

Towards the 150th Anniversary of the First Missionary Expedition

Dear confreres, 2025 is approaching, when we will celebrate and commemorate 150 years since the first Salesian Missionary Expedition.

For this occasion, there will be many initiatives at the local, provincial and congregational levels.

As Missions Sector, we have decided to launch a contest to design a logo to be used for this special occasion. All the Provinces can participate through the PDMA, in collaboration with the Delegate for Social Communication and competent lay people and graphic designers.

Theme: *Ringraziare (Give Thanks), Ripensare (Rethink), Rilanciare (Relaunch)*

Ringraziare: We give thanks to God for the gift of missionary vocation which enable the sons of Don Bosco today to reach out to poor and abandoned youth in 134 countries.

Ripensare: This is an opportune occasion to rethink and develop a renewed vision on the Salesian Missions in the light of new challenges and new perspectives which led to new missiological reflections.

Rilanciare: We have not only a glorious history to remember and be grateful for, but also a great history still to be accomplished! We look to the future with missionary zeal and enthusiasm so that we may reach out to even more poor and abandoned youth.

Criteria

The logo must express the sense of unity of the entire Salesian Congregation and the dynamic drive towards the growth of the missionary spirit, taking into account the three verbs expressed in the motto.

The number "150" shall be highlighted.

The logo must maintain a character of simplicity so that it can be printed and applied to various materials. Harmony between the elements of the logo and in the colour scheme will be important.

The logo must be presented in 3 versions

- Logo with the three verbs and the words 'anniversary of the first Salesian missionary expedition';
- Logo with the three verbs;
- Logo only.

The written parts will be subsequently translated in order to have the logo available in the 5 official languages of the Salesian Congregation (Italian, English, Spanish, French and Portuguese).

Technical specifications

The design must be submitted in vector format (Illustrator, Corel...) or svg and pdf.

The font must also be vector-based to avoid problems with missing fonts when the logo is opened. It should be in color but can also be used in black and white or greyscale and in negative.

The design must include a small manual (which will be further elaborated if the competition is won) containing the basic color version, the black and white version, the negative, the minimum size of the logo, the font type and the color composition.

Each Province may participate with one project.

The winner will be chosen by the Rector Major and announced in December 2023.

A cash prize of €1,875 is awarded to the winner.

The logo competition will officially open on **22 March**.
and logo proposals will be accepted until **11 November**.


Fr. Alfred Maravilla SDB
General Councilor for Missions

