

Competition for logo design

37TH WORLD YOUTH DAY LISBON 2022

I. WYD LISBON 2022

«Mary arose and went with haste» (Lk 1:39)

“Mary arose and went with haste” (Lk 1:39) is the biblical phrase chosen by Pope Francis as the theme for the World Youth Day to be held in Lisbon, Portugal, in 2022.

Following the last World Day (2019, Panama), whose theme was “I am the servant of the Lord. May it be done to me according to your word.” (Lk 1:38), the figure of Mary stands out, who, after pronouncing her yes, arose and left to live the Lord's call, carrying Jesus already conceived in her womb and ready to serve her cousin Elizabeth.

The proposed itinerary in preparation for the World Youth Day will take place over the next three years: “Young man, I say to you, arise (Lk 7:14) in 2020; “Stand up. I appoint you as a witness of what you have seen!” (Acts 26:16) in 2021; “Mary arose and went with haste” (Lk 1:39) in 2022. This journey underlines the invitation to young people to get up, to wake up to life and to renew “their inner strength, their dreams, their enthusiasm, their hope and generosity” (*Christus vivit*, 20).

The Holy Father also expressed his desire of great harmony between the journey to the WYD in Lisbon, the Synod on young people, faith and vocational discernment and the post-synodal apostolic exhortation *Christus vivit*.

While wishing that WYD 2022 be above all a time for **EVANGELISATION**, to offer youth an opportunity to see and show that Jesus Christ is present, the Pope challenges young people, as Mary, and together with Her, not to ignore the voice of God, but to arise and to follow the path that He prepares for each of them and to be, every day, bearers of His Joy and of His Love (see Pope Francis speech to the participants at the International Youth Day, 22 June 2019).

II. AIMS OF THE WORLD YOUTH DAY

- To offer a special occasion for each young person to have a personal and living encounter with Jesus Christ;
- To provide young people throughout the world with an opportunity to meet and share life and faith;
- To live the experience of being and feeling the Church;
- To be an encounter of the Pope with young people to confirm them in faith and on the path of holiness;
- To provide young people with a rediscovery of the baptismal vocation by becoming evangelizers and missionaries in the contemporary world;
- To rediscover the Sacrament of Reconciliation and the centrality of the Eucharist;
- To be a strong impulse for Youth Ministry;
- To be a new impulse of faith, hope and charity for the whole Church in Portugal.

III. OBJECTIVE OF THE COMPETITION

- To design the Official Brand of the World Youth Day 2022 including the graphics, rules and applications handbook

IV. PARTICIPANTS

- Must be of legal age.
- Aimed at professional graphic designers and students of graphic design in public and private schools.

V. REQUIREMENTS

- It must include the name: JMJ LISBOA 2022 (in Portuguese and prepared also for other languages: WYD; GMG...)
- It must be inspired on the theme of WYD 2022: “Mary arose and went with haste”, the objectives of WYD and Portuguese culture. (It may also include a reference to the invocation of Our Lady of the Visitation, also patroness of the “Misericórdias”, which is a very specific Portuguese experience).
- The concept must reflect the Christian identity of the event and of the host country (Portugal), adopting traditional Portuguese symbols (e.g. the five Wounds of Jesus present in the Portuguese flag and the armillary sphere that indicates universality) and their meaning ... navigators, universality (e.g. armillary sphere) discoveries, evangelization Five Wounds(present in the Portuguese flag)

- It must have a cross or a clear reference to a cross, and a Marian element, according to the theme of the event.
- The logo must be coloured but simple (the colours that identify Portugal, green and red, should be considered), since it will be used nationally and internationally in different platforms, such as social networks, the Internet, billboards, scenarios, printed and televised media, posters; as well as being used in smaller promotional items such as emblems, stationery, pins, gifts, among others. For this reason, it must be adaptable to all these formats.
- Deliver the brand handbook, if selected.

VI. DATES

Those interested must take notice of the following dates of the competition:

- 25 October 2019: launch of the competition.
- 04 November 2019: deadline to express interest in participating by sending name, age, citizen card/identity document number, email, and mobile phone number to logo@jmjlisboa2022.org
- 29 November 2019: deadline to submit proposal for the logo.
- 27 December 2019: announcement of the winner who will be contacted via telephone by a representative of the COL (Local Organising Committee).

VII. DELIVERY FORMATS

- The Logo proposal must be sent in JPEG format on a CD, in a closed envelope.
- This envelope must include a page explaining the concept of the Logo, its graphics, applications, explanation of colours, its relationship with the theme, the event and the host country (Portugal).
- It must also include a form with the following data of the participant: full name, copy of citizen card, age, address, email, and mobile phone number.
- The envelope must be addressed to COL - JMJ 2022.
- The envelope must state as Subject: “Concurso para o desenho do Logo da JORNADA MUNDIAL da JUVENTUDE LISBOA 2022” (Competition for Logo design of World Youth Day Lisbon 2022).
- The envelope must be delivered to “Patriarcado de Lisboa, Mosteiro S. Vicente de Fora, Campo de Santa Clara, Lisboa, 1100-472 LISBOA”, or sealed within another envelope also addressed to COL – JMJ 2022 and sent by registered mail to the above address

VIII. FINAL DECISION

- The logos received will be pre-assessed by an Evaluation Commission, comprising representatives of COL and experts in image and design.
- Three logos will be sent to the Dicastery for Laity, Family and Life in Rome, which will choose the winning Logo.
- The winner of the competition will receive a confirmation from the Patriarchate of Lisbon and the Dicastery for Laity, Family and Life.

IX. ADDITIONAL INFORMATION

- Participants must sign an agreement ensuring that the design is an original, not copied, or similar to any other existing design.
- In case of plagiarism, or other usurpation of intellectual property rights, the winner will be held liable for the applicable legal penalties, with the express exclusion of the Lisbon Patriarchate.
- The winner of the competition will agree in writing and in accordance with the legal norms, to transfer all patrimonial rights of the logo, commercial or otherwise arising from the Logo, without time or territorial limitation and without any economic or financial consideration, keeping only his moral copyright for which due credit and recognition will always be given.
- The Patriarchate of Lisbon will become the owner of all industrial, material and intellectual property rights that may arise or relate to this graphics presentation and its use, having the right to register the logo as its property without any reservations before the registration entities of these rights. It will also be the copyright owner of the graphic design, with the right to use it on any physical media as well as on any existing or future technology platforms or technological media, including any social networks.
- The Patriarchate of Lisbon reserves the right to request changes to the winning Logo, in order to adjust it to possible criteria and/or suggestions from the Evaluation Commission, obliging the contest winner to accept such changes without reservation and, if requested, to actively participate in their implementation.
- Participation in the competition implies the acceptance of all these assumptions and conditions. Participants accept and acknowledge that the contest decision is sovereign, expressly waiving any contestation or objection (legal or otherwise) as well as any complaint or request whatsoever. Anything not provided for in the present conditions shall be freely resolved by the COL

X. DATA PROTECTION

- The Patriarchate of Lisbon guarantees the protection of the personal data of the participants under the legal terms applicable in Portugal.