

Ohio

Ohio

Small Business
Development Centers

Small Business Development Centers Brand Guidelines



"The Small Business Development Center Program of Ohio (SBDC) program is funded in part through a cooperative agreement with the U.S. Small Business Administration. The SBDC program is also funded in part by the Ohio Department of Development. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. 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)."



Small Business Development Centers

SBA Name Recognition and Requirements










All SBDC, ITAC, MTSBDC marketing materials must display the following SBA logo and disclaimer as required in the SBA Annual Program Announcement.

SBA Disclaimer:

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SBA Logo:



	PANTONE	CMYK	RGB	WEB
1	 Pantone 186	C: 000 M: 100 Y: 081 K: 004	R: 242 G: 000 B: 023	EF1217
2	 Pantone 195	C: 000 M: 100 Y: 060 K: 055	R: 112 G: 000 B: 023	700017
3	 Pantone Cool Gray 7	C: 00 M: 00 Y: 00 K: 37	R: 161 G: 161 B: 161	A1A1A1
4	 Pantone Cool Gray 11	C: 00 M: 02 Y: 00 K: 68	R: 82 G: 80 B: 81	525051
Primary				
Secondary				
5	 Pantone 284	C: 055 M: 019 Y: 000 K: 000	R: 115 G: 165 B: 204	73A5CC
6	 Pantone 7408	C: 000 M: 025 Y: 095 K: 000	R: 255 G: 191 B: 015	FFBE0E
7	 Pantone 382	C: 029 M: 000 Y: 100 K: 000	R: 181 G: 220 B: 016	B5DC10
8	 Pantone Process Black	C: 00 M: 00 Y: 00 K: 100	R: 000 G: 000 B: 000	000000
9	 White	C: 00 M: 00 Y: 00 K: 00	R: 255 G: 255 B: 255	FFFFFF

The Small Business Development Centers Brand Color Palette

Print Specifications Chart

The core colors for the Small Business Development Centers brand are Pantone 186 red and Pantone 195 red. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials. A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.

All colors in the palette are common and can be easily reproduced by both in-house and commercial printers. Each color has designated values (shown above) which can be applied in nearly all applications.

Serifa 65 Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Serifa 55 Roman

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Univers 65 Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Univers 55 Roman

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Small Business Development Centers Brand **Typography**

Ensure Brand Equity

Typography is a strong extension of our brand's personality. Two typefaces are used for SBDC: Serifa (Bold and Roman) and Univers (Bold and Roman). Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy. Only these typefaces may be used for SBDC materials.



Small Business Development Centers

International Trade Assistance Center

A. Color - Endorsed Logo usage



Small Business Development Centers

Manufacturing Technology Small Business
Development Center

B. B&W - Endorsed Logo usage



Small Business Development Centers
International Trade Assistance Center
Manufacturing Technology Small Business
Development Center

C. Shared Logo usage

Small Business Development Centers **Core Mark**

SBDC Logo

The SBDC is not an exclusive entity and often collaborates other regional initiatives to offer the best for Ohio citizens. Connecting SBDC's brand is essential to our goal of a united region. There are a few different ways to connect another entity to your SBDC identity.



A. Small Business Development Centers business card

Small Business Development Centers **Visual Language**

Business Card

The SBDC business card utilizes the two-color logo with SBDC contact information arranged in a clear and concise format. The SBDC logo should appear first followed by contact information and ending with your email.




Small Business
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TEXT AREA

77 South High Street
P.O. Box 1001
Columbus, Ohio 43216-1001 U.S.A.

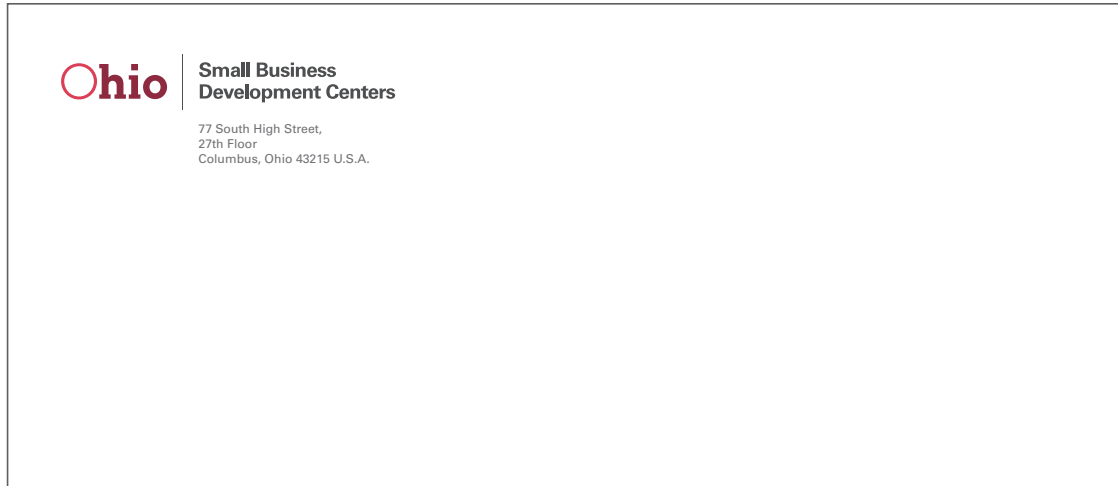
614 | 466 2480
800 | 848 1300
www.entrepreneuriohio.org

The State of Ohio is an Equal Opportunity Employer and Provider of ADA Services 

Small Business Development Centers **Visual Language**

SBDC Stationary

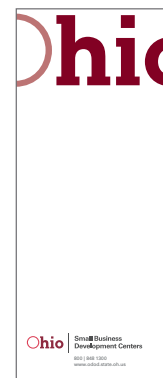
The SBDC stationary utilizes the two-color logo with Department contact information arranged in a clear and concise format. All contact information is listed at the bottom of the page.



A. Envelope



B. Mailing Label

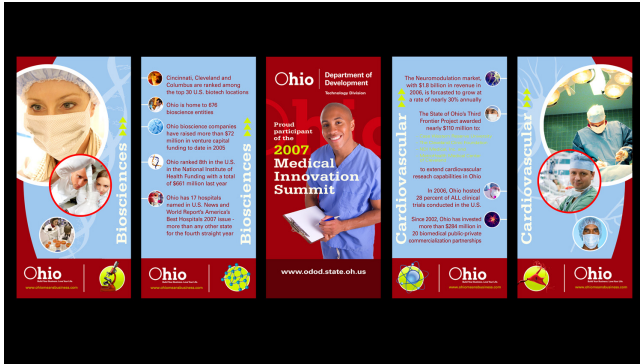


C. Pocket Card

Small Business Development Centers Visual Language

Business Papers

Consistency throughout all SBDC business papers creates brand equity and customer recognition. This may include but is not limited to envelopes, labels, pocket cards, thank you cards, forms, certificates, etc.



A. Pop-Up Display



C. Custom Exhibit



B. Banners



Small Business Development Centers **Beyond the Basics**

Displays and Exhibits

SBDC displays or exhibits are an opportunity to showcase the SBDC's programs and a chance to reinforce the SBDC brand equity.

A. Pop-Up Display

Pop-up displays and tradeshow materials should consistently reinforce SBDC brand equity.

B. Banners

Banner stands and hanging banners should consistently reinforce SBDC brand equity.

C. Custom Exhibit

Custom exhibits can creatively showcase the SBDC brand and should consistently reinforce SBDC brand equity.