



Helping Businesses Grow & Succeed

Statewide Branding Standards

State Designated as Florida's Principal Provider of
Business Assistance [§ 288.001, Fla. Stat.]

Revised 2.13.2018



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**Revisions made in these sections*

Letter from the Chief Branding Officer



Valued Colleagues,

We are so excited about the significant progress we have made with our new brand! Our rebranding efforts have fostered our recognition as being part of a national organization and has provided our network with vested interest and increased credibility.

We understand that branding is not to be taken lightly; therefore, we are providing these Comprehensive Branding Standards to aid you in your efforts to ensure consistency statewide. This document provides you with all the information you need to successfully use the brand in your marketing efforts.

We are counting on all members of our network to continue to serve as Brand Ambassadors, recognizing the need for staying true to our brand and upholding our brand equity. Please take time to familiarize yourself with this document, referring back to it routinely, as it is the foundational piece for the entire brand unification process.

Consistency is paramount as we move forward. As representatives of the network, we appreciate your cooperation and assistance in preserving the integrity of the brand. With your help, we can achieve the awareness and recognition needed to continue to be the model for SBDCs to follow nationwide. We hope this document answers all of your branding questions, but if not, please feel free to contact a member of our marketing team.

Thank you,

A handwritten signature in black ink that reads "Dr. Cheryl Kirby". The signature is fluid and cursive.

Dr. Cheryl Kirby
Chief Strategy and Branding Officer

Comprehensive Branding Standards



Marketing Team ★ Headquarters

Our marketing team has created this comprehensive guide as a resource to employees throughout the network. A network-wide brand is essential to the growth and strengthening of our organization. Our marketing team serves as our Brand Ambassadors, ensuring that the brand remains consistent. We are confident this branding guide will serve as a valuable tool in your marketing efforts.



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Questions?

If you have any questions about the Florida SBDC Network brand, graphic formats or any of the standards listed in this guide, contact a marketing team member.

Marketing Interns ★

Network Headquarters continually seeks opportunities to hire student interns in an effort to foster their learning and development. Our student interns are assigned various marketing projects, gaining real world experience, and making real contributions to our marketing efforts. Below are two outstanding examples of how student internships fostered success in their professional career.

Intern Success: Troy Stepherson

Troy began working with Network Headquarters in March of 2012 as a social media and video production student assistant while pursuing his graduate degree in Strategic Leadership and Communication at the University of West Florida. Troy left the Network for a full-time position as a social media strategist at Pensacola State College. The experience Troy gained at Network Headquarters gave him a professional advantage in launching his career.



Intern Success: Macy Aldridge

Macy began working with Network Headquarters in March of 2012 as a social media, graphics, and writing student assistant, while pursuing her graduate degree in the Communication Arts program with a specialization in Public Relations and a minor in Spanish at the University of West Florida. Macy graduated in December 2013, got married and moved to North Carolina. She currently works for North Carolina State University as a communications specialist for their Entrepreneurship Initiative.



We are proud of Troy and Macy and their accomplishments, and hope to give many more students the same opportunities to learn!

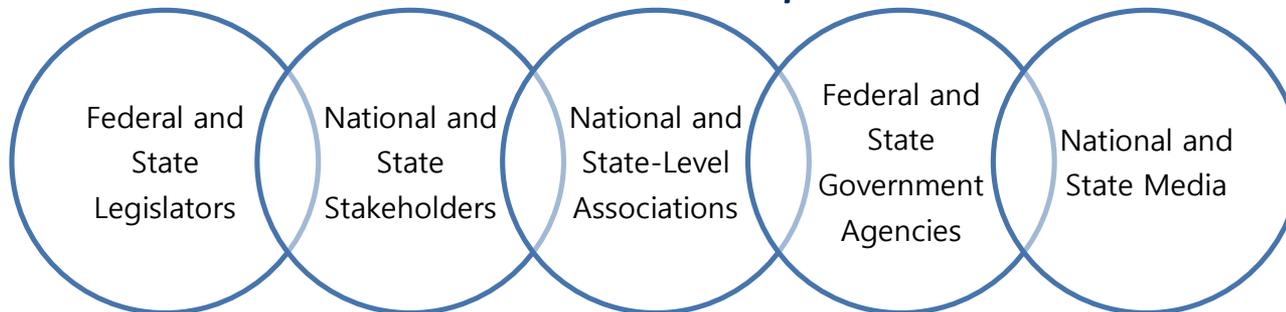
Public Relations

Effective public relations outreach efforts are critical to the region and the network as a whole, as these efforts help us to enhance our brand recognition, demonstrate our impact and successes, raise awareness about the importance of our organization, and better position us for future funding.

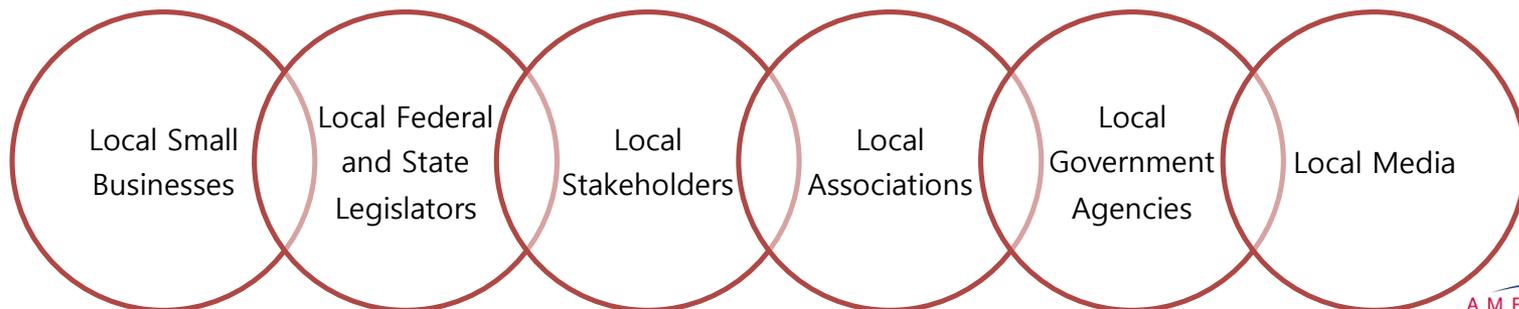
The network conducts marketing efforts at both the state level and the regional level. The following outlines the responsibilities of Network Headquarters and of the regions.

****Centers are to include the Network Headquarters marketing team in their distribution lists.***

Network Headquarters



Regional & Satellite Centers



Branding Overview

Brand consistency helps identify our message against the thousands of images and information shouting for attention in today's world. When achieved, it projects a unified image in a marketplace and clarifies competitive advantage.

This comprehensive branding guide serves as the foundational piece of our entire brand unification strategy. Our brand directly contributes to the perceived strength of our network. We strive to reflect strength in our unity and identity. We are the "principal providers of small business assistance in Florida!" Our brand should be reflective of the designation - representing unification, pride and loyalty.

Graphic Identity Standards

Our new look symbolizes unification as a statewide organization and connectivity to America's national network of over 1,000 SBDCs; the pride we have in our expertise, the work we do, and the impact we create; and the loyalty we have to small business success and economic prosperity.



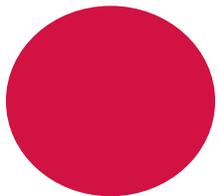
The following pages outline the graphic identity standards of our brand. Please refer to these when creating your marketing materials.

Network members are encouraged to be proactive and contact a Headquarters team member when questions about brand identity standards arise.

The following sections represent how the brand must be utilized.

Primary Colors

The official Florida SBDC Network colors are red, white and blue. These are the foundational colors of our brand and should be used as the primary colors when developing marketing materials. Only official Pantone Matching Ink colors or their corresponding values as noted below are to be used for the overall branding graphics.

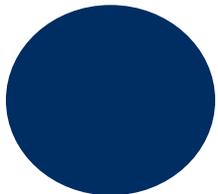


Red - Pantone 193

Process (for use in print) C: 0 M: 100 Y: 63 K: 13

RGB (for use in web) R: 209 G: 18 B: 66

Hex Color (for use in web) #d11242

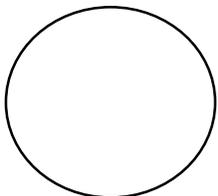


Blue - Pantone 282

Process (for use in print) C: 100 M: 68 Y: 0 K: 54

RGB (for use in electronic/web) R: 0 G: 46 B: 98

Hex Color (for use in web) #002e62



White – Opaque White

Process (for use in print) C: 0 M: 0 Y: 0 K: 0

RGB (for use in electronic/web) R: 255 G: 255 B: 255

Hex Color (for use in web) ffffff

When to use

- **Pantone** and **CMYK** are for printed pieces.
- **RGB** is for electronic/web use.
- **Hex** is for web use.

Note: Color varies between computer monitors and in-house printers. All colors should be matched using their appropriate values, **NOT by matching them with the printed colors in this document.**

Accent Colors

The following colors may be used as accent colors in text, titles and graphics.



Royal Blue – Pantone 660 C
C: 88 M: 62 Y: 3 K: 2
R: 40 G: 102 B: 172
Hex Color #2965ad



Light Blue – Pantone 291 C
C: 51 M: 13 Y: 0 K: 0
R: 113 G: 185 B: 233
Hex Color #71b9e9



Light Blue – Pantone 2707 C
C: 23 M: 11 Y: 2 K: 0
R: 190 G: 208 B: 232
Hex Color #bed0e8



Black - Pantone Black
C: 100 M: 100 Y: 100 K: 100
R: 0 G: 0 B: 0
Hex Color #000000



Gray - Pantone Cool Gray 7
C: 0 M: 0 Y: 0 K: 37
R: 173 G: 175 B: 178
Hex Color #adafb2

*Other percentage screens of black

The following colors may be used as accent colors in graphics and sparingly for text or titles, when appropriate (ex., green represents growth; therefore, it would be appropriate to use green in the growth acceleration service).



Lime - Pantone
C: 40 M: 0 Y: 100 K: 0
R: 166 G: 206 B: 57
Hex Color #a6ce39



Kelly Green - Pantone 369 C
C: 60 M: 0 Y: 100 K: 20
R: 92 G: 160 B: 56
Hex Color #5ca038

Our brand has several font choices to be used in all publication materials. These fonts achieve an overall cohesiveness essential to our brand. All publication materials are required to use these fonts.

Print Font Choices

Malgun Gothic - Body text

Malgun Gothic Bold - Headings; added emphasis

Calibri - Body text

Calibri Bold – Headings; added emphasis

Calibri Italic - Headings; added emphasis

Antonio | **Antonio Bold** – Headings; added emphasis

Saginaw - Tagline; Script font, used sparingly

Electronic Fonts

Calibri - Body text

Calibri Bold – Headings; added emphasis

Calibri Italic - Headings of added emphasis

Official Logo Use

Use standards of the Florida SBDC Network's official logo are as follows:

- Alterations to the logos are prohibited; this applies to typeface, proportions and placement of graphic elements.
- The organization's primary logos (full color: navy and red), grayscale and reverse white are the only permitted color variations. The navy and red logo should be used as the primary choice.
- The full color logo is to appear on a white or light neutral background. If full color printing on a white or light background is not an option, the grayscale logos or reverse white should be used.
- Logos are not to be used as a background/watermark for text or graphics and must be legible.
- Logos must be surrounded by clear area as noted below.
No other graphics or words are permitted to touch, appear or overprint in this area.
- The minimum size for the reproduction of the logo is approximately 1.25 inches in printed media or 90 pixels for electronic media.
- The logo may not be resized disproportionately, either taller or wider.
- The logo is to appear on all published communications, electronic or print.



Note: There may be exceptions to some of these standards; however, Headquarters approval is required.

Logo Examples and Tagline

The logo is only to be used in the following ways:



Full Color



Reverse



Grayscale



Helping Businesses
Grow & Succeed

Tagline

The official tagline is:

Helping Businesses Grow & Succeed

The tagline is to be used on all materials in conjunction with the logo. When space is limited, the tagline should be included below the logo as shown to the left.

Note: The ampersand (&) is to be used in place of the word "and" in the tagline.

Incorrect Logo Usage



Do not tilt or skew the logo.



Do not place the colored logo on colored backgrounds (including photos); white or light background only.



Do not compress or stretch the logo.



Do not remove any portion of the logo or change any of the colors.



Do not add words in the designated clear surrounding area of the logo, i.e. center name, city, service name, etc.



Do not recreate elements in the logo or add other graphics.

Note: There may be exceptions to some of these standards; however, Headquarters approval is required.

External Marketing Messaging

Don't Use...

Florida **Small Business Development Center** Network
—do not spell out SBDC



Do Use...

Florida **SBDC** Network or
FSBDCN or **FSBDC** Network (where there
are space constraints)

The **Florida SBDC Network** has long been identified as the **Florida Small Business Development Center Network** and perceived as an organization whose primary purpose was to serve start-up enterprises. While the statutory definition is inclusive of business up to 500 employees in the broader marketplace the word “small business” is understood by most as “mom and pop” businesses. Consequently, the inclusion of the word “small business” in the title/brand of our name facilitates a perception counter to our strategic direction that the majority of our efforts and investments are dedicated to serving the needs of Micro-businesses and Small & Medium Enterprises (SMEs). Therefore, we have made the purposeful decision to foster a change in perception by defining “SBDC” as an acronym and turning it into a message.

When asked what the “SBDC” in Florida SBDC Network stands for, instead of saying “Small Business Development Center”, an appropriate response could be:

We [the Florida SBDC Network] provide existing and emerging businesses in Florida with the professional business consulting, training and information they need to grow and succeed.

We [the Florida SBDC Network] help businesses make sound business decisions.

Our [the Florida SBDC Networks] funding partners include universities and colleges to federal, state and local governments to private organizations who are invested in helping business grow. Their financial support allows us to offer consulting at no cost.

Whether they are starting a business, buying a business, growing a business or selling a business, we have the tools, resources and expertise to help them succeed.

External Marketing Messaging

Don't Use...

Do Use...

Free, ex: the Florida SBDC offers free consulting



No-Cost, ex: the Florida SBDC offers no-cost consulting

Counseling, ex: sign up for counseling



Consulting, ex: sign up for consulting

Programs, ex: the Florida SBDC has special programs



Services, ex: the Florida SBDC has expert services

Helping Businesses Start, Grow & Succeed (old tagline)



Helping Businesses Grow & Succeed (new tagline)

SBDC at Florida A&M University



Florida SBDC at Florida A&M University or
FSBDC at FAMU (where there are space constraints)

UWF SBDC



Florida SBDC at UWF or
FSBDC at UWF (where there are space constraints)

Procurement Technical Assistance Center Program



Government Contracting Services (through its PTAC)

Growth Acceleration Program

Growth Acceleration Services

Office of International Programs

International Trade Services

Business Continuity & Risk Mgmt Center Program

Business Continuation Services

External Marketing Messaging

It is the Network's vision to be recognized as Florida's leading business development resource. Our consultants' high level of expertise is our competitive advantage and we must capitalize on it by using business language to speak to our customers. Consultants should use the following titles as outlined below:

Don't Use...

Do Use...

Formal title for general business consultants:

Certified Business Analyst, CBA,
Counselor, Coach, Advisor



Consultant or Business Consultant

Formal titles for special services consultants:

PTAC Specialist



Government Contracting Specialist

Growth Acceleration Consultant

Growth Acceleration Specialist

International Trade Consultant

International Trade Specialist

Business Continuity & Risk Mgmt Center Consultant

Business Continuation Specialist

Referencing consultants in general messaging (i.e. press release, conversation, etc.):

Certified Business Analyst, CBA,
Counselor, Coach, Advisor



professionally certified business consultants (lower case),
certified business consultants, or business consultants

External Marketing Messaging

Equally as important as capitalizing on our consultants' expertise, we must ensure that, as a network, we are using professional business language, both verbally and in writing, when we speak to our customers and potential customers. To assist with this effort, a section has been created on the Intranet under Marketing called "Examples of Professional Business Messaging" to share messaging examples with centers across the state. If your center has messaging examples to share, please email them to Dianne Hafleigh at Dianne.Gross@FloridaSBDC.org.

Below is an example of a Notification of Workshop Cancellation.

Notification of Workshop Cancellation

Dear [First Name],

Thank you for your interest in the Florida SBDC at [Region]'s [Date] [Title of Workshop]. Please note that, due to scheduling issues, this workshop has been cancelled.

If you are an aspiring entrepreneur or first time business owner, you must first attend a start-up workshop prior to receiving business consulting. In lieu of this workshop being cancelled, you may attend the following course offered by the U.S. Small Business Administration to satisfy the workshop requirement: [Click here to watch video](#).

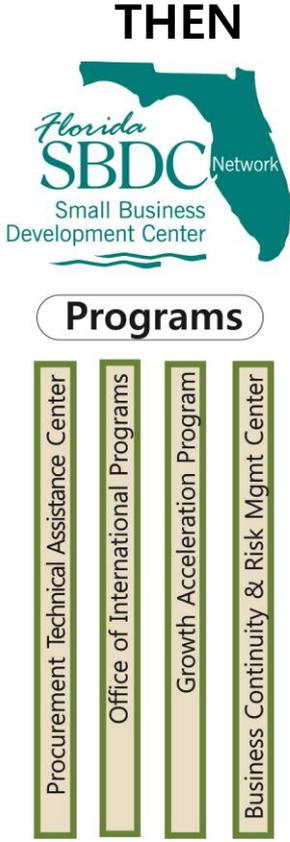
Upon completion of the course, please print a copy of the certificate to bring with you to your appointment, or send it to us via email at [email address].

On behalf of the Florida SBDC at [Region], thank you again for your interest. We look forward to assisting you through the launch and growth of your business.

Sincerely,
[Name]

External Marketing Messaging

The Florida SBDC Network’s statewide specialized areas have historically been referred to as “programs” which was perceived by customers as separate entities—silos. Moving forward, “programs” are to be referred to as “services” as illustrated below under the umbrella. For example, previous program names (i.e. Procurement Technical Assistance Center Program, Growth Acceleration Program, etc.) should be represented as services or specialized markets the network provides and serves.



Exception

In the case of local services such as the Advisory Board Council, CEO Xchange, and SBI®, because they are specific, one-dimensional programs with singular value propositions, as in they offer a client an advisory board (ABC), a peer-to-peer coaching experience (CEO X) or a student consulting engagement (SBI), they may be referred to as programs in copy as a descriptor only. **They may NOT be referred to as a program in headlines (i.e. Advisory Board Council Program).**

Note: Internal programmatic referencing of PTAC etc. to funding partners is acceptable.



Email Signature

Statewide Branded Email Signature

To ensure consistency across the state, all network employees are to utilize the statewide standard email signature layout as shown on the right (Florida SBDC and PTAC examples).

From time to time, there may be special highlights that will be required to be included in the signature (ex., anniversary, small business report—shown below, etc.). These highlights will be built into the email signature layout and centers will be provided notification to update signatures.

The State of Small Business Report is a critical piece that we need to promote vigorously as it demonstrates how the Florida SBDC is the principal provider and thought leader for small business. The hyperlinked graphical representation of this publication is a required in all Florida SBDC email signatures.

Instructions for Getting Your Branded Email Signature

Contact Cheyenne McMahan at cmcmahan@uwf.edu.

She will create your email signature block and provide you instructions for inserting it into your email platform.

Note: Modifications to the email signature design are not permitted.

Email Signature Examples



AMERICA'S SBDC FLORIDA
Jairo Batista
Consultant | Marketing Manager
FSBDC at the University of Central Florida
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Orlando, FL 32803-5140
P 407.420.4853
F 407.420.4862
jairo.batista@ucf.edu
www.sbdcorlando.com

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UCF UNIVERSITY OF CENTRAL FLORIDA



2016 SMALL BUSINESS AND ITS IMPACT ON FLORIDA
State of Small Business Report
[Read the Report](#)



AMERICA'S SBDC FLORIDA
Laura Subel
Government Contracting Specialist
FSBDC at the University of West Florida
College of Business
Procurement Technical Assistance Center
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F 850.474.2577
Lsubel@uwf.edu
www.sbdc.uwf.edu | www.fptac.org

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UNIVERSITY of WEST FLORIDA



2016 SMALL BUSINESS AND ITS IMPACT ON FLORIDA
State of Small Business Report
[Read the Report](#)

All letterhead, envelopes and business cards are standardized to provide a consistent network-wide identity.

Letterhead and Envelopes:

In Design and Microsoft Word templates are available on the intranet for all centers. Centers are responsible for ordering their letterhead and envelopes.

In Design template: for professional printing
Microsoft Word template: for electronic use

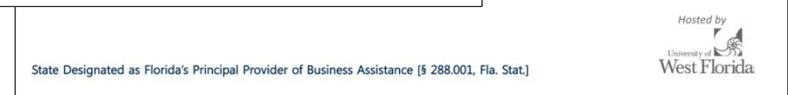
Contact Kelly McLeod for new center templates:
Kelly.McLeod@FloridaSBDC.org

Business Cards:

Network Headquarters coordinates all orders and re-orders of business cards.

To order or re-order business cards, complete the Materials Request eForm on the Intranet.

Modifications to the stationary are not permitted.



Statewide Brochure, Insert, Flyer & Folders

Standardized Statewide Brochure and Folders

The statewide network brochure and folder are standardized to ensure effective and consistent communication of the Network's unified services. The brochure highlights statewide core, targeted services and information that will drive customers to the intake process on the state website. **Modifications to the brochure are not permitted.**

Brochure



Folder



Network Headquarters coordinates all orders for the statewide brochure and folders.

To order additional brochures and/or folders, complete the Materials Request eForm on the Intranet.

Insert and Flyer for Local Information

Two options are available for centers to highlight local information:

- 1 Two-sided brochure insert template (3.5x8.5)
- 2 Two-sided flyer template (8.5x11)

InDesign templates for the insert and flyer are available on the Intranet. The overall design of the insert and flyer may not be modified.

Centers are responsible for purchasing inserts and general Florida SBDC flyers.

Insert



Flyer



Statewide Special Service Flyers

Complementary branded flyers for seven statewide special services are available on the intranet, including:

- Government Contracting
- Growth Acceleration
- International Trade
- Business Continuation
- Capital Access
- Cybersecurity
- Turbo-Charge Any Team™ (DISC Assessment) – *coming soon*

For Growth Acceleration, International Trade, Business Continuation, Capital Access, Cybersecurity, and DISC Assessment, modifications to the overall design elements and the content are not permitted; however, the allowable changes include: Testimonial, contact information, inclusion of host logo.

For Government Contracting, no modifications are permitted.

Centers will need to have InDesign software to open and review the InDesign Templates. If a center does not have InDesign, the Regional Marketing Coordinator can assist their sub-centers with the InDesign files.

The files are saved in packaged folders that include the fonts, graphics and file in InDesign. A PDF is available to view the design for those centers that do not have InDesign, and is an example of the layout only.

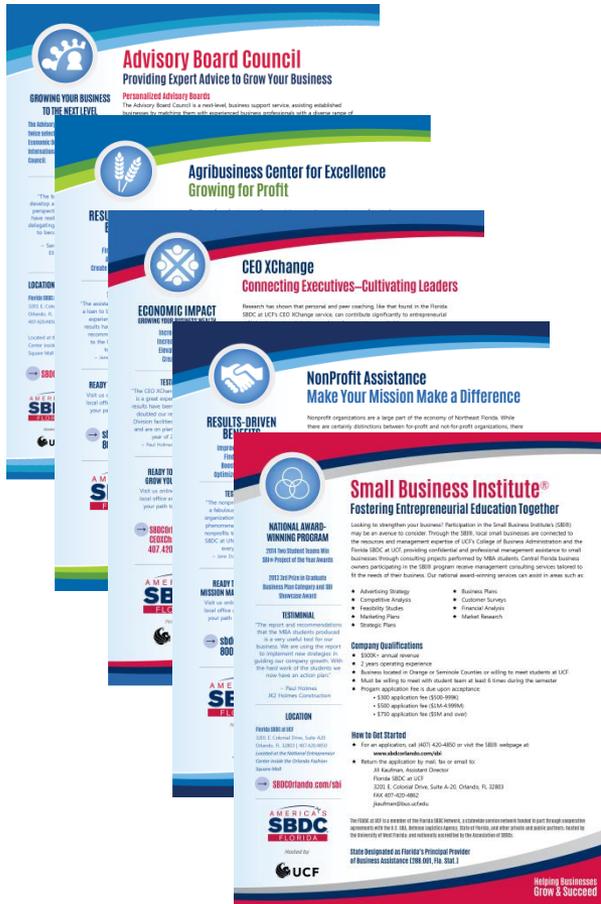
Including a success story on the back is optional.

Centers are responsible for purchasing statewide special service flyers.



Marketing materials for services that are designated as “statewide services” must be developed in conjunction with and approved by the Network Headquarters Marketing Team.

Local Special Service Flyers



Centers are not permitted to use customized logos or alter the Florida SBDC logo to represent regional/local services.

Local Special Service Flyers

To ensure that the network stays true to the Florida SBDC Network brand and preserve and maintain its integrity, local special services are required to utilize a complimentary branded flyer template for marketing local services. The following templates are available on the intranet for your use:

- Advisory Board Council
- Agribusiness
- Small Business Institute
- CEO XChange
- Non-Profit Assistance

Centers are not permitted to use customized logos to represent regional/local services. All special services are to have a customized icon as the identifying element (see top left-hand corner of flyer). The special service icon is not to replace the use of the Florida SBDC logo.

The special service flyer templates allow for the special service name to be spelled out at the top and an identifying message/slogan.

Modifications to the overall design layout are not permitted. Allowable changes include: Content, icon, testimonial, contact information, inclusion of host logo. Including a success story on the back is optional.

Note: The content provided in the local special service flyers is provided in draft form. Centers are responsible for finalizing as appropriate.

Marketing Coordinators are to inform the Network Headquarters Marketing Team of all new special services for assistance with the development of customized icons and flyer templates.

Affiliate Policy

The Florida SBDC is a network of partnerships and affiliates. Affiliates are subsidiary groups or organizations that receive direct and indirect support for maintaining a formal connection for the provision of providing or supporting business assistance.

Use of Florida SBDC Logo & Acknowledgement of Support

Affiliates are organizations that are authorized to work in collaboration with the Florida SBDC Network to provide quality, customer-centric products and services that support the evolving needs of small businesses. While affiliates assist SBDCs with achieving select strategic objectives, SBDCs may use SBDC program income and/or local match only to support affiliate activities.

Affiliate partner organizations that are provided support (direct or inkind) from the Florida SBDC for the provision of business assistance to small business concerns are required to acknowledge that support. It is important that the Florida SBDC Network's role, identity, and resources be clearly understood by the affiliate organizations clients and/or membership.

Therefore, authorized affiliate organizations that are provided support must:

- feature the Florida SBDC Network (America's SBDC – Florida) logo and
- official acknowledgement of support on all materials produced

The guidelines are described in detail on the next page.

For purposes of this section, the term "materials" includes, but is not limited to, items such as stationary, business cards, press releases, brochures, reports, advertisements, training booklets, guides, websites, social media, etc. *continued*



The Florida SBDC Network logo must be:

- positioned in close proximity to the affiliate logo
- no less than half the size of the affiliate logo
- may not be modified in any way (i.e. shape, color, contrast, etc.), as stated in the Florida SBDC Network Graphic Standards Manual
- accompanied by the following statement immediately above the Florida SBDC Network logo: "An affiliate of the"

Official publications and websites are required to utilize the Florida SBDC logo and acknowledgement statement.

In situations where space constraints exist, the following acknowledgement statement may be used without the logo, but must be positioned in close proximity to the affiliate logo (see example to the left):

An affiliate of the Florida SBDC Network

The acknowledgement of support must appear verbatim and may not be altered or replaced with substitute language. The acknowledgement of support must be presented in a legible typeface, font size and, where applicable, color contrast. On materials for which an affiliate is unable to use the Florida SBDC logo due to space constraints, it must at a minimum feature the acknowledgement of support listed above. *continued*



UNDER NO CIRCUMSTANCES may the Florida SBDC Network 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

The Florida SBDC Network logo and/or acknowledgement of support may not be used in connection with activities that are outside the scope of the affiliate relationship with the network.

In particular, under no circumstances may the Florida SBDC Network 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.

Materials Featuring Editorial Content:

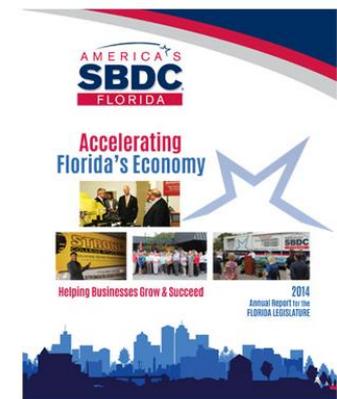
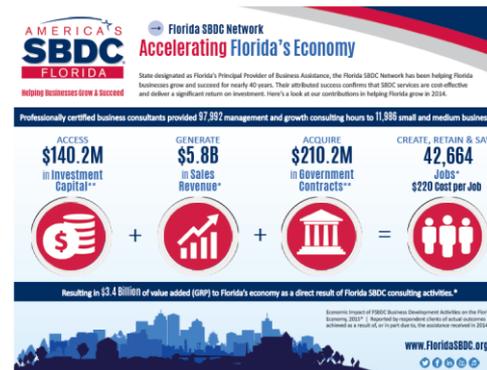
Furthermore, where an affiliate produces materials which feature editorial content, it must use the following alternate acknowledgement of support (either independently or in conjunction with the Florida SBDC Network logo):

An Affiliate of the Florida SBDC Network. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the Florida SBDC Network.

Marketing Collateral: Print & Electronic

Electronic and print collateral are to include proper use of the brand, including the logo, tagline, colors, and other standards outlined in this document. Featured here are a few examples of designs that compliment the brand. The brand can be married with a wide variety of colors and graphics as shown below. Centers are encouraged to produce themed marketing collateral appropriate for local activities while still staying true to the network brand.

Where appropriate, the branded group photo of businesspeople selected by the national office should be used in materials. Proper and consistent use of brand components—graphics, color, and typography—will increase visibility, engage our customers and stakeholders, and contribute to the success of our funding and customer-focused initiatives.



Common Graphics & Templates

A variety of branded graphics and templates such as a PowerPoint, bank of icons for special services, signs, labels, etc. are available on the intranet for your download and use. Below are just a few examples:



Website Standards

Center Websites

The state website includes a page for each center to highlight local information in the Locations section. Centers are encouraged to use the state site as their websites. For centers that choose to host their own website, the:

- **Florida SBDC brand** (logo, tagline, colors) must be incorporated throughout the website.
- **Official Florida SBDC Network logo and tagline** are to be prominently displayed at the top of the homepage.
- State designation language must be prominently displayed on the homepage.

Center Websites Must:

- **Feature the SBA/Funding Partner acknowledgement of support statement** in a prominent location. The SBA logo may be used; however, the acknowledgement of support statement must be placed in reasonable proximity to the SBA logo (page 39).
- **Make reasonable accommodations for access by persons with disabilities** such as including "alt text" or "text equivalents" with posted images, include audio descriptions and captions where videos are posted, etc.
- **Include the SBA Equal Opportunity clause** (page 39) informing customers, employees, and the public that the Network is an equal opportunity employer and service provider (page 38, #3).
- **Include a notice that reasonable accommodations for persons with disabilities** and/or limited English proficiency will be made. Specific contact information must be provided (page 38, #3).
- **Include the SBA disclaimer clause** where editorial content is featured (page 38, #2).
- **Feature the Association of America's SBDC accredited member seal** on the homepage (page 40).

Example: Local Florida SBDC Webpage on State Website



Centers are encouraged to review the state website homepage and Legal page for an example of how to feature the SBA/Funding Partner statement and EO requirements.

Social Media

Social media sites are an additional extension of our brand.

All social media channels are required to adhere to our branding standards. This comprehensive branding guide provides strategic direction to the organization on the appropriate and effective use of social media. In addition to providing strategic guidance on the use of social media, we offer additional social media resources on the intranet.



Social Media icons should also be present on the website home page, and on electronic and print collateral.



Social media profiles are to include:

- **Logo and tagline**
- **State designation language**
- **SBA & Network acknowledgement and Equal Opportunity statement**
- **National Accredited Seal where space permits**

Be Smart. Be Respectful. Be Human.

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live every day, whether you are Twittering, talking with customers or chatting over the neighbor's fence. Remember, your responsibility to the Florida SBDC Network does not end when you are off the clock. For that reason, this policy applies to both company sponsored social media and personal use as it relates to Florida SBDC Network. Locate the Florida SBDC Network's detailed Social Media on the Intranet in the Marketing/Social Media section.

Photography and Video Production

Photography is a universal way to tell a story without words. Through powerful, captivating images, the Network is able to connect with its target audiences in a meaningful way. Good photos require thoughtful planning. Tips to consider are included in the Success with Success Stories section on the Intranet.

Videos are an attention-grabbing, engaging way to connect with our target audiences. Network Headquarters is utilizing videos heavily in its marketing efforts, and has contracted with a videographer to ensure high quality videos are produced. Centers may contact the HQ videographer for local video projects using regional resources (contact Cheryl.Kirby@FloridaSBDC.org for contact information); however, if HQ resources are needed to produce the videos, regions must comply with the following video policy to ensure efficiency of resources. To initiate a video request to utilize the HQ videographer, you will need to complete a Request to Utilize HQ Videographer e-Form on the new Intranet.

- 1. Videos must clearly detail the impact of the Florida SBDC's service offering.**
Targeted questions must be asked during the interview to capture this information, including but not limited to:
 - How did the Florida SBDC help you?
 - How did the Florida SBDC make an impact in your life?
 - What value did the Florida SBDC bring to your business?
 - Would you recommend the Florida SBDC to another business owner?
If so, why?
- 2. A minimum of four success stories must be shot** when the videographer is deployed to a region that is over a two-hour drive.
- 3. Regions must submit the filming schedule to Headquarters** for approval before the videographer leaves for an overnight trip, to ensure his/her time is used to the fullest capacity.
- 4. A minimum number of consultant/professional staff videos** (if they are not currently on file) will need to be shot when the videographer is deployed to a region. The number will depend on the number of employees in that region and if the consultant/professional staff videos are currently on file. This number can be negotiated when the request is made.

Regional Centers are required to submit one (1) video success story per quarter (4 annually).



Prior to publicizing video and/or written success stories, a signed client release form must be uploaded in Center IC under a Success Story session.

Shirt Orders

Wearing Florida SBDC Network branded shirts is highly encouraged as it is an excellent opportunity to convey to others the positive and professional image of the Network both inside and outside of work. Florida SBDC Network shirts should be worn in appropriate places only.

Sharky Teez is our apparel vendor for the network. Shirt styles and order forms can be found on the marketing section of the intranet in the brand portal.

Sharky Teez contact: Aaron Stillwater, 850.725.7427, sharkyteez@gmail.com

Available Shirt Colors:



Black
No PMS
Match



Red
PMS 207 C



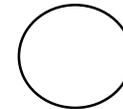
Navy
PMS 533 C



Gray
PMS 7540 C



Light Blue
PMS 536 C



White
No PMS
Match

Ways to Customize your Shirts with Host Institution:

1. Wear your Florida SBDC shirt with your host's lapel pin
2. Embroider your host's letter mark on the right cuff of your long sleeve shirts or right sleeve on $\frac{3}{4}$ sleeve shirts
3. Embroider your host's logo on the right sleeve of your short sleeve shirt
(Note: Logo should be no larger than 2.5 W x 1.5H).

Welcome Packet

All new employees are given a welcome packet upon their hire. In order for a new employee to receive a welcome packet, centers must first fill out the "New Hire Form" on the E-forms section of the intranet.

New Hire Information
Some of the fields are required fields - do not leave them blank. If you ne

Section 1 - New Hire Information

1. Name of person requesting new account.
2. First Name (Will appear on name badge and business cards):
3. Last Name (Will appear on name badge and business cards):
4. Date of Birth?
5. Center Name:
6. City:
7. Title:
 CBA
 Part-Time CB
 Manager
 Volunteer
 Undergrad
 Grad Asst
 Admin
8. Email Address:

GET YOUR SBDC ON!
Florida SBDC Network Shirts

Ladies/Mens Sport Tek Dri-Mesh Polo
Item #: L474/T474
Item Description: Strategically placed ventilation panels make a cooling difference when combined with the ultra-dry technology of Dri-Mesh Pro. Stretch-enhanced gussets add mobility and breathability.
Item Color: Navy & White
Unit Price: \$24.95*

Ladies/Mens Long Sleeve Easy Care Button-up
Item #: L480/S480
Item Description: This comfortable wash & wear shirt is indispensable for the worker. Workwear competition to you and your staff can be too.
Item Color: Navy & White
Unit Price: \$21.95*

*Add \$2 for XXXL, \$5 for XXXL sizes

Email order to:
Christine Karavakis
Collegiate Account Manager
800.249.2582 x122
ckaravakis@clubcolors.com

Club Colors

AMERICA'S SBDC FLORIDA

Included in the welcome packet:

- Welcome card
- 500 business cards
- Name badge
- One navy branded shirt
- One white branded shirt
- Florida SBDC Network lapel pin

Note: According to SBA guidelines, when an employee leaves the Florida SBDC, shirts bought with Florida SBDC dollars must be returned to their center before leaving.

Telephone Etiquette

When the phone rings, this is sometimes the first opportunity we have to make a first great impression; therefore, it is imperative that our brand promise is delivered properly. Phones are to be answered with the name of your office and an offer to assist the caller.

Below is recognized as the proper way to answer a business phone.

Thank you for calling the Florida SBDC (at UNF or the University of North Florida). This is John, how may I help you?

Recordings should be used only when a person cannot get to the phone. The customer should be called back in a reasonable timeframe (no later than the next business day).

Below is the recommended messaging for voicemail:

Thank you for calling the Florida SBDC at [Host]. You have reached the office of [first & last name]. I am either on another call, or I am away from my desk. Please leave a detailed message after the tone, and I will return your call as soon as possible. Thank you.

Merchandise/Promotional Items



Files to purchase additional tablecloths, runners and banners are located on the intranet with vendor contact information.

Additional name tags can be re-purchased through Network Headquarters. Contact Jamie Hardy at Jamie.Hardy@FloridaSBDC.org

Frequently check the "Branding Best Practices" section on the Marketing page of the intranet for more ideas on how to carry the brand across merchandising and promotional items.



State Designation Language

The Florida SBDC Network's designation by state statute as the **Principal Provider of Business Assistance in Florida** is an extremely powerful message and should be highlighted on all materials.

The following statement (verbatim), along with the statute number, is to be included on all materials:

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]

Host Institution Recognition

The Florida SBDC Network recognizes the importance of acknowledging its funding partners in its printed and electronic materials; however, partners are to be represented subordinate to the Florida SBDC Network brand. The following guidelines must be followed to ensure cohesiveness.

The Host Logo:

- **Must not** to be represented more than 35% of the size of the America's SBDC Florida logo.
- **Must not** be represented side-by-side as an equal
- **Is to** highlight the host institution only.
- **Must be** presented in black and white or gray only on Florida SBDC stationary which includes letterhead, business cards and email signatures.
- **May be** presented in color on **local** marketing materials such as flyers, newsletters, etc.

Correct Usage of Host Logo on Email Signature



Jairo Batista, MBA
Marketing Coordinator
FSBDC at the University of Central Florida
College of Business Administration
3201 E. Colonial Drive, Suite A20
Orlando FL 32803-5140
P 407.420.4850
F 407.420.4862
ibatista@bus.ucf.edu
www.sbdcorlando.com

Incorrect Usage of Host Logo on Event Header



Recognition of SBA/Funding Partners & EO Requirements

SBA and Network Headquarters outline specific guidelines for acknowledging funding partner support and complying with Equal Opportunity (EO) requirements.

Below is the official SBA/Funding Partner support statement, as shown in #1, that must be featured prominently on all materials produced using project funds (i.e., federal funds, matching funds, and/or program income). Where editorial content is featured, additional information is required (see #2). For all event promotions, additional information is required (see #3).

Materials include, but are not limited to, print and digital versions of press releases, brochures, pamphlets, handouts, reports, advertisements, books, curricula, websites, social media sites, video or audio productions, and similar items regardless of the medium employed. "Materials" does not include stationery or business cards, and SBA's logo may not be used on such items.

1) SBA/Network Acknowledgement/EO Statement to be included on ALL Materials:

The Florida SBDC at the [University/College Name] is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals.

2) ADD to statement #1, the following information on all materials where Editorial Content is featured:

All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA or other funding partners.

3) ADD to statement #1, the following information on all Event Promotions:

Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. To request accommodation or language assistance, please contact [name, address, and phone # of person making the arrangements].

- The appropriate statement **must appear verbatim** and may not be replaced with substitute language.
- The support statement **must be presented in a legible typeface and font size.**
- On materials with severe space constraints, the following abbreviations may be substituted: SBA, DLA, UWF.

Recognition of SBA/Funding Partners & EO Requirements

Use of the SBA Logo

- Centers electing to use the SBA logo on materials produced with project funds, must ensure that the current SBA logo, as shown to the right, is used.
- In each instance where the SBA logo is used, you must also include the acknowledgement of support statement in reasonable proximity to the logo.
- Where used, the SBA logo may not be any larger than 35 percent of the size of the Florida SBDC logo (with the exception of the signage below).
- The SBA logo may not be placed in proximity to any third party's logo, or used in such a way as may imply that a relationship exists between SBA and any third party. (Note: The Florida SBDC is not considered a third party.)
- The SBA logo and/or support statement may not be used in connection with Florida SBDC activities that are outside the scope of the Cooperative Agreement (i.e. fundraising; lobbying; express or implied endorsement of any good, service, entity or person.



SBA Acknowledgement & Equal Opportunity Signage Requirements

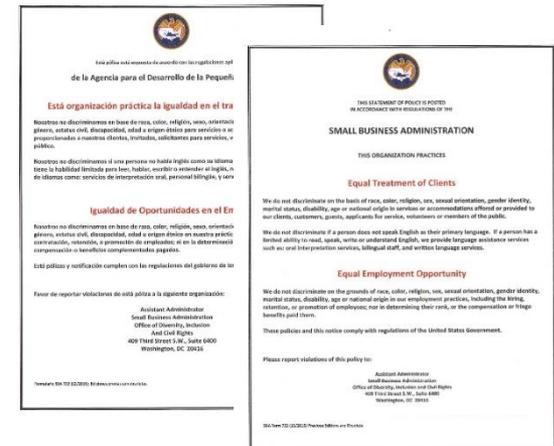
Florida SBDCs are required to display, in a visible location, signage featuring the SBA logo and information acknowledging its funding support at all facilities open to the public.

Additionally, Florida SBDCs are required to display, in a visible location, the SBA Equal Opportunity Posters (provided in English & Spanish) informing customers, employees, and the public that the Network is an equal opportunity employer and service provider, and accommodations for persons with disabilities and/or limited English proficiency will be made.

SBA Signage



SBA EO Posters



Signage and posters are available on the new Intranet in the Marketing/Branding Portal under the Miscellaneous Templates.

National Accredited Member Recognition

National accreditation status brings credibility to the Network as a high quality economic development and delivery system. It speaks to a sense of public trust, as well as to professional quality.

Incorrect Version

The purpose of this logo is for state's that have not fully adopted the America's SBDC brand.



America's SBDC Accreditation Seal

As an accredited member of the national Association of America's SBDC Network, Florida SBDCs are to showcase this prestigious designation by including the America's SBDC Accredited Member Seal:

- on the homepage of Florida SBDC websites
- in marketing materials where space permits

The seal is available in blue, red, white and black. The accreditation seal follows the same rules as the Florida SBDC Network logo in regard to usage, area of isolation, color variations, brand colors, etc. The seal graphics are located on the Intranet in the Marketing/Brand Portal.

Correct Versions



Locating Files

The graphic files, templates, and all the resources needed to ensure compliance with the brand are located in the Marketing section under the Brand Portal on the new Intranet. They are available for file download. Please refer to the following best practices when using graphics:

- Files should be used in accordance to the comprehensive branding standards.
- Graphic features should not be modified or manipulated.
- Graphics in PDF, AI, EPS formats are vector files and are typically the preferred format for print shops.
- White or reverse logos are not available in JPEG format, as JPEGs have white backgrounds.
- RGB files should be used for electronic, CMYK for print use.

