

# Monotype

**Brief set by**  
Monotype

## Use type to celebrate a community

### **Related Disciplines**

Graphic Communications  
Use of Typography

### **Deadline**

20 March 2019, 5pm GMT

### **The back story**

Communities have traditionally been defined by geographical borders, but the way we identify community is ever changing.

There is a whole host of different types of communities out there. These generally fit under five different headings: interest, action, place, practice and circumstance.

### **What's the challenge?**

Language is often strongly engrained in the nature of a community from the language we speak to how and where we communicate. How could this translate across to typography becoming an identifier for community as well?

Create a typography-led integrated graphic design campaign that:

- uses type to celebrate a community of your choice (maybe your own?) and showcase what makes it unique
- explores communities beyond the usual expectations. Such as online communities, those with shared interests, groups trying to bring about change or even communities brought together by circumstance. It's up to you.

### **Who are we talking to?**

Those within your chosen community. Those who might not know about your community but want to become a part of it. Or even those who simply have no idea that the community exists.

### **Things to think about**

#### **How to identify uniqueness**

You'll need to do your research and be inquisitive. This isn't about enforcing stereotypes or making assumptions. Explore a fully rounded view of what makes your community different and have a solid understanding as to why.

#### **How to celebrate community**

The community you choose should have a positive message. It mustn't discriminate, alienate or degrade other communities.

#### **How to find inspiration**

Your inspiration can come from anywhere; you just need to sell it. So why look at obvious sources? Consider the typography in the heritage of your community. Or maybe look at things within it that provide stimulation and symbolism?

### **How to avoid assumptions**

Your audience may not already know the community you've chosen. How can you express its essence to someone who's never encountered it before?

### **The important stuff**

Your campaign must include:

- at least one poster
- at least one digital element
- at least one other touchpoint.

Your touchpoints could be anything: a publication, digital experience, OOH, banners, moving image ads or other online promotions, for instance. Think beyond the obvious but think about what's relevant to the community - and what would sell it the best.

The more innovative, the better.

Show how your output is relevant to your community alongside your execution. Whatever applications you choose, type must be the major creative expression.

**What to submit and how:** Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

### **Main (essential):**

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

### **Optional** (judges may view this if they wish):

**Interactive** work (brands websites, apps, etc); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).