of us should store in these strange times and hold on to as a survival kit for a better world.

Thunder Typeface



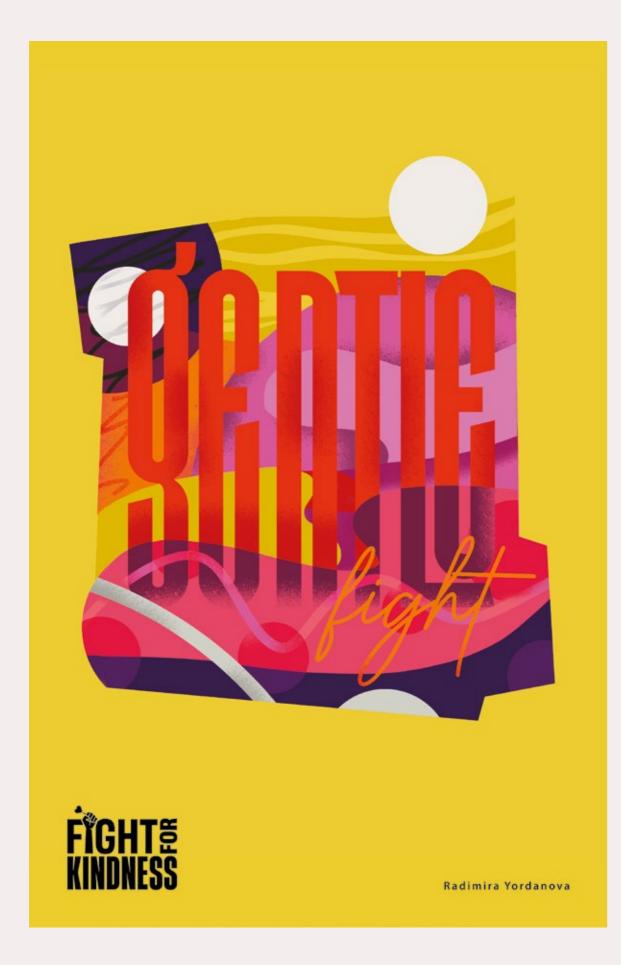
[Left]
Each of us is a separated individual but only together brought by trust and unity WE light up the future! Fight for kindness!

Custom Typography

[Right]
Different messages each with direction as road sign on the highway to kindness.

Gilroy Extrabold Typeface



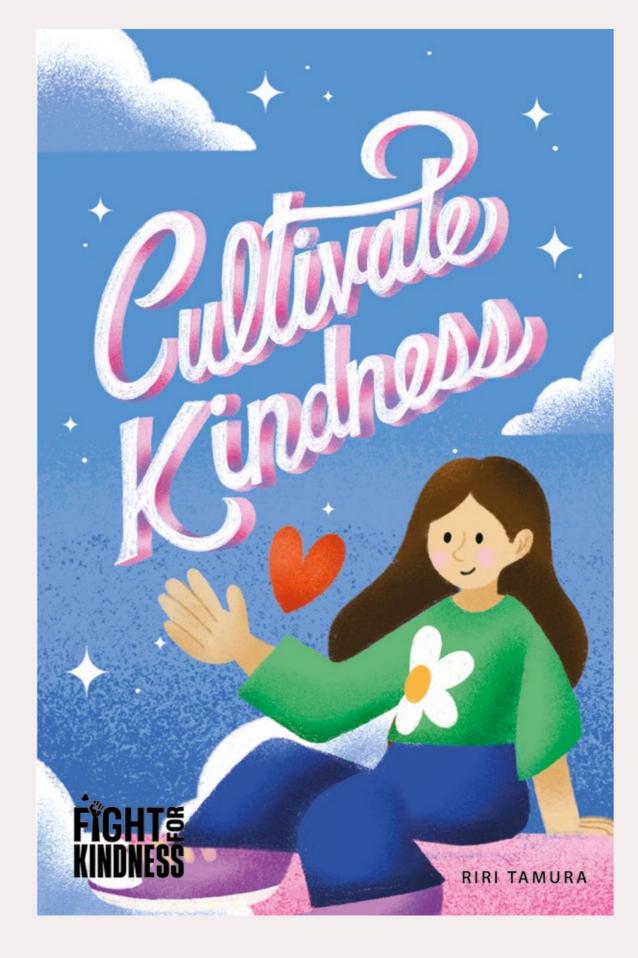




The biggest part of my heart belongs with typography, then graphic design is right after. I have interest in illustration, lettering and branding. Over the years I have been part of national and international exhibitions, artistic workshops and seminars.

In that very moment the world is drowning in violence. It is good to remember that we have other options, not just fists and tears.

"Gentle" - custom typography; "Fight" - Better Grade typeface



## @riritamuradesign

Riri Tamura is a multi-disciplinary designer and art director based in Southern California. She is an ambitious creative who strives to create work that impacts society in a positive way. When she is not working, you can catch her working on hand lettering and

illustration work on her Instagram page!

Custom Lettering

ZOË BOUDREAU

courageous
human
contagious
rebellious
uplifting
beautiful
support
love

Kindness is <u>radical</u>

vital
disruptive
powerful
listening
empathy
inspiring
inclusive
integral

FÎGHTE KINDNESS

## @boudreaudesigns / www.boudreaudesigns.com

Hello! I am Zoë, a Senior Art Director/ designer specializing in clever concept-driven designs. I currently work in Toronto focusing on identity systems, advertising, and art direction. When I'm not working, I'm probably eating cheese.

Kindness is not just one thing. It's an accumulation of many things. It's the way we act and the attitude we have in those actions. It can be easy some days and harder the next. "Kindness is" demonstrates the intricacies of kindness by defining it over and over again. *Campaign and Abril Typefaces* 

## @ludovica\_meneghella www.ludovicamenegheld588. myportfolio.com

My name is Ludovica and I'm a 24 years old motion and graphic designer. I am from Bari, but I studied between Urbino and Milan. Now I work as a motion designer in Turin, and I like to talk about social issues in my personal projects.

This quote from Toni Morrison, (Nobel Prize for literature winner) reminded me of the struggles of the first feminist movements for women's rights. The feminist struggles are not over, and my work aims to inspire not only women, but all those who are fighting for their rights and freedom.

Roobert Typeface

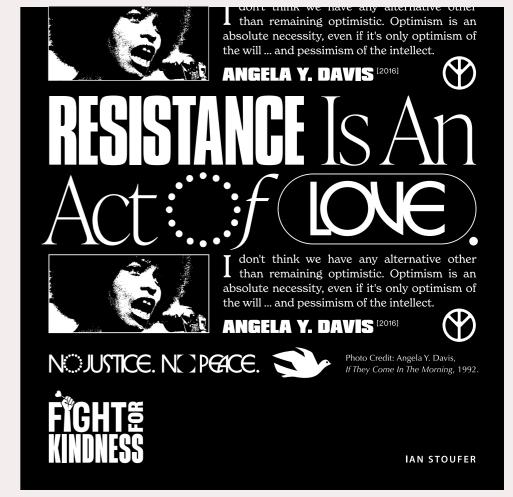


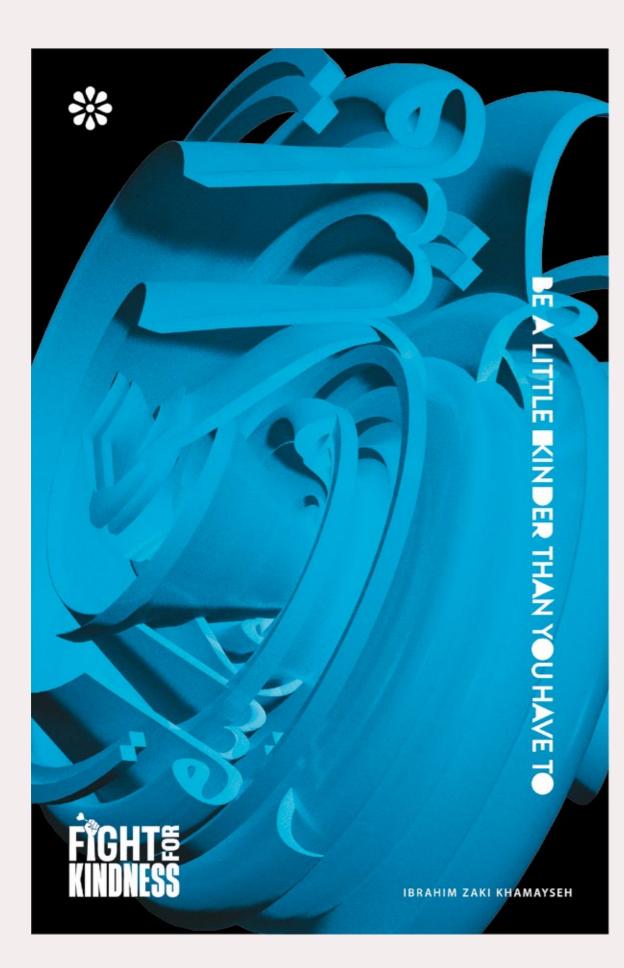


I am a multidisciplinary graphic designer, art director, and illustrator. My work is inspired by activism, inclusivity, and a love of punk rock.

Resistance is an act of love.

Typefaces: Compact, Ivy Presto Display, Herbus, New Spirit, Neue Haas Grotesk, Optima





## @ibrahimzaki.kh / www.ibrahimzaki.com

Artist, Illustrator, and Calligrapher, Ibraheem Khamayseh inherited his passion for creativity from his father, a renowned calligrapher.

Moon Rising typeface

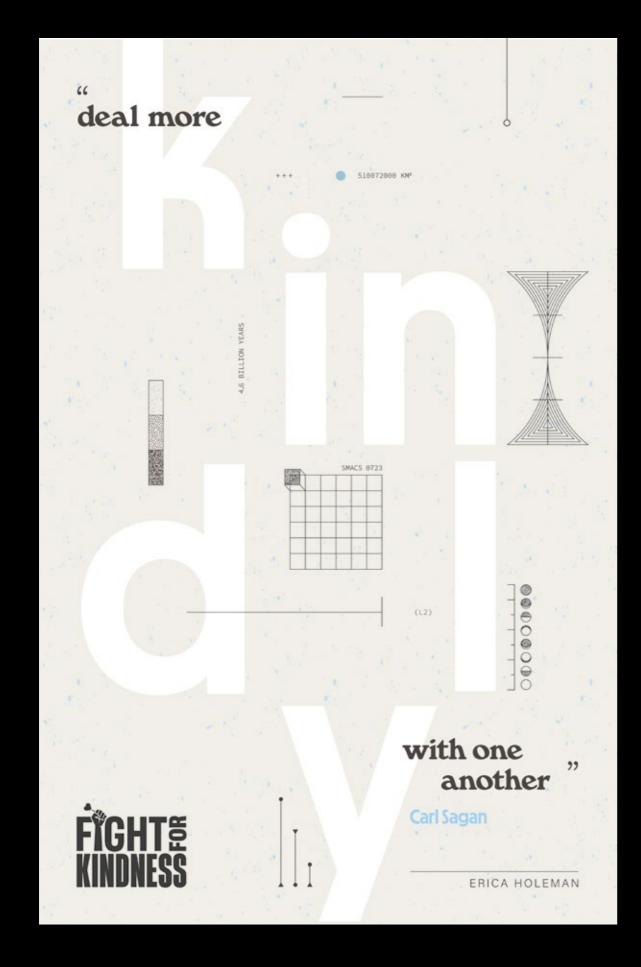


## @nvardyerkanian / www.nvardyerkanian.com

Nvard Yerkanian is an Armenian independent graphic designer and illustrator based in Venice, Italy. She is the co-founder and curator of WHY Graphic Design Festival in Florence and co-founder of AJZ space and curatorial art collective. She is passionate about architecture, urbanism, cultural heritage, art, history and politics.

"Do good and throw it into the water" is an Armenian proverb, which means that one should do good deeds without expecting anything in return.

Armenian adaptation of Delizioso Typeface by Zetafonts.



## @ericaholeman / www.ericaholeman.com

Erica Holeman is an award-winning designer and educator. With experience across identity systems, publication design, and web design, her work enlists a combination of experimental and traditional methods.

Carl Sagan's evergreen quote from "Pale Blue Dot" is a poignant reminder to broaden our perspective. Surrounded by stats and figures from the Webb telescope's deep field photo, the visual treatment is inspired by the exploratory spirit of humankind. MD Nichrome, Source Code Pro and Windsor Typefaces

## @meinersanjameiners www.anjameiners.com

Anja is a type designer and teacher from Berlin. For the last 10 years, she's been collaborating on designing custom and retail typefaces being one half of bBox Type until spring 2022. Her learning typeface system ABeZeh is ever-growing, thus never complete and constantly opening up new perspectives.

Fight for your right to education as stated in the UDHR. Knowing about each other's culture and history, present conflicts and the challen ges of the future, we can establish a base for kindness.

ABeZeh typeface is a tool for free and quality elementary education – because it all starts with reading. ABeZeh available on www.lbboxtype.com/edu

## Universal Declaration of Human Rights

§26 Article 1

## Everyone has the right to education.

Education shall be free, at least in the elementary and fundamental stages.
Elementary education shall be compulsory. Technical and professional education shall be made generally available and higher education shall be equally accessible to all on the basis of merit.

§26 Article 2

Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.



Education is the key to kindness.

ANJA MEINERS

## @leahperrino\_ www.leahperrino.com

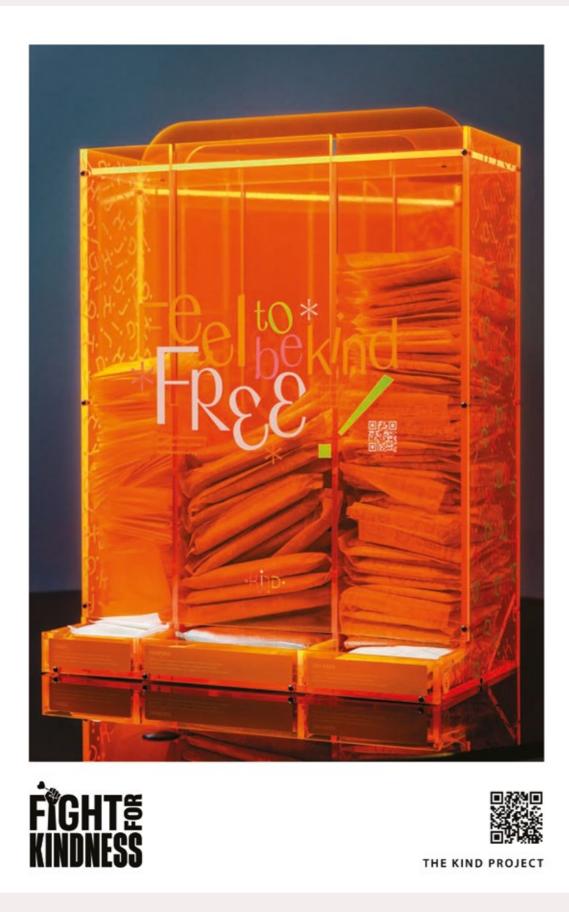
I'm a graphic designer, writer, art curator & activist with a love for typography and bringing people together through art.

Human First. A reminder to be human— be kind to each other & yourself

Custom Typography



leah perrino

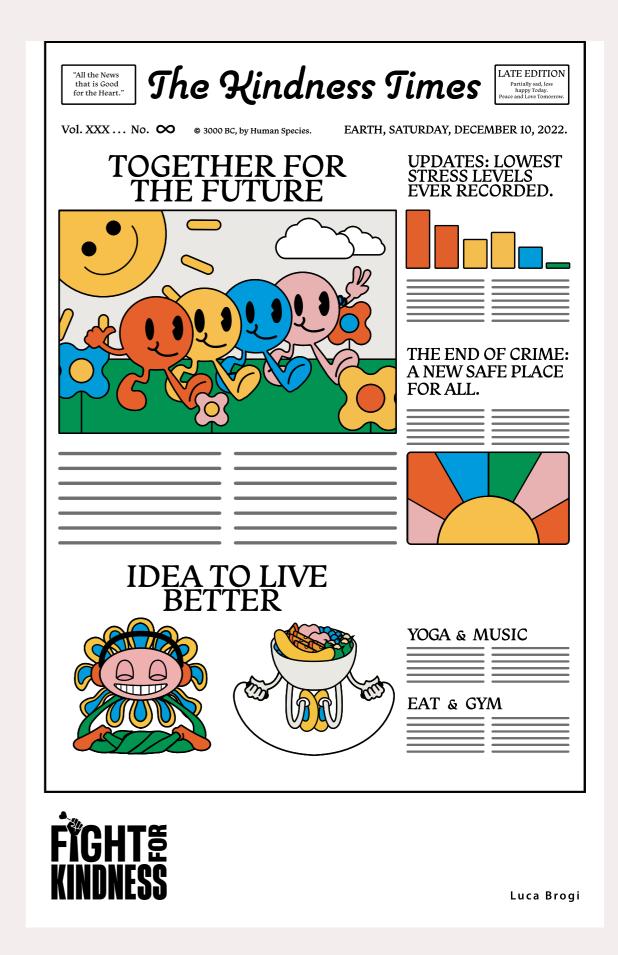


## Dina Benbrahim / www.feelfreetobekind.org

The Kind Project was initiated and is directed by Endowed Assistant Professor of Graphic Design, Dina Benbrahim. It was co-designed with University of Arkansas' design and fabrication students Kayla Spear, Aimsley McDaniel, Blaise Keasler, Erin Enmark, Haley Tucker, Jaret Sites, Lizzie Cleveland, Stacey Trucks, Melissa Loney, and Nick Hobbs, Director of Technology, Vincent

Edwards and the Director of Facilities and Sustainability at Fayetteville Public Library, Sam Palmer.

The Kind Project uses design and public spaces to normalize inclusive conversations on menstruation and increase access to period products in the most dignifying ways.



## @rumygraph

Hi, my name is Luca Brogi and I am a student at the Design and Visual Communication course at Polytechnic of Turin, in Italy. I am interested in various fields of graphics and visual design such as illustrations, publishing and silkscreen prints.

The kindness Times shows how newspapers would be like in a world where people respect each other and work together for a better future.

Pauline Bold Oblique and Monarcha Regular typefaces



Empathy For Those Who Are Like You And For Those Who Are Not



AKSHITA CHANDRA

## @akshitachandra www.akshitachandra.com

Hi, I'm Akshita Chandra, a graphic designer and typographer originally from India and currently in Baltimore, MD. My design process is a palindrome between research and intuition and I hope to make connection and have conversations through a lot of my work.

Being empathetic is a superpower. Supreme LL Typeface



[Left]
Celebrating the multitudes.
Empathy for those like you and for those who are not.

Lyno, Beastly, Hoefler Text, FFF Atlantis, Clairvaux, FrankLatin, F37 F51, Minerale and GT Haptik Typefaces

[Right] Kinder Than Necessary Editorial New



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# MY RELIGION IS VERY SIMPLE. MY RELIGION IS KINDNESS.





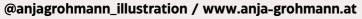


Dalai Lama









Creative Studio for Illustration, Lettering & Murals for Businesses.

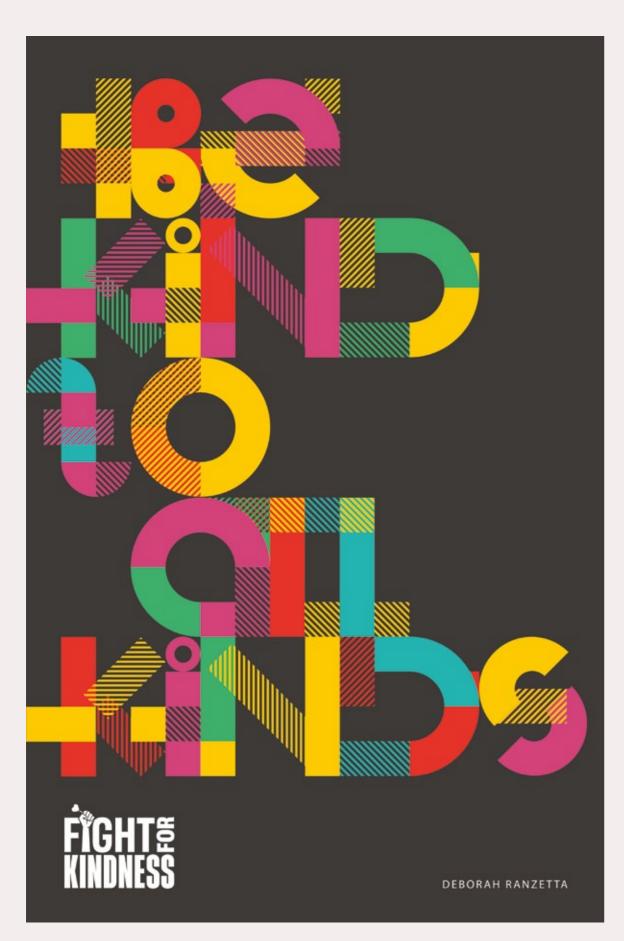
Confetti for Kindness! *Custom Lettering* 



## @briezl / www.workbybrie.com

Brienne (she/her) is a designer living in Toronto, Ontario. When she isn't sitting in front of the computer, she's either sketching, travelling, camping or throwing pottery.

Based off Chubb typeface, but modified.



## @dranzetta\_design / www.deborahranzetta.design

Freelance designer, art director & typographer.

Be kind to all kinds. My Spin font uses happy accidents of form and colour to create the characters, which I feel perfectly carries the message of unity and difference.

## @sreenihal www.sreenihal.com

I'm a Visual communication designer based and practicing from Milan, Italy. Devoted to advancing and practicing my typographic skills. Co-founder of 'Art with Intent' an online design community empowering people with the power of creativity, by artists & designers for everyone. Other than Graphic Design I'm interested in illustrations & watercolours

We always tend to run away from ours and other's issues, no matter how it affects us or others we love. Let's take this moment, step back, and face those issues rather than taking the fire exit.

Intent Sans Typeface, Designed by Sreenihal Pouka



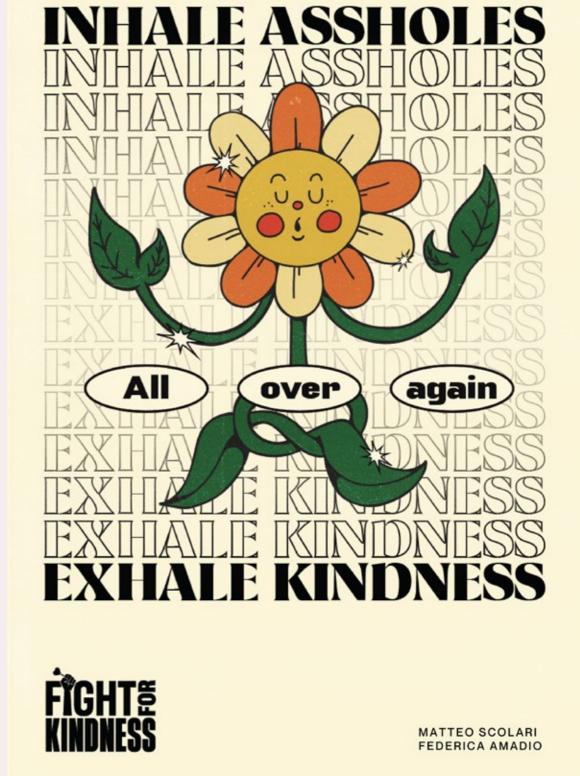
## @ofcourse.wtf www.ofcourse.wtf

Ofcourse! Is a design studio based in Milano. Led by Sreenihal Pouka & Shriya Patel.

Ofc be kind. Way to freedom. Irregardless by Oh no Type







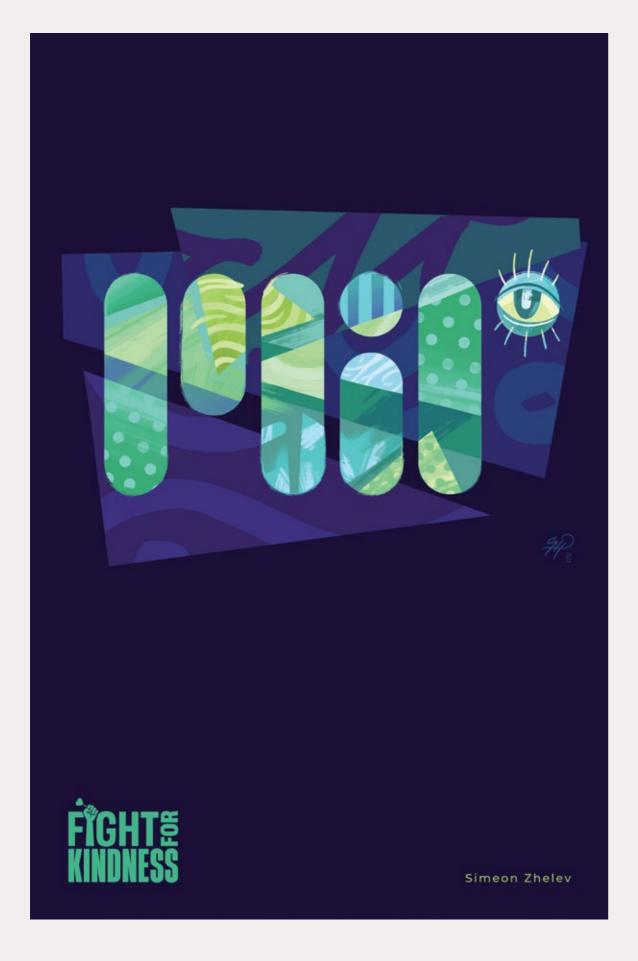
Federico Zanoni @zanoni

Giulia Basile @heycobie

## Federica Amadio and Matteo Scolari / @\_scolla\_

Federica Amadio is a Creative Copywriter, 27 years old based in Milan. Matteo Scolari is an Art Director, 31 years old also based in Milan.

Photosynthesis Rische and Fuji typefaces



## @simeonzhelev

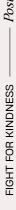
A graphic designer by profession, interested in a variety of creative activities such as calligraphy, typography, graffiti, illustration, heraldry, digital art.

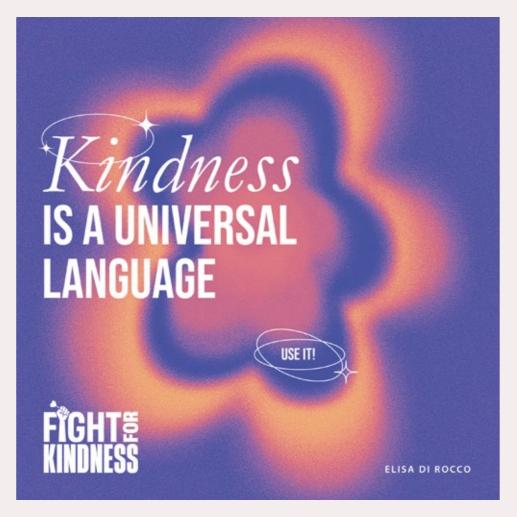
Over the years, he has led workshops on artistic book making,

calligraphy and graffiti. He has participated in numerous national and international exhibitions and curatorial projects.

The word Peace written in Bulgarian but with Latin letters.





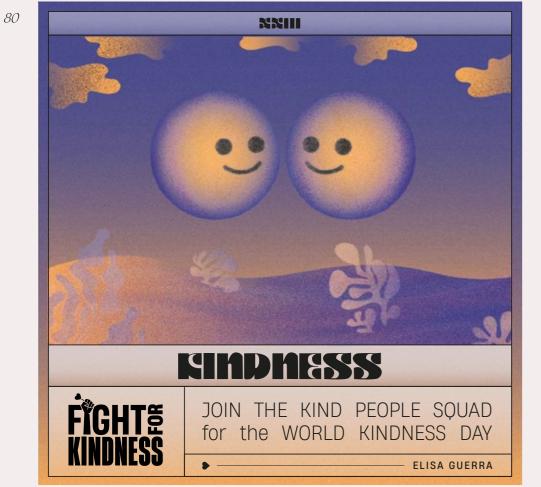


## @elisa\_dirocco

Hi! I'm a second year student at the university of Turin, communication design course. I am very into design and social issue, because I believe that this medium could spread ideas and good action for a better future.

Kindness is something everyone can use because it often doesn't need words, it's universal. It has the power to break down barriers between people and connect them.

Bebas Neue Regular and Garamond Italic Typefaces



## @\_elisa\_guerra www.elisa-guerra.com

A Graphic designer based in France. She focuses her work on music and culture, mainly using illustration, typography and video.

I imagined kindness as the 23rd arcane card of a Tarot game. The kindness card has a strong meaning, just as the Justice card for example.

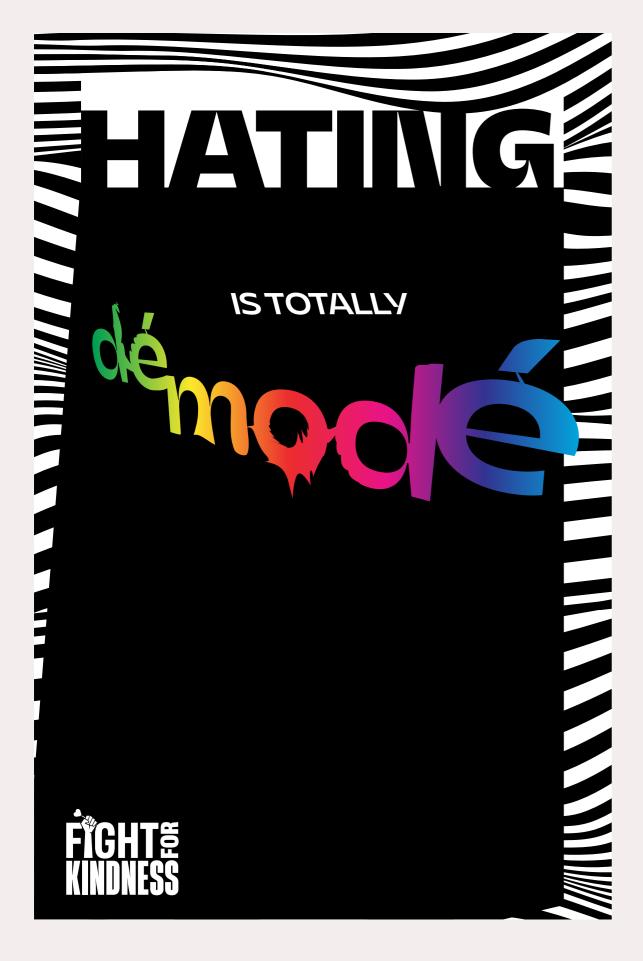
Heading Now by Zetafonts and Motter Ombra Typefaces



## @sara\_hfatt

Sara Fattouh is a French/Arabic design student based in Montpellier, France.

Biff Classic Trial and Lindsay Signature Typefaces



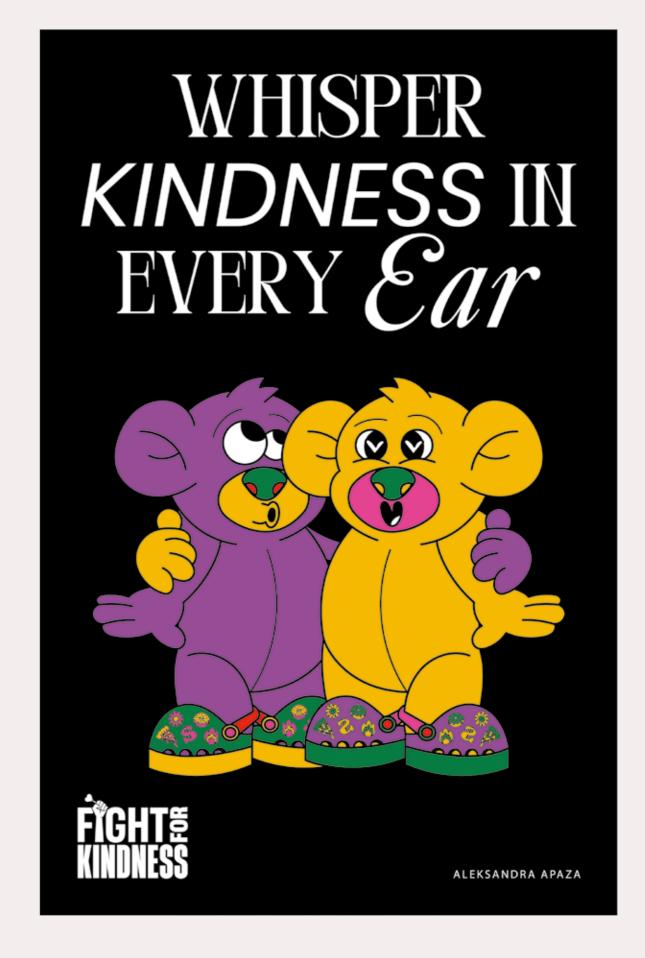
## @deboramanetti

Co-Partner at Zetafonts and Studio Kmzero, specialising in Visual Communication, Typographic Branding and Design Strategies. She is also the program director at TypeCampus.

It is time to write new chapters of humanity starting with the

revolution of kindness. If in the end you are still convinced that there is no good reason to dismiss the anger, here is a definitive push.

Asgard Typeface by Zetafonts.



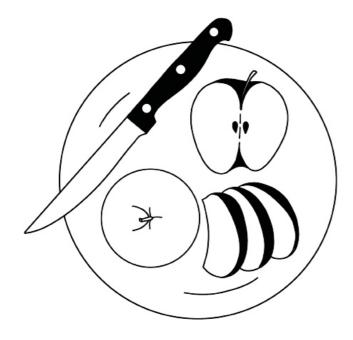
## @aleksandra\_apaza / www.aapaza.com

My name is Aleksandra. I am a Polish Designer and Illustrator based in Miami. I like happy designs with eye-catching colours and I am obsessed with Typography.

ITC Garamond, Std Light Narrow, Perandory & Poppin Typefaces

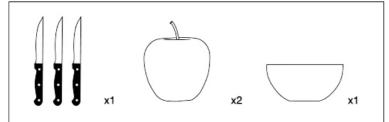
## FÖRÄLDERS VÄNLIGHET





Make sure that people you love feel loved. Do not leave childrens unsupervised. The suggested examples are not official KINDNESS user guidelines for KIND people. If you can't use the products referred to in the instructions, use similar ones.





CAMILLA GIGLIO

## @stuffbymim

My name is Camilla, I'm a 23 years old Illustrator and Graphic Designer from Turin, Italy. My works are always heavily influenced by pop and especially GenZ's culture: I love to illustrate and design a portrait of the society I have around, whether it's by quoting movies or songs.

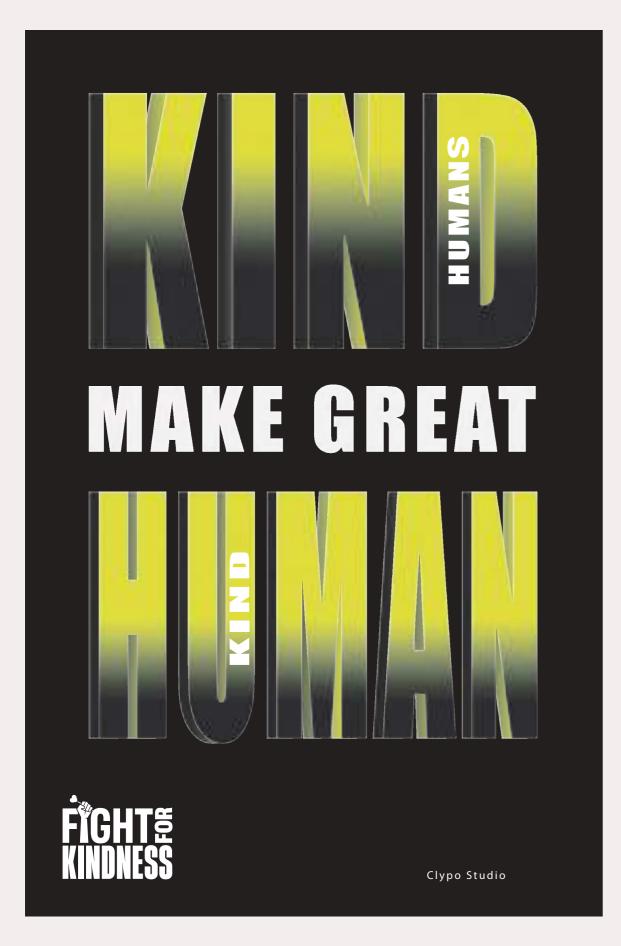
The inspiration for my project "Parent's Kindness" steams from one of my closest experiences with kindness: my mom bringing me peeled fruit after every fight when I was a teen. This is why I've designed a project that is meant to be a "Kindness instruction manual" that resembles an IKEA Manual.



## @pressy.messy.and.depressy

I am 20 years old from Veliko Tarnovo, Bulgaria. I am a student at VTU St.Cyril and Methodius majoring in Graphic Design and Visual Communications. I like to create and develop my ideas into real projects. I actively participate in various competitions in the field of Graphic Design.

I imagine kindness as countless flying ribbons of colour scattered like confetti that are all around us, and everyone has the opportunity to scatter more of them.



## @clypo.studio

We're a creative team: Art Director and Copywriter. We met in high school, split in university and came back together as professionals to literally mind our own business.

Kind humans make great humankind.



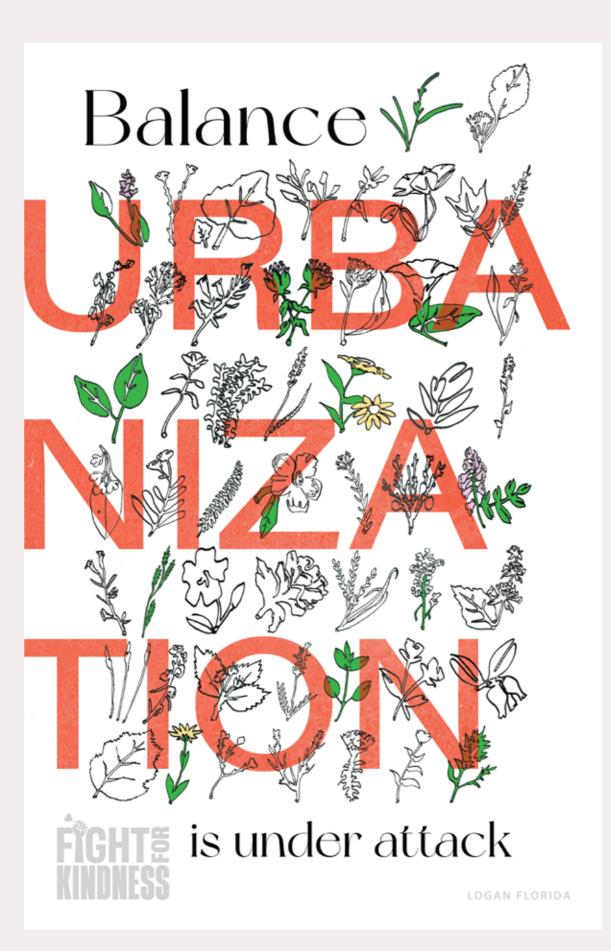
## Giacomo D'agostino @the\_damen\_

Born as a graffiti writer, I realised at the age of 18 that my interest in letters could go far beyond a simple writing on a wall.

Hence, my first approach to hand lettering and typography, still represents my greatest interest today.

[Right, Below]
Custom Typography





## Logan Florida

I am an environment based designer currently studying graphic design at the School of the Art Institute of Chicago.

Urbanization, deforestation, and climate change have contributed to the extinction of 51 plant species native to North America.

Each illustration is a representational sketch of the plants native to North America that have gone extinct since European settlement.

Acumin Variable and NewYork Typefaces

# Kindness someo else not ecause oecause RICCARDO AMATUCCI

## @riccardo\_amatucci

A Good Heart.

The fundamental component of the concept of kindness is empathy, the ability to place oneself in the situation of another person and immediately understand their emotional and

psychological processes. Only through this ability we can act with kindness, seeking to improve the lives of others.  $\frac{1}{2} \int_{\mathbb{R}^{n}} \frac{1}{2} \left( \frac{1}{2} \int_{\mathbb{R}^{n}} \frac{1}{2} \left( \frac{1}{2$ 

PP Eiko Thin Typeface

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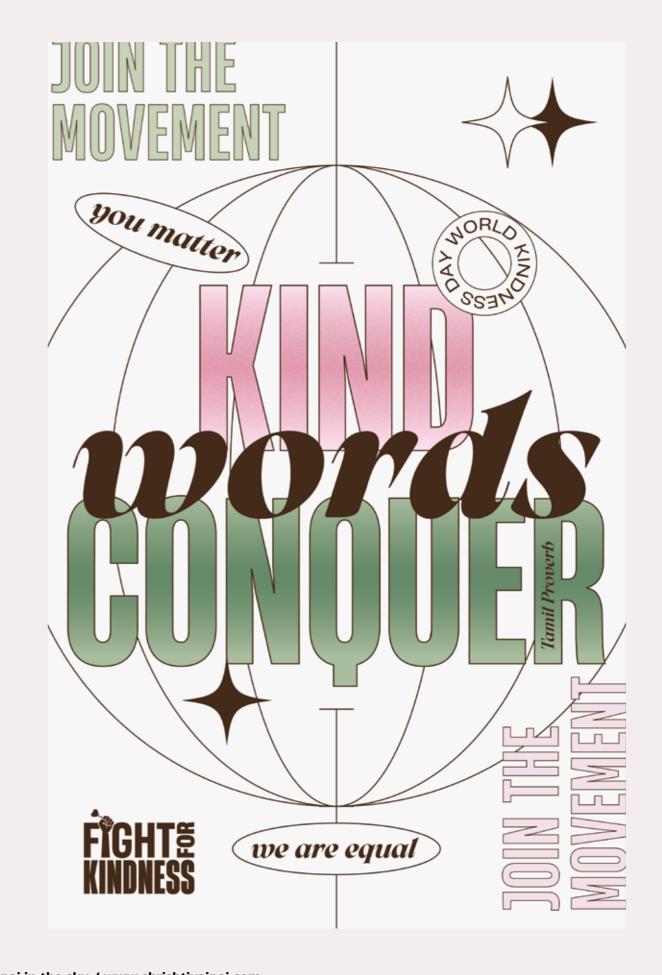
SOFIA BANDINI

## @sofiabandinii / www.behance.net/sofiabandifac0

Graphic designer & social media creator, born in Florence, Italy. Through my work, I translate the functionality of typographic families into striking visual inspirations.

Extremely kind from birth, I try to spread and defend kindness as I can every day, from small to big gestures.

Blacker typeface family by Zetafonts.



## @pai.in.the.sky / www.shrishtivajpai.com

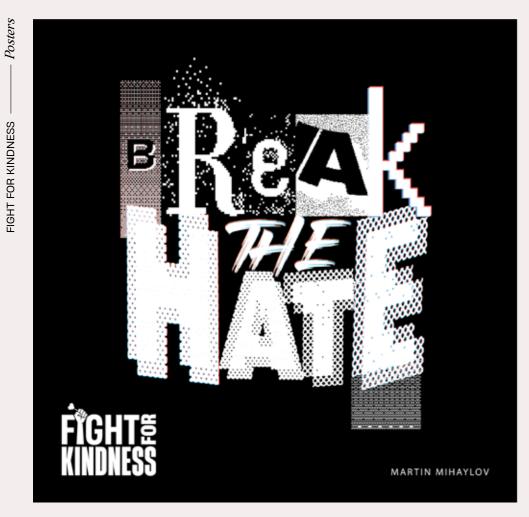
A Graphic Designer from New Delhi, India, specialising in visual communication. I am extremely interested in Typography and use it as a medium to tell visual stories.

A Tamil proverb that connotes the power of kindness in

communication. Empathic and kind words can conquer hearts and even the world. It is a medium that can unify our community and be an agent of change

Heading Now and Arsenica Typefaces by Zetafonts.





## @martin.mihailove

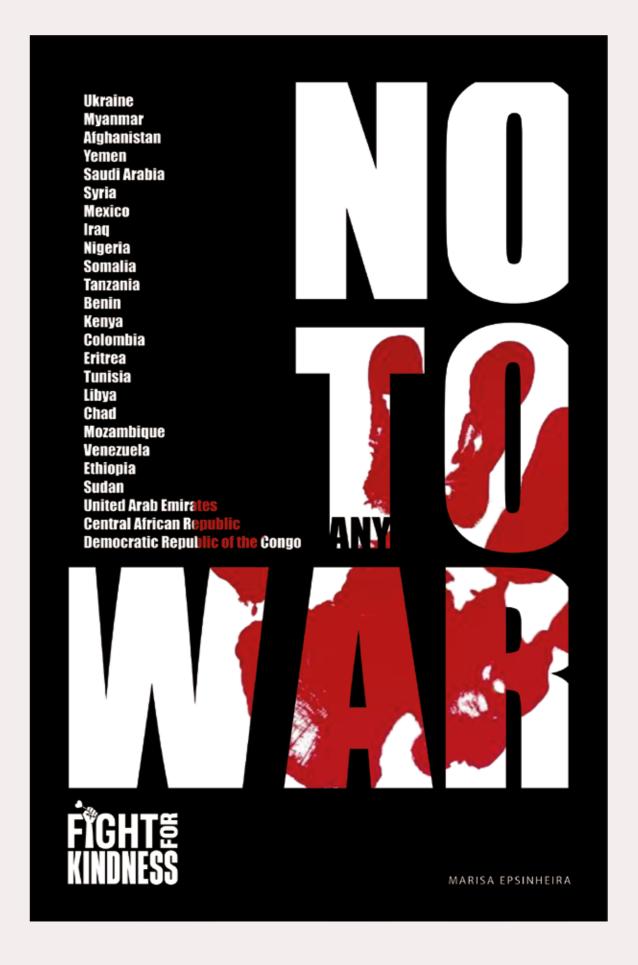
Break the Hate. Custom Typography



## www.meganice.de

Graphic Designer living in Prague.

Just be Kind! BQ Condensed A and Akzidenz-Grotesk Typefaces



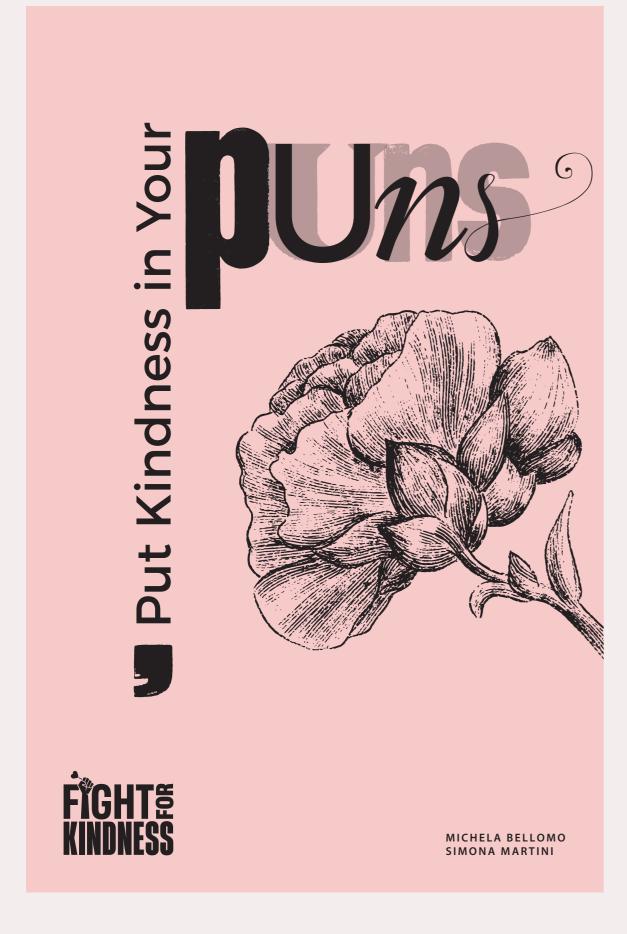
## @ma\_re\_si\_a / www.behance.net/marisaespinheira

A Portuguese Communication Designer that looks at design as a tool for social presence and transformation in the community.

At a time of great prominence around the Russo-Ukrainian War, these posters were created as a reminder of the existence of

other conflicts and wars around the world. The hand-mark was chosen to highlight all deaths not covered by the media (referring to a project from the Gran Furym colective).

Impact Typeface

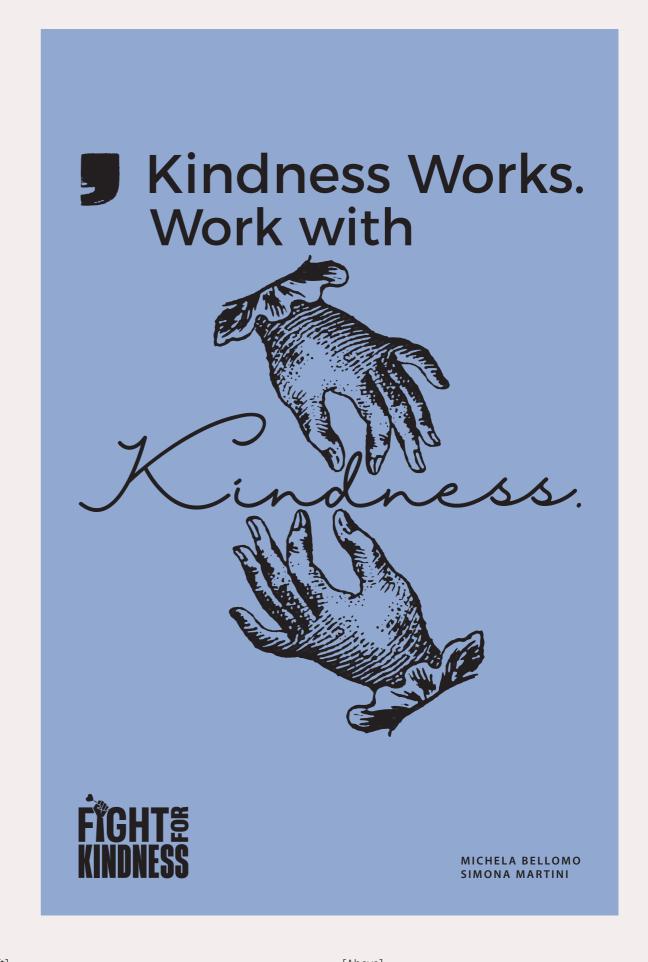


## @michilab\_brandidentity / www.michilab.com

Michela Bellomo is a brand creator and colour strategist. She helps professionals design their brand identity: her gentle business framework enhances empathy and humanness.

## www.simonamartini.net

Simona Martini is a creative copywriter who believes in the power of words in shaping our thinking and behaviour. She guides people through empathetic, non-violent language.



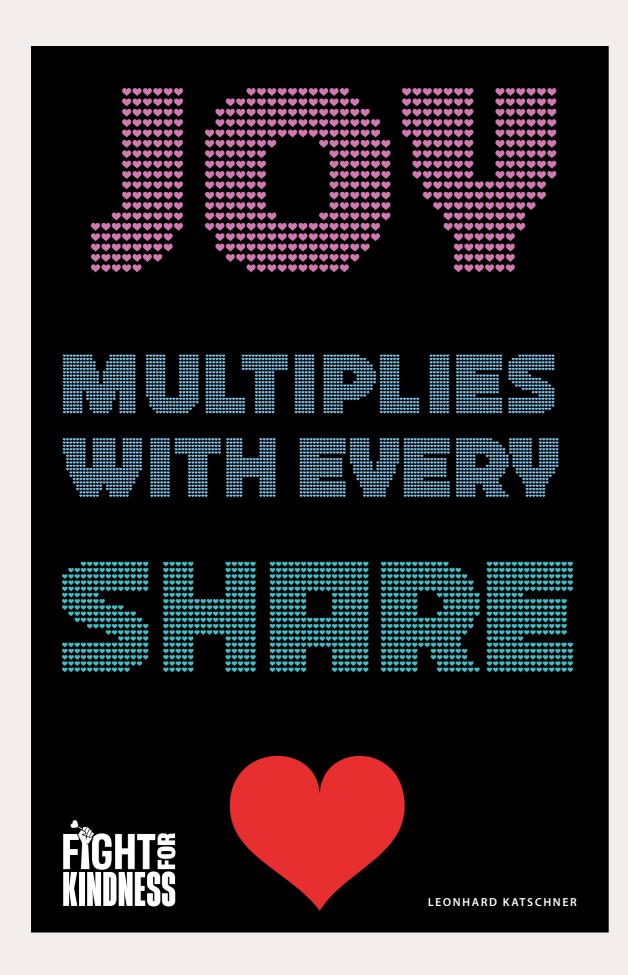
### [Left]

A pun from "Put flowers in your guns", from the Flower Power antiwar movement. Words can be violent or non-violent. We invite people and creatives to add kindness to the words they use, and make kindness bloom.

PANTONE Rose Quartz was chosen in 2016 to represent "a soothing sense of peace".

### [Above]

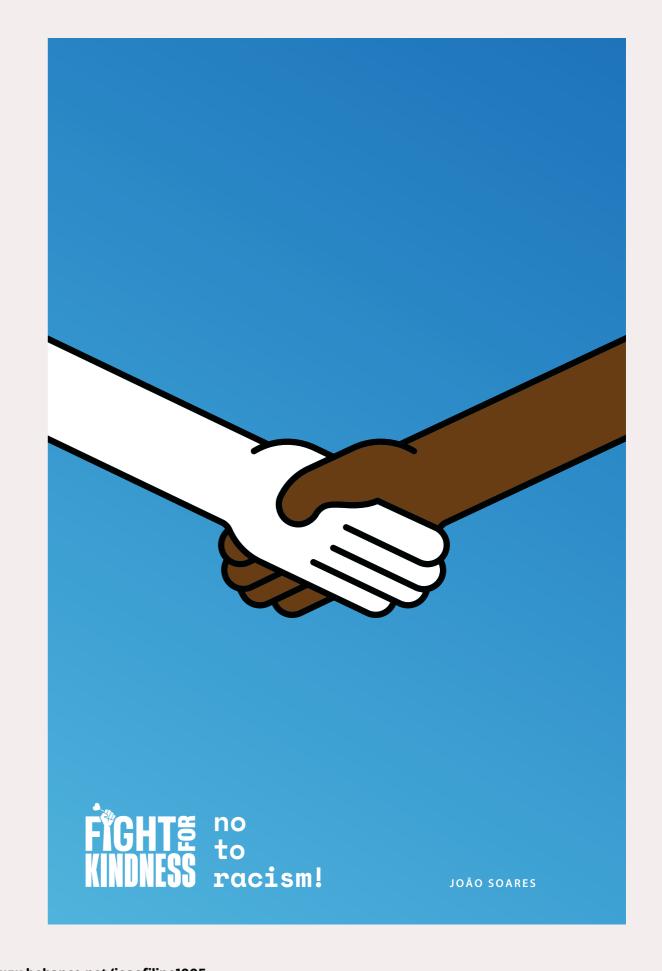
An invitation to work together and co-create kindness in every gesture, by showing care and respect. The hands' vintage touch refers to politeness associated with times gone by. PANTONE Serenity reflects "connection and wellness, bringing feelings of respite and relaxation even in turbulent times".



## @bravetype.foundry / www.bravetype.de

Leonhard Katschner is a digital media designer and a freelance type designer.

This is a pixel font made out of hearts!. *Lovechild Typeface* 



## www.behance.net/joaofilipe1005

João Soares is a Graphic Designer based in Portugal, Oliveira de Azeméis. He is also fascinated by areas such as product design, fashion and illustration.

Space Mono Typeface





Saber is a Motion and Graphic Designer.

Kindness like a boomerang always returns to the ones who give it. Some people and beliefs call it Karma, the principle of cause and effect resulting from one's actions. We have all experienced that feeling of joy when we help another human being or the good things that happen to us afterwards.

Custom type, drawn using brush tool.



I am a daydreamer who loves art, music and travel especially those that allow me to visit museums and monuments.

My biggest passion is illustration and I'm always looking for new ideas, always ready with my sketch pad. I try to illustrate what is part of me and of my being.

The message is to choose love because it is the solution to any evil.

Armonioso Regular

I used the quote "kindness is the engine of the soul" to sensitize people to the fact that without kindness our soul is just an empty and useless shell.

Typefaces: Heading Pro & Arsenica by Zetafonts and Armonioso





# BEING REQUIRES LUTELY ZERO TALENT.

FÎGHTE KINDNESS

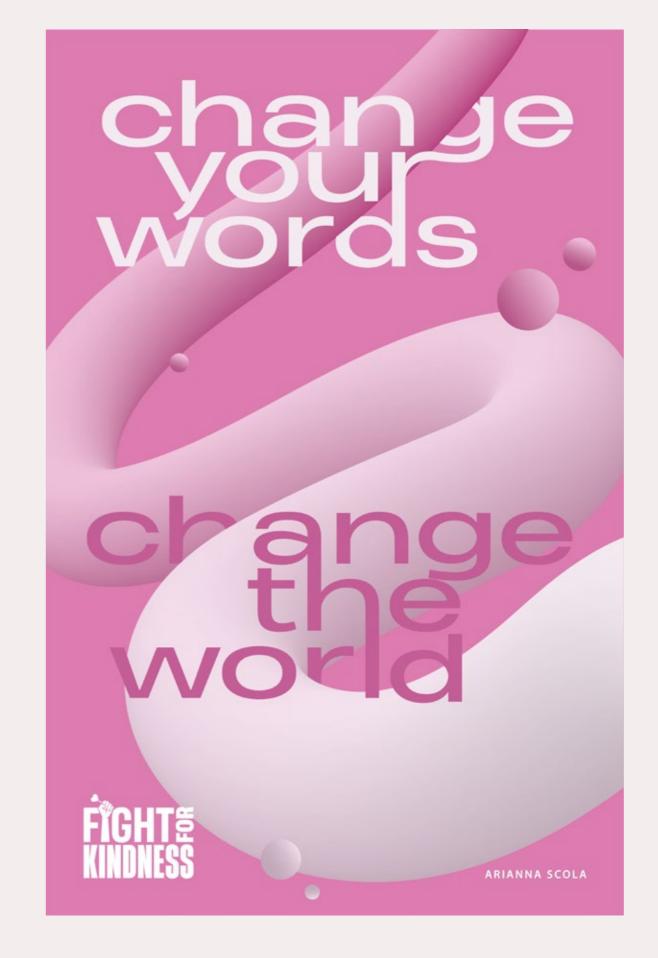
вотн вои

## @both\_bou / www.bothbou.com

Both is a co-founder and creative director of Anagata, a design practice specializing in brand strategy, identity design & type design in Cambodia. Both is known for his modernist approach to the craft with the goal of solving complex questions through the use of distinctive and timeless solutions.

Everyone in this world wants to be talented in something, and often people don't pursue their passion or goals because they feel they're not talented enough to do so, but being kind requires absolutely zero talent, so everyone can pursue being kind.

Neue Haas Grotesk Display Typeface



## @bu\_bi\_

Arianna is a Communication Design student from Bologna.

Change your words, change the world. By using kinder words you can make a positive impact on the world, even if you might not realize it in the moment. *Heading Pro Ultra Wide Typeface* 



## **Danielle Wollach**

Graphic Designer with a playful attitude and a passion for typography, print and branding.

Sometimes all it takes is one kind word to create a chain of good deeds and compassion that spreads throughout different places and people. If we all chose some of our words and attitudes towards the people we come in contact with more consciously we could create a truly kind world.

Forte Typeface



## Be the reason why someone smiles



## @fethesign

I am a communication design student at Polytechnic of Turin. A silent observer who loves details, still not aware of the road ahead in a future work but curious to have new experiences.

Kindness can manifest itself as both actual physical affection and

the sweetness of someone's words. Let's remember that a little kindness can turn a person's day for the better, bringing a smile to their face.

Domotika Black and Recoleta Regular Typefaces



## @qpavlov\_designs

A kind student still studying the arts and crafts.

Manis Banget Line Typeface

# BEKIND it's free



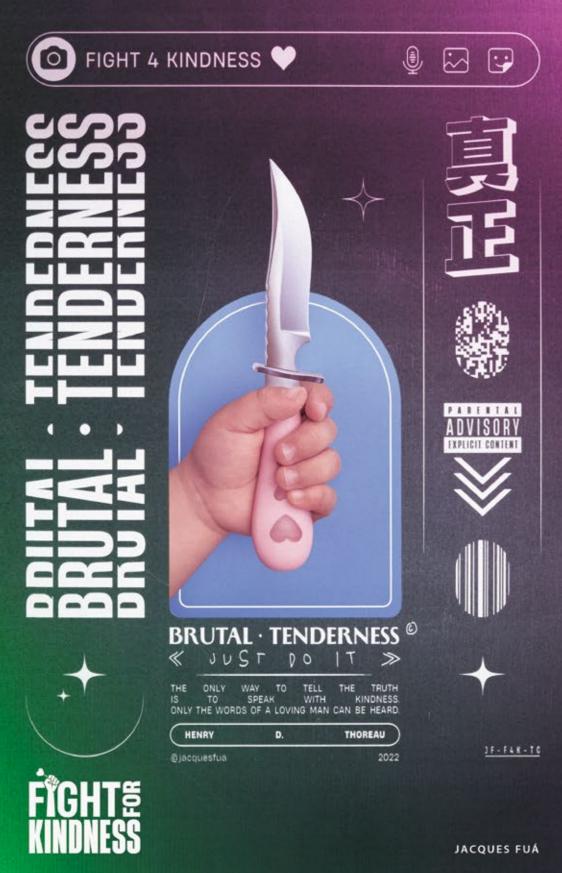
€ 0.00



PIETRO BUONANNO

## @pietro\_buonanno

Pietro is designer from Bologna, Italy, studying Digital Communication Design at IAAD.



## @jacquesfua / www.jacques-fua.tumblr.com

My art direction is influenced by a sharp duality: strong concepts (mind) paired with hand-crafted executions (body). I can instil a deep lateral thinking both in typography and in illustration, especially through assemblages. In a nutshell, I manage culture with a conceptual pop attitude.

Can brutalism be gentle? Can kindness be brutal? Can both of them be almost Photoshop free? Well, of course. / UV print on a stainless steel plate + colour gel photography by Marco Marinelli

Heading Now and Monterchi Typefaces by Zetafonts

## @davidarthurbrown

Semi-retired designer living and semi-working in Barcelona. Doing occasional projects, making artworks and teaching.

Being kind for a day is relatively easy. Sometimes it's good to have a reminder that it isn't just for one day. I chose the Designal font as tribute to one of the kindest people I've ever known. Felix Rufin gave me a set of his fonts as a birthday gift and I am proud to use them.

Designal by Felix Rufin at Type-Ø-Tones

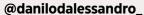
This piece is inspired by a BBC Radio series about kindness and one particular episode where the main focus was on a young man who made a decision to undertake a life-changing act of kindness.

Main typography is Rockwell regular and bold plus "hand" drawn type and Myriad Pro for the detail.









Lover of design and technology, I enjoy transforming ideas.

If each of us were kind, kindness would expand just as nature does. Typefaces: Freitag by Zetafonts and Cabinet Grotesk via Fontshare



## @emma.haywood.curzon

Graphic designer with a fondness for fun things. Me and my niece were writing silly Haikus and I thought it might be cool to write one for this brief, the message being that we all have the ability to spread some kindness and positivity. Gotham Rounded Typeface



## @christinecharnock\_ www.christinecharnock.co.uk

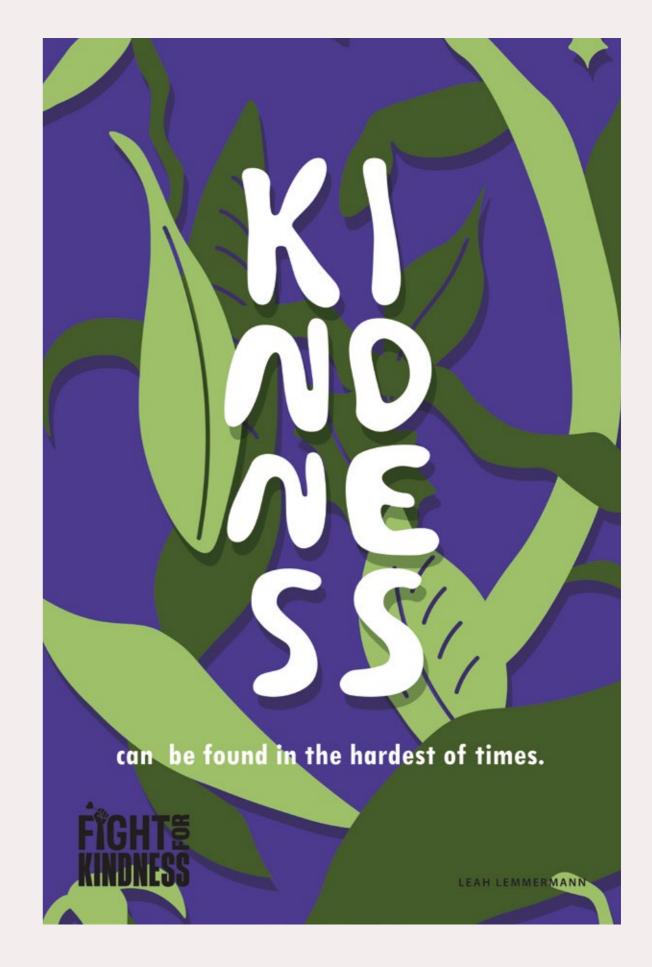
Christine is a multi-disciplinary designer and creative educator based in Manchester, UK. Christine's work spans graphic design, illustration, user experience and beyond. Research interests include equality, diversity and inclusion within the creative industries.

Resting in bed, an individual is wrapped in a self-care duvet cover. The duvet includes wording to highlight the importance of getting enough sleep and rest.



Hand-drawn lettering A message to highlight the importance of sharing worries with someone, or being a listener to someone's concerns.

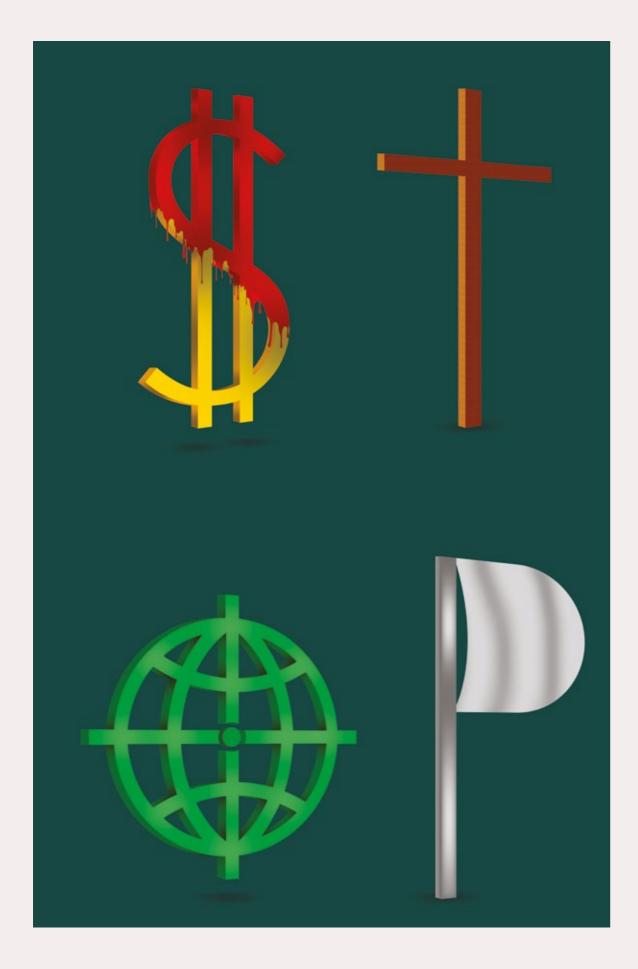
Hand-drawn lettering



## @lemmlaeh / www.leahlemmermann.com

A visual designer, with an insatiable curiosity and a love for the unconventional, Leah designs graphics, code and animate but foremost bring stories to life.

Tw Cen MT Condensed Typeface

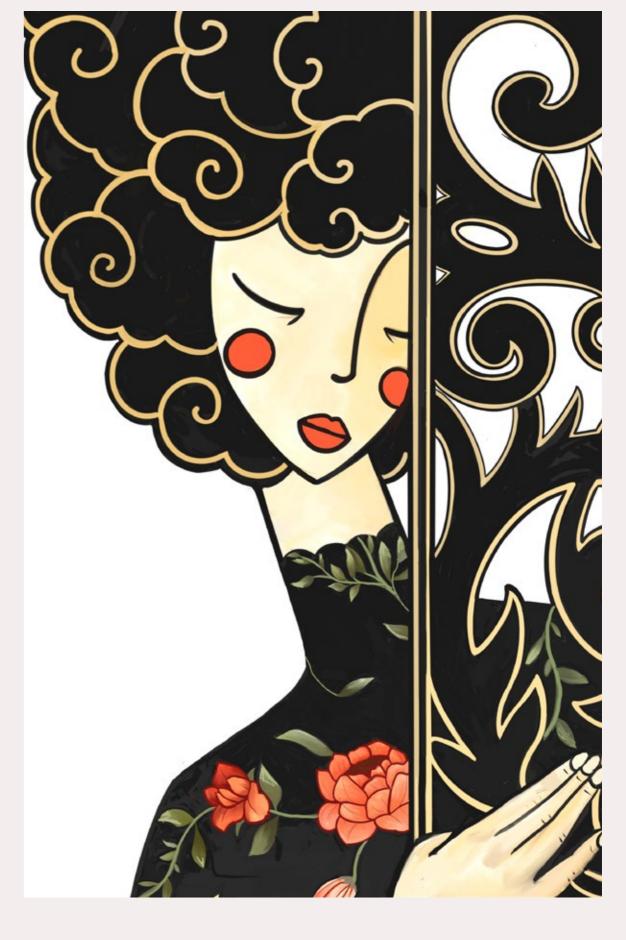




Behnam Nasrullah Zadeh is a graphic designer since the age of 17, and works internationally.

The concept, according to the title and description of the call, is to do good in the right way, to prevent unfortunate incidents

and have a better life. By doing good morally and especially financially, I prevent unfortunate incidents.



## @greta.stefanel

From 2017 until 2021, I worked in art and cultural projects in the Favela Rocinha where Art takes on a value of denouncing a condition ignored by many primarily by the Brazilian government. In Rocinha and in Brazil in addition to works on canvas I have also made several graffiti and live performances.

Many times, unfortunately, when we see people who are lonely, different and who do not meet the standards of society, we tend to judge instead of listening; each of us is facing our own struggles in our own way so instead of judging we have to extend a helping hand.



## Presiyana Ivanova

I am currently a student at The University of Veliko Tarnovo, Bulgaria. At this point I am studying Graphic Design and Visual Communications, so my interests are based thoroughly in poster design and also in corporate identity.

The Missing Part - People in this world are increasingly forgetting to be good. Kindness is the centre of everything but is also the missing peace of the person's heart's puzzle.

Harlow Solid Italic and Plovdiv Script Regular Typefaces



## @becagli\_alessandro

An Aspiring graphic designer, graduated from the Academy of Fine Arts in Carrara and specialized in typography and calligraphy design at IED Florence.

Representation of surprising change, of how kindness can bring the world closer together and colour it.

Milligram and Milligram Macro Typeface by Zetafonts



## @feixuefeixue

Feixue Mei is a designer, illustrator, and artist from China and based in Missouri, US. Her creative practice and research have been recognized by American Illustration (AI-AP), JIA Illustration Award, International Design Awards (IDA), Graphis, and 3x3 International Illustration Awards among others.

Kindness Changes Everything Mentimun Typeface



## @willwills

Will is a designer and art director based in London, United Kingdom.

Kind is the new sexy. Custom made type

## @its\_lucialba

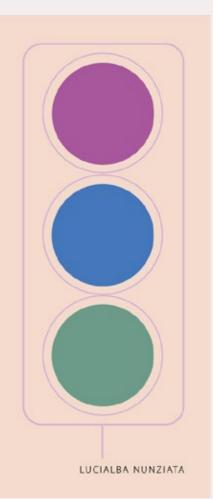
I always wanted to create. I feel the urge to do something that captures a feeling, a moment. I'm attending the last year in Design and Communication course at IUAD in Naples, Italy. My purpose is to do always better than yesterday..

The Kindness Light. It could be useful if, in the "traffic" of our feelings, there was a traffic light that reminds us to be kind to ourselves anytime we're not.

Albert Sans & Arima Typefaces

## stop now and treat yourself with kindness







## www.linkedin.com/in/nada-yaghi-50ab8016b/

A Video Editor who believes in design and technology, passionate about graphic designing and art.

Together for a kinder world.

# ABOUT ZETAFONTS



## Zetafonts is a independent type foundry established in 2001 in the heart of Florence, Italy.

Powered by a team of branding and design veterans, Zetafonts offers a **prolific portfolio of original typeface families**, covering the world's major script systems and proposing a wide range of innovative and stylish typographical solutions for digital and print designers.

Zetafonts also offers a **custom type design service** and **multi-script typographic branding** consultancy to selected global brands.

The font catalogue is available with a wide range of commercial licenses on all the major online font resellers as well as on **www.zetafonts.com**.

Zetafonts was founded by **Francesco Canovaro, Debora Manetti and Cosimo Lorenzo Pancini**. It is part of Ligature, a brand focusing on the culture of type design, with projects such as TypeCampus.

140+
type families created

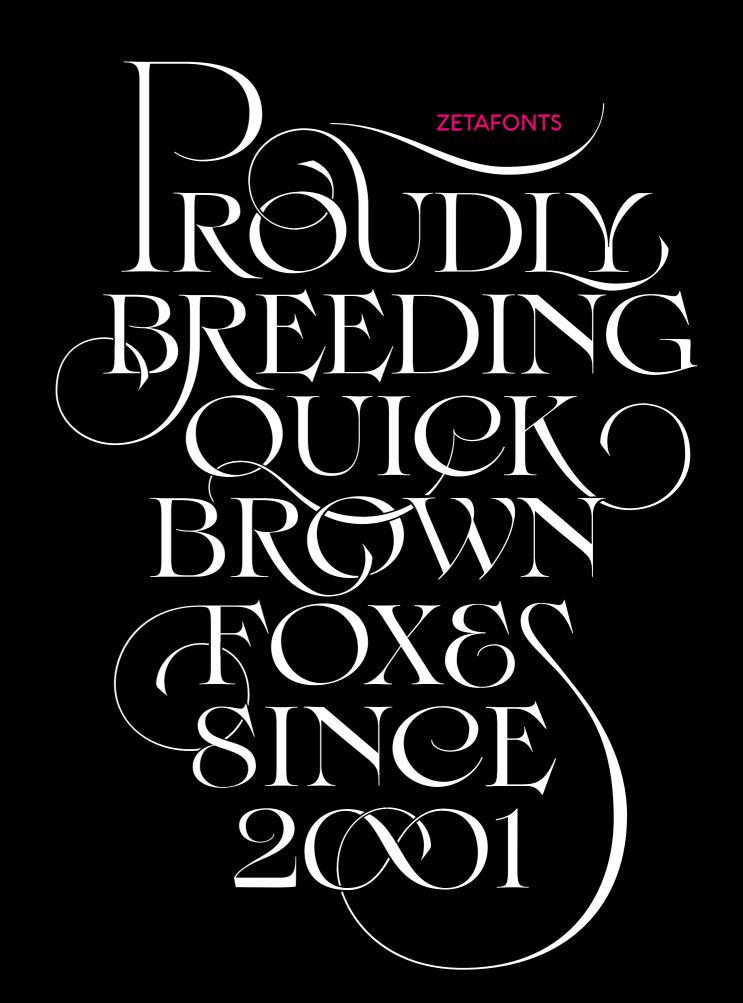
2.860+
fonts released

32 million digital downloads

20.000 clients, including

Google, Apple, The Coca Cola Company, Universal Pictures, Disney, NBCUniversal, AirBnB, At&T Usa, Target Australia, Marchesi Antinori, Johnson & Johnson, Netflix, Nickelodeon Pictures, Sky, Mattel, Emmenthaler Switzerland, Decathlon, Warner Bros., Ferrero, Nestlé, Victoria's Secret, ViacomCBS, Pentagram, Procter & Gamble Company, Gucci, YouTube LLC, Vodafone, European Commission, Mikado, Yamaha, Ubisoft, 2k Games





## TYPECAMPUS ACADEMIC PLAN

TypeCampus is an inclusive academic project about the culture of typography, created to inspire, research, and build a dialogue with designers, advertisers, and type lovers. We provide resources and tools related to typography, fitting the needs of a wide and diversified audience.

TypeCampus has developed a series of tools and resources together with Zetafonts, to help students orientate in this wide and wild typographic design space! Our resources are totally free of charge for both, students and design schools!

## THE ROOKIE COLLECTION

The Rookie Collection is a **selection of classic Zetafonts typefaces** that are offered as a bundle **to students** and young professionals to begin building their library of advances resources to be used in every design project.

The collection **includes one hundred fonts,** ranging from Zetafonts classics like Cocogoose Pro and Heading Pro to new releases like Hagrid and Monterchi, experimental typefaces like Boring Sans Variable and Quarantype as well as iconic fonts like Aquawax Pro and Aristotelica Pro.

## **TYPE TRENDS LOOKBOOK**

At TypeCampus we know that **trend research** is a fundamental part of the design process. Since 2020, we have been studying the global trends in graphic and type design and have published the

annual Type Trends Lookbook, a fully illustrated review on current typefaces and styles with a showcase of Zetafonts examples.

The TypeCampus Agreement includes a digital version of our annual trend review for students of design institutes partners of the project.

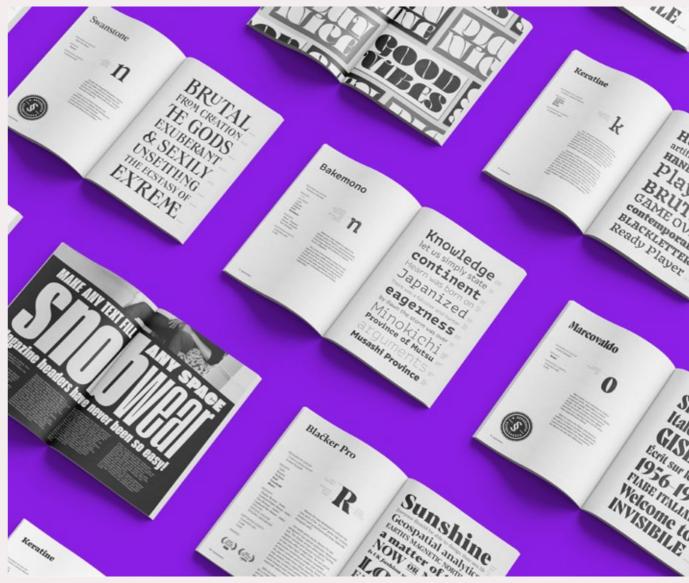
## **EDUCATIONAL ACTIVITIES**

Typecampus organizes a wide range of educational activities, **suitable for design schools** and **held by Zetafonts Foundry.** 

- > Online Zetafonts presentation (FREE)
- > Lectures and Talks about Visual Trends, Type Design, Typographic branding and more
- > Typographic workshops
- > Focuses and Tutorials on typographic topics (licensing, behind the scenes, or other)
- > Typographic Lectures for School events
- > Internship and Scholarship programs (remotely or at our Studio in Florence, Italy)











CALL FOR ENTRIES NOW OPEN!

https://www.typecampus.com/fight\_for\_kindnes

## **PROJECT CREDITS**

**Fiight for Kindness** is a Project by

typecampus

@typecampus

TypeCampus is Sponspored by **ZETAFONTS** 

@Zetafonts

A special thanks to each and every designer, illustrator and artist who participated by submitting their work in this open call. Without their contribution and support this campaign would not have been a success!

Intro Text by Debora Manetti Shrishti Vajpai

Project Lead Debora Manetti

Design Shrishti Vajpai Sofia Bandini

Social Media Sofia Bandini Shrishti Vajpai Project Team Debora Manetti Shrishti Vajpai Sofia Bandini Isabella Ahmadzadeh Veronica Iodice

## **Exhibition Locations**

Barreira Arte y Diseño Valencia, Spain

**Campus Condorcet** Paris, France

Museum of Yanaky Mansiev Veliko Tarnovo, Bulgaria

Fitchburg State University Massachusetts, US

IF! Italians Festival Milan, Italy

## **Exhibit Organisers**

Patrizia Barbieri Zara Jorques

Valentina La Marca Jessica Romano

Radimira Yordanova

Donald Tarallo

Italians Festival team ADCI, UNA

## **Campaign Partners**

Zetafonts Typeroom Femme Type ADCI ADCE Indigo Design Awards Communication Arts C2A Awards **Graphic Days** 

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