

Public Notice (PN N° 11 of 2019)

Introducing the International Financial Services Commission's (the "IFSC") New Brand Identity

The International Financial Service Commission's (the "IFSC") vision is to be recognised by our stakeholders as a model international financial services regulator and our mission is to provide financial services regulation in an effective and efficient manner in order to enhance Belize's reputation as a quality international financial services centre from which firms of substance and good reputation can conduct business, promote good business, and protect the public from financial loss.

Today, we are proud to announce the launch of the IFSC's new logo, which represents our institution's corporate identity, as we continue to change and to meet the ever-evolving needs of our stakeholders. The new logo also captures the enduring principles of providing efficient and quality service to our stakeholders, and promoting, protecting, and enhancing Belize as a quality international financial services centre, which guides all IFSC employees in the work that we do.

Our brand aims to maintain the distinctive visual style and integrity of the IFSC. This was done by pulling the pieces together to make it consistent, which includes a reliable strategy, core standards, tone & style and look & feel - all of which are important parts of our brand. The colours reflect growth, balance, trust, responsibility, and reliability.



International Financial Services Commission
28th August 2019