



Typography for social change: submit to the 2024 Fight for Kindness Campaign"

(alternative titles: "Typography: Crafting Social Change in Fight for Kindness 2024" - Fight for Kindness 2024: typography as a tool for social change)

Florence, February, 2024

Recognizing the falling off of genuine kindness in today's world, "Fight for Kindness" is a global initiative calling upon the design community to **harness the power of typography to promote the values of kindness**. This project converges art and empathy to illuminate kindness, peace, trust, inclusiveness, and ethical integrity.

Following the success of its previous editions, Fight for Kindness has garnered multiple awards and recognitions, including **Indigo Gold award** in Integrated Graphic Design for Social Change, **Best of the Best** in Social Responsibility at the **C2A**, and it was shortlisted in the Design for Good category of the **Art Directors Club 102nd Award**.

In its previous editions, with hundreds of contributions from talented newcomers to experienced design lecturers and creators worldwide, this initiative continues to inspire and unite creatives in spreading messages of kindness across languages and cultures.

TypeCampus proudly presents the new call for submissions, inviting designers from around the world to join in championing the values of kindness.

Key Date: Celebrating World Kindness Day in November with the Third Edition of a global multi-location Exhibition.

Debora Manetti, Co-founder of **Zetafonts** and Creator of "**Fight for Kindness**" states:

"Given the backdrop of current worldwide challenges, I've come to deeply understand the tangible and concrete power of kindness in driving significant societal change. Often mistaken for mere politeness, this project seeks to illuminate the **true essence of kindness**, encompassing **values, and qualities** such as inclusion, empathy, peace, and trust, alongside a commitment to leaving a positive impact, both on an individual and global scale. **We place our trust in typography to effectively communicate this message**. Kindness is not merely a disposition but a **deliberate choice we can cultivate** and as designers, we have the unique opportunity to experiment and, more importantly, to **inspire others**.

Through typography, we give form to kindness, creating a tangible message capable of meaningful social impact”

Fight for Kindness is a non-profit cultural initiative conceived by the **TypeCampus** Team and **sponsored by the Italian type foundry Zetafonts**. With the support of the co-partners Cosimo Lorenzo Pancini, Francesco Canovaro and the whole Zetafonts and TypeCampus team, **Debora Manetti** carries out this project alongside the talented designer **Shrishti Vajpai**, struggling every day with the time zone between Florence and New Delhi.

The success of this campaign is further attributed to the enthusiasm of the design community and thanks to the invaluable support of notable partners including [Type Directors Club](#), [C2Awards](#), [Communication Arts](#), [Indigo Awards](#), [Typeroom](#), [AWDA](#), [You Creative Media](#), [DNA Paris](#), [People of Print](#), [Farmani Group](#), [House of Lucie](#), [Hadath Alkhatt](#), [OFFF Festival](#), [Slanted Magazine](#), [D&AD](#) and the [European Art Directors Club](#) (now part of [The One Club](#)) and more.

As a result, Fight for Kindness seeks to demonstrate typography's remarkable capacity to convey potent and transformative messages.

It is completely free for anyone to participate in the open call.
The deadline for submissions for the 2024 edition **is May 31, 2024**.
Exhibitions will be worldwide, early in November.

> MEDIA KIT

images and social media assets are [AVAILABLE AT THIS LINK](#)

> Link > <https://www.typecampus.com/fight-for-kindness>

> Official hashtags: > #fightforkindness ; #typecampus ; #worldkindnessday ; #posterdesign #contemporarytype #typographydesign #graphicdesign #graphicdesigner

> tags: @typecampus @zetafonts

> accounts on IG

@typecampus and @zetafonts together with **notable partners** like @typedirectors @offfest @slanted_publishers @typeroom.eu @c2award @indigoawards @communicationarts @peopleofprint @aiapwomenindesign @artdirectorsclubitaly @adceurope (now part of @theoneclubforcreativity) @youcreativemedia @hadath.alkhatt @d_and_ad @dna_paris @farmani_group @houseofluciebp @artandfound.co and more

Short Version of the Press Release

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Fight for kindness: the 2024 call for typographic messages is open

In its third edition, the non-profit "Fight for Kindness" campaign by TypeCampus urges any kind of visual designer to use typography to promote kindness values globally. Recognized for its impact, this award-winning initiative promotes typographical messages to inspire concrete forms of kindness.

Sponsored by the Italian type foundry Zetafonts and in collaboration with notable partners, TypeCampus annually promotes a multi-location exhibition of selected posters to celebrate World Kindness Day in early November. The complete contributor's catalog will be released in early 2025. Fight for Kindness seeks to demonstrate typography's remarkable capacity to convey potent and transformative messages.

[Be part of Fight for Kindness](#), *let's celebrate kindness together!*

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Instagram Copy Suggestion:

"Join us in spreading kindness through typography! ✨ The 2024 call for typographic messages is now open for the third edition of Fight for Kindness. 🌍✨ This non-profit campaign by @typecampus invites visual designers worldwide to use typography to promote kindness values globally. 🌐 Recognized for its impact, this award-winning initiative inspires concrete acts of kindness through typographical messages. 😊 Sponsored by @zetafonts and supported by notable partners this project seeks to demonstrate typography's incredible power to convey potent and transformative messages. 💖 Join us and be part of the Fight for Kindness!

#FightForKindness #Typography #SpreadKindness"

@typecampus and @zetafonts together with notable partners like @typedirectors @offfest @slanted_publishers @typeroom.eu @c2award @indigoawards @communicationarts @peopleofprint @aiapwomenindesign @artdirectorsclubitaly @adceurope (now part of @theoneclubforcreativity) @youcreativemedia @hadath.alkhatt @d_and_ad @dna_paris @farmani_group @houseofluciebp @artandfound.co and more