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# MCA Branding Guidelines

## Requirements

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MCA entity logos must use the MCC-MCA Partnership Overlay Graphic illustrated below. The Overlay Graphic includes the following elements:

1. A black, exterior circle;
2. The phrase “Millennium Challenge Account” ;
3. The compact country’s name most commonly recognized by its citizens;
4. The U.S. flag, appearing on the right; and
5. The compact country’s flag, appearing on the left.

The logo must include an additional symbol or symbols easily recognized by the compact country's population representing the programs, activities, mission, or values of the compact and must appear inside the white circular area.

This new requirement applies to countries whose compacts, including subsequent compacts, enter into force after January 31, 2012. MCA logos must not be used prior to compact signing. MCA entities must have logos completed and approved prior to compact signing.

The MCC-MCA Partnership Overlay Graphic will be provided by MCC to MCA entities as a vector graphic file in either Adobe Illustrator (.ai) or Encapsulated Postscript (.eps) file formats.

## Approval and Exemption Requests

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MCA entities must [submit logos for approval](#) by MCC prior to finalizing and using the logos. MCC will review logos for compliance with these standards. Upon approval, MCC will transmit a Record of MCA Brand document which serves as official notification of approval by MCC.

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

MCA entities may not request exemptions from the logo requirements.

## How to Mark Compact Projects and Materials

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### Materials

MCA entities' and MCC's logos and signatures must be placed on any material:

- Purchased or paid for with funds disbursed pursuant to an MCC compact;
- Promoting MCA entities' partnership with MCC; and
- Visible to the media and/or significant number of compact country residents.

The location, size and frequency of placement of the logos and signatures must be placed prominently and sized proportionally to the material or object and be in accordance with these standards.

### Projects with Commodities

Commodities or commodity packaging must be marked with the MCA entity's logo and the MCC logo and signature . (See "When MCA Entities Must Use MCC's Corporate Logo" below for more information.)

## Projects with Works

Both during construction and when completed, all works projects must be marked with signage that includes the MCA entity's logo and the MCC logo and signature. The MCA entity is responsible for ensuring that the project signage is prominent, easily visible from a distance and made of durable materials.

In addition to the project signage, a durable and visible plaque must be included at all works sites upon completion and the plaque must include the MCC logo and signature. This plaque must be made of sturdy, weather-resistant materials and remain on display after the compact closes. Whenever possible, the plaque should be placed in an area of high visibility to vehicular and pedestrian traffic.

## Projects with Locales

Both during construction and when completed, projects that involve the construction of any structure must be marked with signage that includes the MCA entity's logo and the MCC logo and signature. The MCA entity is responsible for ensuring that the project signage is prominent, easily visible from a distance, and made of durable materials.

In addition to the project signage, a durable and visible plaque must be included at all projects with locales and the plaque must include the MCC logo and signature. This plaque must be made of sturdy, weather-resistant materials and remain on display after the compact closes. Whenever possible, the plaque should be placed in an area of high visibility to vehicular and pedestrian traffic.

## Projects with Other U.S. Government Agencies

Other United States government departments or agencies acting as implementing entities for a Millennium Challenge Corporation compact or Threshold Program may display their seal, logo or signature on any material purchased or paid for with compact or Threshold Program funds.

All seals, logos or signatures shall be of the same size, although MCC reserves the right to have dominant placement of its logo and signature or of an MCA entity's logo and signature.

## Projects with MCA Government

Partner government agencies acting as implementing entities for an MCC compact or Threshold Program may display their seal, logo or signature on any material purchased or paid for with compact or Threshold Program funds.

## With Contractors

Contractors (including NGOs serving as contactors) may not include their logo, brand mark, signature, or company name or provide any other representation of their company on any material purchased or paid for with funds disbursed pursuant to an MCC compact or Threshold Program.

## Responsibility for Marking Projects

MCA entities must include requirements consistent with these standards in their procurement scopes of work.

The MCA communications and sector leads are responsible for overseeing that marking is being implemented correctly and that contractors are following the MCA branding manual and guidelines.

The MCC Resident Country Missions shall ensure proper implementation of these guidelines in the field and provide periodic reports to MCC's Department of Congressional and Public Affairs and Department of Compact Operations on the status of compliance with the guidelines.

## Exemption Requests

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MCA entities must strictly adhere to these standards. Any exemption requests require justification and must be made via [web form](#).

## When MCA Entities Must Use MCC's Corporate Logo

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In addition to the requirements otherwise specified in these standards, MCA entities must use the MCC corporate logo and signature together with their own logos on:

- Commemorative signage;
- Signage, markers or printed material created for or used during public events where the MCA entity, MCC and/or other U.S. government officials will participate. MCA entities must use MCC's corporate logo and signature on promotional materials and signage at all events where invited guests include:
  - U.S. Government officials (e.g., the President or Vice President of the United States, the Secretary of State, Deputy Secretary of State, U.S. Ambassadors, Assistant Secretary of State, Deputy Assistant Secretary of State, etc.);
  - Members of the U.S. Congress, their staffs and representatives;
  - MCC senior management;
  - MCC Board members; and

- Other international donors.

For purposes of this section, the MCA entity's logo and MCC's logo and signature must be the same size and appear side-by-side. The logos and signatures must be prominently displayed and easily visible and recognizable.

For additional clarification on when to use MCC's corporate logo, [contact MCC](#).

## Request MCA Logo Approval

### Documents

[Standards for Global Marking](#)

[Technical Specifications for Infrastructure Project Signs](#)

## Reducing Poverty Through Growth

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[Compact Development Guidance](#)

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