

**MESSAGE OF THE SUPERIOR GENERAL
TO THE PAULINE PARTICIPANTS
AT THE 68th FRANKFURT INTERNATIONAL BOOK FAIR**

25 YEARS OF THE INSTITUTIONAL TRADEMARK

Best wishes to all of you who, on the occasion of the Frankfurt Book Fair, have gathered to share experiences and initiatives in the editorial area. This occasion is also appropriate to reflect on the meaning of our institutional trademark and to evaluate its implementation, as we celebrate the twenty-fifth anniversary of its creation.

Making particular reference to the history of the trademark, we recall that in 1991 the study to redesign the visual identity of our Congregation was initiated, by creating an iconic image that would make us more properly recognizable from the outside. At the same time there was the intention to have a trademark that would represent us within our reality, especially as a symbol of belonging and unity.

On 25 December 1991, Fr. Renato Perino, then Superior General, affirmed that «a trademark must become the symbol of dignity which in itself sums up and exalts the very essence of what it must represent, and at the same time expresses, with the immediacy of symbolic language, the institutional identity of the communicator and his operational articulations. This refers clearly to a sum of values that only a symbol can synthesize and express with non-trivial effect» (see. *A trademark, a symbol*, in the *Manual for the use of the trademark*).

Once designed, the trademark was presented for the first time in the General Chapter of 1992. Since then it has started its use in all our Circumscriptions. It was a significant step to confirm our unity in diversity, our being a single publisher with only one visual identity worldwide.

An important fact is that the trademark embodies the centrality of the mission. It imprints in some way the seal to our activities. And the seal is what distinguishes us not as a company of merchants, but as an organization of consecrated persons who have communication as a place of evangelization. In this sense, the trademark gives meaning to the institution as a whole, but also our way of being and doing gives meaning to it.

This means that in addition to the possible semiotic readings of the trademark – its features and colours! – there is a meaning that is designed into it and that concerns our way of being, the values we believe in, our commitment in the incarnation of the charism inherited from our Founder, Blessed James Alberione, the unity of life in the following of Jesus Master, Way, Truth and Life in the footsteps of the Apostle Paul.

In this “style of life” we include the way we operate, the values that we communicate by means of the contents of the publications, our answers to the “signs

of the times”, the way we organize ourselves, the quality of our internal and external human relationships, our sensitivity to the people, especially to the poor and to the suffering, the way to welcome people who visit our centres of diffusion, etc. In this sense, every Pauline is co-responsible in giving an “institutional” meaning to the trademark.

May the celebration of the 25th anniversary of the creation of the trademark be an opportunity to strengthen the unity in the mission, while respecting the diversity of talents and cultures. May it be also an appropriate time to re-evaluate our trademark and assess its application in each Circumscription and in all modalities, from an aesthetic point of view, in compliance with the guidelines given by the CTIA.

To everyone, grace and peace, and a renewed apostolic commitment, with love, faith and hope. Fraternally.

Rome, 18 October 2016
Feast of St. Luke the Evangelist

Fr. Valdir José De Castro
Superior General