

*Contest to identify
the Logo and the Hymn of the 150th anniversary of
the FMA Institute
(1872 - 2022)*

The logo and the theme of the hymn must be relevant to the slogan proposed for the celebrations of the 150th anniversary of the foundation of the Institute of the Daughters of Mary Help of Christians (FMA):

"Mary walks in this house".

"House" means the world, where Mary is present and walks with us, supporting us in the mission of educating young people. It indicates a 'vision' and a certainty rooted in faith and in the Salesian charism and in a lived experience.

The phrase *"Mary walks in this house"* is taken from the episode of Don Bosco's visit to Nizza in August 1885, reported in the *Biographical Memoirs XVII*, 557 and in the *Chronicle of the Institute V* volume, 51-52. (the page numbers are for the Italian version)

CONTEST FOR THE LOGO OF THE 150th OF THE FMA INSTITUTE

SOME SUGGESTIONS:

The logo, to be immediately identifiable, must appear **simple and obvious**. Although there are many successful logos that break these rules, in general, a good logo must consist only of essential elements, in order to be **remembered more quickly**.

1. It must be **simple**, but not simplistic;
2. It must be **versatile and adaptable to any support** (business cards, pen, pencil, posters, signs, flyers ...);
3. It must **integrate the name** of the Institute to which it refers;
4. It must be **effective even without color** and also work in black and white;
5. It must **guarantee visual integrity** even in the event of shrinkage;
6. It must be **original and unique**. Make sure that you do not look like another one inadvertently.

PRACTICAL INFORMATION FOR THE PROVINCE

- Each Province can identify some prepared persons to whom to entrust the design and provide essential information on the Institute and its history
- Each Province can send at the most **2 logos**
- Indicate the SURNAME and NAME of the designer or designers
- It must arrive by **December 8, 2019**
- The 3 folders (6 if there are 2 logos) indicated above must be sent to the e-mail address: logo150fma@gmail.com.

- We recommend using the site Wetransfer if the folders exceed the size allowed by your mailbox.

Which files should be sent (300 dpi definition):

- **Vector files** Cdr or Ai, Pdf, Eps
 - Version in CMYK (four-color process)
 - Version with PANTONE colors
 - Version in BLACK and WHITE

Total: 3 files

- **Jpeg and Png raster files (or Tiff with transparent background)**

Total: 2 files

- **Variations of the logo**

File in vector format with the declensions of the logo (on t-shirt, business cards, pen, pencil, letter, billboards, signs, flyers ...)

A few files are enough as examples of use of the logo

**DELIVER A TOTAL OF 5 FILES
+ SOME FOR THE LOGO VARIANTS
INSERTED IN THREE LABELED FOLDERS
Vector files, Raster files, Logo variants (One zipped folder)**

CONTEST FOR THE HYMN FOR THE 150TH OF THE FMA INSTITUTE

SUGGESTIONS

The hymn must be catchy and easily translatable into various languages;
contain stanzas in different languages (Romance);
must be destined especially for young people;
The expiration date for delivery will be January 31, 2020.

CONTEST RULES

Art. 1 All those who send a song of which they are authors of the musical part and of the text are allowed to participate;

Art. 2 The song, inspired by the theme "Mary walks in this house", must be original and unpublished both for the text and for the music;

Art. 3 In the case of collaborators or groups, registration must be sent by a representative who must carefully complete the registration form (see attachment A);

Art. 4 Regardless of the arrangement (the songs can already be arranged professionally, you can insert all the instruments that you know how to play), it requires that the song lends itself to being accompanied even only by a guitar;

Art. 5 The piece must be written in a composition of the following LANGUAGES (ex: a verse for each language): Italian, English, Spanish, French, and Portuguese ;

Art. 6 It is required that the text has a juvenile linguistic register, so as to be accessible to all;

Art. 7 The passage can be accompanied by a simple CHOREOGRAPHY ('bans' type gestures);

Art. 8 The winning song will become the anthem of the 150th of the FMA Institute and will also be used for other organized events. For this reason it will be required to sign a release for the use of the song (see Attachment A);

Art. 9 The piece sent must be accompanied by ARRANGEMENTS and/or SCORES;

Art. 10 REGISTRATION must be made no later than January 31st 2020, by sending an email with the subject: "Contest for the Anthem of the 150th of the FMA Institute"

Send it to inno150fma@gmail.com accompanied by

- Audio: format *.mp3
- Text and Arrangements: format *.PDF
- Signed release

We recommend that you specify the NAME AND SURNAME of all the authors and specify whether they are the authors of the musical part or of the text.

For any other information contact email: inno150fma@gmail.com

Attachment A

**Hymn Contest
150th of the FMA Institute (1872 – 2022)**

REGISTRATION FORM

HYMN APPLICANT'S INFO

NAME _____ SURNAME _____

DATE OF BIRTH ____/____/____ PLACE _____

RESIDES AT _____ STREET _____

CAP _____ TEL _____ EMAIL _____

TITLE OF THE SONG _____

The undersigned declares that, besides him/herself, the hymn was composed by:

NAME & SURNAME	DATE OF BIRTH	TELEPHONE	EMAIL

The undersigned declares to know and subscribe to the Regulations of the "Contest for the Anthem of the 150th of the FMA Institute". The undersigned authorizes the Organization of the "Contest for the Anthem of the 150th of the FMA Institute" to publish the pieces that will be presented at the Contest and absolves the Organization of the "Contest for the Anthem of the 150th of the FMA Institute" from responsibility towards any third party for the publication of the passages themselves.

APPLICANT'S SIGNATURE _____

The undersigned authorizes the Organization of the Competition to process his/her personal info for the sole purpose of the entertainment activities and the artistic promotion of the contest and in any case in compliance with Art. 11 of Law 675/96 and Article 13 of Legislative Decree 196/2003 concerning privacy.

APPLICANT'S SIGNATURE _____

ATTENTION

If the member of the group indicated in this sheet is a minor, the registration form and this form must be signed by one of the parents or by those who have parental authority.