

**MILLENIUM CHALLENGE ACCOUNT TIMOR-LESTE,  
INSTITUTO PUBLICO  
(MCA-TL, IP)**

*CDB3, Level 5, Timor Plaza, Comoro, Dili, Timor-Leste*

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**Logo Design Contest**

**Background**

The United States of America, acting through the Millennium Challenge Corporation (“MCC”), and the Government of Timor-Leste (the “Government”) are working together to develop a Millennium Challenge Compact to help facilitate poverty reduction through economic growth in Timor-Leste. To support this effort, MCC has entered into a Grant and Implementation Agreement with the Government of Timor-Leste in the amount of US\$484 million (US\$ 420 million will be provided by the MCC and the Government of Timor-Leste will contribute US\$ 64 million).

In order to facilitate and manage the implementation of the MCC Compact program, the Government of Timor-Leste has formed a public Institute named the Millennium Challenge Account Timor-Leste, Instituto Publico (MCA-TL, IP). According to the decree law Nu. 46/2023 (Decreto-Lei N.º 46/2023 de 28 de Julho), the MCA-TL, IP operates under the office of Prime Minister in order to manage Compact implementation for five years periods of time. The Compact **Project’s primary objectives are:**

**WATER, SANITATION AND DRENAGE (WSD) PROJECT:**

The **problem** is high levels of fecal pathogens in water resources and the environment results in frequent and extended incidences of disease among all segments of the population and impairs the development of the country’s human capital.

*The **primary objective** is to reduce fecal pathogens in piped and stored drinking water, groundwater, and the environment.*

**EDUCATION (TALENT) PROJECT:**

This **problem** is a poor-quality education at the secondary and tertiary levels that does not adequately prepare individuals for success either at work or in higher education results in a workforce that lacks skilled labor and prevents the development of the country’s human capital.

*The **primary objective** of the proposed project is to improve student learning outcomes.*

This logo design competition invites Timorese youth and community to participate in designing the MCA-TL, IP logo which reflects Timorese aspiration, engagement and the active participation in future implementation of the compact program.

**Official Rules**

The logo will be used to implement MCA-TL, IP’s communication strategy in all media – including online, print, on merchandise and other visual collateral. MCA-TL, IP needs a visual brand which is the compilation of a logo, brand name, slogan and colors. MCA-TL, IP logos are strictly regulated according to MCC standards and requirements. It should be noted that the Timor-Leste compact is designed to describe the purpose of the compact. The main standards and requirements for logo design are as follows:



- A black outer circle,
- The expression “Millennium Challenge Account”,
- Country name "Timor-Leste".
- The American flag, appearing on the right, and
- The flag of Timor-Leste, appearing on the left,
- The logo must include one or more additional symbol or symbols easily recognizable by the Timorese populations, representing the program, the activities, mission, or the values of the Compact and must appear inside the white circular area.
- Complete the official entry form (Contestant Registration Form Attached)

References :

January 31, 2012   Standards for Global Marking	MCC <a href="http://www.mcc.gov/branding">http://www.mcc.gov/branding</a>
Standards for Corporate Marking and Branding, October 4, 2013	MCC <a href="http://www.mcc.gov/branding">http://www.mcc.gov/branding</a>

**The official contest rules are as follows:**

- Timorese citizens are eligible to compete in this contest as individuals.
- Individuals may submit no more than two entries (a separate Entry Form must accompany each submission).
- All submitted work must be the original work of the entrant and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.

- All entries will become the property of the MCA-TL, IP. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to the MCA-TL, IP.
- The MC-TL, IP reserves the right to modify the winning logo to better fit the needs of the initiative.
- The decisions of the Selection Committee will be final.
- The selected winner must submit a scalable vector version of the winning design so that it is adaptable to electronic and print media, for reproduction on small and large surfaces, and available for use in color or in gray scale.
- Complete the Official Entry Form.
- Create a logo design in .jpeg, .psd or PDF formats (if you are chosen as a winner, you must be able to provide a high-resolution vector file (e.g., in Adobe Illustrator, Photoshop, or InDesign).
- Submit your completed Entry Form and logo design via email to [info.mcatl@gmail.com](mailto:info.mcatl@gmail.com) no later than 5pm on Sunday, September 24, 2023. The winner will be announced on October 13, 2023.
- Three winners will be select for this contest. The first winner will receive US\$2000 as a prize; Second winner will receive US\$1500 as a prize and the third winner will receive US\$1000 as a prize.

### **Selection Criteria**

A Selection Committee of staff from the MCA-TL, IP will evaluate all entries based on the following criteria:

- Relevance – Does the entry align with the MCA-TL, IP Official rules?
- Originality – Does the composition exhibit original design, creativity, and imagination?
- Visual Quality – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?
- Cultural Significance – Does the entry highlight relevant aspects of Timorese culture?
- The MCA-TL, IP Committee reserves the right not to select a winner if all entries do not meet the criteria

End!



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**Konkursu Dezeñu Logo**

**Antesedentes**

Estadus Unidus América (liuhusi nia ajensia Millennium Challenge Corporation (MCC), no Governu Timor-Leste servisu hamutuk hodi dezenvolve programa Kompaktu Millenium Challenge nian ida atu fasilita redusaun pobreza liuhusi hasa'e kreximentu ekonomia iha Timor-Leste. Atu apoia esforsu ne'e, MCC selebra tiha ona Akordu Subvensaun no implementasaun Kompaktu ho Governu Timor-Leste ho valor US\$484 milhões (US\$420 milhões sei fornese husi MCC no Governu Timor-Leste kontribui US\$64 milhões).

Atu fasilita no jere implementasaun programa Kompaktu MCC, Governu Timor-Leste kestabelese ona instituisaun publiku ida hó naran Millennium Challenge Account Timor-Leste, Instituto Público (MCA-TL, IP). Haktuir decreto-lei nu. 46/2023 (Decreto-Lei N.º 46/2023 de 28 de Julho), katak MCA-TL, IP funsiona no tutela iha Primeiru-Ministru, hodi jere implementasaun Kompaktu durante periodu tinan lima nia laran. Objetivu primariu projetu Komapaktu nian mak:

**PROJETU TRATAMENTU BEE, SANEAMENTU NO DRENAZEN:**

**Problema** mak Patogénicos fecais ne'ebe a'as tebes iha rekursu be'e no ambiente hodi rezulta (kauza) bebeik moras no hada'et ba segementus hotu-hotu populasau nian no prezudika dezenvolvimentu kapital umana iha nasaun nian.

*Objetivu prinsipal* mak hodi reduz nivel patogénos fecais iha kanalizasaun be'e, rezervatoriu ou fatin bee hemu nian, bee iha rai okos no ambiente.

**PROJETU EDUKASAUN (TALENT) :**

**Problema** ne'e mak qualidade edukasaun ne'ebé mikit iha nivel Ensinu Sekundariu no tersiaria labele prepara adekuadamente individu sira ba susesu iha serbisu ka kontinua sira nia estudus iha Universidade, rezulta iha serbisu-na'in sira ne'ebé menus skill no abilidade serbisu hodi satan netiik dezenvolvimentu kapital umanu nasaun ne'e nian.

*Objetivu principal* husi projetu propozitu mak atu hasa'e alunus sira nia rezultadu aprendijazen.

Kompetisaun ba dezeñu logo ida ne'e konvida jovens Timoroan no comunidade sira atu partisipa iha dezeniu logo MCA-TL.IP ne'ebé refleta Timoroan sira nia aspirasaun, envolvimentu no partisipasaun ativa iha implementasaun ba programa Kompaktu iha futuru.

**Regra offisial ba dezeñu**

Logo ne'e sei uza ba implementa estratejia komunikasaun MCA-TL, IP iha media sira hotu-inklui online, imprimisaun, mercadorias no material vizuais sira. MCA-TL, IP presiza marka visual ida ne'ebé kompila husi logo, marka naran, slogan no cores. Logo MCA-TL, IP estrimamente regulamentados bazeia iha padrões no rekizitus MCC. Tenki anota katak Kompaktu Timor-Leste dezeña hodi deskreve objectivu husi Kompaktu. Padraun Prinsipal no rekezitus sira ba dezeñu logo mak tuirmai ne'e:



- Sirkulu liur ho kor metan,
- Nia expresaun “Millennium Challenge Account”,
- Naran nasaun [Timor-Leste],
- Bandeira America nian, hatudu iha parte direita, no
- Bandeira Timor-Leste, hatudu iha parte karuk,
- Logo ne’e tenki inklui mais símbolos adicionais, fasil reconhecíveis (rekoñese) husi timoroan sira, representa programa, atividades sira, nia misaun ou valores sira husi Kompaktu no tenki hatudu iha area sirkulu mutin nia laran.
- Priense formulariu inskrisaun oficial (formuláriu inskrisaun iha anexu)

Referensia sira:

January 31, 2012   Standards for Global Marking	MCC <a href="http://www.mcc.gov/branding">http://www.mcc.gov/branding</a>
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### Regra ba Konkursu:

- Sidadaun timoroan sira ne’ebé elegíveis hodi kompete iha konkursu nudar individu.
- Individu sira bele haruka (enviar) masimu inkrisaun rua (Submisaun hotu tenki akumpania ho Formuláriu inskrisaun ketak ida).
- Dezeña hotu tenki hatama (submete) iha original husi partisipante sira no labele inklui ou bazeia ou maihusi dezeńu sira, marca sira registrada ou imagens protegidas husi direitos pré-existentes ou parte terseiru nian.
- Dezeña hotu ne’ebé submete ona sai MCA-TL, IP. Ho submisaun ne’ebé iha hatudu, partisipantes sira konkorda katak direitu propriedade intelektual ba dezeńu logo konsidera entrega ona ba MCA-TL, IP.
- MCA-TL, IP iha direitu hodi modifika Logó vencedor hodi hadia tuir nesidades husi inisiativa ne’e.
- Desizaun husi Komitê Selesaun ne’e final.
- Manan nai’n (vencedor) ne’ebé selesiona oan tenki submete versaun vector husi dezeńu nune bele adapta hod mídia eletrônica no impressa, hodi reproduz iha superficies kiikoan no boot, no disponível ba uza iha cores ou iha escala de cinza (gray scale).
- Prienxe Formuláriu oficial inkrisaun nian.
- Kria dezeńu logo iha format, jpeg, psd ou PDF (Karik ita selesionadu nudar manan na’I (vencedor), ita tenki bele forñese rezolusaun-as iha file vector (Izemplu; iha Adobe Illustrator, Photoshop ou InDesign).
- Submete ita nia formuláriu inskrisaun no dezeńu logo liuhusi e-mail ba [info.mcatl@gmail.com](mailto:info.mcatl@gmail.com) até tuku 17, lora domingo, 24 Setembru 2023. Manan na’in (vencedor) sei anuncia iha lora 13 Outubru 2023.

- Manan na'in (Vencedores) nai'n tolu (3) mak sei selesiona ba konkursu ne'e. Manan nai'n primeiru simu US\$ 2.000 nudar premiu; Manan nai'n segundu simu US\$ 1.500 nudar premiu no manan nai'n terseiru simu US\$ 1.000 nudar premiu.

### **Kriteriu ba Selesaun**

Komite Selesaun ida husi MCA-TL, IP mak sei avalia submisaun dezeñu hotu bazeia iha kriteriu sira tuirmai ne'e;

- Relevansia – Dezeña ne'e aliña tuir regras ofisial MCA-TL, IP nian?
- Originalidade – Kompozisaun dezeña ne'e hatudu orijinalidade dezeña, kreatividade no imajinasaun?
- Kualidade vizual – Submisaun dezeñu ne'e bolu atensaun ruma? Apresenta equilibrio visual no iha koordinasaun kór-sira? Elementus sira hotu funsiona hamutuk hodi kria dezeñu unifikadu ida no atrai tebes (atraiante)?
- Signifikadu Kultural– Dezeñu ne'e koloka (destaca) aspteitu relevante sira ho kultura Timoroan nian?
- MCA-TL, IP rezerva direitu tomak atu hodi la-selesiona manan nai'n ida karik submisaun hotu la-tuir kriteriu sira ne'ebé iha.

