

PRESS RELEASE ZETAFONTS / TypeCampu / en_rev1

SUBJECT: TypeCampus launches a call for entries, for visual designers to celebrate kindness in an inspiring and powerful way



World Kindness Day: a call for typographic artworks to promote the importance of being kind to each other and to the world.

DESIGN · SHARE · CHANGE THE WORLD ...one artwork at a time!

Each year, in November, people across the globe commemorate World Kindness Day, which promotes the importance of kindness and empathy. A unique opportunity to build awareness around this annual appointment, by unifying design communities and celebrating Kindness in a more inspiring way.

Florence, November 12, 2021

To celebrate World Kindness Day (on November 13), Typecampus.com and Zetafonts.com are happy to announce the launch of **a call for entries** to participate in a brand new project to **promote kindness** through the contributions of the creative community.

In an increasingly self-oriented society, exacerbated by the experiences of pandemic isolation, kindness has collapsed, risking becoming a legacy of times gone by. This is why this project is a **unique chance to inspire a change of attitude, by involving the whole creative community.**

TYPE HERO!

Fight for kindness is a not-for-profit project, which aims at spreading gentleness and courtesy in an unexpected and powerful way, with stunning typographic artworks that communicate messages of courage, respect, inclusivity, care, environmental protection, integrity and responsibility.

TypeCampus is an inclusive educational project about the culture of typography, created to inspire, research and initiate a conversation with designers, advertisers and type lovers. It mainly provides free and useful typographic

resources to international design school partners of the program: the annual type trend research, a license for 100 fonts for free, workshops or virtual tours of the type foundry Zetafonts.

Fight for Kindness is a side-project open to all the creative community, design students and professionals.

Fight for Kindness was **proudly developed by an all-female team**, part of Ligature Srl, consisting of Shrishti Vajpai, Isabella Ahmadzadeh, Sofia Bandini, Veronica Iodice led by Debora Manetti for the design strategy.

“Long-time frequenter of meditation and personal growth paths, I have developed a special bond with the theme of kindness” - Says Debora Manetti, co-founder of Ligature Srl - “I strongly believe it is a profound tool to give value to what we do, as human beings and to improve ourselves, both as individuals and as a community. and dealing with the value of typography on a daily basis, Fight for Kindness was the natural consequence”

This is the time to fight for a kinder world!

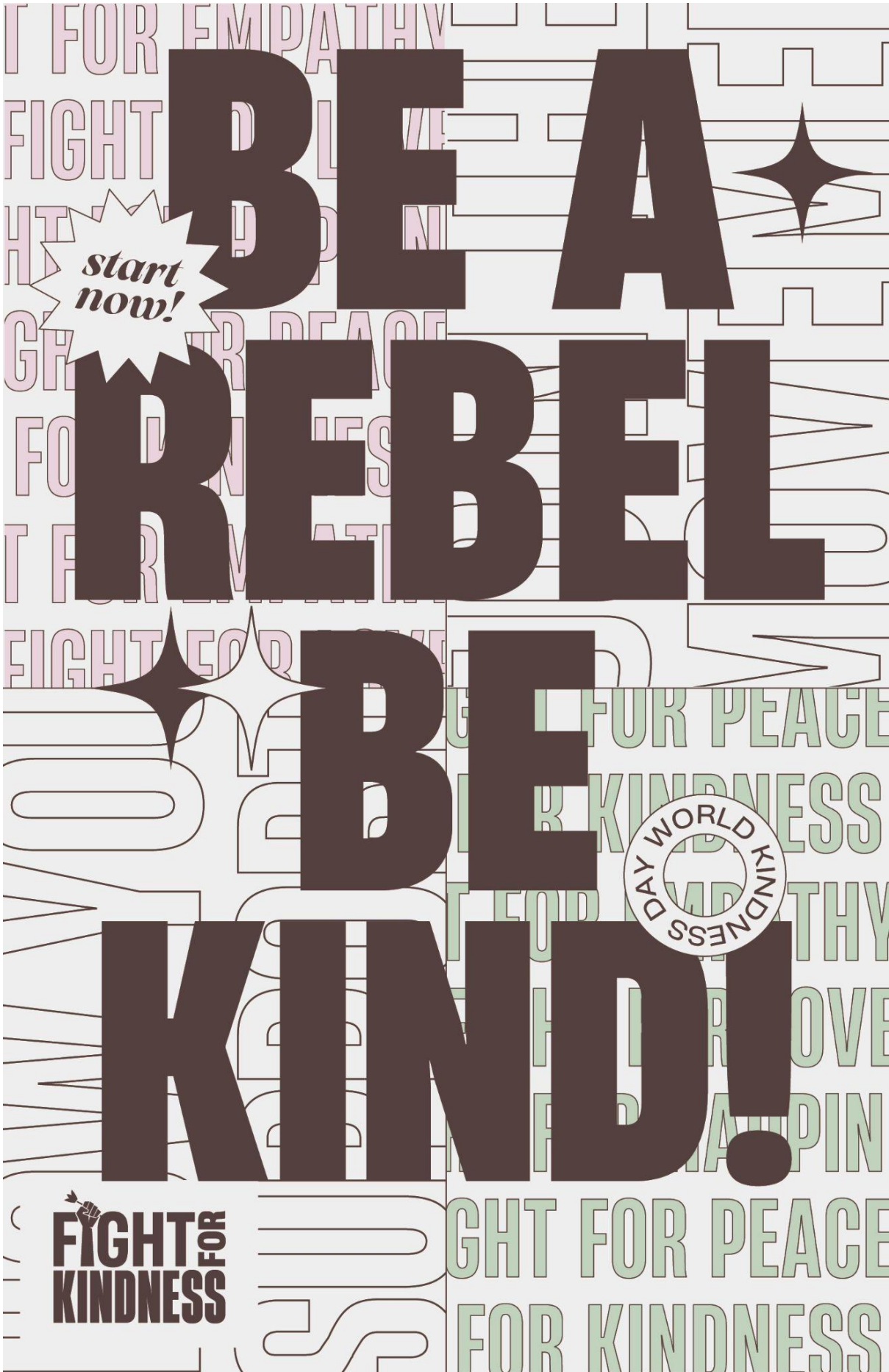
Let's spread positive vibes with nice letters, love and creativity!

[IMAGES & MORE AVAILABLE AT THIS LINK](#)

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Follow Zetafonts on [Instagram](#), [Behance](#), [Facebook](#) or [LinkedIn](#) for more updates.

Follow TypeCampus on [Instagram](#) and [website](#)



BE A

start now!

REBEL

BE

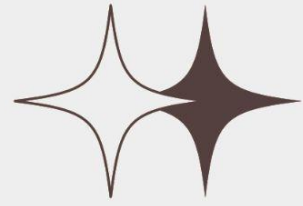
KIND!



FIGHT FOR KINDNESS

FIGHT FOR PEACE FOR KINDNESS

JOIN THE
MOVEMENT



you matter



KIND
words
CONQUERS

Tamil Proverb



**FIGHT FOR
KINDNESS**

we are equal

JOIN THE
MOVEMENT

FIGHT FOR EMPATHY

KINDNESS



NEEDS



start now!



NO

LANGUAGE

FIGHT FOR PEACE

universal





MORE FROM ZETA FONTS

Zetafonts is an independent type foundry based in the heart of Florence (Italy), established in 2001 by Francesco Canovaro, Debora Manetti and Cosimo Lorenzo Pancini.

Over the years Zetafonts has been producing a prolific portfolio of high-quality **type families**, including language and symbols extensions: a vast range of innovative and stylish fonts suitable for digital and physical applications; in addition, Zetafonts also offers **custom typography solutions** and **branding consultancy** to selected clients worldwide.

The complete retail catalog is available in a wide range of commercial licenses [at this page](#), and on the web market by the major typeface resellers.

Zetafonts is part of **Ligature Srl**, a brand focusing on typographic culture, currently also operating on projects such as [TypeCampus](#), [Italiantype](#) and [Fontmood](#)
Local time Italy, Europe