

Millennium Challenge Corporation

# Standards for Global Marking

Guidelines for

Millennium Challenge Account Accountable Entities  
and Threshold Program Countries and Implementers

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MILLENNIUM  
CHALLENGE CORPORATION  

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UNITED STATES OF AMERICA

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## Foreword

All partners managing branding and marking of U.S. Government assistance funded by the Millennium Challenge Corporation understand the value of and importance of communicating to public audiences two key messages:

- MCC assistance is a partnership for poverty reduction with countries committed to improving the lives of their citizens;
- This is a grant made possible through the generosity of the people of the United States of America.

These guidelines provide:

- Specific requirements of MCA Entities for creating a logo;
- A broad framework for MCA Entities for using its logo;
- Specific requirements to Threshold Program countries and implementers on marking requirements; and
- Instructions for MCA Entities and Threshold Program countries and implementers on when and how to use MCC's corporate logo.

## Living Document

The Millennium Challenge Corporation reserves the right to revise, update, and change this document from time to time as necessary. Refer to MCC's branding website, <http://www.mcc.gov/branding/index.php>, for:

- The most up-to-date documentation;
- An email listserv sign-up to receive standards documentation updates and best practices;
- Downloadable, high-resolution MCC corporate logos in multiple file formats.

## 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 Programs provides specifics on how these standards shall be applied.

# Guidelines for MCA Entities

MCA Entities—the organizations established to execute the programs outlined in a Millennium Challenge Compact—are required to:

- ★ Create a graphic logo and develop a visual brand to promote themselves, the projects in the compact, and their collaboration with the people of the United States of America; See the *MCA Logo Requirements* section and the *Creating a Visual Brand* section for more information;
- ★ Mark all compact projects for the duration of the compact from project development through implementation; See the *How to Mark Projects* section for more information;
- ★ Mark public communications and public documents for the duration of the compact; See the *How to Mark Communications* section for more information;
- ★ Appropriately recognize and identify when to use MCC’s corporate logo on commemorative signage, for major press or public affairs purposes, or for any major milestone events in the progress of a compact project; See the *When MCA Entities Should use MCC Corporate Logo* section for more information.

It is imperative that all partners managing branding and marking of U.S. Government assistance funded by the Millennium Challenge Corporation understand the value of and importance of communicating to public audiences that:

- ★ MCC assistance is a partnership for poverty reduction with countries committed to improving the lives of its citizens;
- ★ This is a grant made possible through the generosity of the people of the United States of America.

While MCA Entity logos emphasize both the innovative partnership with the U.S. and the country’s ownership in these poverty reduction projects, these logos should never preclude, prejudice or sideline the applicable use of MCC’s corporate logo whenever appropriate. The combined use of both the MCA Entity logo and the MCC corporate logo gives extra recognition to this unique partnership by:

- ★ Illustrating country commitment to improving the lives of its citizens through a globally lauded and recognized partnership; and
- ★ Clearly identifying a link to the generosity of the people of the United States.

See the *When to Use MCC Corporate Logo* section of this manual for details about the best way to use both the MCA Entity logo and the MCC corporate logo. ***Special consideration should be given to this section when designing high-visibility markings, commemorative signage, marking for major press or public affairs purposes and any events related to milestones in the progress of poverty reduction projects.***

## *MCA Logo Requirements*

The MCA Entity logo must 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 country name most commonly recognized 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 MCA Entity’s logo. See the *Approval* section below for instructions.

An MCA Entity should plan to have its logo completed and approved by MCC prior to its Compact’s entry into force.

## *Creating a Visual Brand*

A *visual brand* is the compilation of a logo, a brand name, a tagline, and colors. Great logos use easily recognizable, less intricate shapes and symbols so that people easily recognize it at a glance, be it on a letterhead or on a sign next to a high-speed roadway.

### **MCA Entity Names—the Brand Name**

All MCA Entities are named “Millennium Challenge Account-*{Countryname}*” where *{Countryname}* is the most commonly recognized name of the country by its citizens. This is known as the brand name. 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. When translated, translate the entire phrase, “Millennium Challenge Account-*{Countryname}*.” If necessary, “Millennium Challenge Account-*{Countryname}*” may be re-arranged to ensure that it appears grammatically correct in the translation.

### **Tagline**

The tagline is a “catch phrase” that embodies the purpose of an organization.

While not required, the MCA Entity may choose to create a tagline. The tagline must never be displayed without displaying the MCA Entity’s logo.

The Millennium Challenge Corporation's tagline is "Reducing Poverty Through Growth."

## Color

MCA Entities should consider the following best practices for logo development dictate that:

- ★ A maximum of three colors should be used on a logo;
- ★ Logo colors should be meaningful and positive to people when they see a logo;
- ★ An organization should choose a color (or colors) that are unique to the organization so that an association is made to that organization every time that color is used.

MCC recommends that MCA Entities adhere to these best practices when creating its logo.

Should an MCA Entity choose to use the U.S. flag as the symbol representing the generosity of the people of the United States of America, specific red and blue colors are identified on MCC's branding website, <http://www.mcc.gov/branding/index.php>.

### *Color Usage Consistency*

Be consistent with color usage. When using the MCA logo in full color, the MCC logo or flag of the United States must appear in full color; conversely, if the MCA Entity's logo 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).

## Signature

A *signature* is the compilation of a logo, a brand name, and a tagline to create a unified, consistent symbol used to represent an organization.

The minimum, basic signature for an MCA Entity is its logo, but may also include its tagline (if one is created). The MCA Entity signature may also include the MCC corporate logo.

For MCA 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 corporate logo or the flag of the United States of America must appear with the logo as part of its signature.

## Branding and Marking Manual

MCA Entities should consider creating a manual to document technical aspects of its logo, colors, and other elements of its visual brand. MCC suggests using 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, colors, and other elements of its visual brand.

## **Approval and Exemption Requests**

Prior to using its logo, an MCA Entity must submit it for approval by MCC. MCC reviews the logo for compliance with the four requirements listed in the *MCA Logo Requirements* section above. Upon approval, MCC will transmit a Record of MCA Brand document which serves as official notification of approval by MCC.

Requests for MCA Entity logo approval are made via a webform on MCC's public website at <http://www.mcc.gov/logoapproval>. All questions on the webform must be answered and a high-resolution electronic file of the logo must be uploaded before MCC will consider a logo for approval.

### ***Exemption Requests***

MCA 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 must be followed, as appropriate.

MCA Entities should expect a strict adherence to the guidelines and should not expect exemption approval. MCA Entities may request two types of exemptions from the logo requirement:

- ★ Exemption from logo standards: this request exempts an MCA Entity logo from being a circle;
- ★ Exemption from naming standards: this request exempts an MCA Entity from the requirement that it be named Millennium Challenge Account-*{Countryname}*;

Exemption requests require a justification.

Exemption requests from recognizing the generosity of the people of the United States of America in an MCA Entity logo will not be considered.

## ***How to Mark Compact Projects***

The MCA Entity logo or signature must be used for the duration of the Compact agreement and placed on any material:

- ★ Purchased or paid for with funds disbursed pursuant to an MCC Compact;
- ★ Promoting the MCA Entity's partnership with MCC;
- ★ That is visible to a significant portion of the population or mass media.



Location, size, and frequency of placement of the signature shall be determined by the MCA Entity and must be placed prominently and sized proportionally to the material or object.

### **Projects with Commodities**

Commodities or commodity packaging must be marked with the MCA Entity graphic logo and should be marked with the MCC corporate logo when appropriate. See the *When MCA Entities Should Use MCC's Corporate Logo* section for more information.

### **Projects with Works**

Works projects—both in development and when completed—must be marked with a sign, plaque, or other device that will last, at a minimum, the duration of the compact. The material, location, size, and frequency of the placement is left to the discretion of the MCA Entity, but must be placed prominently and sized proportionally to the work and must last—at a minimum—for the duration of the compact.

### **Projects with Locales**

Projects resulting in the construction of a structure (e.g. school, office space, service center, etc.)—both in development and when completed—must be marked with a sign, plaque, or other device that will last, at a minimum, the duration of the compact. The material, location, size, and frequency of the placement is left to the discretion of the MCA Entity, but must be placed prominently and sized proportionally to the work and must last—at a minimum—for the duration of the compact.

### **Projects with Other U.S. Government Agencies**

See the With U.S. Government Departments and Agencies sub-section of the Marking with Others section for more information.

### **Projects with Your Government**

See the *With Your Government* sub-section of the *Marking with Others* section for more information.

### **Completed Projects**

All completed projects must be marked with a sign, plaque, or other device that will last, at a minimum, the duration of the compact. The material, location, size, and frequency of the placement is left to the discretion of the MCA Entity, but must be placed prominently and sized proportionally to the work and must last—at a minimum—for the duration of the compact.

## Responsibility for Marking Projects

MCA Entities should include requirements for signage creation and placement in procurements for projects.

### *When MCA Entities Should Use MCC's Corporate Logo*

While MCA Entities are not required to use MCC's corporate logo when its own logo meets all the logo requirements outlined in the *MCA Logo Requirements* section of this manual, using MCC's corporate logo together with the MCA Entity logo further reinforces the unique partnership between the two countries.

MCC recommends the use of both the MCA Entity logo and the MCC corporate logo on:

- ★ Commemorative signage;
- ★ High-visibility markers identifying large-scale projects financed with MCC compact funds;
- ★ Signage, markers or printed material created for or used with public events where both the MCA Entity and MCC will participate.

MCC recommends that MCA Entities consult with their communications professionals, the MCC Resident Country Director and, if necessary, MCC communications professionals before making decisions about the use of MCC's corporate logo..

MCA Entities *should* use MCC's corporate logo, *together with their own logo*, on promotional materials and signage at events where invited guests include:

- ★ The president or vice president of the United States;
- ★ A high-level representative of a department within the Executive Branch of the U.S. government (e.g. the Secretary of State, Deputy Secretary, Assistant Secretary, Deputy Assistant Secretary, etc.);
- ★ Any high-level United States government official (e.g. State Department staff, USAID staff, Members of the U.S. Congress, staff of the U.S. Congress, U.S. Ambassadors, etc.);
- ★ MCC Senior Management.

For additional clarification on when to use MCC's corporate logo, see the *Whom to Contact With Questions* section of this manual.

# Guidelines for Threshold Programs

MCC Threshold Program Agreement implementers are required to:

- ★ Mark all Threshold Program projects for the duration of both the project development and implementation and for the duration of the agreement; See the *How to Mark Projects* section for more information;
- ★ Mark public communications and public documents for the duration of the Threshold Program; See the *How to Mark Communications* section for more information;
- ★ Recognize and identify when to use MCC's corporate logo on commemorative signage, for major press or public affairs purposes, or for any major milestone events in the progress of a compact project; See the *When Threshold Program Implementers Should Use MCC Corporate Logo* section for more information.

It is imperative that all partners managing branding and marking of U.S. Government assistance funded by the Millennium Challenge Corporation understand the value of and importance of communicating to public audiences that:

- ★ MCC assistance is a partnership for poverty reduction with countries committed to improving the lives of its citizens;
- ★ This is a grant made possible through the generosity of the people of the United States of America.

See the *When Threshold Program Implementers Should Use the MCC Corporate Logo* section of this manual for details about the best way to use the MCC corporate logo. ***Special consideration should be given to this section when designing high-visibility markings, commemorative signage, marking for major press or public affairs purposes and any events related to milestones in the progress of poverty reduction projects.***

## Logo Requirements

Threshold Program countries and implementers must use MCC's corporate logo as prescribed in the MCC Standards for Corporate Marking and Branding, a downloadable version of which is located on MCC's branding website at <http://www.mcc.gov/branding/index.php>.

Threshold Program countries and implementers may use ***in conjunction with*** the MCC corporate logo:

- ★ The flag or national insignia of the country where the Threshold Program is being executed;
- ★ The seal, logo, or signature of the U.S. federal department or agency serving as the implementing partner of the Threshold Program agreement (see the *With U.S. Government Departments and Agencies* section of this manual).

Threshold Program countries and implementers may not create unique logos representing the relationship and efforts created out of the Threshold Program agreement.

## ***Creating a Visual Brand***

Threshold Program countries and implementers may not create a unique visual brand representing the relationship and efforts created out of the Threshold Program agreement beyond the combination of the MCC corporate logo, the flag or national insignia of the country where the program is being executed, and the seal, logo, or signature of the U.S. federal department or agency serving as the implementing partner of the program.

## ***Exemption Requests***

Threshold Program countries and implementers should expect a strict adherence to the guidelines and should not expect exemption approval. Requests for exemptions from these guidelines should be made via email to the person listed in the *Whom to Contact With Questions* section of this document.

## ***How to Mark Threshold Program Projects***

The MCC corporate logo, flag or national insignia of the country where the Threshold Program is being executed, and the seal, logo, or signature of the U.S. federal department or agency serving as the implementing partner of the Threshold Program agreement must be used for the duration of the Threshold Program agreement and consistently placed on any material:

- ★ Purchased or paid for with funds disbursed pursuant to an MCC Threshold Program agreement;
- ★ Promoting a partnership with MCC, the U.S. government, or the implementing partner;
- ★ As part of any promotional or public event announcing key milestones in the Threshold Program;
- ★ That is visible to a significant portion of the population or mass media.

Location, size, and frequency of placement of these elements shall be determined by either the Threshold Program country or implementing partner and must be placed prominently and sized proportionally to the material or object or other branding that may be present as part of co-sponsored events or related material (see below).

## **Projects with Commodities**

Commodities or commodity packaging should be marked with the MCC Corporate logo. See the *When Threshold Program Implementers Should Use MCC's Corporate Logo* section for more information.

## Projects with Works

Works projects—both in development and when completed—must be marked with a sign, plaque, or other device that will last, at a minimum, the duration of the agreement. The material, location, size, and frequency of the placement is left to the discretion of the Threshold Program implementer, but must be placed prominently and sized proportionally to the work and must last—at a minimum—for the duration of the agreement.

## Projects with Locales

Projects resulting in the construction of a structure (e.g. school, office space, service center, etc.)—both in development and when completed—must be marked with a sign, plaque, or other device that will last for a reasonable period, at a minimum, the duration of the agreement. The material, location, size, and frequency of the placement is left to the discretion of the Threshold Program implementer, but must be placed prominently and sized proportionally to the work and must last—at a minimum—for the duration of the agreement.

## Projects with Other U.S. Government Agencies

See the *With U.S. Government Departments and Agencies* sub-section of the *Marking with Others* section for more information.

## Projects with Your Government

See the *With Your Government* sub-section of the *Marking with Others* section for more information.

## Completed Projects

All completed projects must be marked with a sign, plaque, or other device that will last for a reasonable period, at a minimum, the duration of the agreement. The material, location, size, and frequency of the placement is left to the discretion of the Threshold Program implementer, but must be placed prominently and sized proportionally to the work and must last—at a minimum—for the duration of the agreement.

## Responsibility for Marking Projects

Threshold Program implementers should include requirements for signage creation and placement in procurements for projects.

## Marking with Others

### *With U.S. Government Departments and Agencies*

Other United States government departments or agencies may display their 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 of its logo or of an MCA Entity's logo.

### *With Your Government*

Governments with which MCC partners may display their 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.

### *With Non-Governmental Organizations, Non-Profit Organizations, 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 of its logo or of 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.

## Miscellaneous

### *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 and Approval 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  
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