



America's SBDC Brand Guidelines

**America's Small Business
Development Centers**

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Why?

Why America's SBDC?

America's SBDC is more than a logo; it is a brand experience, an emotional connection between SBDCs and the communities we serve. When SBDCs communicate the same message in the same way, the result is a stronger identity as an effective, connected, coast-to-coast network with the power to make a significant impact on our national, state and local economies.

These Brand Guidelines explain how all SBDCs can participate in America's SBDC branding efforts. The success of these efforts will be enhanced by the cooperation of each individual SBDC. By using the same design standards in our messaging, each SBDC not only contributes to the strength of the national brand but also gains credibility through association with that powerful brand.

1.1 A Unified Message

The correct use of the elements of these Brand Guidelines will communicate a consistent and distinctive public image and message across the nation. America's SBDC will be recognized and respected by SBDC clients, prospective clients, partners, host organizations, legislators, other stakeholders and the media. SBDC professionals will gain a strong sense of pride and loyalty as an integral part of the America's SBDC brand.

1.2 Visual Identity

Visual identity is a powerful tool that helps our national network of SBDCs express its common mission, goals, and unique services across a variety of media. Proper and consistent use of brand components—graphics, color, and typography—will increase visibility, engage our target customers and stakeholders, and contribute to the success of our funding initiatives.



America's SBDC Logo

3-COLOR

BLACK & WHITE

REVERSE

2.1 PRIMARY LOGO



2.2 LOGO WITH SBDC SPELLED OUT



2.3 LOGO WITH ACCREDITATION



2.4 Brand Colors

To ensure the consistency of our visual identity, specifications for each color used in the America's SBDC logos are provided for use in print [Pantone and CMYK values] and electronic applications [RGB values]. The correct use of this color palette with the logo is essential to the success of the brand's recognition.

SBDC Red

Pantone 193
CMYK 0/100/63/13
RGB 209/18/66

SBDC Blue

Pantone 282
CMYK 100/68/0/54
RGB 0/45/98

Gray (3-color logo)

Pantone Cool Gray 7
CMYK 0/0/0/37
RGB 173/175/178

2.5 Typography

Consistent use of the brand's typography helps establish a unique America's SBDC "look" that greatly increases recognition and memorability of our brand. One typographic family has been selected for the America's SBDC logo: **Berthold Akzidenz Grotesk**. The SBDC portion of the logo is **Berthold Akzidenz Grotesk Super** and **Berthold Akzidenz Grotesk Regular** is used for America's (above SBDC) and for the state or region name (below SBDC) in that logo version.

2.6 LOGO WITH STATE/REGION NAME

3-COLOR



BLACK & WHITE



REVERSE



Any SBDC wishing to move toward a unified national brand can do so by using a logo that combines the America's SBDC logo with its state or region name. The examples shown demonstrate how the state/region name should be included.

All versions of the America's SBDC logos are available in jpeg and eps formats. SBDCs that want to use this branding strategy in their state/region should contact their state's lead center for logo files and additional branding information. America's SBDC partners interested in using the national logo should contact the association at marketing@asbdc-us.org or (703) 764-9850 for logo files.

Logo Usage

3.1 Minimum Size Requirements

To ensure that the America's SBDC logo is large enough to be easily recognized, it must not be reduced smaller than a **width of 1.25 inches** in print media or a **width of 90 pixels** for electronic media. These are minimum size requirements only; the logo should be used larger in every possible instance.

The logo may not be altered in any way from its original design.

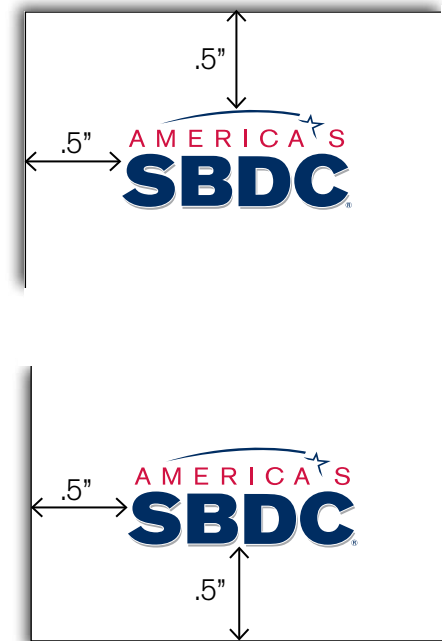
3.2 Area of Isolation

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the America's SBDC logo is defined as the height of the "S" in the logo. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



3.3 Placement Recommendations

On most applications, the recommended placement of the America's SBDC logo is either in the upper-left or bottom-left hand corner of the document or page. The logo should be placed equal distance from both edges.



3.4 Color Variations

Proper colors must be used; no substitutes. The full-color logos are to appear on a white or light neutral background. If full-color printing on a white or light neutral background is not an option, the black and white logos or reverse white should be used. If a background or fill behind the logo lacks contrast and renders the logo unreadable, reverse logo is acceptable.

3.5 Logos Used in Microsoft Office

For the best quality, use the CMYK and black and white logo files in Microsoft Office software products that will be printed (i.e. letters, brochures, etc.) and the RGB logo and Reverse White files in Microsoft Office software products that will be shown electronically (i.e. PowerPoints).

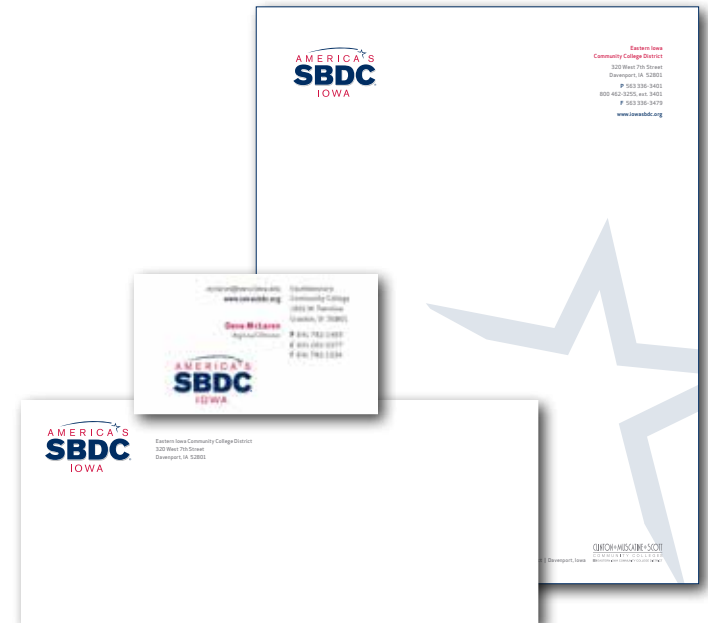
3.6 Compliance with Standards

Before investing in new marketing materials for your SBDC, please consult the branding guidelines to be sure that your uses comply with the current standards. If you are unsure or have additional questions, please contact the ASBDC at marketing@asbdc-us.org or (703) 764-9850.

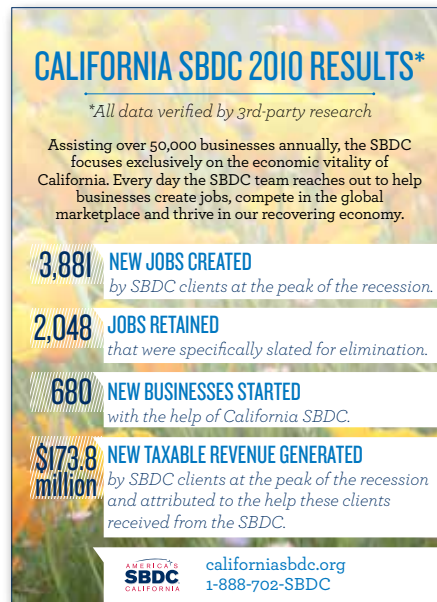
3.7 Examples



WEBSITE



STATIONERY



AD



POWERPOINT SLIDE

3.8 Incorrect Logo Usage

In order to maintain the integrity of the America's SBDC brand, it is essential that the America's SBDC logo be consistently and correctly used. This correct usage will also ensure that the brand stakeholders and public at large experience a clear representation of the brand through all communications materials.



DO NOT
Change the logo's orientation.



DO NOT
Bevel or emboss the logo.



DO NOT
Place the logo on a busy photograph or background.



DO NOT
Change the logo colors.



DO NOT
Crop the logo in any way.



DO NOT
Add "glow" effects to the logo.



DO NOT
Present the logo on colored backgrounds. Use the reverse logo in this case.



DO NOT
Present the logo in "outline only".



DO NOT
Add "drop shadow" effects to the logo.



DO NOT
Reconfigure or change the size or placement of any logo elements.



DO NOT
Stretch or squeeze the logo to distort proportions.



DO NOT
Recreate elements or replace with something else.

Co-Branded Logo Usage

Each SBDC's funding partner, such as its host institution and the SBA, expect appropriate acknowledgement in the SBDC's printed and electronic materials. This is referred to as "co-branding," an approach that integrates the logos and disclaimers associated with their funding partners is used, and for the purpose of these guidelines, will be referred to as "co-branding."

Depending on the media (print vs. electronic) and type of document (brochures, flyers, poster, stationery, business cards, etc.), the size and placement of the approved logos and appropriate disclaimers will vary. As a general rule, when the America's SBDC logo is used with the state or region name, the positioning of the logos should have that logo in a primary position, your host institution logo in a secondary position, and the SBA logo and/or disclaimer in a tertiary position, followed by other partners as appropriate. The examples at right demonstrate appropriate usage involving various types of print and electronic media.

4.1 Examples



Ad Specialties and 3-D Applications

Branded apparel and other advertising specialties are an effective method of increasing brand awareness, promoting brand loyalty, and encouraging internal brand buy-in. The examples to the right illustrate various ways in which the logo can be applied to various media. The logo may never be altered and the area of isolation should be maintained. The minimum logo size requirement may be compromised on some advertising specialty items such as pens, golf balls, pins, etc. that are inherently too small to conform to the minimum logo size requirement. However, the minimum logo size requirement must be maintained whenever possible.

If you are an SBDC procuring the America's SBDC brand or co-brand ad specialties or 3-D applications, please contact your state's lead center. If you are an America's SBDC partner please contact the association at marketing@asbdc-us.org or (703) 764-9850 to ensure compliance with current America's SBDC Brand Guidelines.

5.1 Examples

