A Design-For-Good Project Benefitting College-Bound Students
DESIGN + BMR

Designers have a special skill set. You can build movements, generate excitement and spread messages in a clear and wonderfully visual way. In the first-ever initiative of its kind, we’re asking designers to work with Better Make Room to amplify student voices in a design-for-good project that generates scholarships for students of all backgrounds throughout the nation.

WHAT’S BMR?

Better Make Room is a campaign developed by former First Lady Michelle Obama that encourages students to pursue higher education—and not just attend, but graduate. This campaign is all about letting students know that they are heard, and that people they don’t even know care about their education and future success.
SAYING THINGS OUT LOUD MAKES THEM HAPPEN.

That’s the Better Make Room tagline. Because we believe in setting goals, even if they’re small.

Students are saying things out loud all over the website, bettermakeroom.org.
THE ASK

America has never been more aware of design, designers and the power you have to make the invisible visible. With this in mind, we’re asking designers, artists and letterers to draw attention to the student statements posted on bettermakeroom.org. In short, you’ll choose a student statement, create original art from it, and donate the digital file to the Better Make Room Campaign for sale on wearables and collateral on the website. Proceeds finance scholarships distributed by Civic Nation (the nonprofit housing the Better Make Room campaign). The design you make can be simple or bold, silly or illustrative—anything you might enjoy on a T-shirt.

WHAT’S IN IT FOR ME?

First of all, you’re participating in a first-ever, one-of-a-kind initiative that involves great design, education, charity and Mrs. Obama, which means there is opportunity for media coverage. Press about designers. Stories about design for a good cause. Morning shows with your artwork on mugs. More importantly, because it’s design for good—it’s about affirming the goals of high school students, generating scholarships and bringing visibility to the campaign and its message about education.
THE EXAMPLES

Designers (top), left to right:
Jo Skillman, @jolayne0414
Aggie Forouhideh, @aggie.for
Nguyen Pham, @win_p
Jay Cronin, @jaycronindesigns
Allison Johnston, @fuzzygrapefruit

Designers (bottom), left to right:
Terence Tang, TinLunStudio.com
Tim DeSilva, @timmayd
Jo Skillman, @jolayne0414
Kaylan Smith, @baddrawings
Michelle Coffey, @coffeyhaus
**HOW IT WORKS**

1. **Choose a student statement from bettermakeroom.org.**
   Tear up a little while thinking about all their bright futures and boundless optimism.

2. **Produce original artwork of the statement.** Your art must include:
   - 1. Student’s quote
   - 2. Student attribution (name or social media handle)
   - 3. One item of your own contact info, if desired
   - 4. #BetterMakeRoom hashtag

3. **Size your art to these specs:**
   - 1. 16” wide x 24” tall (portrait orientation only)
   - 2. Outline all fonts.
   - 3. Resolution must be between 200 and 300 dpi.
   - 4. Avoid transparency or blend modes, and leave minimal empty space.
   - 5. Extremely tiny text may not be legible on smaller pieces of collateral. (The same art file will be used on big posters and small phone cases.)

4. **Ship us your stuff!**
   - 1. Zip your file and name it like so: FirstName_LastName_YourCity
   - 2. Upload the file at: hightail.com/u/BetterMakeRoom
   - 3. Fill out this form so we can credit you properly: bit.ly/BMRDesignerForm
   - 4. If you like, post your design to Instagram (or anywhere) with the hashtag #BetterMakeRoom. Get more people to participate!
   - 5. Feel good about using your talent to help a student discover theirs.

**What about copyright?**
You retain the copyright to your artwork. However, in sending us the files you give us permission to use the artwork in conjunction with the Better Make Room campaign.
IS ANYONE ELSE HELPING?

Heck yeah. Have a look at just a few of the Better Make Room collaborators who have shown up in the name of education:

**CELEBS**
- First Lady Michelle Obama (obviously!)
- AJ Calloway
- Aldy Bryant
- Al Roker
- Alan Houston
- Alessia Cara
- Allison Williams
- Andra Day
- Andy Cohen
- Bailee Madison
- Calvin Johnson
- Carla Hall
- Carmelo Anthony
- Cast of Scandal
- Cast of The Flash
- Cat Greenleaf
- Chance the Rapper
- Charlize Theron
- Chef Robe
- Ciara
- Coach Harbaugh
- Common
- Connie Britton
- Darren Criss
- Daymond John
- Diggy Simmons
- Elle Varner
- Gail Simmons
- Gina Rodríguez
- Isaiah Thomas
- Jay Pharaoh
- Jeremy Lin
- Jidenna
- John Legend
- Jon Rudnitsky
- Julianna Margulies
- Justin Baldoni
- Justine Simmons
- Kal Penn
- Kat Graham
- Keegan Michael Key
- Kelley Rowland
- Kerry Washington
- King Bach
- LZ Granderson
- Lala Anthony
- Lara Parrilla
- Lebron James
- Lele Pons
- MLS
- Mario Batali
- Mark Feuerstein
- Matt & Kim
- Matthew Morrison
- Meghan Markle
- Melissa Benoist
- Melissa McCarthy
- Mike Wilbon
- Nick Saban
- Nicole Beharie
- Philly 76ers
- Rev Run
- Robert DeNiro
- Sara Bareilles
- Sasheer Zamata
- Shane Battier
- Stephen Colbert
- Sway Calloway
- Taylor Trudon
- Ted Allen
- Tegan & Sara
- Terrence J
- The Band Perry
- The Gregory Bros
- Tim Gunn
- Tom Colicchio
- Tony Goldwyn
- Tracee Ellis Ross
- Tyler Oakley
- Usher
- Us the Duo
- Wale
- Will Allen
- Yara Shahidi

**MEDIA**
- A&E Networks
- Awesomeness TV
- BET
- CollegeHumor
- E! News
- ESPN
- EXTRA
- Ed Week
- Entertainment Tonight
- Essence
- Funny or Die
- Google
- Graham Media Group
- Hulu
- MTV
- Mashable
- NBC Universal
- NBC's Education Nation
- Pandora
- PBS
- REVOLT
- SB Nation
- Seventeen Magazine
- Snapchat
- The CW
- The Real Talk Show
- The Rickey Smiley Show
- The Verge
- USA Today
- Univision
- Vine
- YouTube

**SUPPORTERS**
- Aegir
- Airbnb
- Always Creative
- American Eagle
- Black Sheep
- Button Frog
- Commuter Ads
- Conversant
- Creative Alliance
- ELL Creative
- GroupHigh
- HUGE
- Hand Lettering Houston
- IDEO
- Jack Kent Cooke Foundation
- Lumina Foundation
- NFL Players Association
- PVBLIC Foundation
- Pearson
- Poetic
- PrimerGrey
- Riverdale
- Stackla
- StickerMule
- The YMCA
- TruthCo.
Better Make Room partners with former First Lady Michelle Obama's Reach Higher Initiative. Both Reach Higher and Better Make Room are housed within Civic Nation, a nonprofit 501(c)(3) organization.

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The Black Sheep Agency developed the Better Make Room campaign on behalf of First Lady Michelle Obama and Civic Nation.