

Chapter 38:

Standards for Global Marking



REDUCING POVERTY THROUGH GROWTH

Contents

Foreword.....	6
Living Document	6
Exemptions.....	6
Authority.....	6
Branding and Marking with Others	6
With U.S. Government Departments and Agencies.....	6
With Foreign Governments.....	7
With Non-Governmental Organizations, Non-Profit Institutions, and Other Partners.....	7
With Contractors	7
Identity Elements	8
Official Names	8
Logo	8
Signature.....	9
Tagline.....	10
Color	11
Color Usage Consistency.....	11
Usage and Placement.....	11
Miscellaneous	11
Accountable Entity Marking Manual.....	11
Whom to Contact with Questions	11
Clearance Process	12

Document History

Version	Changes
1.3	<p data-bbox="618 291 850 319">“Should” vs. “Shall”</p> <ul data-bbox="667 359 1406 422" style="list-style-type: none"> <li data-bbox="667 359 1406 422">• The word “shall” has replaced most instances of the word “should” in the standards to provide clearer guidance. <p data-bbox="618 453 899 483">Living Document (p. 1)</p> <ol data-bbox="667 516 889 543" style="list-style-type: none"> <li data-bbox="667 516 889 543">1. Added section <p data-bbox="618 579 829 609">Exemptions (p. 1)</p> <ul data-bbox="667 642 1360 705" style="list-style-type: none"> <li data-bbox="667 642 1360 705">• Changed “Grandfather Clause” to “Exemptions” to be more gender neutral. <p data-bbox="618 739 805 768">Authority (p. 1)</p> <ul data-bbox="667 802 1377 865" style="list-style-type: none"> <li data-bbox="667 802 1377 865">• Outlines document authority for both MCC Compacts and Threshold Program Agreements <p data-bbox="618 898 1122 928">Branding and Marking With Others (p. 1)</p> <ol data-bbox="667 961 1386 1247" style="list-style-type: none"> <li data-bbox="667 961 1101 991">1. Replaces “Co-Branding” section <li data-bbox="667 1024 1386 1150">2. Better describes branding and marking requirements and relationships with other U.S. government agencies, foreign governments, non-governmental organizations, non-profit institutions, and other partners. <li data-bbox="667 1184 1386 1247">3. Institutes a government-wide best practice to co-brand with logos of the same size <p data-bbox="618 1281 919 1310">Accountable Entity (p. 3)</p> <ul data-bbox="667 1344 1414 1407" style="list-style-type: none"> <li data-bbox="667 1344 1414 1407">• More clearly defined the appropriate country name to use in the official accountable entity name. <p data-bbox="618 1440 987 1470">Accountable Entity Logo (p. 4)</p> <ul data-bbox="667 1503 1414 1566" style="list-style-type: none"> <li data-bbox="667 1503 1414 1566">• More clearly defined the appropriate country name to use in the official accountable entity logo. <p data-bbox="618 1600 1398 1663">USAID Signature Used with Millennium Challenge Corporation Threshold Program Agreements (p. XX)</p> <ul data-bbox="667 1696 1360 1759" style="list-style-type: none"> <li data-bbox="667 1696 1360 1759">• Deleted; replaced by the “Branding and Marking with Others” section.

Version	Changes
1.3 (con't)	<p data-bbox="425 254 802 285">Color Usage Consistency (p. 6)</p> <ul data-bbox="474 317 1182 380" style="list-style-type: none"> <li data-bbox="474 317 1182 380">• Threshold Program and U.S. flag information added to better clarify color usage requirements. <p data-bbox="425 413 586 445">Co-Branding</p> <ul data-bbox="474 476 1170 539" style="list-style-type: none"> <li data-bbox="474 476 1170 539">• Deleted; replaced by the “Branding and Marking with Others” section. <p data-bbox="425 573 940 604">Accountable Entity Marking Manual (p. 6)</p> <ul data-bbox="474 636 1159 789" style="list-style-type: none"> <li data-bbox="474 636 1159 789">• Existing information, previously located under “Accountable Entity Logo,” informing accountable entities that they may use the Millennium Challenge Corporation’s <i>Standards for Corporate Branding and Marking</i> as a template.

Foreword

These guidelines provide specific instructions on the appropriate use and placement of the Millennium Challenge Corporation logo. They also provide broad guidelines for Accountable Entities in creating their logo and specific marking guidelines for Millennium Challenge Corporation Threshold Program agreements.

Living Document

The Millennium Challenge Corporation reserves the right to revise, update, and change this document from time to time as necessary.

Exemptions

Accountable Entities created prior to October 31, 2006 and having already established a name and a logo and whose logo is already widely distributed are not required to follow the naming and logo standards outlined herein. All other guidelines shall be followed, as appropriate.

Authority

Specific language in the legal agreements for Millennium Challenge Corporation Compacts requires compliance with the standards outlined in this document. Language in the legal agreements for Threshold Program Agreements provides specifics on how these standards shall be applied.

Branding and Marking with Others

With U.S. Government Departments and Agencies

Other United States government departments or agencies may display its seal, logo or signature on any material purchased or paid for with funds disbursed pursuant to a Millennium Challenge Corporation Compact or Millennium Challenge Corporation Threshold Program Agreement when the department or agency provides goods or services while partnering with the Millennium Challenge Corporation, an accountable entity established by a Millennium Challenge Corporation Compact, or as part of a Threshold Program Agreement.

All seals, logos, or signatures shall be the same size, though the Millennium Challenge Corporation reserves the right to have dominant placement for its logo or for an accountable entity's logo.

With Foreign Governments

Foreign governments may display its seal, logo, signature, or other national insignia on any material purchased or paid for with funds disbursed pursuant to a Millennium Challenge Corporation Compact or Millennium Challenge Corporation Threshold Program Agreement when the government provides goods or services while partnering with the Millennium Challenge Corporation, an accountable entity established by a Millennium Challenge Corporation Compact, or as part of a Threshold Program Agreement.

All seals, logos, signatures, or national insignia shall be the same size, though the Millennium Challenge Corporation reserves dominant placement for its logo or for an accountable entity's logo.

With Non-Governmental Organizations, Non-Profit Institutions, and Other Partners

An organization may display its seal, logo, or signature on any material purchased or paid for with funds disbursed pursuant to a Millennium Challenge Corporation Compact or Millennium Challenge Corporation Threshold Program Agreement when the organization provides goods or services while partnering with the Millennium Challenge Corporation, an accountable entity established by a Millennium Challenge Corporation Compact, or as part of a Millennium Challenge Corporation Threshold Program Agreement.

All seals, logos, or signatures shall be the same size, though the Millennium Challenge Corporation reserves the right to have dominant placement for its logo or for an accountable entity's logo.

With Contractors

Contractors may not include their logo, brand mark, signature, company name or provide any other representation of their company on any material purchased or paid

for with funds disbursed pursuant to a Millennium Challenge Corporation Compact or Millennium Challenge Corporation Threshold Program Agreement.

Identity Elements

Official Names

Millennium Challenge Corporation

The official name of this United States agency is the “Millennium Challenge Corporation” and shall be referred to as such. Any reference using the official name shall always be done so first in English but may then be translated as required by law or custom.

Accountable Entity

All accountable entities shall be known as “Millennium Challenge Account – Countryname” where *countryname* is the most commonly recognized name of the country by its citizens. Use the accountable entity’s formal name – Millennium Challenge Account - Countryname – when first referenced. Thereafter, it may be referred to as “MCA - Countryname.”

“Millennium Challenge Account – Countryname” may be translated where appropriate, but shall be done so consistently. The entire phrase, “Millennium Challenge Account – Countryname” shall be translated and may be re-arranged to ensure that it appears grammatically correct in the translation.

Threshold Program Agreements

No formal name is identified with a threshold agreement as different U.S. government agencies and other organizations may administer the program.

Logo

A logo is recognizable in many different instances: from a glance at a letter printed on your letterhead to noticing it as you’re driving by a sign posted next to a roadway. Be aware that the less intricate the logo’s design, the more likely people will recognize it quickly.



Millennium Challenge Corporation Logo

The MCC logo shall be used in both Millennium Challenge Account and Millennium Challenge Threshold countries to represent both the MCC and the United States of America.



Accountable Entity Logo

Accountable entities shall create a logo which serves as an element of its signature.

The accountable entity logo shall conform to the following guidelines:

1. The logo must be a circle.
2. The logo must include “Millennium Challenge Account,” which may be translated.
3. The logo must include the most commonly recognized country name by its citizens, which may be translated.
4. The logo must acknowledge the generosity of the people of the United States of America.

The Millennium Challenge Corporation reserves approval authority, which will not be unreasonably withheld, for the accountable entity’s logo.

Logos for Threshold Program Agreements

Threshold Program countries shall not create a unique logo to represent the relationship and efforts created out of the Threshold agreement. Threshold countries shall use the Millennium Challenge Corporation logo (shown above) or the flag of the United States of America. Threshold Program countries may use their own flag or national insignia *in conjunction with* either the Millennium Challenge Corporation logo or the flag of the United States of America to create a signature for their Threshold Program agreement. See the “Signature” section for more detail.

Signature

A *signature* is the compilation of multiple pieces of branding to create one unified, recognizable symbol.

Accountable Entity Signature

The accountable entity logo combined with any tagline serves as the signature. See the “Logo” section for specific requirements for accountable entity logos. See the “Tagline” section for specific requirements for accountable entity taglines.

For accountable entities whose logo was created prior to October 31, 2006 and whose logo does not conform to the guidelines outlined in the “Logo” section, either the MCC logo or the flag of the United States of America must appear with the logo as part of the signature.

The signature shall be used on all material promoting the accountable entity’s partnership with the Millennium Challenge Corporation and shall be used for the duration of the Compact agreement.

Signature for Threshold Program Agreements

Threshold Program countries shall use either the Millennium Challenge Corporation logo or the flag of the United States of America as their signature. Threshold Program countries may use their flag or other national insignia in conjunction with either the Millennium Challenge Corporation logo or the flag of the United States of America to create a signature unique to the country. The flag or other national insignia of the Threshold Program country must be the same size as either the Millennium Challenge Corporation logo or the flag of the United States of America.

Tagline

The tagline is a “catch phrase” that embodies the purpose of an organization. The Millennium Challenge Corporation’s tagline is “Reducing Poverty Through Growth.”

Accountable Entity Tagline

The accountable entity may choose to create a tagline. The tagline shall never be used without the accountable entity’s logo.

Taglines for Threshold Program Agreements

Threshold countries shall not create a unique tagline, but may use the MCC tagline in specific instances.

Color

Accountable entities may not adopt the official colors of the Millennium Challenge Corporation.

Color Usage Consistency

Color usage shall be consistent. If the accountable entity's signature or logo or Threshold Program signature appears in full color, the MCC logo or flag of the United States must appear in full color; conversely, if the accountable entity's logo or Threshold Program signature appears in black and white (or one color), the MCC logo or flag of the United States must appear in black and white (or one color).

Usage and Placement

The accountable entity signature or Threshold Program agreement signature shall be placed on any material purchased or paid for with funds disbursed pursuant to an MCC Compact or Threshold Program agreement that is visible to a significant portion of the population where the item is placed. Location, size, and frequency of placement of the signature shall be determined by the accountable entity or Threshold Program agreement implementer, but shall be placed prominently and sized proportionally to the material or object.

Miscellaneous

Accountable Entity Marking Manual

Accountable entities may, but are not required to, use the Millennium Challenge Corporation *Standards for Corporate Branding and Marking* as a model for establishing rules and guidelines for appropriate usage of its logo, signature, and colors.

Whom to Contact with Questions

Address any questions to:

Brett A. Bearce
Director of Branding and Web Projects
Millennium Challenge Corporation
Department of Congressional and Public Affairs

875 Fifteenth Street NW
Washington, D.C. 20005
202-521-4076
bearceb@mcc.gov

Clearance Process

In most instances, clearance for branded items is at the discretion of the accountable entity's chief executive or at the discretion of the implementer of a Threshold Agreement. Address questions to:

Brett A. Bearce
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