

Call for proposals for a contest of ideas for the creation of a logo to celebrate Santa Gianna Beretta Molla's Centenary (1922-2022).

Object of the contest

The object of this contest is to design a logo to celebrate Saint Gianna Beretta Molla's Centenary (1922-2022). The winner logo will be presented on May 16, 2021, day of her canonization.

Function of the logo

The logo is intended to be used as an identifying sign of the Centenary in paper and electronic documents as well as in communication and promotional activities. For these purposes it is necessary that the logo synthesizes in a clear way the image of Saint Gianna. She was a spouse, mother and doctor, a figure of great humanity and spiritual depth. She is celebrated for the holiness of her life as well as for the modernity of her message and example, which is able to empathically influence old and new generations and to show how everyone can find holiness in the normal daily things of life. Candidates can find inspiration in the biographical and photographic profiles of the Saint on the website www.giannaberettamolla.org.

Participants

Participation in the competition of ideas is free and open to all, without distinction of age or nationality. Proposals elaborated by groups or school classes of any grade, represented by a single proposer, are also admitted.

Logo requirements

For quality reproduction purposes the graphic proposal has to be submitted in **.PDF** format. The logo:

- must be 100% original, i.e. not copied from any other source in whole or in part;
- cannot contain copyrighted or trademarked material;
- may not include images or licensed images that have been previously published; clip art and templates are not permitted;
- must be reproducible with the usual four-color and black and white printing techniques;
- must be easy to use, handle, resize, and manipulate for all reproduction purposes;
- must be easily reproducible and scalable for large and small formatting;
- can be in any color. However, logos must look good in color (if any) and/or black and white

Deadline

The contest officially begins on March 15, 2021. The deadline for all entries is midnight on April 28th, 2021. All entries must be submitted by email directly to magenta.sanmartino@gmail.com. The submission email must include the entrant's personal data (or a photocopy of a valid ID). For school or class participants only the data of the individual submitting the entry are requested.

Entries must be submitted in PDF format.

Selection process

All the proposals received will be examined by the 22 members of the Interparochial Commission for the Centenary of Saint Gianna, part of the Pastoral Community of Magenta, which is the contest's organizer. Decisions will be made by majority vote and the choice of the winning logo will be made within 15 days from the deadline of 28th April. The Commission will select the winning project and explain the reasons and criteria of merit.

The outcome of the contest will be published on the website of the Pastoral Community of Magenta <https://comunitapastoralemagenta.it/> and the name of the winner will also be announced in the press.

Evaluation Criteria

Entries will be judged on:

- their visual appeal and quality and **adherence to the concept prompting the contest;**
- originality and quality of design
- relevance of the different levels of communication: iconic, symbolic, graphic;
- communicative effectiveness and immediacy;
- presence and quality of any elements intended to activate secondary meanings;
- ease of reproduction.

Agreement

Contestants participating in this contest fully agree with all the rules of this contest. **The winner design will become the property of the Comunità Pastorale.** The winner agrees that any and all intellectual property rights in the design submitted are deemed assigned to **the Comunità Pastorale.**

Each entrant further understands that if her/his logo design is selected as the winner, s/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work, other than the prize awarded to the winning entry.

Information on personal data processing

The personal data of the subjects participating in the contest acquired by the Commission for the Centenary will be treated, with or without the aid of electronic means, limited to the purposes related to this announcement, pursuant to Legislative Decree no. 196/2003.