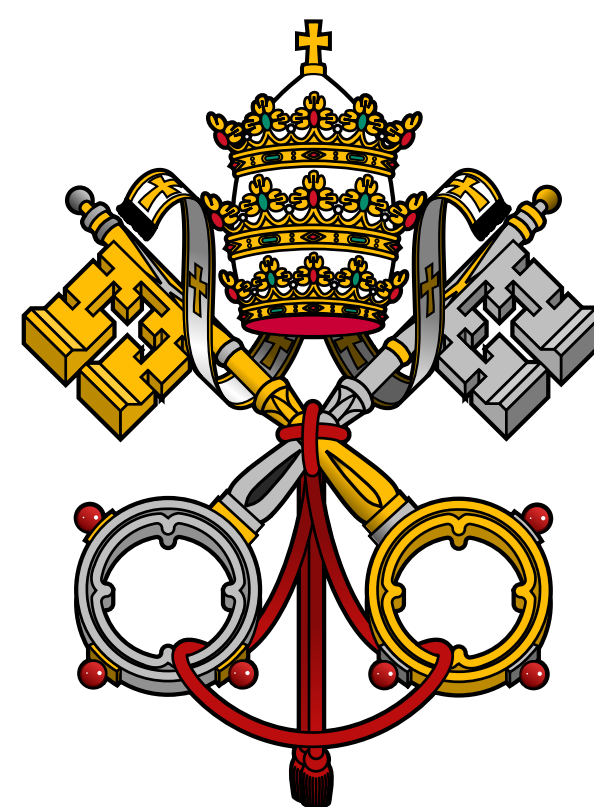




WE ARE COPA

April, 2022



PONTIFICAL COUNCIL FOR THE PROMOTION OF THE NEW EVANGELIZATION

Jubilee 2025

“I AM THE WAY...”

John 14:6



Spring of 2000, northwestern Spain.

I will tell you a story. A story of Hope. A story of two pilgrims who like many others were searching for answers to their questions on the path of the ancient sages.

The woman had a chronic inflammatory disease caused by endometrial cells, and a hormonal disorder that compromised her reproductive system, almost completely diminishing her chances of generating life.

The possibilities of getting pregnant had never been on the woman's side, and for them, treading the path was a way to understand the designs and comfort their hearts. However, something was reserved for the pilgrim couple. After completing their journey and returning home, they found that their innermost wishes had been fulfilled, and in the spring of 2001, a healthy child was born from her womb.

The child was given the name Tiago in honor of the journey they had traveled and is also the Latin version of his own father's name, James. The pilgrim who could not become pregnant is my sister, Renata, and I went to visit her in Rome in February 2002 to meet my nephew and baptize him as his godfather.

That was the first and only time in my life that I walked through the streets of Rome and was able to admire the Vatican City and its imposing Basilica. I contemplated the hills of the city at sunset, I revered the works of the great Renaissance masters in the frescoes of its galleries, and I followed closely the enthusiasm of hundreds of pilgrims arriving from the four corners of the Catholic world to St. Peter's Square for the celebration of the day of Our Lady of Lourdes.



Camino de Santiago de Compostela



I dare say Rome welcomed me and I welcomed it back; and the Vatican presented me with a beautiful silver ring, which I carry to this day with honor and appreciation, revealed to me in a dream weeks before my departure for Italy.

After more than twenty years of such events here I am having the chance to give back to St. Peter's Church something of great value: the logo for the Holy Year 2025. Tiago, my nephew and godson, was conceived in the year of the last Jubilee and if it is in my way to win this contest, he and his parents will be by my side during the opening of the theme "Pilgrims of Hope". Because hope is in the next generations, in tomorrow, in the future of humanity. Hope is in the invisible, for we walk by faith and not by sight.

And one year after my trip to Rome, I started my own pilgrimage. Through a calling, I left my home country in search of a dream in a foreign country, without knowing anyone. In my suitcase only clothes, and the hope of realizing my purpose. I was guided to a small town in California called Santa Clara, the same name as the street where I lived during all my youth in Rio de Janeiro. There I met Jason Saldaña, a young man as dreamy and foolish as I was. And together we started a small design office that today volunteers this project to the Pontifical Council for Promoting the New Evangelization.

We appreciate the opportunity.

LEONARDO HELIODORO BANDEIRA
Creative Director - Copa Design



The Ring



Tiago & I. Castel Gandolfo, 2002



Jason & I. San Francisco, 2003

WHERE ARE WE GOING?



We are always in motion.

As time moves forward into the future, we make choices every day. We create paths, we make plans, we seek opportunities. The consequences of each decision bring us to where we are now. The ancient Greek philosopher Heraclitus, in his most famous thesis called “The Theory of Becoming”, said that the universe expands in an eternal flow. That no man is able to bathe twice in the same river, for when he dives again into its course, he no longer finds the same waters that bathed him before.

This is how we are. This is nature. This is how all the species of our planet evolved. And perhaps this is how God is. Flowing and expanding. Walking on His path as an eternal Pilgrim of the stars.

The present is a single moment fitted into the convergent border between what was and what will be. The only certainty of the future is that there will be a past, and that the next generations will inherit the results of our choices.

We walk all the way, yet we don’t always know where we are going. To surrender with love and courage to what is unseen is an arduous exercise for all of us. It is necessary to trust in the invisible. To have faith in God.

Every day we have the chance to transform our lives, to reprogram our routes, to change our habits. It has never been a question of walking, that is inherent to humanity, it is about where we are going, how we are going, and with whom we are going.

What drives the pilgrim is hope.

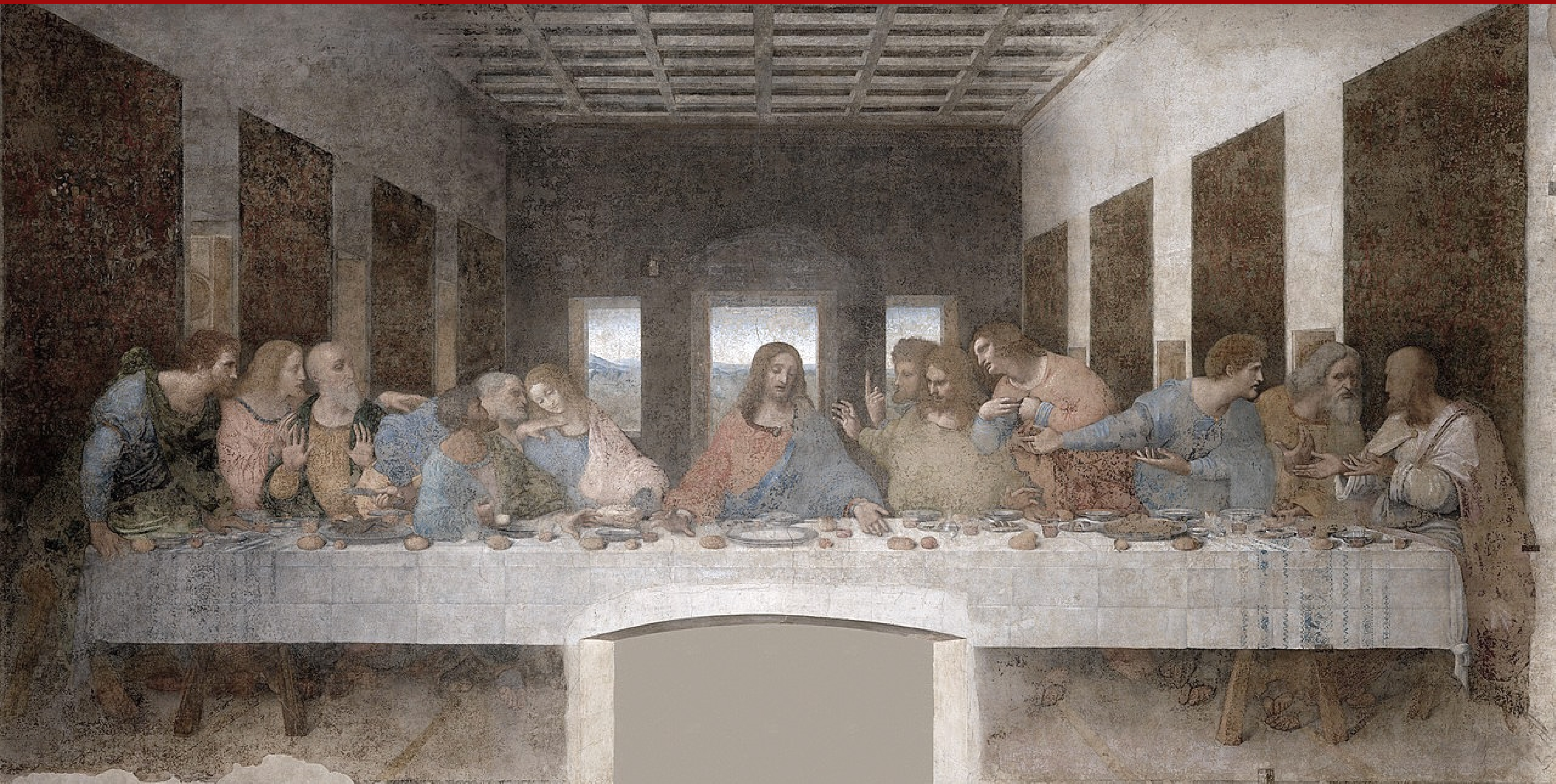
The pilgrim is the action, the hope, the result. The pilgrim is the present; the hope, the future. The pilgrim is the path; hope, the breeze that refreshes him in his moments of discomfort.

The life of the pilgrims is a great metaphor, where they must carry in their baggage only that which will be useful to them. They then realizes that life is simple, and the road is long. That in order not to get lost along the way, it is necessary to stay on the trail. They shares the road, exchange experience, offers help and receives support. But in the end the pilgrims walks in solitude. And as they recognizes their destination approaching, the pilgrims discovers that the journey that brought them there is what really mattered, and as they remembers each step taken, each smile given, and each challenge overcome, the pilgrims are filled with fullness and gratitude. And then they thinks, “The road wasn’t so long after all, and it was worth the journey.”

The logo proposal we will present in the following pages may not be the one chosen to represent Jubilee 2025, but the creative journey we plunged into upon receiving Pope Francis’ call is what made our efforts for this project worthwhile.

COPA CREATIVE TEAM

12 APOSTLES - THE FIRST PILGRIMS



I2 CATHOLIC PILGRIMAGE PATHS



The Holy Land, Jerusalem, Israel



St. Peter's Basilica, Vatican, Italy



Santiago de Compostella Cathedral, Spain



Sanctuary of Our Lady of Lourdes, France



Sanctuary of Our Lady of Fatima, Portugal



Cathedral Basilica of Our Lady Aparecida, Brazil



Notre Dame Cathedral, France



Basilica of Our Lady of Guadalupe, Mexico



Sanctuary of Divine Mercy, Poland



Pilgrim Paths, Ireland



St. Annes's Church, Malaysia



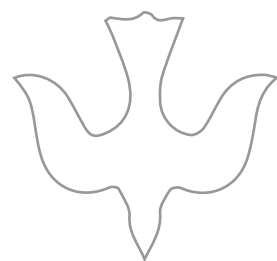
Holy Family Church, Spain

I2 SYMBOLS



I. SEA SHELL

The seashell is one of the main symbols of the pilgrim. Associated with the Camino de Santiago de Compostela, it is representative throughout the Catholic world as a source of protection and knowledge. In our proposal, it also symbolizes birth, the womb that keeps hope alive for the next generations.



2. DOVE

For us, dove represents the birth of Christ. The hope of Noah. The Holy Spirit who manifests himself in the purity of the pilgrim's steps, and a guide who helps him to find his way again whenever he feels lost, helpless, or lonely.



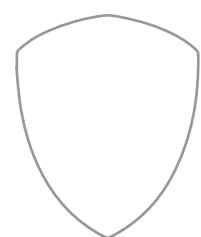
3. LATIN CROSS

The Latin cross is the most important and well-known symbol of Christianity. It signifies the conjunction between spirit and matter, represents devotion, indicates faith. It synthesizes the Life, Death, and Resurrection of Christ. In our proposal, the cross reveals the path Jesus had to travel to reach the Kingdom of Heaven.



4. ANCHOR

The anchor is the Christian symbol of hope. For us, it also embodies the pilgrim's sense of resilience on his journey. Feet on the ground, steady steps, but always moving forward, in eternal movement and development.



5. SHIELD

The shield refers to protection, courage, and honor. It was used throughout history and the Bible to symbolize divine welcome and military support. For our logo, the shield facilitated the graphic closure for the other inserted shapes, besides rescuing the tradition of the ancient monastic orders.



6. FLOWER BLOOMING

The blossoming flower represents spring, birth, and the cycles that renew themselves at each stage of the journey. The flower gives the pilgrim new energy to move forward and encourages him to break his own boundaries.



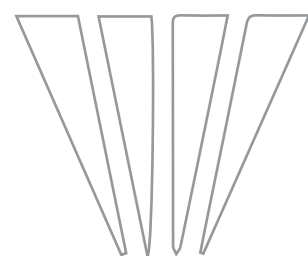
7. SUNRISE

The rays of the rising sun bring the hope of a new day, where everything is again possible and within reach. The sun represents the central energy that offers the pilgrim light for the eyes and warmth for the heart.



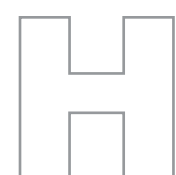
8. MITRE

The mitre was applied in our proposal in a subtle and stylized way, representing the Bishop of Rome. The Pope. The pilgrim leader. The guide of all Catholics in the world.



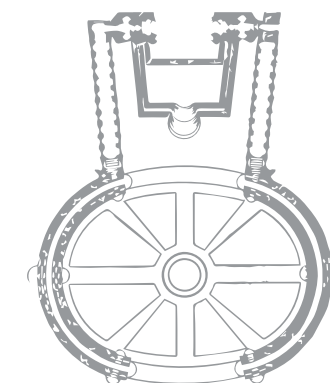
9. PILGRIMAGE PATHS

There is an ancient Roman phrase used in a pre-Christian context that said, “Mille viae ducunt homines per saecula Romam.” Loosely translated it would be, “A thousand streets lead men to Rome”. This phrase indicates that all roads meet in Rome. That all roads lead to Rome.



10. LETTER H

We inserted the letter H subliminally to symbolize the English word “HOPE”, one of the central themes of the next Jubilee.



II. ST. PETER SQUARE

A masterpiece designed by Master Gian Lorenzo Bernini, St. Peter’s Square is the conversion of all roads leading to Rome. The square embraces visitors in the “maternal arms of the Mother Church.” The prospect of the paths meeting suggests a point of balance in our proposal.

I2. APOSTLES, THE FIRST PILGRIMS

To finish our logo representation, we chose the symbolism of the 12 Apostles of Christ. The First Pilgrims who courageously traveled unimaginable distances in an extremely difficult period with the mission of spreading Jesus’ message of love and hope.

THE CONCEPT

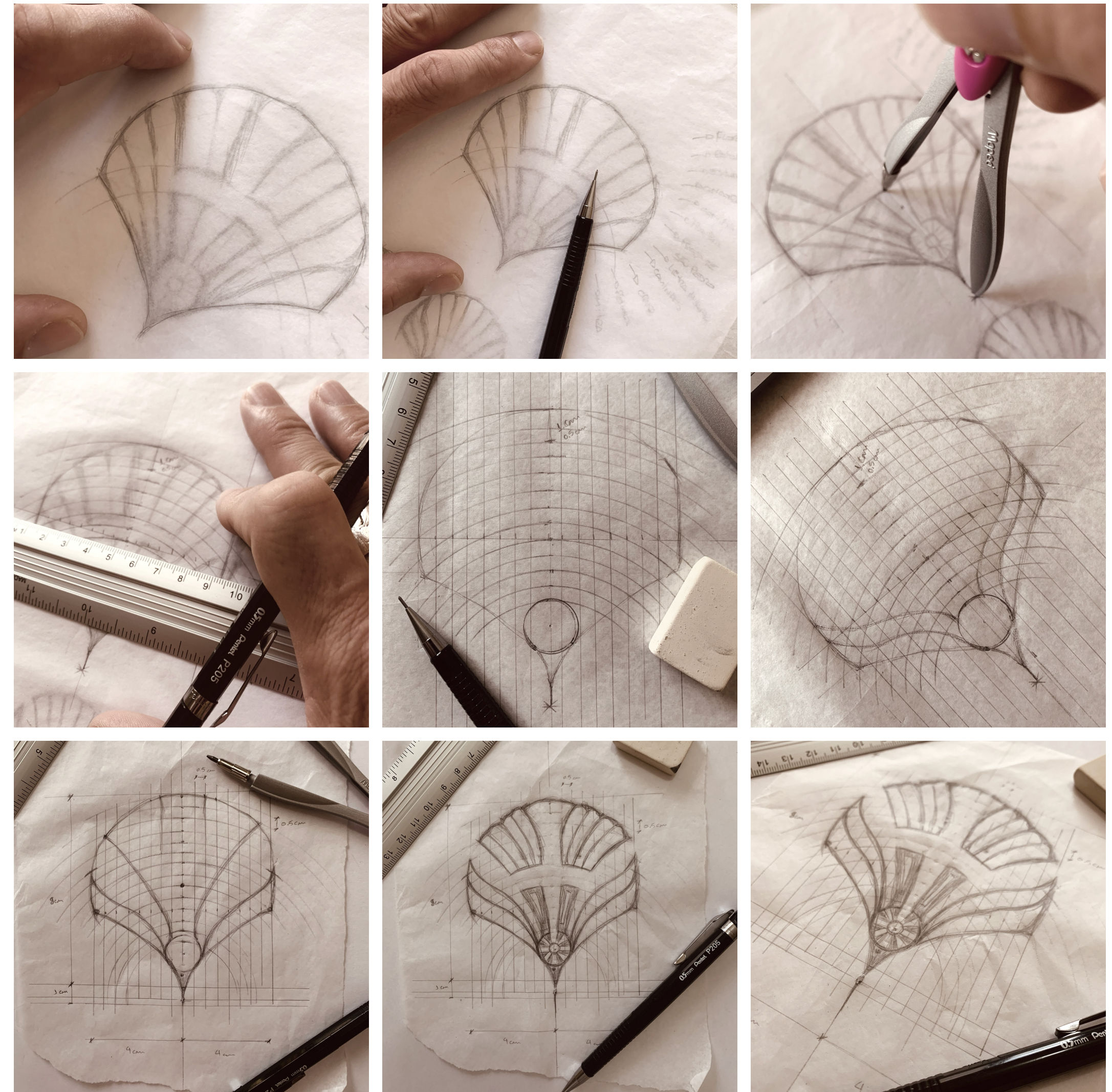


Inspired by the concept of perception and using techniques from Gestalt Theory and Principles applied to graphic design, we built a proposal aiming at a symbol that could bring together forms, suggest interpretations, and arouse emotions in people. Furthermore, that the logo would have a deep spiritual meaning to the eyes, mind, and heart of Catholics around the world.

During the process of elaborating the logo for the Holy Year 2025, we saw design as a fundamental support in the dialogue between the Church and its faithful, encouraging everyone to believe in the values of the Jubilee and in the representativeness of its motto, thus collaborating so that Christians would be proud to be part of this movement, serving as propagators in the dissemination of the message.

Our proposal has life; it reflects values. Our proposal has joy; it expresses optimism. Our proposal has soul; it will inspire the world around it.

We base our creation on respect for the Church, its faithful, and its history. Thus, we sought in some liturgical symbols the graphic ways of representation and connection that would provide the logo with credibility, beliefs, and charisma.





THE GESTALT PRINCIPLE

PROXIMITY

When different elements are laid out close to each other, they are perceived to be belonging to the same group.

CLOSURE

Reification or closure refers to making something concrete, bringing something into being, or making something real.

SIMILARITY

Objects with shared visual characteristics are automatically taken to be related.

MULTI-STABILITY

Multi-stability is the ability of our eyes to see two different things within a single image or design.

CONTINUITY

Elements which are aligned with each other are perceived as visually associated.

www.logogeek.uk/logo-design/gestalt-theory/

THE LOGO







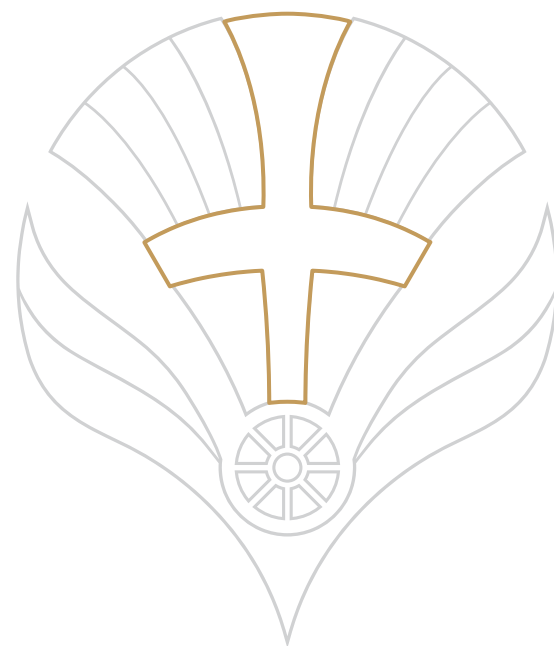
1. Sea Shell



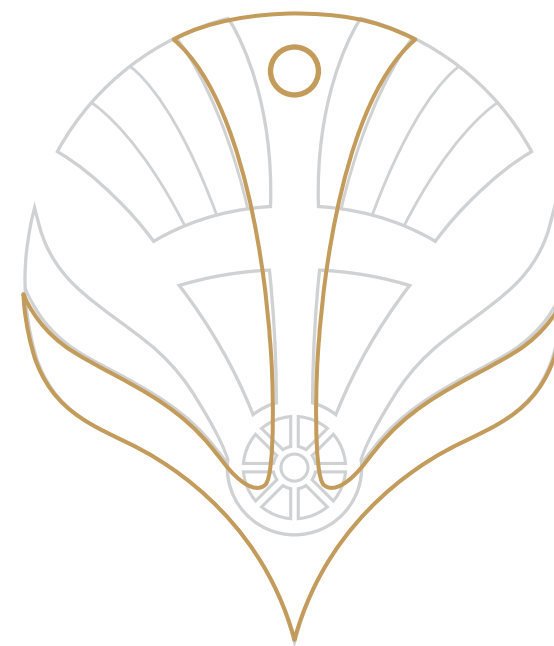
2. Dove



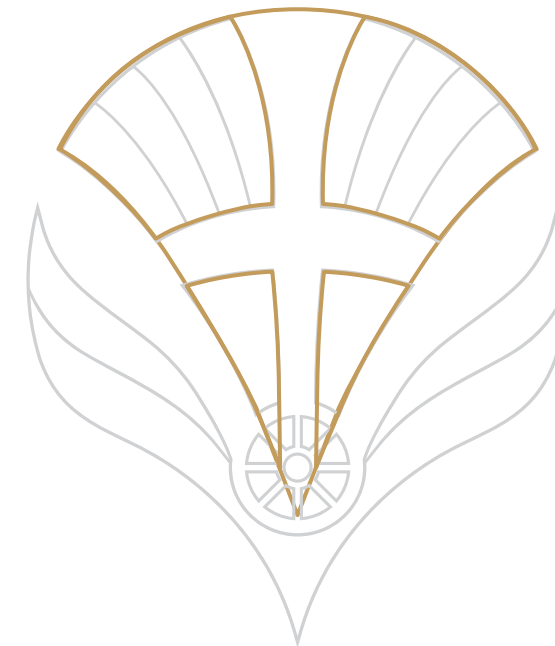
3. Latin Cross



4. Anchor



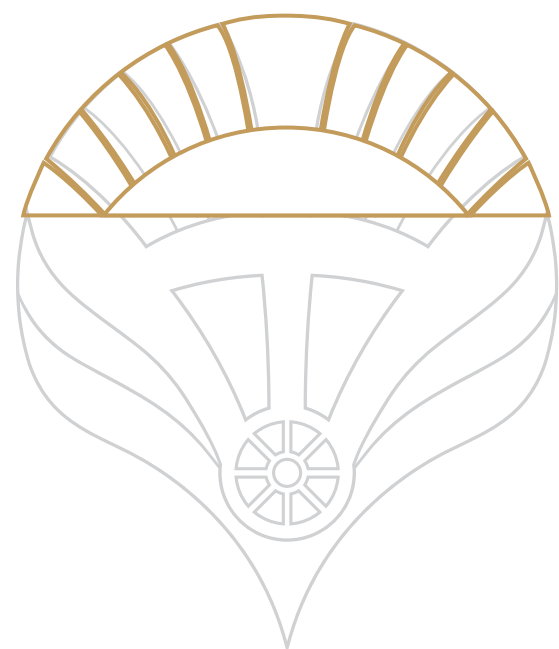
5. Shield



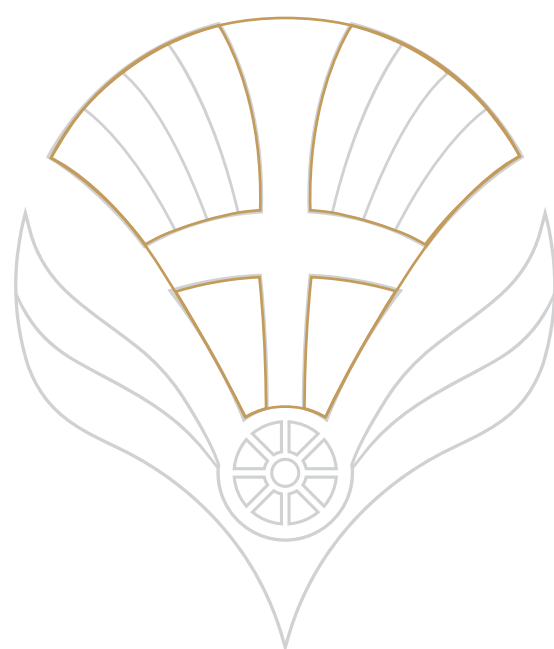
6. Flower Blooming



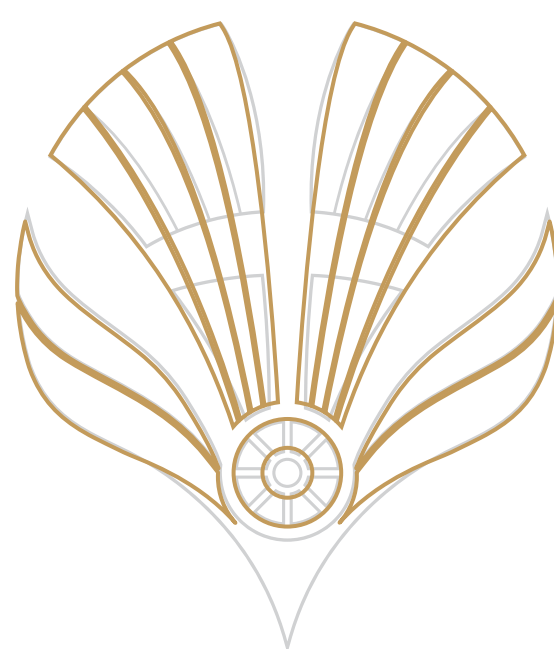
7. Sunrise



8. Mitra



9. Pilgrimage Paths



10. Mirrored Letter H



11. St. Peter's Square



12. Apostles, The First Pilgrims



LOGO MANUAL



THE BRAND PURPOSE

The purpose of this manual is to present the proposal for creation, maintenance and application of the Jubilee logo, as well as all standardization rules for signature, typography, colors, visual identity, look and feel, concept and brand voice.

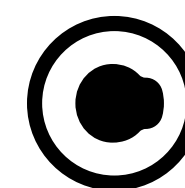
This manual establishes parameters for the correct use of the logo in all possible graphic scenarios, seeking consistency and uniformity in the various communication materials.

It is very important that the guidelines set forth here be obeyed. If in doubt, we will be at your disposal.

A logo is not just a scheme of shapes and colors. Its function goes a lot further.

The logo aims to demonstrate the personality through its design. It is a symbol, which besides the utility of communicating and reinforcing visibility has the function of acting as a distinctive element, serving as an anchor for all its identification.

The official logo represents the Jubilee 2025 and should be used in all types of communication, being a reference for brand identification. The priority application is based on the logo shown on this page, keeping the original colors (see Table of Colors).



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Leonardo H. Bandeira
Creative Director
Copa Design
leo@copa.design



PRIMARY VERSION



SECONDARY VERSION





WE ARE COPA

April, 2022

MONOCHROMATIC

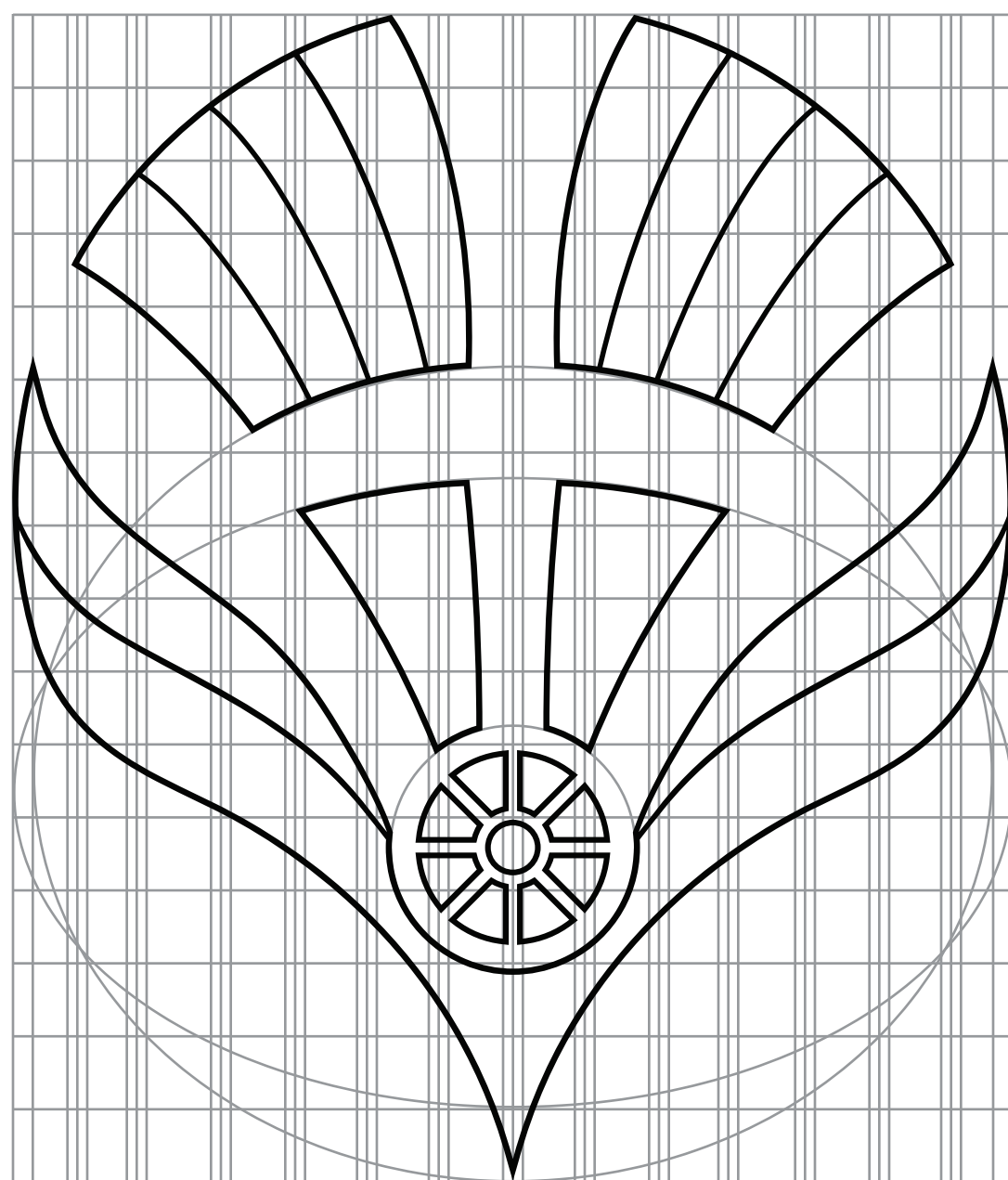




GRID

The structural grid aims to represent the proportionality of the brand, and guide its construction manual (if necessary).

The logo must not be interfered with by other graphic elements, and a minimum security area must be respected.



MINIMUM SIZE

To maintain good brand legibility in applications, a minimum size has been defined which must be respected. The logo can be reduced down, in the print version, to a size of 4cm (primary version) and 3cm (secondary version).

To ensure readability, the logo's base length must always be equal to or greater than 113px (primary version) and 85px (secondary version) in digital applications.



CLEAR SPACE

The logo clear space consists of a square area surrounding the Jubilee logo within which no text or graphical elements are allowed. It is set by using two “St. Peter Circles” caps height all around the logo.

No other graphical element, object or text may exceed the clear space so as that there is no problem in reading and associating the logo.





PRIMARY FONT

Colus is a free display font, whose designer Stan Partalev was inspired by stone and wooden carved letter inscriptions. With a classical appearance and mature characteristics, this typeface family is appropriate for impressive headlines, remarkable logos, and beautiful signs. As the first professional font by Stan, Colus comes with the broad support of many Latin and Cyrillic based languages, proper localizations, lining numbers and old style figures. Colus pro scriptum est!

Font Squirrel.

COLUS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!
@#\$%&?::

SECONDARY FONT

Trajan is a serif typeface designed in 1989 by Carol Twombly for Adobe. The design is based on the letterforms of capitalis monumentalibus or Roman square capitals, as used for the inscription at the base of Trajan's Column from which the typeface takes its name. Trajan is an all-capitals typeface, as the Romans did not use lower-case letters. Twombly created the design taking inspiration from a full-size picture of a rubbing of the inscription. It is well known for appearing on many film posters. Ironically, the typeface is inadequate for typesetting Latin.

Wikipedia.

TRAJAN PRO

AABBBCCDDDEEFFGGHH
IIJJKKLLMMNNOOPPQQ
RRSSTTUUVVWWXXYYZZ
0123456789!@#\$%&?::

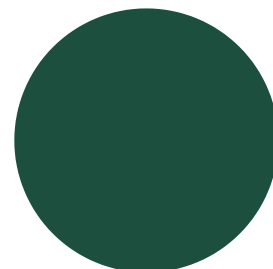
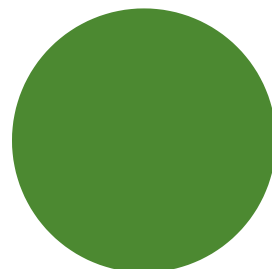
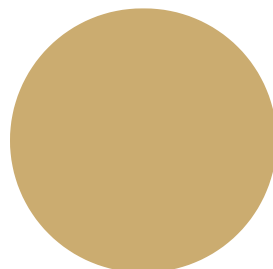
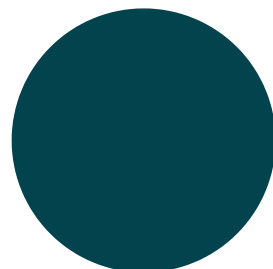
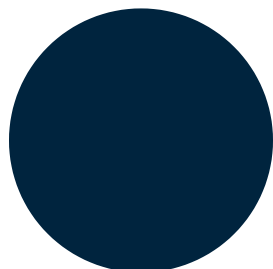
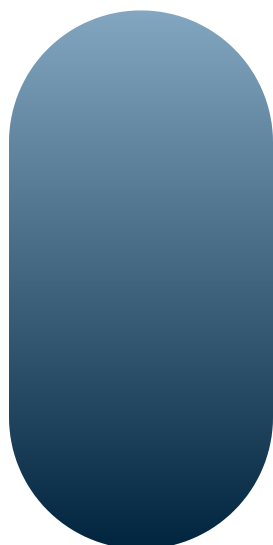


COLOR PALETTE

The color system is an important and expressive element of brand identity. Colors are powerful and directly influence people. Based on the study of the psychology of colors, we try to find those that have the greatest positive effect.

Color Psychology is a study that reveals how our brain translates colors into different sensations, provoking diverse emotional associations.

Each color creates a different sensation in people, so it is crucial to know how to use them.



MIRAGE BLUE

DARK JADE

LIGHT SAND

DAWN GREEN

HIGHLAND GREEN

The color of the waters on a deep sea dive

The color of the mountains at twilight

The color of the desert sands at sunset

The color of green grass at dawn

The wet green color of the highlands

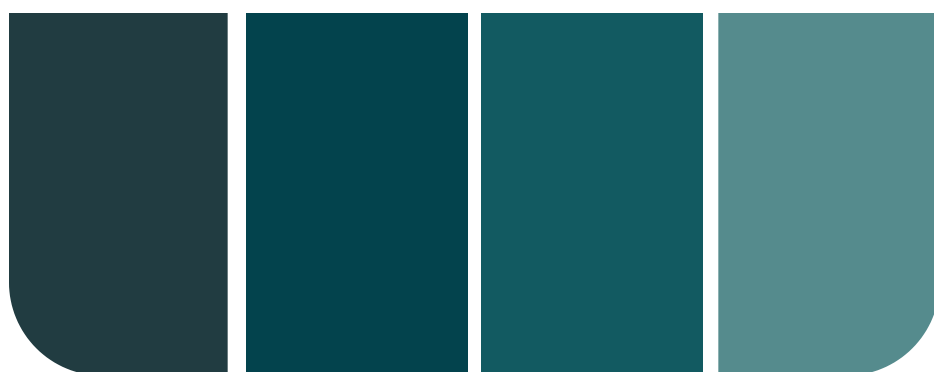
HEX	#00243E	#03434E	#CBAC70	#4C8931	#1C4F3D
RGB	0/36/62	3/67/78	203/172/112	76/137/49	28/79/61
CMYK	100/82/42/39	93/54/49/28	22/30/64/0	73/17/100/4	86/40/71/30



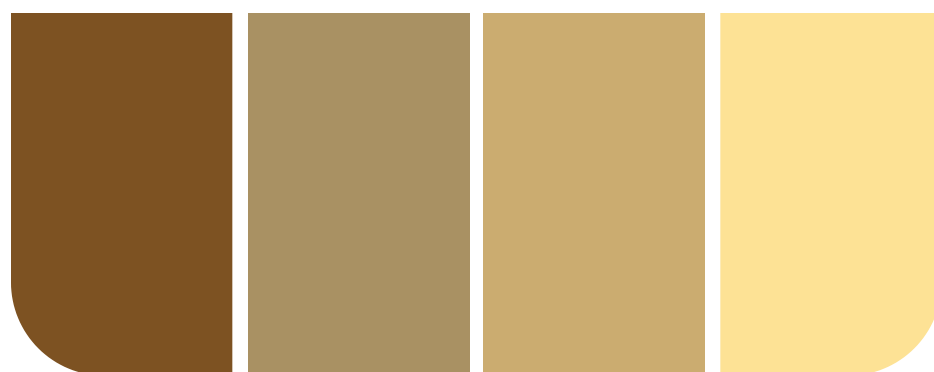
REFERENCES FOR THE COLORS OF THE PILGRIM'S PATHS



MIRAGE BLUE



DARK JADE



LIGHT SAND



DAWN GREEN



HIGHLAND GREEN

VISUAL IDENTITY & LICENSED PRODUCTS







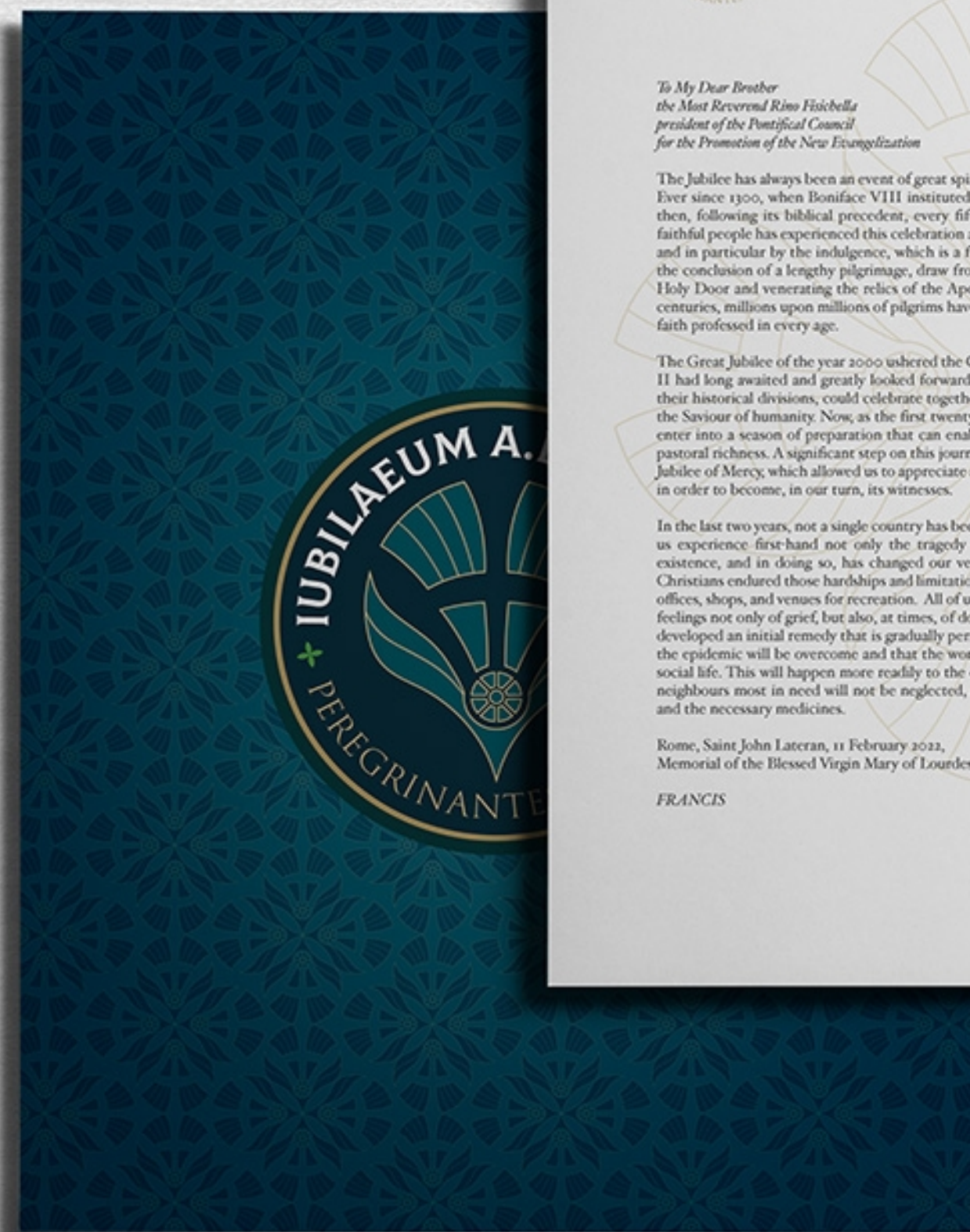












*To My Dear Brother
the Most Reverend Rino Fisichella
President of the Pontifical Council
for the Promotion of the New Evangelization*

The Jubilee has always been an event of great spiritual, ecclesial, and social significance in the life of the Church. Ever since 1300, when Boniface VIII instituted the first Holy Year – initially celebrated every hundred years, then, following its biblical precedent, every fifty years, and finally every twenty-five years – God's holy and faithful people has experienced this celebration as a special gift of grace, characterized by the forgiveness of sins and in particular by the indulgence, which is a full expression of the mercy of God. The faithful, frequently at the conclusion of a lengthy pilgrimage, draw from the spiritual treasury of the Church by passing through the Holy Door and venerating the relics of the Apostles Peter and Paul preserved in Roman basilicas. Down the centuries, millions upon millions of pilgrims have journeyed to these sacred places, bearing living witness to the faith professed in every age.

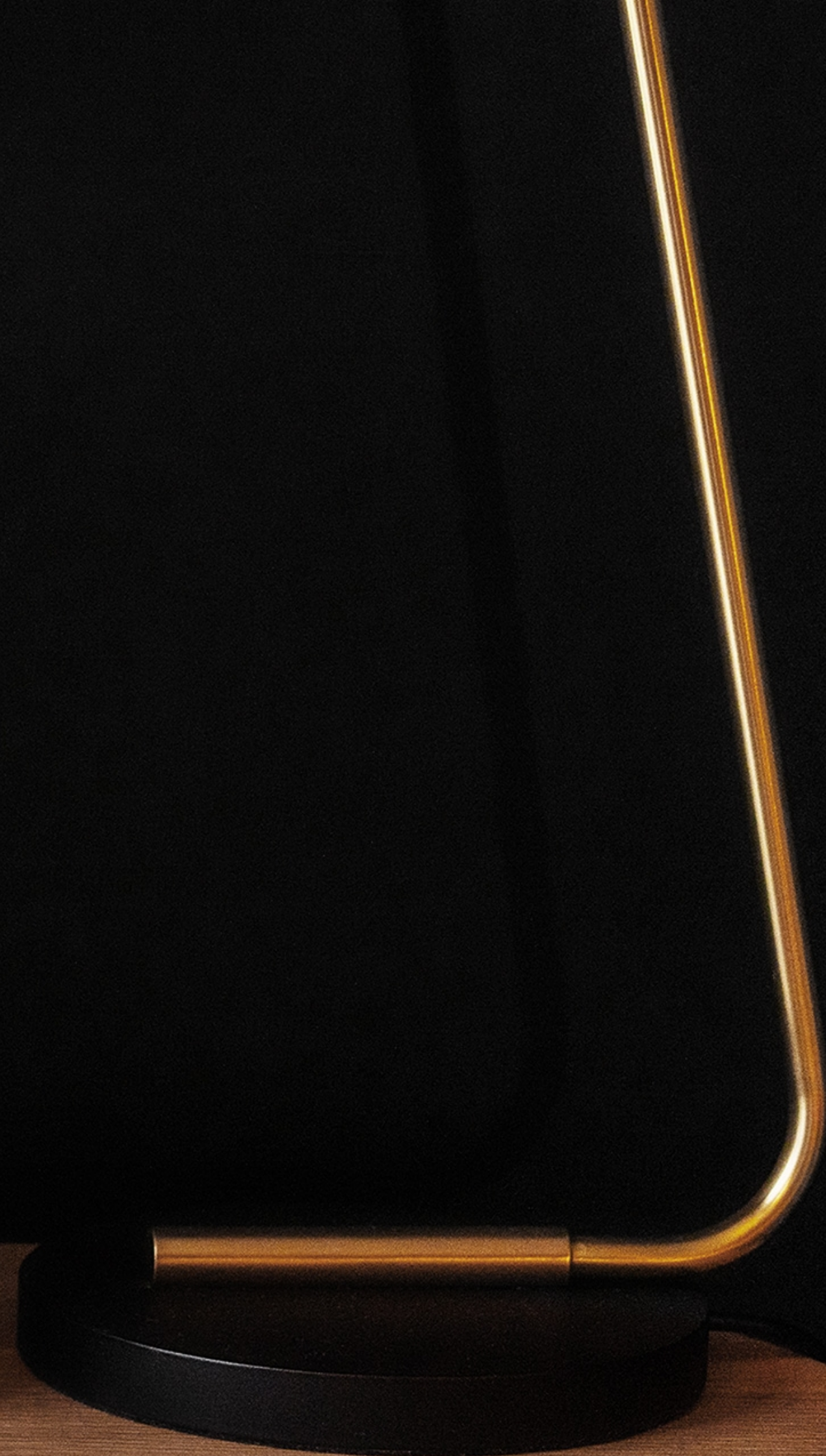
The Great Jubilee of the year 2000 ushered the Church into the third millennium of her history. Saint John Paul II had long awaited and greatly looked forward to that event, in the hope that all Christians, putting behind their historical divisions, could celebrate together the two thousandth anniversary of the birth of the Saviour of humanity. Now, as the first twenty-five years of the new century enter into a season of preparation that can enable the Christian people to enter into a new pastoral richness. A significant step on this journey was already taken with the Jubilee of Mercy, which allowed us to appreciate anew all the power and tenderness of God in order to become, in our turn, its witnesses.

In the last two years, not a single country has been unaffected by the sudden crisis we experience: first-hand not only the tragedy of dying alone, but also the loss of existence, and in doing so, has changed our very way of life. Together with Christians endured those hardships and limitations. Our churches remained closed, offices, shops, and venues for recreation. All of us saw certain freedoms curtail our feelings not only of grief, but also, at times, of doubt, fear and disorientation. We developed an initial remedy that is gradually permitting us to resume our daily life. The epidemic will be overcome and that the world will return to its usual pastoral social life. This will happen more readily to the extent that we can demonstrate to our neighbours most in need will not be neglected, and that everyone can have access to the necessary medicines.

Rome, Saint John Lateran, 11 February 2022,
Memorial of the Blessed Virgin Mary of Lourdes.

FRANCIS

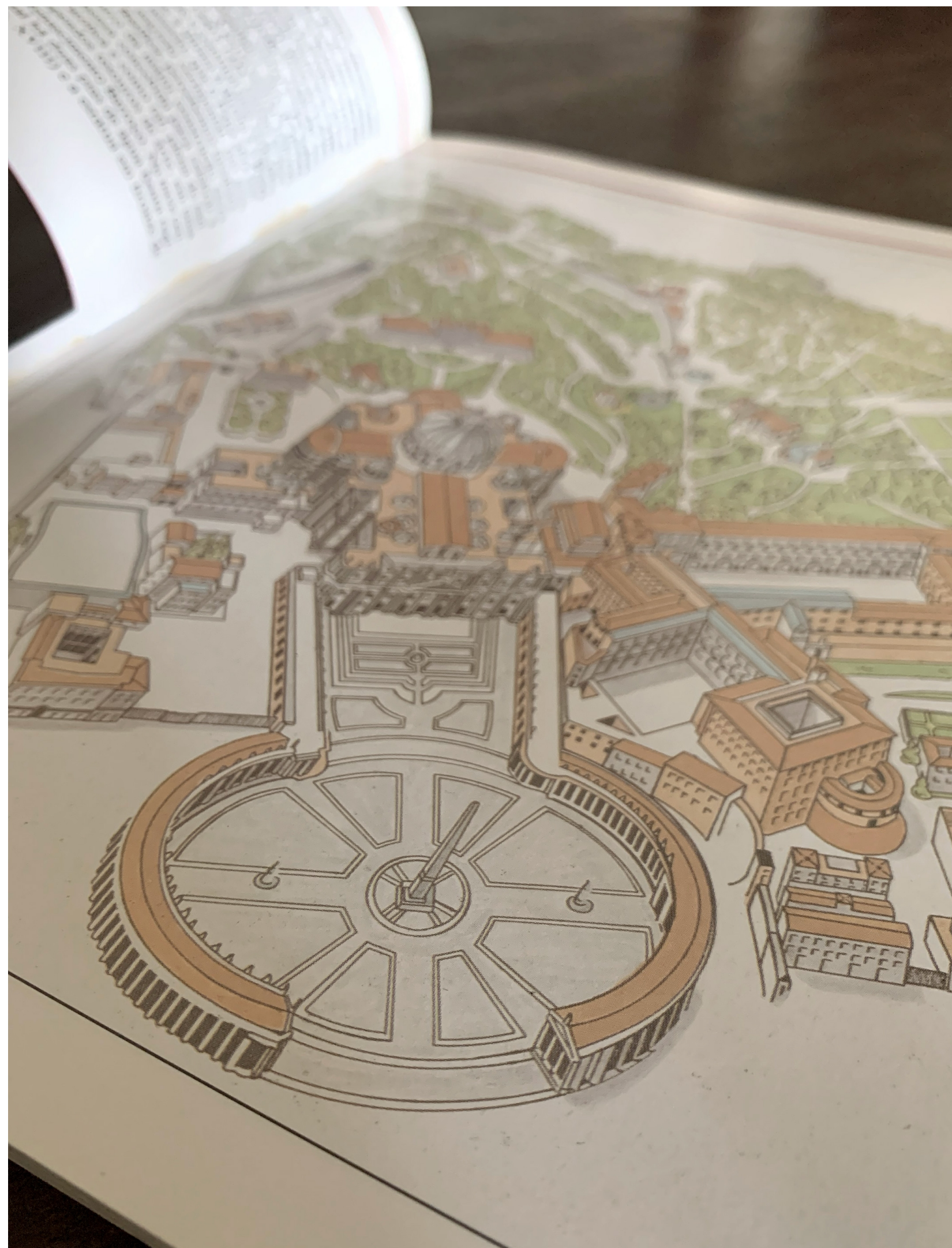












ACKNOWLEDGMENTS

First, I thank God and all His manifestations throughout the creative process. If I told you all the details that involved the weeks of immersion, it would sound like a movie, or maybe a dream.

I thank my wife Carolina for always being by my side, supporting and encouraging me to become a better person. To my sister Renata for sharing her story of pilgrimage and enlightening us, along with James, with the arrival of our dear Tiago in our world. Special thanks to Jason Saldaña, the President & CEO of Copa, and my team: Daniel Morais, Frederico Lemos, Lucas Souza, Luiz Bett, Felipe Souza, and Rodrigo Müller. This project would not be possible without the participation and creative talent of all of you. From the first brainstorm meetings to the insights, suggestions, opinions, and operational collaboration so that the logo was in perfect harmony with the initial idea. I appreciate that and am very proud of you guys.

I thank Pope Francis and Archbishop Rino Fisichella, President of the Pontifical Council for Promoting the New Evangelization for the opportunity. I also thank Emanuela Rocchi for opening the creative doors when developing the Great Jubilee 2000 logo. I tried to respect and create connections with what was developed more twenty years ago.

Obrigado. Thank you. Grazie.

LEONARDO HELIODORO BANDEIRA
Creative Director - Copa Design



TEAM

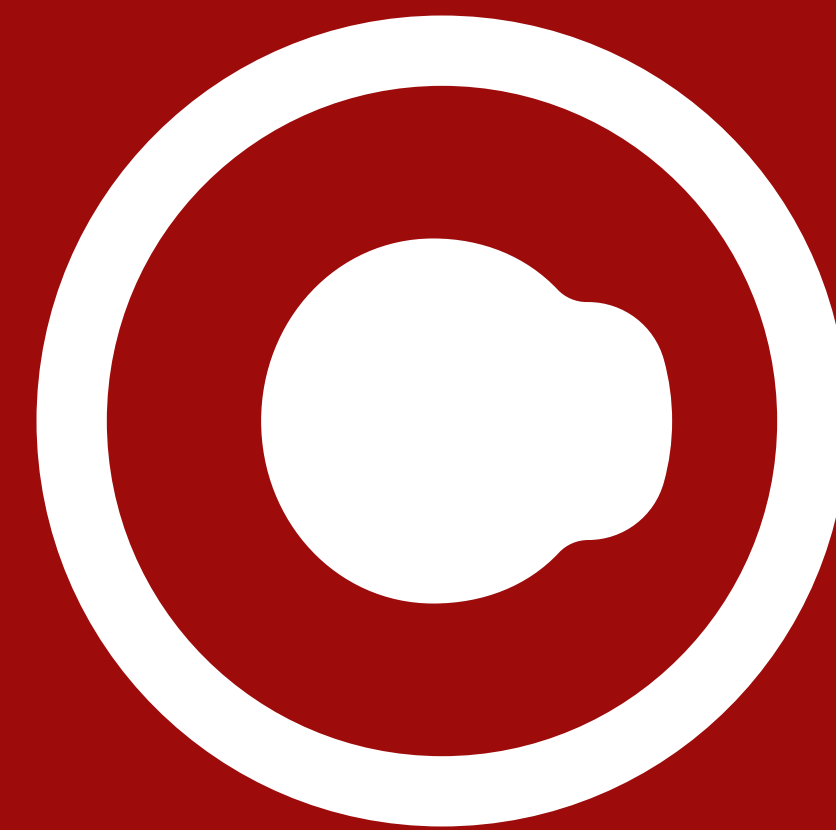
LEONARDO HELIODORO BANDEIRA	Creative Director
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FREDERICO RODRIGUES LEMOS	Project Manager
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LUCAS SOUZA	Art Director
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LUIZ BETT	3D Artist
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FELIPE DE SOUZA ALBUQUERQUE	Graphic Designer
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