

UNPAID

Every rule in this document exists to protect one sentence. The enemy is the business model that treats a young person's time as inventory to be sold.

IF THE ANSWER IS THE STUDENT HOLDING A PHONE, THE ASSET IS WRONG AND MUST BE REBUILT. THIS DOCUMENT IS FOR THE CREW AND THE ADULTS WHO SUPPORT THEM. IT IS NOT A STUDENT FACING ASSET.

The one rule

The enemy is the business model that treats a young person's time as inventory to be sold. Not the phone. Not the law. Not the student.

Every asset in this campaign is checked against that sentence before it goes on a wall. If a piece makes the student the problem, it is not a rough draft. It is a different campaign, and it belongs in the recycling.

THE TEST

Read the asset out loud. Then answer one question. Who is at fault here?

If the answer is the student, rebuild it.

If the answer is a business decision somebody wrote down, ship it.

Two frameworks run underneath everything

EST. 243 • CULTURE

Fred Rogers used 143 for I love you. 243 Collective uses 243 for We Love You. The needs are belonging and significance. The pillars are Connection Before Correction, Regulate Before You Educate, and Responsibility Through Relationship.

Belonging is the default setting and is never earned. If any asset implies that a young person's value is his output, it has violated 243 and must be discarded.

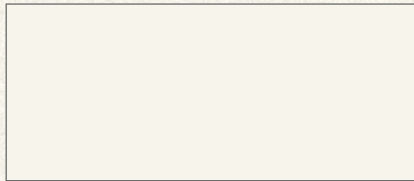
PTW • PROVE THEM WRONG

In PTW, there is always a system. Never a person. Never the student's own behavior. The six pillars are the spine of the four weeks.

SPOT THE SCRIPT SPOT THE FEED
 REWRITE THE SCRIPT WRITE THE NEW ONE
 SHOW THE RECEIPTS PROOF, NOT OPINION
 LEARN THE GAME READ THE FILING
 PROVE THE US THE ROOM IS THE EVIDENCE
 PTW SHOWCASE FRIDAY, WEEK FOUR

Palette

Nine colors. No others. Terracotta carries their numbers and nothing else. Sage carries ours.



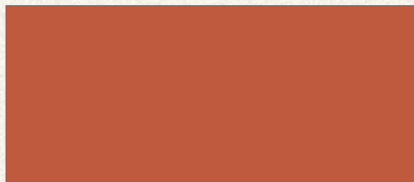
BONE WHITE
 #F7F4EC
 Primary paper. Warm weeks and all receipts.



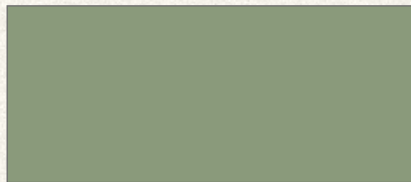
SOFT CHARCOAL
 #2E2E2E
 Body text on bone. Warm week surfaces.



DEEP CHARCOAL
 #141414
 Cold week ground. Weeks one and two.



TERRACOTTA
 #C05A3E
 Alarm. Their rate. Their revenue. Nothing else.



SAGE
 #8A9A7B
 Light warm accent. Week three and four fields.



DEEP SAGE
 #5F7050
 Our numbers. Hours returned. What came back.



MUTED GOLD
 #C9A227
 Harvest highlight. Use once per asset at most.



DEEP NAVY
 #1F3247
 Blueprints only. The design week.



GREY
 #6B6B6B
 Fine print, sources, running heads, cut guides.

Color temperature is the argument

WEEKS 1 AND 2 • COLD

- Ground: Deep Charcoal or Deep Navy.
- Type: Bone White.
- Terracotta only on their figures.
- Light reads fluorescent, overhead, flat.
- The feeling is a document you were not supposed to read.

WEEKS 3 AND 4 • WARM

- Ground: Bone White paper.
- Type: Soft Charcoal.
- Deep Sage and Muted Gold on our figures.
- Light reads natural, late afternoon, from a window.
- The feeling is a room somebody is already standing in.

NEVER BLEND THE TWO TEMPERATURES IN A SINGLE ASSET

A cold asset with a sage number in it argues nothing. The temperature shift between week two and week three is the turn in the whole campaign. Spend it once.

Type

DISPLAY **FRAUNCES SEMIBOLD / BOLD / BLACK**
 BODY **INTER REGULAR / MEDIUM / BOLD**
 RECEIPTS AND DATA **SPACE MONO REGULAR / BOLD**

Space Mono is not decoration. Use it any time a number is doing argumentative work. A figure set in mono reads as evidence. The same figure set in Inter reads as an opinion.

Sizes that hold at eleven by seventeen

HERO NUMBER	150 TO 320 PT
POSTER HEADLINE	60 TO 110 PT
SUBHEAD	24 TO 34 PT
BODY	12 TO 15 PT
LABELS AND EYEBROWS	7 TO 9 PT, TRACKED 2 PT
FINE PRINT AND SOURCES	6 TO 7 PT

Layout

- One idea per asset. If a poster carries two arguments, it carries none.
- Generous negative space. Austere, not busy.
- Left align body copy. Center only display type and receipt totals.
- Big numbers do the work. Let them be uncomfortably large.
- Print the source in fine print on any asset carrying a statistic.
- No accent stripes. No decorative color bars. No underlines beneath headings.

The receipt

The receipt is the motif of the whole campaign. Torn edges, perforation dashes, monospace columns, right aligned figures, barcodes, itemized lines, and a double rule above the total.

ORDER OF ELEMENTS, TOP TO BOTTOM

1. HEADER 243 COLLECTIVE / UNPAID / EST. 243 / PTW
2. HEADLINE ONE LINE, DISPLAY TYPE, CENTERED
3. LINE ITEMS LABEL, LEADER DOTS, RIGHT ALIGNED FIGURE
4. REVENUE DENIED TERRACOTTA
5. HOURS RETURNED SAGE
6. DOUBLE RULE
7. AMOUNT THEY PAID YOU \$0.00 LARGE, TERRACOTTA
8. NO REFUNDS. NO RETURNS.
9. BARCODE

THE ONE CLAIM THAT CAN BE FALSIFIED

Revenue denied and hours returned are always separated. They are two different quantities and merging them would be the single falsifiable claim on the whole campaign. Dollars are their number. Hours are ours. Never add them together and never print them on the same line.

The numbers, and where they came from

META US AND CANADA REVENUE, 4 QTRS	\$92.67B
NORTH AMERICAN USERS, ESTIMATED	270M
REVENUE PER PERSON PER YEAR	\$343
HOURS PER PERSON PER YEAR	383
RATE PER HOUR	\$0.90
IN SCHOOL USE, MEDIAN	43 MIN
SCHOOL DAYS	180
HOURS PER STUDENT PER YEAR	129
REVENUE DENIED PER STUDENT	\$116.10
HOURS RETURNED, 275 STUDENTS	35,475
WHICH IS	4.05 YEARS

Lead with 4.05 years, not the dollars. The years are the larger claim and the one a fifteen year old can feel.

- Meta Platforms Q1 2026 earnings presentation, Revenue by User Geography. The user count is our assumption. Meta no longer publishes regional user counts. Print that disclosure on any asset that uses the rate.
- Common Sense Media, Constant Companion, 2023. Approximately 203 students, ages 11 to 17. 97 percent used a phone during the school day. Median in school use was 43 minutes. Do not use 8 hours. That figure is all day media use and it is not what this campaign is about.
- The 2021 Frances Haugen disclosures, state attorney general filings against Meta and TikTok, and Meta earnings and SEC filings are the primary source set.
- Do not build on correlational research linking phone use to depression. It is contested, it is not needed, and one skeptical adult can take the whole wall down with it.

Voice

- Short declarative sentences.
- Active voice only.
- Open in tension.
- No em dashes.
- No hedging. No furthermore. No additionally.
- One idea per graphic.
- Never moralize.
- Never address the student as a problem to be solved.

Vocabulary

APPROVED

- Business model
- Attention economy
- Inventory
- Labor
- Receipt
- Ledger
- Rate
- Priced
- Sold
- Denied
- Reclaimed
- Hours
- The feed
- The algorithm
- The design
- Presence
- Evidence
- Proof

FORBIDDEN IN STUDENT FACING ASSETS

- The man
- Screen time
- Digital detox
- Digital wellness
- Addiction and addicted
- Unplug
- Balance
- Mindful

The forbidden list is not a matter of taste. Every word on it moves the subject of the sentence from a company to a student. That is the one move this campaign cannot make.

Cleared lines

THEY ALREADY PRICED YOUR TIME.
 YOU ARE NOT THE CUSTOMER. YOU ARE THE INVENTORY.
 AMOUNT PAID TO YOU: \$0.00
 NO REFUNDS. NO RETURNS. THANK YOU FOR YOUR TIME.
 THIS IS NOT ABOUT YOUR PHONE.
 THEY RAN THE NUMBERS ON YOU.
 NONE OF THIS IS YOUR FAULT. ALL OF IT IS ON PURPOSE.
 WE ARE NOT ASKING YOU TO PUT YOUR PHONE DOWN.
 WE ARE ASKING YOU TO SEND THEM THE BILL.
 BREAK THE ALGORITHM.
 THE SCRIPT IS WRONG. THE STORY IS OURS.

Lockup

PROGRAM PTW: PROVE THEM WRONG
 CAMPAIGN MARK UNPAID
 CALL TO ACTION BREAK THE ALGORITHM
 CULTURE MARK EST. 243
 FOOTER, EVERY ASSET UNPAID / EST. 243 / PTW

The campaign line: They already priced your time. Prove them wrong about what it is worth. The closing line: The script is wrong. The story is ours.

Craft and who makes it

A crew of eight to twelve students makes this. Diggers find the filings. Shooters make the photographs. Writers cut the lines. Builders hang the walls.

ASSETS SHOULD NEVER LOOK AGENCY POLISHED

Slight roughness, visible tape, hand cut edges, and phone camera grain are correct.
 Perfect vector cleanliness is wrong. A wall that looks like it was bought reads like it was bought. A wall that looks like it was made by the people in the building reads like proof.

Never generate these images

- A teenager looking sad while holding a phone.
- A hand reaching out of a screen.
- A brain wired to a device.
- A person wrapped in chains of social icons.
- A silhouette staring at a glowing rectangle.
- A red circle with a slash through anything.
- Any recognizable platform logo, app icon, or brand mark.
- Identifiable faces of real students.

Generate backgrounds and textures. Set all type afterward in a layout tool. Never ask a generator to produce a receipt with readable figures. It will invent numbers and the wall will be wrong.

Measurement

The primary measure is the percentage of students who can name the business model in their own words at week four, compared to a baseline taken at week zero.

WHAT WE NEVER MEASURE

Individual device use. Screen time. Compliance.

Measuring any of those turns the campaign into surveillance and hands the student back the role of suspect. The campaign then argues against itself.

The firewall

Your school may have a phone policy. Whatever it is, it is real and it is not this campaign. No asset may carry policy language, rules, consequences, or compliance instructions.

If it reads like a rule, it belongs on a different wall.

Adults go first. Staff post their own receipts before any student is asked to post one. Connection before correction is not a slogan for students. It is the order of operations for the building.