

# BRAND GUIDELINES

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STANDARDS FOR USE AND PRODUCTION OF  
**MILLENNIUM CHALLENGE  
ACCOUNT BELIZE**

Visual Identity

2 0 2 5



# Contents

INTRODUCTION	1
WHO WE ARE	2
TAGLINE	3
LOGOTYPE AND GRAPHIC ELEMENTS	4
COLOR PALETTE	5
TYPOGRAPHY	6
MCC LOGO	7, 8
LOGO USAGE	9
VISIBILITY	10
INCORRECT USAGE OF LOGO	11
INSTITUTIONAL SIGNATURE	12
APPLICATIONS	13, 14, 15, 16, 17, 18

The logo for the Millennium Challenge Account Belize is circular with a white border. Inside the circle, the text "MILLENNIUM CHALLENGE ACCOUNT BELIZE" is written in a black arc at the top. The central graphic features a stylized tree with green leaves and a brown trunk, positioned in front of a blue map of Belize. To the right of the tree is a green lightning bolt. Below the tree and map are the flags of Belize (on the left) and the United States (on the right).

# Introduction

The MCA-Belize Branding Guidelines aims to provide concise and detailed guidelines for the usage of the Millennium Challenge Account Belize (MCA-Belize) logo and brand identity. Adhering to these guidelines ensures brand consistency across all platforms and communications, maintaining the integrity and recognition of MCA-Belize.

Our brand represents who we are as an organization—what we believe in, what we aspire to achieve, and what we stand for. It encompasses all associations affiliated with our varied services, programs, messages and team.

A strong, dynamic visual identity plays a crucial role in conveying and showcasing the organization's message in a uniform and effective manner that will provide immediate recognition of the MCA Belize's work to diverse audiences.

The guidelines have set standards for the message and design of all MCA-Belize public communications and branding efforts based on the following guiding documents of Millennium Challenge Corporation (MCC) available on [www.mcc.gov/branding](http://www.mcc.gov/branding)

- **Standards for Corporate Marking and Branding**
- **Standards for Global Marking**

These guidelines, a mandatory obligation of MCA-Belize, aim to establish standards regarding logo usage and other templates to ensure consistency in all communications. All employees, including consultants, contractors, and vendors producing communication materials for MCA-Belize, are required to follow the branding guidelines and standards outlined in this manual.

MCA-Belize will consistently communicate the following key messages to public audiences through these standards:

- **MCA-Belize is implementing a program co-funded by the U.S. Government's Millennium Challenge Corporation (MCC) Compact grant of USD 125 million and the Government of Belize's contribution of USD 40.6 million.**
- **MCC assistance is a partnership for poverty reduction and is committed to improving the lives of the Belizean people.**

MCA-Belize reserves the right to revise, update, and change this document as necessary to maintain brand consistency and effectiveness.

## Who we are

Millennium Challenge Account Belize (MCA - Belize) is a Statutory Body formed under the Millennium Challenge Account Belize Authority Act, 2024 in order to manage the MCC Belize Compact.

The Compact is a USD 125 Million grant program funded by the American people through the U.S. Government's Millennium Challenge Corporation (MCC), with an additional USD 40.6 Million from the Government of Belize, implemented over a five year timeline.

The Compact aims to equitably increase the number of post-primary graduates with the competencies relevant to labor market demands, and lower the wholesale cost of electricity in real terms to reduce poverty through economic growth in Belize.

The tagline "Empowering Minds, Energizing Belize" represents the core mission of MCA-Belize by emphasizing two key areas of impact:

- 1. Empowering Minds** – This reflects MCA-Belize's focus on education and skills development. It highlights efforts to improve secondary and technical education, enhance teacher training, and equip students with the knowledge and competencies needed to succeed in the workforce.
- 2. Energizing Belize** – This signifies the commitment to strengthening Belize's energy sector by promoting affordable, reliable electricity. It underscores efforts to create a competitive energy market, reduce electricity costs, and support the transition to sustainable energy solutions.

Together, the tagline communicates MCA-Belize's role in driving economic and social progress by investing in education and energy—two critical pillars for national development.

## Tagline

The tagline “**Empowering Minds, Energizing Belize**” is the MCA - Belize verbal brand.

This statement conveys the MCA - Belize vision which is two fold: The **Education Project**, which is investing in Belize’s secondary education and technical and vocational education training (TVET) sector; and the **Energy Project** which aims to reduce the wholesale cost of electricity in real terms.

The tagline can be added directly below the logo. Font to be used is Montserrat, and color of the font must be Pantone 073293. The words **EMPOWERING** and **ENERGIZING** should be bolded and in full caps.

Tagline

**EMPOWERING MINDS, ENERGIZING BELIZE**

# Logotype and Graphic Elements

The MCA-Belize Logo is comprised of the following elements:

An external black circle; encapsulating an open book, symbolizing education and knowledge. On the left page of the book, the map of Belize represents national identity and the program's focus on local impact, while on the right page, a lightning bolt signifies **energy, power** and **innovation**. At the center, a tree with vibrant green leaves emerges, symbolizing **growth, sustainability** and **progress**.

The “Millennium Challenge Account” phrase;

The country name: **Belize**;

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The US flag on the right;

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The Belize flag on the left;

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This Logo reinforces the partnership between the two nations in advancing **Education** and **Energy** initiatives under the MCC Compact, with Belize, and visually communicates MCA-Belize's commitment to empowering minds and energizing Belize for long term national development.



# Color Palette



MCA-Belize has a set of corporate colors that contributes to its visual brand and shall be used in all communication materials. The composition of the official colors of the logo shall follow the values below.

## COLORS

Where the use of the Logo versions is concerned, priority is given to the color version. It is available:

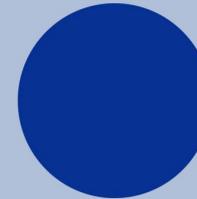
- In PANTONE color model for printed materials
- In RGB for soft and video materials

## BLACK AND WHITE

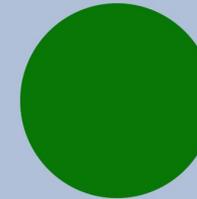
Only for materials printed in one single color, daily press type.



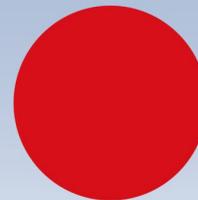
PANTONE 03c6fe  
RGB 3 198 254



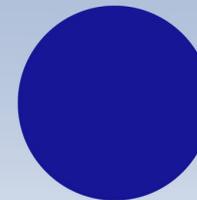
PANTONE 073192  
RGB 7 49 146



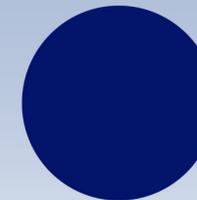
PANTONE 087746  
RGB 8 119 6



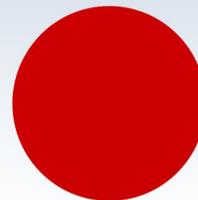
PANTONE D60F19  
RGB 214 15 25



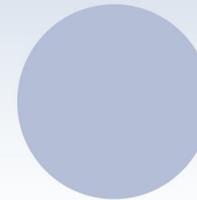
PANTONE 171696  
RGB 23 22 150



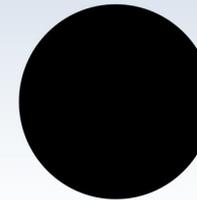
PANTONE 03146b  
RGB 3 20 107



PANTONE cc0002  
RGB 204 0 2



PANTONE b4bed7  
RGB 180 190 215



PANTONE 000000  
RGB 000

# Typography

The primary font selected for the MCA - Belize name located within the black circle is **Baskerville Semi Bold**. Size of this font is 46 pts.

This font was chosen for its strength and elegance, along with the flair and modern finish it projects.

The secondary font chosen is **Montserrat**, and this is located in the tagline below the logo, in the Institutional Signature. This font provides a clean, distinct contrast to the **Baskerville Semi Bold**, being a san serif font.

Both fonts were selected for their readability, crispness, adaptability and the diversity of their characters.

*Typography*

**BASKERVILLE  
SEMI BOLD**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

**MONTSERRAT**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

# Use of MCC Logo



MCC's logo is comprised of a five point star encapsulating a stripe device in the lower right quadrant, and three smaller stars in the upper right quadrant. The arrangement of these two devices within the encapsulating star suggest the curvature of a planet and sky above, movement, reach and dynamism. The

colors of the devices within the encapsulating star are White (smaller stars, stripes), U.S. Flag Blue (field for smaller stars) and U.S. Flag Red (alternating stripes).

## Color Variations

No color or shade on the Logo should be changed at any time unless the material it is being used for is one color. In this instance, the Logo is to be one color only, black.



**Full color** - the Logo should appear in full color in any material produced in full color. **One color** - the Logo should appear in one color in any material produced using only one color.



# Use of MCC Logo

## Use of MCC Logo

MCC's Logos and Signatures must be placed alongside the MCA-Belize and Government of Belize (GoB) Coat of Arms on any material:

- Purchased or paid for with funds disbursed pursuant to an MCC compact;
- Promoting MCA-Belize's partnership with MCC;
- Visible to the media and/or a significant number of people in Belize utilizing banners, billboards, and project signs;
- The location, size and frequency of placement of the Logos and signatures must be placed prominently and sized proportionately to the material or object and be in accordance with the standards found in this manual.



# Logo Usage

It is recommended to use the logo on a white background as often as possible, as this will perfectly showcase the colors and design elements.

In the event that the logo must be used against a colored background, a white exterior circle .25" in diameter will be placed around it.

Should the logo need to be placed on a background that impairs readability and visibility, the logo shall be used inside a white cartridge in compliance with the protection area specified on page 10.



# Visibility

For enhanced, effective visibility of the elements the logo is made of, it is highly recommended that a white space of at least .5" be left completely around all perimeters (protection area).

There should be no overlapping, or extremely close placement of any text, additional image or design alongside the logo.

The area considered "safe" for placement of additional design elements is a space equivalent to one inch in size.



# Incorrect Logo Usage

Any usage of the MCA - Belize Logo by a third party requires prior approval by the MCA - Belize Communication Unit, and shall be done in strict compliance with all graphic requirements set forth in this manual.



DO NOT REMOVE THE DESIGN ELEMENTS



DO NOT ADJUST THE LOGO COLORS



DO NOT CHANGE THE LOCATION OF THE FLAGS



DO NOT SWITCH THE FLAGS



DO NOT REMOVE THE TEXT OR FLAGS



DO NOT ROTATE THE LOGO OR ELEMENTS



DO NOT DISTORT OR MANIPULATE THE LOGO IN ANY WAY



# Institutional Signature

The Institutional Signature is the combination of the Logo and Brand Name to create a strong, powerful visual representation of the institution.

The Brand Name is the official name of the agency. “Millennium Challenge Account Belize” is the Brand Name that shall be used. When it is used as an acronym, the Brand Name shall be written as “MCA-Belize” with M, C, A and B in uniform capital letters and a hyphen in between MCA and Belize.

The addition of the tagline “Empowering Minds, Energizing Belize” on some of the communication mediums enforces the values and objectives of the institution and gives added meaning to the institutional signature.

The name in the signature should be written with **Baskerville Semibold**, and the tagline in **Montserrat**.

INSTITUTIONAL SIGNATURE  
WITH THE TAGLINE



MILLENNIUM  
CHALLENGE ACCOUNT  
B E L I Z E

EMPOWERING MINDS, ENERGIZING BELIZE

INSTITUTIONAL SIGNATURE  
WITHOUT THE TAGLINE



MILLENNIUM  
CHALLENGE ACCOUNT  
B E L I Z E

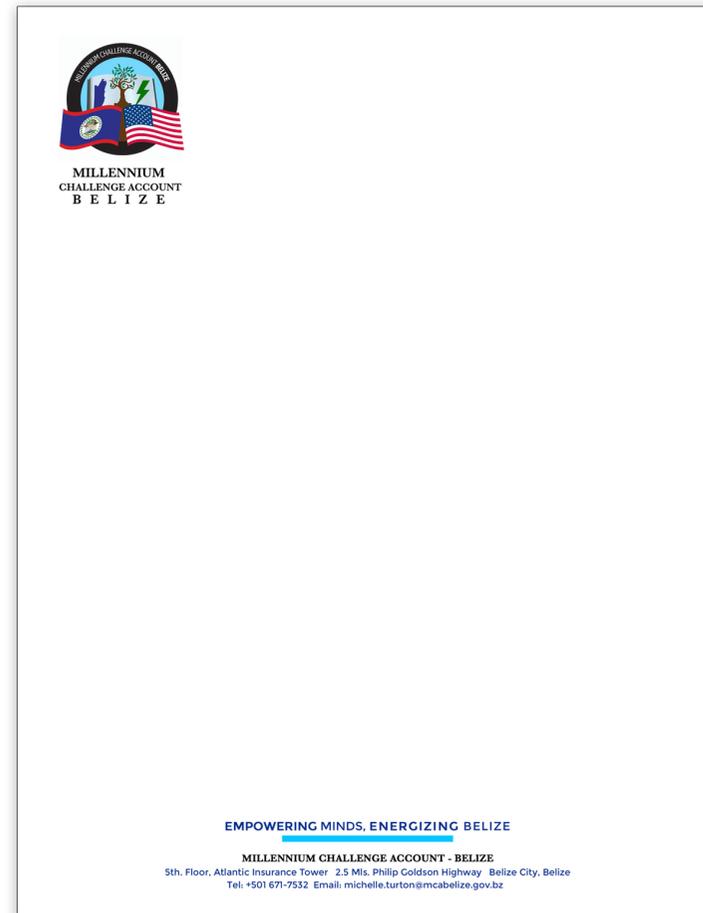
# Applications

## LETTERHEAD

For a strong, professional visual identity, a majority of the business papers should be printed on quality material in full color, and also made available for electronic use where applicable.

### Letterhead

- The full color logo of MCA-Belize upper left header, placed .5” from the top of the edge of the paper and .5” from the left edge;
- MCA-Belize corporate tagline placed in the footer, aligned center, directly above the MCA-Belize corporate address and contact information. Font used is Montserrat, size 10, color **Pantone 073192, RGB 7 49 146**;
- MCA-Belize corporate name, address and information placed in the footer, aligned center, set .35” from the bottom, directly below the MCA-Belize corporate tagline; Font used for name is Baskerville Semi Bold, black, size 9. Font used for address and information is Montserrat, size 8, color **Pantone 073192, RGB 7 49 146**;



# Applications

## ENVELOPE

### Envelope

The envelope has the following standards elements:

- The full color logo of MCA-Belize upper left header, placed .5” from the top of the edge of the envelope and .5” from the left edge; Size of logo is 1.5” x 1.5”;
- MCA-Belize corporate tagline placed in the footer, aligned left, directly above the MCA-Belize corporate address and contact information. Font used is Montserrat, size 10, color **Pantone 073192, RGB 7 49 146**;
- MCA-Belize corporate name, address and information placed in the footer, aligned left, set .5” from the bottom, directly below the MCA-Belize corporate tagline; Font used for name is Baskerville Semi Bold, black, size 9. Font used for address and information is Montserrat, size 8, color **Pantone 073192, RGB 7 49 146**;

Design elements are to be placed on side that is opposite to where envelopes open, so information is not affected when envelopes are opened.



# Applications

## BUSINESS CARD

### Business Card

The business card is professionally printed with the following standards elements:

- The full color logo of MCA-Belize with Institutional Signature on one side, centered, occupying the entire width and length of the space with a margin of .25” top and bottom; Size of logo is .85”;
- The full color logo of MCA-Belize upper left side, located on the reverse side of the card; Size of logo is .75”;
- MCA-Belize corporate name, address and information aligned right, located beside the logo, on the reverse side of the card;
- Font used for name and person’s position is Baskerville Semi Bold, **Pantone 073192, RGB 7 49 146**, size 10. Font used for address and information is Montserrat, size 8, color **Pantone 073192, RGB 7 49 146**; MCA-Belize name is in black.



# Applications

## MERCHANDISE AND APPAREL

Our MCA-Belize logo is a key element of our visual identity. It represents who we are and should be used consistently across all merchandise and apparel to maintain brand recognition and integrity. Please adhere to the following guidelines to ensure proper use of our logo.

### General Guidelines

**Consistency:** Always use the logo in its original form. Do not alter, distort, or modify the logo in any way.

**Resolution:** Ensure that the logo is used in high resolution for all merchandise and apparel to maintain quality and clarity.

**Color:** Use the logo in its approved color formats. If the merchandise or apparel requires a single-color print, use the designated monochrome version of the logo.

**Clear Space:** Maintain clear space around the logo to ensure visibility and impact. No other elements should infringe upon this space.

**Size:** Ensure the logo is legible and proportionate. Do not scale the logo below the minimum size requirement to avoid loss of detail.

### Placement

Ensure the logo is placed in a prominent position where it is easily visible and instantly recognizable. On apparel, typical placements include the left chest, center chest, or back. For smaller items, such as accessories, ensure visibility is maximized.

### Special Considerations

For co-branded merchandise, ensure our logo is given equal prominence and adheres to these guidelines.

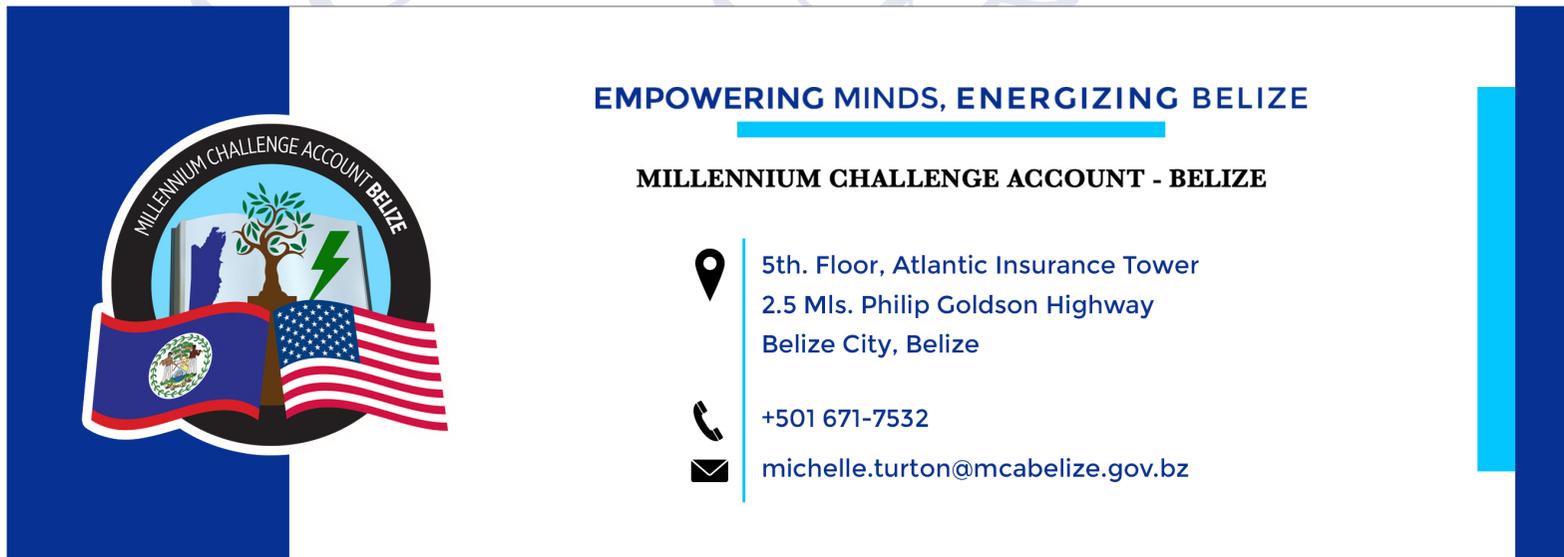


# Applications

## EMAIL SIGNATURE

Our MCA-Belize email signature shall be as design indicated below, placed exclusively on a white background (no patterns, colors or images).

*Email Signature*



The email signature design is presented on a white background with dark blue vertical bars on the left and right sides. On the left, there is a circular logo for the Millennium Challenge Account Belize. The logo features a tree, a lightning bolt, and an open book, with the Belizean and United States flags at the bottom. The text "MILLENNIUM CHALLENGE ACCOUNT BELIZE" is written around the top of the circle. To the right of the logo, the text "EMPOWERING MINDS, ENERGIZING BELIZE" is displayed in a bold, dark blue font, underlined with a light blue bar. Below this, the text "MILLENNIUM CHALLENGE ACCOUNT - BELIZE" is shown in a smaller, bold, dark blue font. Further down, three contact details are listed, each preceded by a small icon: a location pin for the address, a telephone handset for the phone number, and an envelope for the email address.

**EMPOWERING MINDS, ENERGIZING BELIZE**

**MILLENNIUM CHALLENGE ACCOUNT - BELIZE**

5th. Floor, Atlantic Insurance Tower  
2.5 Mls. Philip Goldson Highway  
Belize City, Belize

+501 671-7532

michelle.turton@mcabelize.gov.bz

# Applications

## VEHICLES

To ensure brand consistency and visibility, all vehicle applications of the logo must adhere to the following guidelines:

### Placement

The logo should be prominently displayed on both sides of the vehicle (driver and passenger side). Avoid placing the logo over curves, handles, or trim where legibility may be compromised. Maintain clear visibility from a reasonable distance (minimum of 10 feet).

### Clear Space

A minimum clear space of 2.5" must be maintained on all sides of the logo to prevent visual clutter or interference from other design elements or text.

### Color and Contrast

Use the full-color logo on light-colored vehicles. Use the logo with the white exterior outline all around on dark colored vehicles. Do not apply the logo in colors not specified in the brand color palette.

### Sizing

The logo must be scaled proportionally and should not be distorted. Minimum size should be large enough to maintain legibility from a standard viewing distance (suggested minimum width: 18 inches for side applications). Where space allows for the logo to be used with the institutional signature, that can be placed on;

### Materials and Finish

Logos should be printed using durable, weather-resistant vinyl or equivalent material suitable for long-term outdoor use. Avoid reflective or metallic finishes.

### Prohibited Uses

Do not rotate, skew, or crop the logo. Do not place the logo over images or patterns that reduce legibility. Do not add drop shadows, outlines, or effects unless specified in the brand's visual language.





**MILLENNIUM  
CHALLENGE ACCOUNT  
B E L I Z E**

**MILLENNIUM CHALLENGE ACCOUNT - BELIZE**

5th. Floor, Atlantic Insurance Tower

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Belize City, Belize