

Contest: Design the Next SSVP International Logo!

All members of the international Society of St. Vincent de Paul (SSVP) are invited to create and submit design ideas for a new international SSVP logo. This document includes the design and submission information you need to create a design that will be considered for international SSVP use around the world.

Background

Last year, a new international SSVP Commission was charged to form recommendations to the President General regarding a new SSVP international logo. To be clear, this new logo will not automatically become the new logo for each country's National Council. National Councils may choose to use chosen new SSVP logo as their own national symbol as well as the international symbol.

We recognize that some countries do not want to use the current SSVP "fish" logo image as versions of it are in use by other organizations, or connotes other meanings, at least within their country.



Some countries have designed a unique Society logo that they feel is well known in their country, and they may not desire to switch to a new one. Others may welcome a change and more consistent global use!



Current Global Logo Status:

Looking outside of our Society, we explored how other organizations approach their global logos in consideration of different languages and customs. You may find it helpful to create a good SSVP design using these approaches.

Basic logo types used around the world:

1. Word Mark – words shaped into a symbol. Ex: Google, FedEx, WalMart



2. Combo – text and symbol together or can be separated; Ex: Pepsi, Microsoft, MasterCard



3. Emblem/Badge – text inside a symbol. Ex: Starbucks, Burger King, BMW, Perrier



4. Lettermark – uses only the initials. Ex: McDonalds, CNN, Facebook



5. Signature – text as signature. Ex: Ford, Kellogg's, Coca-Cola



6. Symbol/Icon – no words. Ex: Twitter, Shell, NIKE, Apple



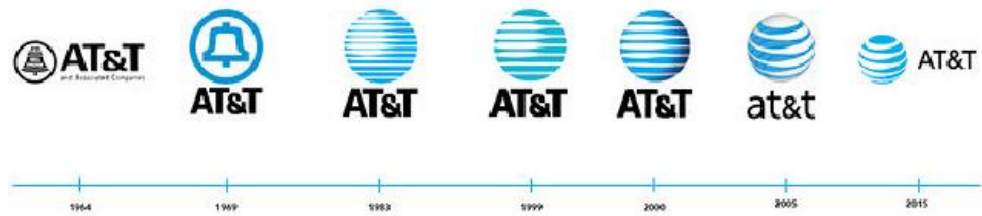
Considering a Logo for Global Use

Many brands including SSVP started as local organizations, then grew nationally and ultimately internationally. Your logo design will need to consider many different languages and cultures. It might follow these examples from the corporate world:

- Updated art/image over time as styles change: MasterCard, Morton's Salt, CrackerJack



- Add a new picture to an existing company name: AT&T, Pepsi



3. Remove language barriers (logo has no words) or add logo language options: Coca-Cola, Starbucks, Olympics

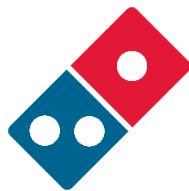


The Commission recommends, but does not require, that your logo design take one of three forms:

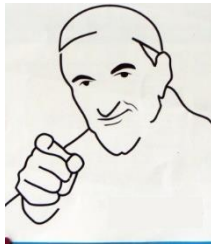
1. A design using primarily the organization's name or initials. Examples: Ford, FedEx, T-Mobile, KFC, Samsung, McDonald's, Amazon Coca-Cola



2. A design featuring a literal picture of the name or product. Examples: Red Cross, Shell, Dominos, Apple, NBA.



For example, how could you use these images of St. Vincent?



3. A design can create a brand feel or what it stands for, often without any words. Examples, NIKE, AT&T, Starbucks, Twitter, Superman, Batman



What Values do we want to express in a SSVP logo?

Here are some possible SSVP brand and logo value expressions, in no order of preference:

Network of Charity around the World

Catholic

Help the poor and underprivileged in our midst

Unity and oneness among members and in union with the poor

Global stature of the SSVP, an international confederation

"Serviens in Spe" - Serving in Hope

Essential Virtues: Simplicity, Humility, Gentleness, Selflessness and Zeal

A helpful question for logo design: What sets us apart from other organizations?

Next Steps: the SSVP Logo Commission Decision Process

1. The design competition deadline is April 1, 2020.
2. The SSVP Logo Commission will receive the competition entries, screen them against our requirements, and decide on finalists.
3. The Commission will present three or more choices to the President General and SSVP governance body responsible for final decision before the June 2020 international meetings.
4. Upon selection of a new logo, a package of usage standards – colors, placements, etc., will be developed for SSVP National Councils.

Your Logo Submission Requirements

Please submit a logo design with the following information:

1. Submit a color version and a black/white version. You can submit a sketch or draft version; it does not need to be final. Do not spend money on this!
2. Designs may be submitted in Word or PDF versions.
3. Include on a SEPARATE page your name, email address, your National Council name, preferred language, and this information:
 - a. What inspired your design?
 - b. Any parts of the design that need to be explained, hidden meanings etc.
 - c. How may your design be adapted for different countries?
4. Send all of the above by April 1, 2020 to: SSVPlogodesign@gmail.com

Special Rules

All entries are considered the property of the International Council of the Society of St. Vincent de Paul upon their submission. All subsequent usage, trademarks and copyrights, and other ownership shall belong to the SSVP. There will be no financial compensation to the designer for this ownership and use.

The Commission and the SSVP President General reserves the right to choose finalists, one logo design, or none at all for consideration by the international Board of Directors and International Executive Committee. We pray for great ideas, but this contest does not guarantee a winning design.

Members of the SSVP Logo Commission are not eligible to provide design entries.

Members of the Special Commission:

Dave Barringer (USA), Chair
Frank Brassil (AUST)
Claire Victory (AUST)
Samuel Godoy (BRA)
Cristian Reis da Luz (BRA)
Renato Lima (CGI)
Carlos Lafarga (CGI)
Michel Lanternier (FRA)
Estelle de Saint Bon (FRA)
Antonio Gianfico (ITA)
Claudio Messina (ITA)
Ehiagwina Pius (NIG)
Vincent Ogbechie (NIG)
Ralph Middlecamp (USA)

Questions? Send them to: SSVPlogodesign@gmail.com