



PONTIFICAL COUNCIL  
FOR PROMOTING  
THE NEW EVANGELIZATION  
JUBILEE 2025

## **REGULATIONS FOR CREATING THE LOGO**

### **Art. 1 - PROMOTER, PURPOSE AND GOAL**

This competition is held under the auspices of the Pontifical Council for the Promotion of the New Evangelization (PCPNE) in view of the Holy Year of 2025.

The purpose of this competition is the study and creation of a logo to represent the Jubilee 2025 that clearly expresses the theme of the Holy Year and that will serve as a distinctive symbol for all the activities of the Jubilee.

In the Catholic Church a jubilee is usually celebrated every 25 years. It is a favorable time to invigorate the daily life of the Church and of every Christian: to be a sign of God's closeness and tenderness. Each Jubilee Year is marked by a theme summarized in a motto. For Jubilee 2025, Pope Francis has chosen the motto "Pilgrims of Hope."

Christian hope should not be understood in a static manner, but rather in a dynamic way. It does not stem from fear of the future, but is marked by the expectation of good, in confident trust in God. The Jubilee motto "Pilgrims of Hope" aims to restore these fundamental concepts by combining them with the journey that the pilgrim is called to make.

Therefore, the logo must portray the essence of the Jubilee event, with particular attention given to the motto (see attachment 1).

### **Art. 2 - CHARACTERISTICS OF THE LOGO/BRAND**

The logo, including the logotype (*Jubilaeum A.D. MMXXV*), the payoff (*Peregrinantes in spem*), and other features are required to be:

- Simple and intuitive;
- Unique, original and unpublished;
- Consistent with the theological message of Jubilee 2025;
- Adaptable to small and large size for printing on paper, plastic, fabrics, hangings/posters, decals, stickers, films and large and small gadgets;
- Adaptable to digital formats of different websites and social networks
- Usable in both color (indicating the chosen color palette, its use and possible color combinations; colors should be indicated in CMYK, RGB and HEX) and black and white;
- Recognizable and distinctive;
- In Latin, but adaptable to the various principal languages (Italian, English, French, German, Spanish, Portuguese and Polish; see attachment 2).

### **Art. 3 – PARTICIPANTS**

Participation in the competition is free and open to everyone, both as individuals and as groups, including companies and/or graphic design studios, free-lance professionals and graphic design institutes.

In the case of participation as an association, the group must choose and indicate its contact person who will represent it in dealings with the PCPNE. The group of contestants will have the same rights and duties as an individual contestant and will constitute a single entity and the authorship of the proposals will be recognized with equal rights and titles to all members of the group.

Members cannot be added to a group during the course of the competition.

A contestant may not participate in more than one group neither as group leader nor as a member of a group nor as a consultant or collaborator, nor as an individual contestant; in such case the Department will disqualify from the competition all the groups in which the contestant is a member.

It is absolutely forbidden for all contestants to disclose, publish or arrange for the publication of projects (or parts thereof) before the results of the Judging Committee are announced. Violation of this rule will result in the immediate and permanent exclusion from the competition.

Each contestant, whether as an individual or as a group, may submit only one proposal.

All contestants are admitted to the competition subject to confirmation of compliance with the requirements for participation.

Participation in the competition implies full and unconditional acceptance of this announcement.

Participation does not lead to employment relationships, does not constitute a professional appointment with the PCPNE, does not entitle the participant to compensation of any kind nor to reimbursement of expenses for any reason whatsoever.

The PCPNE, in its sole and unquestionable judgment, reserves the right:

- to modify, prolong, suspend or revoke, even in part, the present announcement if it should be deemed appropriate or necessary for institutional reasons, of public interest or for regulatory measures without the contestants having any claim or right;
- not to designate a winner if no design is deemed appropriate to meet the objectives of the Department and does not comply with the requirements of this announcement.

### **Art. 4 - CONDITIONS, TERMS AND DEADLINES FOR PARTICIPATING**

The application form with its attachments must be submitted exclusively electronically, following the instructions given below; therefore, no material should be delivered or sent, as it will not be considered at all.

To apply fill out the form that can be found at [www.iubilaeum2025.va/en/logo](http://www.iubilaeum2025.va/en/logo) and upload the project according to the following specifications:

- Presentation in pdf containing three distinct versions: 1) complete brand (pictogram + logotype + payoff), 2) pictogram + payoff and 3) pictogram;
- User Manuel (Brand Manual) in pdf in Italian or English, containing the basic elements (primary version, secondary, clear space, color, monochromatic, special version, proportions, minimum size, primary colors, auxiliary colors).

The entire documentation required must not exceed 300MB.

The online form will be accessible at [www.iubilaeum2025.va/en/logo](http://www.iubilaeum2025.va/en/logo) from April 1, 2022 to 8:00 pm (Italian time, CET) on May 20, 2022. After this date and once the selection has been made, only the winner of this competition will be contacted.

## **Art. 5 - JUDGING COMMITTEE**

The graphic projects received will be reviewed by a Judging Committee established by the PCPNE, which will evaluate each proposal and whose judgment will be final.

## **Art. 6 – CONDITIONS FOR DISQUALIFICATION**

Designs and/or documents presented in a manner that does not comply with the requirements of this regulation and containing anything that may be considered offensive and/or scandalous are grounds for exclusion from participating in the competition. Furthermore, contestants who make the project or part of it public before approval of the proceedings of the competition will be disqualified.

## **Art. 7 - OWNERSHIP, RIGHTS AND CONCESSION**

The author or authors of the winning proposal participating in the competition, in view of its specific aims, waive in favor of PCPNE any copyright on their work and on the use of the winning brand and logo.

The proposal, brand and logo will become the full and exclusive property of the PCPNE, which becomes the owner of all the exclusive rights of economic use and enjoyment - none excluded or excepted, including any related rights - to them and reproduction, registration, deposit, publication, without limitation of space and time, by any means of reproduction, even unknown today.

The winner (all members, in the case of an association) relinquishes all rights to use their work to PCPNE and is required to subsequently submit the brand/logo in vector format within ten days from the communication of the winnings.

Starting from this time, the winner accepts, without reservation and/or exception, that should it become necessary or useful, at the PCPNE's unquestionable judgement, the idea, brand and/or logo developed by the winner may be unilaterally modified, adapted and/or adjusted to professional graphic standards by the PCPNE.

The aforementioned concession of the proposed winning brand and logo will take place in the form of a donation and there will be no financial compensation to the author of the selected work.

As of the present time, the winner guarantees the absolute originality and authorship of the entire proposal, the idea, the brand and the logo presented and, assumes the full and exclusive responsibility, guarantees and exonerates the PCPNE and the Holy See from any claim that could be made against them by any third party.

## **Art. 8 – PUBLICATION OF THE ANNOUNCEMENT**

This announcement of competition is published on the website [www.iubiliaeum2025.va/en/logo](http://www.iubiliaeum2025.va/en/logo), on the page of the Pontifical Council for the Promotion of the New Evangelization, [www.pcpne.va](http://www.pcpne.va), and can be publicized in any other form deemed useful.

## **Art. 9 – SCHEDULE**

- **February 22, 2022:** publication of the announcement;
- **April 1, 2022:** beginning date for uploading data to the designated page;
- **May 20, 2022:** deadline for application, until 8:00 pm.

**Art. 10 - JURISDICTION**

The laws in force of the Vatican City State exclusively govern this call for proposals.

Any controversy that may arise regarding the execution, interpretation, validity or efficacy of the present competition will be transferred exclusively to the Tribunal of the Vatican City State. To this end, participants, by adhering to this competition, accepts as of now to elect as their special legal residence for jurisdiction the Tribunal of the Vatican City State.

## Pilgrims of Hope

Hope is a fundamental human characteristic, but what qualifies human beings is the way in which they hope. Right from the beginning we are told that human beings had premonitions, happy or sad, as to their future. When suffering and anguish befell them at certain times of their present, hope is what gave human beings the strength to carry on. It is not by chance that the myth of Pandora's Box returns time and again, its meaning as relevant as ever. Zeus had given to humankind a box full of every tribulation imaginable, but which was to remain closed. Pandora's curiosity got the better of her and by opening the box let fly out all the bad things contained within. As she rushed to close it, all that remained inside was hope with which she was to comfort humanity.

In Sacred Scripture, unlike among the Greeks, hope is never considered as a neutral and generic awaiting. Indeed, it differentiates itself from fear of the future because it is characterized by the expectation of good. Human beings hope as long as they have life in them. This is not an escape from the present and its problems, but is the foundation which gives security to those who trust in God. This is why in the sacred texts hope is always to be found alongside trust and love. In situations of suffering and danger, human beings turn to God in the expectation of being set free. A passage from the prophet Isaiah expresses this clearly: "Behold, God is my salvation; I will trust, and will not be afraid; for the Lord God is my strength and my song, and he has become my salvation" (Isaiah 12:2). In short, while human beings can in a certain sense dispose of their present, the same is not true of their future. They can only abandon themselves to God with a trust which is full of hope. For the early Christians, hope is articulated in three moments: awaiting the future, trust in Jesus Christ, and perseverance in awaiting his return. Paul gives a synthetic definition of this when he writes: "For in this hope we were saved. Now hope that is seen is not hope. For who hopes for what he sees? But if we hope for what we do not see, we wait for it with patience" (Romans 8:24-25). For Paul, therefore, Christians are those who "rejoice in hope, are patient in tribulation, constant in prayer" (Romans 12:12). Thus the essence of Christianity lies in the inseparable unity of faith, hope and charity.

Hope goes out to meet everyone and refuses no-one. It is dynamic, not static. The motto of the Jubilee, "Pilgrims of Hope", seeks to express these fundamental concepts and to marry them with the journey which pilgrims are called to undertake. In this journey, pilgrims are not only guided and accompanied by hope, but are called to grow in hope. It is as if hope takes faith and charity by the hand and leads them along, so as to permit their full and coherent self-realization. Pilgrims, moreover, are called upon to "account for their hope" (1 Peter 3:15).

**Official translations of the Jubilee 2025**

<b>Latin</b>	Jubilaeum A.D. MMXXV	Peregrinantes in spem
<b>Italian</b>	Giubileo 2025	Pellegrini di speranza
<b>English</b>	Jubilee 2025	Pilgrims of hope
<b>Spanish</b>	Jubileo 2025	Peregrinos de la esperanza
<b>French</b>	Jubilé 2025	Pèlerins de l'espérance
<b>Portuguese</b>	Jubileu 2025	Peregrinos da esperança
<b>German</b>	Jubiläum 2025	Pilger der Hoffnung
<b>Polish</b>	Jubileusz 2025	Pielgrzymi nadziei