At-A-Glance: Required Branding Elements

X= Required O= optional, but recommended	Signature (Logo)	Relationship line	Position Statement	Funder Language	SBA Logo*	DCED Logo	University Logo	ASBDC Logo	Colors	Fonts	Copyright	NOTES
Website	X	X	X	X	X	X	X	X	X	X	X	
Signage	X	X	X		X	X	X	X	X	X		
Slides & Handouts	X	X	X	X	X	X	X	X	O	O		
Event Announcements - Print	X	O	X	X	X	X	X	X	O	O		
Event Announcements - Email	X	X	X	X	X	X	X	X	O	O		*hyperlink logos*
Request for Consulting	X	O	O						O	O		*see minimum standard questions*
Press Releases	O	O	O	X						O		
Business Cards	X	X	X						X	X		*use network template*
Letterhead	O	X	X						O	O		*use network template*
Envelopes	O								O	O		*use network template*
Brochures	X	X	X	X	X	X	X	O	O	O		
Tradeshow Displays	X	O	X	X	X	X	X	O	O	O		
Newsletters, Annual Reports, Postcards, Newspaper Ads, Invitations, Calendars, Posters, Holiday Cards, Catalogs, etc.	X	X	X	X	X	X	X	O	O	O		
Radio Ads		O	X									
Videos	X	O	X	X	X	X	X	O	O	O	O	
Awards	X	O	X						O	O		
Banners	X	O	X						O	O		
Folders	X	X	X						O	O		
Conference Materials, Handouts, Guidebooks, Checklists	X	X	X	X	X	X	X	X	O	O	O	
Success Stories	X	X	X		O	O	O	O	X	X		*use network template*
First Step Announcement	X	X	X	X	O	O	O	O	O	O		*use network template*
Staff Name Badges	X											*use network template*
Social Media Platforms	X	O	O						X	O		

**Do not use SBA logo on any materials that contain editorial content. See Policies Procedures Manual for more information.*