



Google Fonts

**An Integrated Campaign by
Brett McDonald-Curtis**

15 December 2021



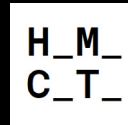
Backstory

The United Nations Universal Declaration of Human Rights (UDHR) was a milestone document in the history of human rights. Drafted by representatives with different legal and cultural backgrounds from all regions of the world, the Declaration was proclaimed by the UN General Assembly in Paris on 10 December 1948. The 30 articles of the UDHR set out, for the first time, fundamental human rights to be universally protected. It has been translated into over 500 languages. Today, almost 75 years since the ratification of the UDHR by over 48 countries, we are witness to a rise in the voices of protest and rhetoric, addressing issues such as justice, freedom, choice, and equality. Through typography, you have the opportunity to give a voice to these and other issues you believe are of consequence, or of relevance — in any language, on any device.



Google Fonts

- Font library provided by Google
- Google itself is one of the largest internet companies, both in software and hardware
- Much of the internet's infrastructure relies on Google
- API's for CSS
- Free fonts for general commercial use
- Largely under SIL Open Font License, some under Apache License



Hoffmitz Milken Center for Typography (HMCT)

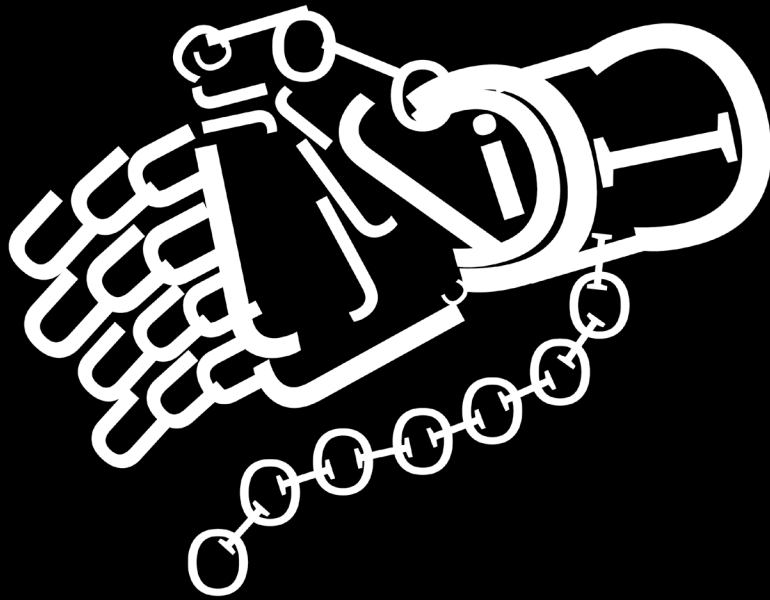
- Educational institution promoting typographical excellence
- Archival, research, laboratory, lectures, etc.

Important Notes

- Explore Noto
- Find the Intersection
- Keep things fresh
- Use tech

Insight

Free use of fonts on the web allow for an infinite amount of possibilities for expression of freedom. The full freedom that can be visually given is a blank canvas to do whatever you want with it.



المادة 9 لا يجوز اعتقال أيّ إنسان أو حجزه أو نفيه تعسفاً.

Статья 9 Никто не может быть подвергнут произвольному аресту, задержанию или изгнанию.

अनुच्छेद 9 किसी को भी मनमाने ढंग से गरिफ्तार, नजरबन्द, या देश-नषिकासति न कयिा जाएगा।

第九条 任何人不得加以任意逮捕、拘禁或放逐。

Article 9 No one shall be subjected to arbitrary arrest, detention or exile.

Primary Execution—Poster

- Articles of the UDHR listed in rough order of global language population.
- Typographic collage illustration of concept in article text.
- Monochrome to highlight form over colour.
- Shows versatility of Noto Sans.



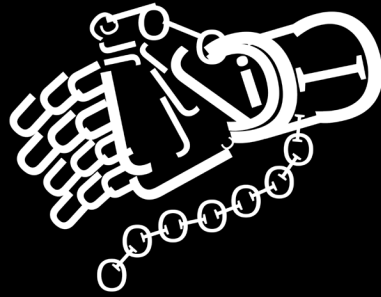
المادة 3 لكل فرد الحق في الحياة والحرية وفي الأمان على شخصه.

Статья 3 Каждый человек имеет право на жизнь, на свободу и на личную неприкосновенность.

अनुच्छेद 3 प्रत्येक व्यक्त को जीवन, स्वाधीनता और वैयक्तिक सुरक्षा का अधिकार.

第三条 人人有权享有生命、自由和人身安全。

Article 3 Everyone has the right to life, liberty and security of person.



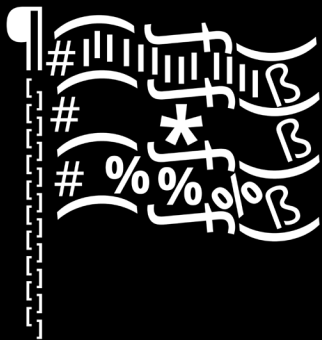
المادة 9 لا يجوز اعتقال إنسان أو حره أو نفيه تعسفاً.

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अनुच्छेद 9 किसी को भी मनमाने ढंग से गिरफ्तार, नजरबन्द, या देश-निकासि न किया जाएगा।

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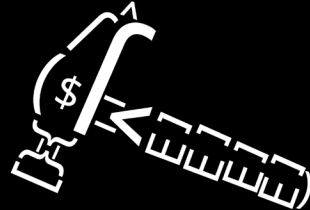
المادة 15.1 لكل فرد حق التمتع بحسنية ما.

Статья 15.1 Каждый человек имеет право на гражданство.

अनुच्छेद 15.1 प्रत्येक व्यक्त को किसी भी राष्ट्र-वर्षिष को नागरिकता का अधिकार है।

第十五条(一) 人人有权享有国籍。

Article 15.1 Everyone has the right to a nationality.



المادة 23.1 لكل شخص حق العمل، وفي حرية اختيار عمله، وفي شروط عمل عادلة وفرصية، وفي الحماية من البطالة.

Статья 23.1 Каждый человек имеет право на труд, на свободный выбор работы, на справедливые и благоприятные условия труда и на защиту от безработицы.

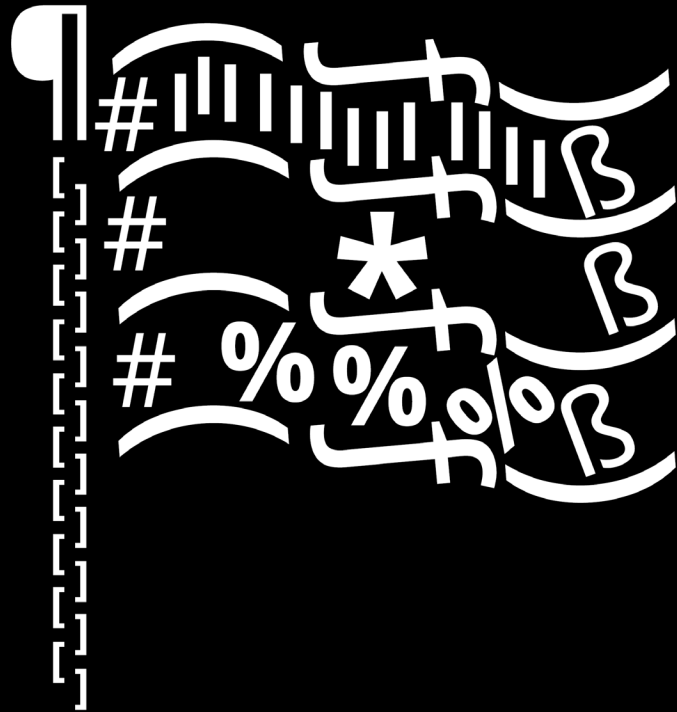
अनुच्छेद 23.1 प्रत्येक व्यक्त को काम करने, इच्छानुसार रोजगार के चुनाव, काम की उचित और सुवर्धजनक परिस्थितियों को प्राप्त करने और बेगरी से संरक्षण पाने का हक है।

第二十三条(一) 人人有权工作、自由选择职业、享受公正和合适的工作条件并享受免于失业的保障。

Article 23.1 Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment.



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Article 15.1 Everyone has the right to a nationality.

Social Execution

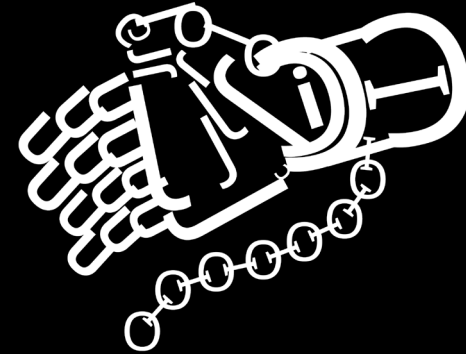
- Translations removed to fit within aspect ratio.

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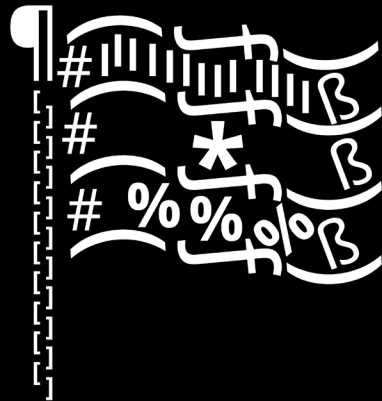
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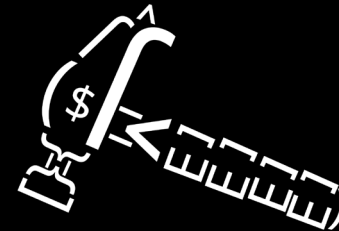
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Article 23.1 Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment.

Web Execution

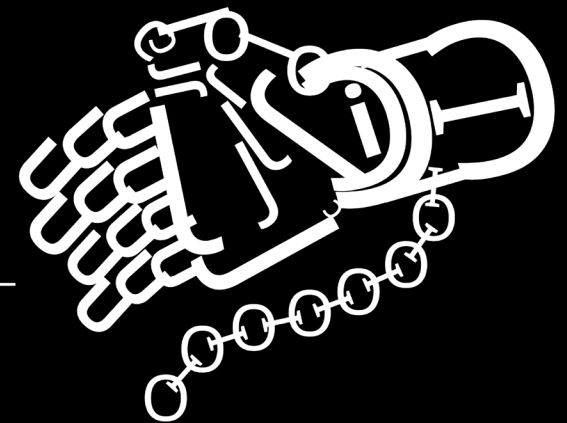
- Website in form of a Google doodle.
- Allows users to create graphics with Noto Sans.

 Google Fonts

75 Years of Universal Rights

Google Fonts, in partnership with the HMCT, celebrates 75 years of the adoption of the UDHR by the United Nations.

> Create your own type graphic [here](#).



Non-Traditional

- Give opportunity for user submissions to become official pieces in the real world.
- Can be expanded to other OOH or digital channels.



