



**BRAND - LOGO - IDENTITY
GUIDELINES**

Illinois Small Business Development Center

Effective 5-1-2014

INTRODUCTION

The Illinois Small Business Development Center (SBDC) Network serves thousands of entrepreneurs, start-ups and second stage small businesses throughout Illinois every year. The services provided by Illinois SBDCs, SBDC International Trade Centers (ITC) and Procurement Technical Assistance Centers (PTAC) set the stage for personal and professional growth, which directly impacts our local economies for the better.

This brief manual, utilized in conjunction with America's SBDC Brand Guidelines provided by the Association of Small Business Development Centers (ASBDC) provide a series of easy-to-follow instructions to keep the look and feel of America's SBDC Illinois brand consistent.

Strict adherence to these standards and guidelines will help build strong recognition for your Illinois SBDC in your local community, within the state of Illinois and throughout the United States.

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FULL LOGO

The Illinois SBDC logo is the cornerstone of our brand. It is based graphically on the logo of America's SBDC, the national association that brings together the vast network of SBDCs throughout the United States and its territories.

Consistent use of this logo makes the program more recognizable and strengthens our presence in our community.



MINIMUM SIZE

To retain legibility for print, do not use the logo printed smaller than 1.25 inches wide.



For online applications, the logo should never be smaller than 90 pixels wide.

When the logo has to be resized, be sure to maintain the aspect ratio (the ratio between the width and height of an image) to avoid any distortion of the logo.

BRAND COLORS

To ensure the consistency of our visual identity, specifications for each color used in the America's SBDC ILLINOIS 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

FONTS - TYPOGRAPHY

Consistent use of the brand’s typography helps establish a unique America’s SBDC Illinois “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 name (below SBDC) in that logo version. Please use the Berthold Akzidenz Grotesk family whenever possible and practical.

IDENTITY

All Illinois SBDCs will continue to identify themselves as “The Illinois Small Business Development Center (or SBDC) at (the name of the host institution inserted here). This phrasing must be utilized when a center is referenced in writing and also when staff is referring to the center verbally. Identification of the Illinois SBDC at (host institution) should be utilized in all written materials, including, but not limited to reports, media releases, brochures, fact sheets, flyers, announcements, websites and other applications.

All Illinois SBDCs funded as an International Trade Center must be referred to as the Illinois SBDC International Trade Center (ITC) at (the name of the host institution).

ENVELOPES & LETTERHEAD

All Illinois SBDCs must adhere to the following templates for envelopes and letterhead utilizing the America’s SBDC ILLINOIS logo. Address may be positioned below or to the right of the logo on envelopes. Host institution logo(s), social media icons, etc... may be added to the bottom of the letterhead.

ENVELOPES



Illinois SBDC at Host Organization
234 N. Business Street
Hometown, IL 60000-1111

LETTERHEAD



Centers may insert host organization logo(s) and social media icons directly above the “Celebrating 30 Years of Small Business Success” tagline.

EMAIL SIGNATURES

All Illinois SBDC staff should use one of the following two basic layout examples for their email signatures. Additional logos, social media icons, etc... can be placed below the contact information (or below the logo) at the bottom of the email signature. Centers may include as much or as little contact information in the e-mail signature as needed and arranged as desired as long as one of two basic layouts is utilized. During 2014 Illinois SBDCs are urged to utilize the tag line **Celebrating 30 Years of Small Business Success** in their e-mail signatures.



John J. Smith, Business Advisor
Illinois Small Business Development Center
Host Organization Name
234 N. Business St. – Hometown, IL 60000
234-567-8901 – www.ilsbdc.biz
John.J.Smith@hostorg.org
Celebrating 30 Years of Small Business Success



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Celebrating 30 Years of Small Business Success



BUSINESS CARDS

The standard Illinois SBDC business card is a vertical layout with the America's SBDC Illinois logo on the top and host partner institution logo on the bottom of the card. This layout allows both logos to have prominent positions on the business card with name and contact information between the logos. If preferred, to gain space, the center may put the HOST ORG LOGO and additional information about the host and center on the back side of the business card, however, the front of the business card must follow the format below and include the America's SBDC Illinois logo and the pertinent contact information in the format below. The required font should also be utilized for all business cards. A sample layout of the business card is shown below.



John J. Smith

Business Advisor

**Illinois Small Business
Development Center**

Host Organization Name

234 N. Business Street - Suite 123
Hometown, IL 60000-1234

234-567-8901

JohnSmith@hostorganization.org

www.hostorg.org

**HOST
ORG
LOGO
HERE**

BROCHURES

In all brochures, the America's SBDC Illinois Logo must be prominent, in the "primary" position in relationship to other logos. The "primary" position is on the top or on the left of other logos, depending on the application. Somewhere in the brochure, the Illinois Department of Commerce & Economic Opportunity and the U.S. Small Business Administration must be acknowledged as well. SBA guidelines state "where used, the SBA logo may be positioned in close proximity to an SBDC's own logo or may be placed in a prominent location elsewhere in the material." Suggested language is:

Funded in part through a Cooperative Agreement with the U. S. SBA, the Illinois Department of Commerce & Economic Opportunity and the "local host"
(SBA Logo optional)

When acknowledging DCEO on a page with an America's SBDC Illinois logo, text acknowledgement is preferred. When acknowledging DCEO on a page without an Illinois SBDC logo, use of the DCEO logo is preferred.

FLYERS AND FACT SHEETS

The America's SBDC Illinois Logo must be prominent, in the "primary" position in relationship to other logos. The "primary" position is on the top or on the left of other logos. The Illinois Department of Commerce & Economic Opportunity and the U.S. Small Business Administration must be acknowledged as well.

SBA guidelines state "where used, the SBA logo may be positioned in close proximity to the SBDC's own logo or may be placed in a prominent location elsewhere in the material." For flyers or fact sheets, the preferred method is acknowledgement through text only:

Funded in part through a Cooperative Agreement with the U. S. SBA, the Illinois Department of Commerce & Economic Opportunity and the "local host"
(SBA Logo optional)

WEB SITE

Illinois SBDCs should use the America's SBDC Illinois logo on their web site home page and on each of their SBDC web pages, where possible. The logo must be prominently displayed, preferably on either the top center or on the top left of the web page. Centers are also encouraged to use the logo on their host locations' home pages as a link to the Center's primary page. Care should be taken not to shrink the logo to less than the minimum size.

ILLINOIS SBDC AND SBA LOGO POLICY

Entities funded wholly or in part through the Department of Commerce and Economic Opportunity identified as an Illinois Small Business Development Center (Illinois SBDC), Illinois SBDC satellite office or a specialized center such as an Illinois SBDC International Trade Center (ITC), shall conform to the aforementioned guidelines and following policy.

- 1) All promotional and informational materials including signs, brochures, publications, flyers, exhibits, display boards, websites, advertisements, videos, business cards, letterhead and other similar forms of communication shall include the appropriate America's SBDC ILLINOIS Small Business Development Center or Illinois Procurement Technical Assistance Center logo, when applicable. The logo should be displayed large enough so that it can be easily identified and must conform to the brand guidelines.

The Illinois SBDCs and Illinois SBDC ITCs must utilize the America's SBDC ILLINOIS logo and SBA logo, as applicable. All centers may spell out the specific program name and host name below the appropriate logo.

- 2) All promotional materials for workshops, training, education programs and other uses where applicable shall include the appropriate disabled persons' accessibility statement: "Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact (insert name, address and phone # of persons responsible for making arrangements)". In addition, promotional materials (including business cards) shall include TDD number(s).
- 3) When phones and/or phone lines dedicated to particular Centers are answered *Illinois Small Business Development Center at (host institution's name)* should be utilized.
- 4) Any requests to deviate from this policy must be submitted to the Illinois Small Business Development Center Lead Center at the Department of Commerce and Economic Opportunity in writing and must receive written approval prior to activities of said request being commenced.

USE OF SBA LOGO AND ACKNOWLEDGEMENT

The U.S. SBA provides significant federal and state funding to the ILLINOIS SBDC program on an annual basis, and each ILLINOIS SBDC operates under the program's regulations and Section 21 of the Small Business Act. Accordingly, all ILLINOIS SBDCs (and Illinois SBDC ITCs) are required to appropriately acknowledge SBA's support. Additional Illinois SBDC requirements are included below in parentheses. It is important that SBA's role, identity and network of resources be clearly understood by ILLINOIS SBDC clients. Each ILLINOIS SBDC Lead and Service Center must feature the SBA logo and/or official acknowledgement of support on all materials produced (either in whole or in part) using project funds (i.e., federal funds, matching funds, and/or program income).

For purposes of this section, the term "materials" includes, but is not limited to, items such as press releases, brochures, reports, advertisements, training booklets, websites, etc. The term "materials" does not include items such as stationery or business cards. (Although SBA does not require the use of the SBA logo or acknowledgement on business cards and letterhead the DCEO ILLINOIS SBDC does require you to use the America's SBDC ILLINOIS logo on ALL materials including stationery and business cards – Please see the Illinois SBDC Brand Guidelines).

In addition, while ILLINOIS SBDCs must display signage featuring the SBA logo (and America's SBDC ILLINOIS logo) at all facilities open to the public, such signage must also prominently feature the acknowledgement of support identified below.

SBA does not allow the use of SBDC/SBA co-branded logos. Where used, the SBA logo may be positioned in close proximity to the America's SBDC ILLINOIS logo or may be placed in a prominent location elsewhere in the material. Additionally, whenever an ILLINOIS SBDC elects to use the SBA logo, the following statement must appear immediately below or adjacent to that logo:

Funded in part through a cooperative agreement with the U.S. Small Business Administration (and the Department of Commerce and Economic Opportunity (host organizations name can also be added here))

This acknowledgement of support must appear verbatim and may not be altered or replaced with substitute language. However, on materials with severe space constraints such as signs and banners, an ILLINOIS SBDC may substitute "SBA" for "U.S. Small Business Administration" in the acknowledgement of support. The acknowledgement of support must be presented in a legible typeface, font size and - where applicable - color contrast.

On materials for which an ILLINOIS SBDC does not elect to use the SBA logo, it must at a minimum feature the acknowledgement of support listed above (and the America's SBDC ILLINOIS logo). The SBA logo and/or acknowledgement of support may not be used in connection with ILLINOIS SBDC activities that are outside the scope of the Cooperative Agreement. In particular, UNDER NO CIRCUMSTANCES may the SBA logo or acknowledgement of support appear on items used in conjunction with fundraising, lobbying, or the express or implied endorsement of any good, service, entity or individual.

Furthermore, where an ILLINOIS SBDC produces materials which feature editorial content, it must use the following alternate acknowledgement of support [either independently (with the America's SBDC ILLINOIS logo) or in conjunction with the SBA logo (and the America's SBDC ILLINOIS logo)]:

Funded in part through a cooperative agreement with the U.S. Small Business Administration (and the Department of Commerce and Economic Opportunity). All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA (or DCEO).

Illinois SBDCs may also add the name of the local host organization after DCEO's name.

Shared Information

The SBA will have an unlimited license and all rights to use data (excluding private client data), including those prepared or stored electronically, which are generated either partially or fully under this Cooperative Agreement, including materials that are copyrighted. Therefore, all ILLINOIS SBDC-developed or funded training and/or information materials, such as publications, training guides/materials, online courses, online tools, web sites, etc. prepared for the betterment of small businesses will be readily available to SBA and all of its resource partners.

Reasonable Accommodations

In accordance with section 504 of the Rehabilitation Act and the Americans With Disabilities Act of 1990, all notices, promotional items, brochures, publications and media announcements informing the public of events, programs, meetings, seminars, conferences and workshops sponsored or cosponsored by the SBA, must include the following accessibility/accommodations notice:

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact (name, address, and phone number of person who will make the arrangements).

Any surveys or information collections to be conducted by the recipient as a requirement of the Cooperative Agreement are subject to the requirements of the Paperwork Reduction Act, as amended. The SBA agrees that, before requiring the recipient to conduct surveys or information collections, it will complete the necessary requirements under the Paperwork Reduction Act. Surveys conducted by the recipient, independent of the SBA, are not subject to the Paperwork Reduction Act.

ALL OTHER USES OF LOGO

For all other uses of the America's SBDC ILLINOIS logo all centers must submit a draft layout to the Illinois SBDC Lead Center for pre-approval. A brief description of the how the logo will be used should also be provided. Every use of the logo not specifically identified in this brand guide must be approved by the Illinois SBDC Lead Center prior to production.

ADDITIONAL INFORMATION

For additional information and questions regarding the use of the Illinois SBDC logo, and for approval on all special uses of the logo please contact the Illinois SBDC Lead Center at:

500 East Monroe - Springfield, IL 62701
800-252-2923 – mark.petrilli@illinois.gov