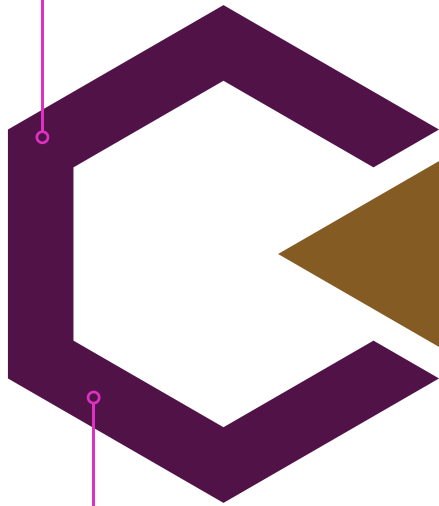


COLOR

Deep purple is a powerful, creative and elegant color that represents the project's mission to create global opportunities. The dark gold complements the purple and communicates prestige and success.

TEXT

The unique serif typeface is professional and inspires respect while still being modern. The font is bolded to further communicate project's vision for national authority.



BELIZE COMPETITION PROJECT

SHAPE

The hexagon is a rigid and geometric shape that perfectly communicates the project's vision to implement competition policy and law. The triangle that integrates with the hexagon represents Belize's integration into the multilateral trading system and the hexagon forms a "C" as a result.