# FIGHT FOR KINDNESS 2026 · CALL FOR POSTERS

**LINKS RECAP:** [Templates](#) / [Submission form](#)

## About the Project

Fight for Kindness is a non-profit initiative created to spark a conscious movement within the creative industry—one that restores dignity, value, and visibility to the culture of kindness.

The project invites designers and creatives to pause and reflect on what *kindness* truly means today. Not merely as courtesy, but as a **set of core values** that shape us as individuals and communities: **ethics, active listening, inclusivity, self-compassion, responsibility, justice, peace, and care for the environment.**

In times like these, we believe these values deserve a stronger and more visible place in the creative world.

Sponsored by [Zetafonts Type Foundry](#) and organized by its cultural division [TypeCampus](#), Fight for Kindness brings together **emerging and established talents** from all the continents who believe in the power of creativity to inspire social change.

Fight for Kindness is a multifaceted campaign comprising a call for posters, an online gallery, a global multi-location exhibition, and a series of books collecting posters from around the world.

More than a project, Fight for Kindness is a community of people who share a common vision: **empowering the creative industry** to generate **awareness, impact, and inspiration around the culture of kindness.**

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## The Concept

Celebrating World Kindness Day

Every year on November 13, the world celebrates World Kindness Day—a global reminder of the importance of empathy and compassion.

Fight for Kindness invites designers to join this movement by creating typographic posters that express values such as:

*Courage, inclusivity, respect, care, tolerance, integrity, responsibility, environmental protection, justice, humanity,* and more.

Participants are asked to submit posters featuring an inspirational headline or message that promotes a more empathic, inclusive, and positive world.

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## The Challenge

Explore the power of typography to create inspiring messages about the kinds of kindness worth fighting for—through big or small actions, with concreteness, perseverance, and intention.

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## How to Participate

Creative Freedom

- Use text in any way you prefer
- Allowed techniques include:
    - Typography
    - Lettering
    - Illustration
    - 3D
    - Motion graphics
    - Coding experiments
    - Mixed media

Languages & Scripts

- International scripts and languages are welcome
- You are encouraged to use your native language and script
- An English translation must be included directly in the artwork, not only in the description

File & Submission

- You may submit up to 3 subjects (one is ok. Up to 3 is ok. No more.)
- Each subject can be developed in:
    - Vertical format
    - Square format
    - Or both
- Each subject can also include
    - A digital version (motion / video / 3D)
    - Work in progress and behind-the-scene materials
- Each subject, in all its declinations, must be submitted individually via the [application form](application form)

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## Copyright & Usage

By submitting your artwork, you authorize TypeCampus and Zetafonts to use the materials to promote the initiative.

This may include:

- Social media
- Press articles
- Exhibitions
- Talks and workshops
- Design awards
- Printed and digital publications

All uses will always include proper credit to the author.
Copyright remains with the author.

Each year, we aim to give visibility to all participants through the digital gallery. A selection of authors could be included in the annual book.

Please note that all the exhibitions will include different authors. Selected authors will be informed once each exhibition is ready to be printed.

We reserve the right not to publish artworks whose messages could be ambiguous (for some people, countries, or cultures) or not aligned with the spirit of the initiative. In such cases, we are usually open to dialogue for eventual changes.

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## Selected Artworks

Selected works will be showcased worldwide through:

- Multi-location exhibitions
- Social media campaigns
- Design talks and events
- Promotional initiatives with project partners
- 2026 Annual book

Participants whose artworks are selected for exhibitions and the book will be notified by email.

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## Deadlines & Key Dates

- Submission Deadline: May 5th, 2026
- Online gallery: Late June/July 2026
- Communication about exhibition selection: September onwards
- World Kindness Day: November 13, 2026

Selected artworks and related materials will be shared throughout the year.
Major promotional initiatives will launch on World Kindness Day.

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## How Does It Work?

During the year, selected artworks will be:

- Featured on the Fight for Kindness website
- Published on social media
- Included in the 2026 Annual Book

To celebrate World Kindness Day (November 13, 2025), a curated selection of works will be used for:

- Global exhibitions
- Design talks and showcases
- The annual publication
- Main promotional visuals for the project

## Submission Guidelines

Submission Form

The submission form is available [at this link].

If you are unable to use Google Forms, you may send a download link (Dropbox, etc. please make sure the link does not expire) including the following information:

- Name and surname
- Company or studio name (if applicable)
- Country
- Social media accounts
- Short bio
- Title and description of the artwork
- Approvals:
  - Acceptance of the privacy policy
  - Authorization for TypeCampus (Ligature Srl) to use the artwork for promotional purposes, with proper credits and Fight for Kindness branding

## Artwork Requirements

- A textual message is mandatory
- You may use:
  - Quotes (with credited source)
  - Original headlines
  - Keywords related to kindness
  - Other text-based messages

Technical Specifications

- Only digital / digitised submissions are allowed
- Artworks must use the official templates (vertical and/or square)
- PDF files must not exceed 20 MB total
- Color mode: CMYK required
  - RGB versions may be included as additional files
  - All blacks must be 100% K
- Embedded images and textures must be converted to CMYK
- Physical artworks must be scanned or photographed to fit the templates

Video Submissions

- Videos can be submitted via the dedicated video category
- Must include:
  - Fight for Kindness logo
  - Author name (as per template)
- Format:
  - UHD (4K)
  - Ratios: 1:1, 9:16, or 16:9

AI Usage

- AI-generated (Artificial Intelligence) content is allowed **only in a minimal and supportive way** (e.g. image extension, basic editing, text reviews). We invite people to spend time to find a human touch and a personal expression. **Fully AI generated artworks will not be accepted**.

Credits

- Author credits are required for any third-party imagery, illustrations, patterns, or text
- Agencies and studios are welcome—please use company details in the submission form only

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## Celebrating the Scripts of the World

We celebrate linguistic diversity and **encourage the use of global languages and writing systems.**

Please remember:

- **An English translation must be included in the artwork itself - Mandatory**
- This ensures accessibility during international exhibitions

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## Disclaimer

TypeCampus reserves the right to withhold publication of artworks or articles that:

- Do not align with the values or spirit of the initiative
- Contain negative, offensive, violent, objectifying, or inappropriate content
- Use images or messages without proper authorization and concent
- May cause harm or offence
- Do not follow the template and guidelines

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## Join the Movement

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

Let's fight for kindness—together.

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

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Questions? Write to us at: typecampus@zetafonts.com

Follow us: @typecampus · @zetafonts

# FAQS

**1. How will I know if my artwork has been selected for the poster gallery?**
We will send an email notifying you once the gallery is published. Otherwise, keep an eye on our social accounts or on fightforkindness.com

**2. How will I know if my artwork has been selected for any of the global exhibitions?**
We will send an email notifying you in case of selection with the details of the venue and duration of the event. If you provide your Instagram account, the artwork will be tagged. Otherwise keep an eye on our social accounts or the project page!

**3. Can I use any type of font?**
Yes, surely. Selections will be made from the TypeCampus team together to the Zetafonts team. The use of Zetafonts typefaces is welcome but not mandatory.

**4. Can I share my artwork on my social accounts?**
Yes! We encourage all participants to share their artworks and tag us @typecampus

**5. Is there a fee to participate?**
No, this is a free - not-for-profit project made possible by Zetafonts sponsorship

**6. 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.

**7. Can I suggest that my school host an exhibition of the project?**
Yes, each year we select many opportunities to showcase the project, whenever it is possible.

**8. Can I ask to host an exhibition in a space open to the public that I manage?**
Let's talk about it! Contact us!

**9. Can I only publish English content?**
All languages of the world are welcome, but an English version of the text is required in the artwork.

**10. Can I submit posters created with the AI?**
After past experiences, we felt that using AI to generate content didn't make sense given the nature of the project. Fight for Kindness is an opportunity to stop, reflect, and experiment. The use of AI isn't prohibited, but its marginal use is recommended.

**11. Can I upload more than a subject?**
We suggest joining the initiative with 1 artwork in both sizes (square and vertical). Behind-the-scenes and work-in-progress materials are also welcome. And motion/animated versions too. Then, if you would also like to provide different subjects you can send **up to 3 different subjects,** including eventual collaborations.

Questions? **typecampus@zetafonts.com**
Let's keep in touch! **@typecampus @zetafonts** ;)

NOTE:
The Fight for Kindness project supports fonts, typography, design, and communication, promoting global visual identity and the design community. The project aims to embrace inclusive perspectives, including local, regional, and global, and fosters international understanding. While fully trusting diverse opinions, the authors are requested to draw clear boundaries against any projects that may inadvertently generate ambiguous or offensive communication.

# Shaping Kindness Through Letterforms

**A Typographic Manifesto on Kindness-Based Messages**

### Kindness Matters

In a fast-paced and often divided world, small acts of kindness might seem insignificant. Yet kindness is one of the most powerful forces we have to uplift ourselves, others, and even the planet. It fosters connection, nurtures well-being, and creates a profound ripple effect that extends far beyond what we can see.

Kindness is the practice of being caring, considerate, and compassionate. It takes many forms—offering empathy, showing respect, supporting those in need, or protecting the environment. At its core, kindness is an act of grace that strengthens individuals, communities, and the world as a whole.

### The Power of Kindness

Research shows that kindness benefits both the giver and the receiver. For the giver, acts of kindness enhance happiness, reduce stress, and boost emotional resilience. They also foster a deeper sense of purpose and fulfillment. For the receiver, kindness creates a sense of belonging, validation, and support, helping to build trust and stronger relationships.

And the best part? Kindness is contagious. When we witness or experience it, we're more likely to pass it on, creating an ever-growing cycle of generosity and goodwill.

But kindness isn't just about individuals—it's also about shaping a fairer, more respectful, and more sustainable world. When we extend kindness to others, we also extend it to our communities and the planet. True kindness recognizes that justice, respect, and environmental responsibility are interconnected, and that a better world starts with how we treat one another and the earth we share.

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# The 4 Kinds of Kindness

**- Kindness Towards the Planet**

**- Kindness Towards Other Human Beings**

**- Kindness Towards People Close to You**

**- Kindness Towards Oneself**

## 1. Kindness Toward the Planet

Caring for the earth is an act of kindness toward present and future generations. Sustainable choices, conservation efforts, and advocating for environmental justice ensure that kindness extends beyond people to the world we inhabit.

- "A just world is a sustainable world."
- "Kindness means caring — for people and the planet."



## 2. Kindness Toward Other Human Beings

Strong communities are built on inclusivity, support, and collective care. Whether through volunteering, advocating for justice, or fostering a welcoming environment, kindness creates spaces where everyone feels valued and accepted.

- "A strong community is built on kindness and inclusion."
- "Make the world a place where everyone feels they belong."
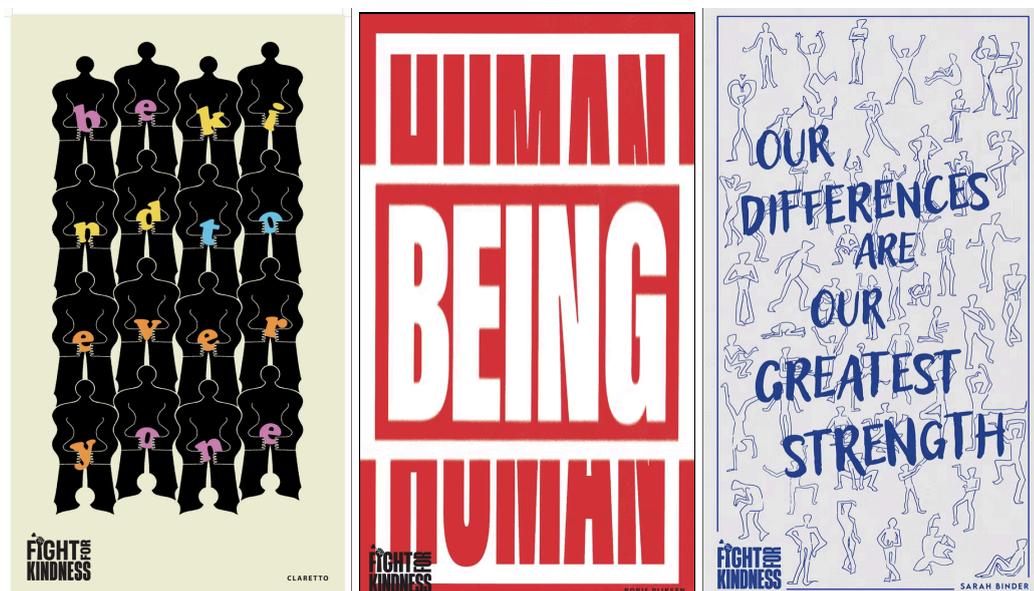
## 3. Kindness Toward People Close to You

In our personal and professional relationships, kindness means listening, respecting, and supporting others—especially those who may seem different or distant. A kind word, a helping hand, or a simple act of patience can transform someone's day.

- "Respect builds bridges, not walls."
- "Kindness is seeing the humanity in everyone."



## 1. Kindness Toward Oneself

Taking care of our physical and mental well-being is an essential form of kindness. When we nourish our bodies, set healthy boundaries, practice self-compassion, and allow ourselves to rest and grow, we build the strength needed to care for others.

- "Self-kindness fuels kindness toward others."
- "Take care of yourself the way you would care for a dear friend."

# Experiencing and Fighting for a Culture of Kindness

Anyone who consciously decides to bring more kindness into their life quickly realizes that kindness, while seemingly simple and obvious, carries a much deeper social and ethical significance than one might initially think.

What is often most surprising, however, is realizing just how challenging it can be to intentionally cultivate kindness in our daily lives—even in the smallest of actions. Making the effort to be more kind is not always easy; in fact, it often requires significant dedication. It demands that we struggle—with ourselves, with our habits, and with the culture of easy solutions.

💡 **Don't simplify complexity—simply do your small part.**
We live in a time of great complexity, and rarely do simplistic solutions lead to meaningful and constructive outcomes. Fighting for kindness means recognizing and accepting the world's complexity while committing to doing our part—however small—to contribute to positive change. True kindness is not passive; it requires awareness, effort, and persistence. It is a choice we must make again and again, even when it is difficult.

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# Kindness & Typography

Kindness is more than a simple action—it's a mindset, a way of living that transforms lives and societies. Through justice, respect, and a commitment to sustainability, kindness becomes a catalyst for lasting, positive change. 🌍💚

And just as in nonverbal expression, there is no content without form, and no form without content. The way we express kindness—through our actions, words, and presence—shapes its impact. True kindness is both intentional and thoughtful, carrying meaning in both what we do and how we do it.

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# Letters of All Kinds

Typography offers endless possibilities for creative expression. Here are some ways to bring kindness to life visually:

- **Lettering**
- **Bold Typesetting**
- **3D Letters**
- **Illustrative Typography**
- **Letters cooked, grilled, or grown—blending typography with culinary arts, physics, or gardening**
- **Paper Cut Typography**
- **Risograph Printing**
- **Calligraphy**
- **Letterpress Printing**
- **Code-Generated Typography**

**Main Typographic Approaches & Their Feelings**

- **SCRIPT** → Elegant, fluid, and soft
- **DIGITAL PIXEL** → Glitchy, edgy, and contemporary
- **ROUNDED BOLD** → Retro, warm, and friendly
- **BOLD CONDENSED** → Impactful, loud, and powerful
- **COMICAL** → Playful, cute, and approachable
- **STYLIZED DISPLAY** → Sophisticated, modern, and striking

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# International Languages & Scripts

All writing systems are welcome! **Use your mother tongue and your native script to communicate authentically with your community.**

Your script can speak to those around you and to designers who share your voice. Every writing system holds value and beauty.

An English translation is required - **directly on the poster** - to support global understanding.

NEED FOR MORE INSPIRATION ABOUT RANDOM ACTS 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
Piero Ferrucci talking about the power of kindness

👉 **The new call for posters is open!**
🌍 www.fightforkindness.com

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