

## MCC Adopts a New Logo

The Millennium Challenge Corporation will unveil a new logo on September 10, 2008. The MCC Board of Directors approved the logo as part of the organization's efforts to raise awareness of the global fight against poverty and U.S. Government efforts to provide sustainable, long-term solutions for the world's poor.

### About MCC's New Logo

- ★ MCC's new logo, a star formed in the classic shape of those on the American flag, is an emblem of the partnership and progress that this innovative way of delivering foreign assistance is bringing to some of the world's poorest countries.
- ★ The logo contains sweeping stripes of red and white, symbolic of roads or fields that are part of many MCC programs, as well as three stars representing the principles of aid with accountability, country ownership and partnership, and results-based assistance that define MCC's cooperation with countries across the globe.
- ★ The new logo is energetic, giving a sense of forward motion and progress, of long-term and sustainable economic growth, and of the partnership that takes place when two countries work together through Millennium Challenge Corporation programs.

### About MCC

- ★ The Millennium Challenge Corporation is a United States Government corporation designed to work with some of the poorest countries in the world. MCC's mission is to reduce global poverty through the promotion of sustainable economic growth. Established in January 2004, MCC is based on the principle that aid is most effective when it reinforces good governance, economic freedom, and investments in people.



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- ★ MCC is working with over 40 partner countries through grants in areas such as agriculture, water and sanitation, education and health, roads, and other sectors specifically selected to achieve lasting and transformative economic growth.

## Why the need for a new logo?

- ★ MCC developed this new logo after feedback from Congress, partners in the field, and other stakeholders called for a clearer visual connection to the MCC's programs and the people of the United States.
- ★ The MCC star will replace the current logo (which will be retained as the official "seal" of the organization) over the next six months. MCC will gradually replace the logos in order to minimize costs and ensure responsible use of graphic, web-based and other communications products.
- ★ After a public competition, local design firm The Sutter Group was chosen to assist the MCC in designing the logo as part of its comprehensive re-branding campaign. All related activities have been performed in-house by MCC staff in an effort to minimize costs. MCC directors in the field will support the re-branding initiative in partner countries worldwide.