



America's SBDC Brand Guidelines

**America's Small Business
Development Centers**

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Table of Contents

1.0 Introduction

- 1.1 A Unified Message..... 1
- 1.2 Visual Identity..... 1

2.0 The America's SBDC Logo

- 2.1 Primary Logo 2
- 2.2 Logo with SBDC Spelled Out..... 2
- 2.3 Logo with Accreditation 2
- 2.4 Logo Colors 2
- 2.5 Typography 2
- 2.6 Logo with State/Region Name..... 3

3.0 Logo Usage

- 3.1 Minimum Size Requirements..... 4
- 3.2 Area of Isolation 4
- 3.3 Placement Recommendations 4
- 3.4 Color Variations..... 5
- 3.5 Logos Used in Microsoft Office 5
- 3.6 Compliance with Standards..... 5
- 3.7 Examples..... 5
- 3.8 Examples of Incorrect Logo Usage..... 6

4.0 Co-Branded Logo Usage

- 4.1 Co-Branded Logo Usage Examples 7

5.0 Accredited Member Logo and Seal

- 5.1 Accreditation Seal 8
- 5.2 State Logo with Accreditation Seal 8
- 5.3 America's SBDC logo with Accreditation Seal 8
- 5.4 America's SBDC logo with Accredited Member Text Only 8
- 5.5 Technology Accredited Text 9

6.0 Ad Specialties and 3-D Applications

- 6.1 Examples..... 10

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 the unified national brand can do so by using one of the logos that combine 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. Any SBDC that chooses to use one of these logos must use it as it is provided; no alterations of the logo are permitted. America's SBDC partners interested in using the national logo should contact their state's lead office for information on how to access the logo files. 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.

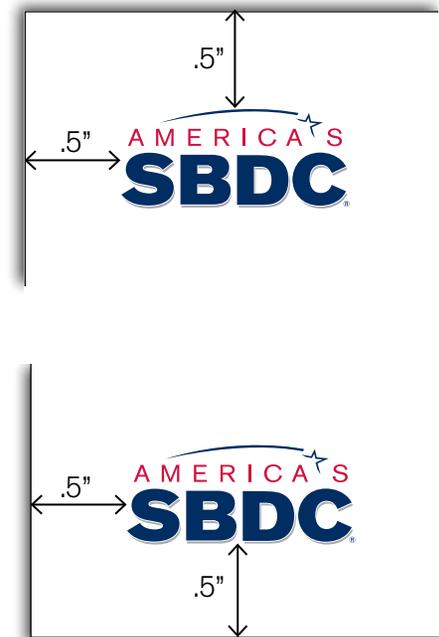
3.2 Area of Isolation

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing text (i.e. taglines and affiliations such as "PTAC") and 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 "A" in the word "America's" in the logo. This minimum space should be maintained on all sides of the logo when 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 (tan, gray). If full-color printing on a white or light neutral background is not an option, the black and white or reverse white logos should be used. If a background or fill behind the logo lacks contrast and renders the logo unreadable, reverse logo should be used.

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 first contact your state's lead office to see how your state is implementing the new logo. Then consult the branding guidelines to be sure that your uses comply with the current standards.

Any SBDC that fails to comply with these guidelines will be contacted by the America's SBDC Staff and Marketing Committee. A letter will also be sent to the SBDC state's lead office to inform them of the situation. The value in the America's SBDC brand is in its unified look and messaging so it is essential all guidelines are met by everyone. If you are unsure or have additional questions, please contact America's SBDC at marketing@asbdc-us.org or (703) 764-9850. Please note that exceptions can be made with written approval by America's SBDC staff and the Marketing Committee.

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.



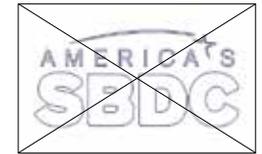
DO NOT
Crop the logo in any way.



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, 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



Accredited Member Logo and Seal

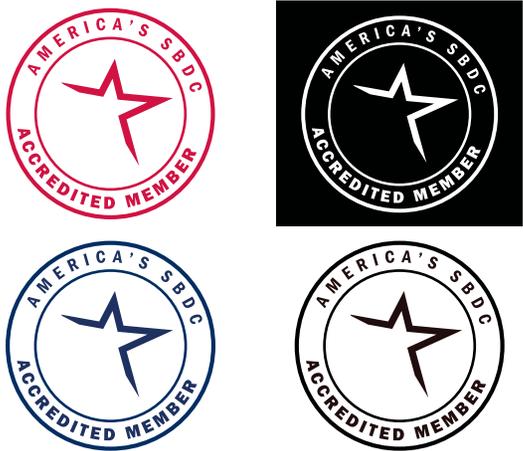
Accredited members of America's SBDC network have two options to showcase their accreditation status in their marketing pieces: the America's SBDC accreditation logo by itself and an America's SBDC logo with the accreditation seal.

The America's SBDC accreditation seal can only be used if a state/region has adopted the America's SBDC unified brand logo and wants to promote its accreditation status. The seal should only be used in conjunction with an America's SBDC logo; it should never be used alone or when a state/region is still using its own individual logo. The seal is available in red, blue, black and white. The accreditation seal graphics follow the same rules as the America's SBDC logos in regard to usage, area of isolation, color variations, placement recommendations, and brand colors.

When a state/region has not adopted the America's SBDC unified brand logo, the original America's SBDC Accredited Member logo is to be used. The Accredited Member logo is available in color, black and white, and white. The logos are available in jpeg and eps formats. No alterations of the logo are permitted.

If an SBDC that has adopted the America's SBDC unified brand logo cannot use the America's SBDC accreditation logo or the accreditation seal due to space limitations, a third "text only" option is available. Any SBDC interested in using this option must submit a request to America's SBDC at marketing@asbdc-us.org for approval. If approved, the permitted text is: "ACCREDITED MEMBER" This text must use all capital letters in the approved blue color (Pantone 282), in the typographic family that has been selected for the America's SBDC logos, which is Berthold Akzidenz Grotesk.

5.1 Accreditation Seal



5.2 State Logo with Accreditation Seal



5.3 America's SBDC logo with Accreditation Seal



5.4 America's SBDC logo with Accredited Member Text Only



5.5 Technology Accredited Text

For those states accredited in technology commercialization the approved verbiage is “Credentialed in Technology.” This text is approved to be used where and whenever you want to communicate your technology accreditation status. If you choose to use the verbiage next to an America’s SBDC logo (national, state or accredited) you must use the appropriate area of isolation (see section 3.2). This text must use the approved blue color (Pantone 282), in the typographic family that has been selected for the America’s SBDC logos, which is Berthold Akzidenz Grotesk Super.

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 (as mentioned in Item 3.2) should be maintained. The minimum logo size requirement (see Item 3.1) 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.

When printing the America's SBDC logo on branded promotional items such as shirts, bags, mugs, etc. the full-color logo should only be printed on the following neutral backgrounds: black, white, gray and tan. Use the reverse white logo or plain black logo when printing on any other colored background.

When procuring America's SBDC branded or co-branded Ad Specialties or 3-D Applications, please contact America's SBDC at marketing@asbdc-us.org or (703) 764-9850 to ensure compliance with current America's SBDC Brand Guidelines.

6.1 Examples

