



## 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, 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 2024 World Kindness Day.

## HOW DOES IT WORK?

During the year, the artworks selected by the TypeCampus & Zetafonts team will be **featured on the Fight for Kindness page, 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 2024 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 (WeTransfer, 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. In case 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 RGB versions as well, but **CMYK is compulsory**. In case 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](mailto:typecampus@zetafonts.com)

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

## FAQS

### **1. How will I know if my artwork has been selected 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 would 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 contents?**

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 scene 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.

Questions? [typecampus@zetafonts.com](mailto:typecampus@zetafonts.com)

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

*The details here may be reviewed and revised over time.*