FIGHT FOR KINDNESS 2025

In a world that often feels more self-focused than ever, kindness risks fading into the past. Fight for Kindness is a global initiative that promotes the extended values of kindness through typographic posters.

Sponsored by the Zetafonts type foundry and organized by its cultural division TypeCampus, this non-profit initiative brings together emerging and established talents who believe in the power of creativity to inspire social change. Curated by Debora Manetti and Shrishti Vajpai.

THE CONCEPT: let's celebrate World Kindness Day!

Every year, on November 13th, the world celebrates World Kindness Day—a reminder of the importance of compassion and empathy. Fight for Kindness invites designers and creatives to take part in this movement by creating typographic artworks that express values such as **courage, inclusivity, respect, care, tolerance, integrity, responsibility, environment protection, justice, humanity, and more.**

To participate, designers are invited to submit artwork 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.

THE CHALLENGE: Explore the power of typography to create a meaningful and inspiring message about the values of kindness. The kind of kindness you have to fight for, with big or small actions, with concreteness and perseverance.

HOW TO PARTICIPATE

- **Use the provided template.** You can use the vertical, the squared or both.
- **Use text in the way you prefer.** Use typography, lettering, illustration, 3D, motion graphics, or other creative techniques.
- **Up to 3 subjects are allowed.** Each subject can be both pro, squared or vertical; or just one of these.

- **International scripts and languages.** We encourage you to use your native languages and script if you like but don't forget to include an English translation directly in the artwork.
- **Authorize sharing of your artwork.** Submitting the posters you authorize TypeCampus and Zetafonts team to use the materials to promote the initiative. This may include social media posts, articles from worldwide press, exhibitions, talks and workshops, design awards and more. Always with credits to the author. The copyright of the original artwork remains with the author.

Please read more instructions about the submission requirements under the 'SUBMISSION GUIDELINES' chapter. Each year we try to give visibility to each participant. It can be with a poster in the digital gallery and the annual book. We reserve the right not to publish messages that we consider ambiguous in the intentions, or not in line with the spirit of the initiative. But - especially in these cases - we are open to discussion.

Selected artworks will be showcased worldwide through exhibitions, social media, design talks, and promotional events. Selected artworks will also be featured with the help of the project's partners.

This year we are introducing a new section for submitting **editorial articles** to be considered for the 2025 Fight for Kindness Annual publication.

Supplementary contents (work in progress pictures or screens / behind the scenes / animated version & video, coding experimentations and more) are strongly encouraged and probably used during the year. Featured events or promotional initiatives around the project will be launched on November 13, on the occasion of 2025 World Kindness Day.

DEADLINES & KEY DATES

The deadline for the 2025 edition will be May 31, 2025

Selected artworks will be shared during the year. **Related materials** (work in progress / behind the scenes / animated version) are strongly encouraged. Featured events or promotional initiatives around the project will be launched on November 13, on the occasion of 2025 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, published on social media and featured in the 2025 Annual book.**

On the occasion of the 2025 World Kindness Day (November 13th) several **promotional activities will be planned and will use the a curated selection of these artworks** for the following purposes:

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

Poster with meaningful message and impactful execution will be selected. The participants whose artworks have been chosen for the exhibitions will be informed via Email.

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 (WeTreansfer, DropBox or other) together with the following information:
- Name / surname / eventual Company Name / social media accounts
- Country
- Short bio
- Title and description of the artwork
- 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 and Fight for Kindness logo), sending the artwork to exhibition hosts worldwide.

The messages that will be more relevant to the project's objective, 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 credit the original 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.

Template

- Only digital submissions are allowed and image **files must use the template of the project** (download it here) **in the 2 different proportions** required. Incase of artworks created with physical techniques, you can use scanned / photographed versions to fit within the templates.
- PDF files to be uploaded **cannot exceed 20 MB in total.** In case of **more than one submission with a new concept** you will need to **fill in the form for each** subject/artwork.
- Please make sure the artworks are in **CMYK colour format**. You can also submit additional RBG versions as well, but **CMYK is compulsory**. Incase of embedded textures and images, please convert to CMYK before embedding in the files. All blacks in the CMYK versions must be **K 100%**
- **Videos** can be submitted in a separate video category provided in the submission form. The videos must also **include the logo and name of the author** (as given in the template). The videos should be **UHD (4k)** in **1:1**, **9:16** or **16:9** proportions.

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.
- **Including an English translation directly into the artwork is mandatory**, and not just as a separate description in the submission form. This is because the posters will be exhibited in different parts of the world and it is important that the message is understood by everyone.

New Category–Call for Articles

- You can now submit articles / written material, **on the theme of Kindness. 0** If selected, the article will be published in the 2025 Fight for Kindness Annual that will be released early in 2026.
- The **primary language** of the article must be **English,** but you are free to use quotes and lines using your native language or script along with a translation.
- **Only original submissions** written by the authors themselves will be accepted. AI generated articles will not be accepted. Although you can use AI tools for grammatical and linguistic corrections as long as the written content is original.
- If you cite any references from other published material, **please include the credits** within the article and provide links for references/sources at the end.
- The article should ideally be at least 800 words long.
- If selected, our editor may suggest edits, in which case we will send it to the author for approval before publishing.

DISCLAIMER

Typecampus reserves the right to withhold publication of artworks and articles, particularly those that do not align with the sentiment or theme of the campaign or contain negative, offensive, violent, objectifying, or otherwise inappropriate messages or imagery.
This also applies to artworks that incorporate images, artworks, or messages without proper consent or authorization and those that may hurt sentiments.

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 @zetafonts**

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 the project page!

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 done from the TypeCampus team together to the Zetafonts team. The use of Zetafonts typefaces are 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 not-for-profit project.

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 to host an exhibition of the project?
Yes, and we hope you will help us to spread the voice for this possibility.

8. Can I ask to host an exhibition in a public space 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?
Yes, just take care to use the correct upload area, dedicated to visuals created using Artificial Intelligence. Also, mention what aspect of your submission uses AI.

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

This text contains inspirations and insights to reflect on the meaning of kindness.

Through the **Fight for Kindness** project, **TypeCampus, sponsored by Zetafonts,** has been promoting the conscious use of typography for years, creating visual messages with the mission of driving positive change in society.

Creating an artwork is like following a recipe — it requires carefully selected ingredients to achieve excellence. It always starts with a base: the content of the message. From there, one chooses the typographic approach and style.

We hope these guidelines serve as inspiration, both personally and professionally.

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

TypeCampus
SPONSORED BY ⊘ ZETAFONTS

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.

Expressions of Kindness

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."

2. 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.
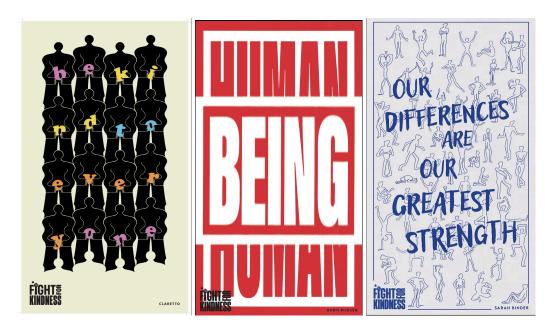
- "Respect builds bridges, not walls."
- "Kindness is seeing the humanity in everyone."

3. 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."

4. 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."

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.

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.

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**

- **Artificial Intelligence 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

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