



The Generate Kindness sticker logo

## Generate Kindness Merchandise Creative Brief

### History

The Generate Kindness project started shortly after 9/11 as a social/art project in San Francisco, driving a borrowed Toyota mini van for a year with the first [www.GenerateKindness.org](http://www.GenerateKindness.org) bumper sticker in the middle of the rear window. The website contained a blog and a simple request form for anyone who wanted a free\* sticker sent to them. The idea was to see how many people would ask. Ten years later, over 150k free\* Generate Kindness bumper stickers have been requested from people around the world. A 501(C)3 had been formed and now the Generate Kindness Foundation is developing a strategy to crowd-fund the printing and delivery of a million free\* Generate Kindness stickers around the world in the next 10 years or sooner. The project has appeared as part of the set design on several episodes of the TV Show "Big Bang Theory."

The vision of the site is ultimately to be self-sustaining - that whatever demand is generated by people requesting and subsequently displaying free\* Generate Kindness stickers is met with an equal amount of crowd-funded donations and sales of merchandise that also propagates the message of encouraging kindness. The creation of compelling, cool and inspiring merchandise is an important component of the strategy of creating a self-sustaining project.

### Strategy

The Generate Kindness project is on a mission to distribute 1 million free\* Generate Kindness stickers around the world, to anyone who asks. We believe that kindness only occurs when it is consciously created by human beings and that by reminding others (and ourselves) to actively

create kindness in our day-to-day lives, the world becomes a kinder place. We are seeking the creative contribution of designers to create designs that promote kindness - acts of kindness, kindness as a way of being, and as an aspirational goal for humanity. We believe that being reminded to be kind results in more kindness.

## **\* The Free\* Sticker Asterisk**

It costs \$.42 to print each large sticker (about \$.24 for the smaller, bic-lighter sized), and \$.49 for postage (inside the US, about \$1.20 to send abroad). The site collects requests and sends the free\* stickers only as donations and merch sales will allow. To date, the only merchandise available is through a CafePress store with just the sticker logo on garments. We believe that upgrading the merchandise selection will improve sales and drive distribution of stickers, hopefully creating a positive feedback-loop that leads to changing the world.

The Generate Kindness merchandise store will be pivotal in helping the site generate revenue to spread the Generate Kindness brand and message. We seek to develop a selection of well-designed merchandise items including T-shirts, hoodies, mugs, embroidered hats, canvas totes, baby onesies, dog T's and posters with designs that inspire, touch and move the viewer to be kind. And to purchase cool merch.

When someone buys a Generate Kindness piece of schwag, they not only get a high-quality, positive message garment, they also generate revenue to fulfill a certain number of free\* sticker requests. This will be reflected in the presentation of the items in the store with "Buy this T-shirt, send 10 free\* stickers" sorts of graphics and copy. 100% of revenue received by the Foundation from the sales of merchandise and donations are applied to the cost of creating and shipping the goods. All labor for ongoing project fulfillment and project management is volunteered.

The store will be hosted by Shopify and the fulfillment will be performed by Printful. We intend that customers of merchandise will also receive a free\* generate kindness sticker either included in their order, or mailed separately.

## **The Design Request**

The request is for a design (can be multicolored or single color) that can be applied to T-shirts, Mugs, Canvas totes and posters. The design will stand on its own as the primary image on the merchandise item, and should include the Generate Kindness sticker logo as a tag (see Design and Logo Guidelines, below).

The design should be motivational in nature. The viewer should be inspired to be kind(er) as a result of seeing the design. In order to stimulate the greatest range in creative expression, it is

entirely up to the designer what the words and imagery are included in the design. However, we request that designers really reach to create something iconic and inspiring.

It could be an inspirational quote about kindness a simple “Be Kind” (Be-Kind(er)) or some other creative way of encouraging acts of kindness through a compelling, well designed piece of graphic art. The designer is encouraged to create an awesome piece of inspirational word and/or picture art that encourages/reminds the reader/viewer to be kind.

The visual communications goal of the design is first and foremost to sell the idea of kindness - not the organization, but the act, or more specifically, the way of being. Subtle branding in the form of GK tags will support the secondary goal of promoting the project branding/URL.

## Merchandise Items / Intended uses of the design

We are seeking designs for any/all of the Printful design blank products. (See <https://www.theprintful.com/quality>). Designs can be created to extend across all merchandise items, or can be created specifically for one type of garment/item (ex: a Dog-related message for a Doggie-T)

The merchandise items include:

Men, Women and Junior American Apparel T-shirts,  
Hoodies  
Embroidered Hats  
Mugs  
Baby Onesies  
Canvas Tote Bags  
Posters  
Doggie T-shirts

We will use our discretion in applying the graphic design to the Printful merchandise items. Some designs may work on some items and not others. However, if the designer wishes to deliver art that is modified for the various merchandise items the designer specifically intends to design for, we are happy to accept item-specific art.

## Design Guidelines

The design should conform to Printful’s design requirements as documented here: <https://www.theprintful.com/product/t-shirts#guidelines>

It probably goes without saying, but to be clear - no profanity, images depicting cruelty or death, or copyrighted material.

## Logo Guidelines:

The garment will be tagged with a Generate Kindness sticker-logo label in the collar. The design should include a Generate Kindness sticker logo (illustrator and png files are included.) rotated 90 degrees counter-clockwise, and placed in the lower right corner of the image in the manner of a Levi's tag. It should be small enough to be legible, but not dominate or distract from the main design. The intention is to be a subtle brand affirmation, not the message itself.

## Audience

The Generate Kindness audience is global and diverse. We receive requests from children and grandparents, though the largest audience segment is women 28-43.

## Delivery Art

The final artwork provided should be ready to deliver directly to Printful, as outlined in the Guidelines above.