***DRAFT**

Ohio

Ohio | **Small Business Development Centers**

Small Business Development Centers Brand Guidelines

Ohio | Small Business Development Centers

POWERED BY
SBA
U.S. Small Business Administration

Ohio | Development Services Agency

"Brand" is a nebulous term, and is best defined as what it is NOT:

➢ Brand is NOT a LOGO
➢ Brand is NOT an IDENTITY
➢ Brand is NOT a PRODUCT

So what is a brand?

➢ David Ogilvy, the "Father of Advertising": Brand is "*the intangible sum* of a product's attributes."
➢ The Dictionary of Brand: Brand is "*a person's perception* of a product, service, experience, or organization."
➢ Marty Neumeier, author and speaker: Brand as "*a person's gut feeling* about a product, service, or organization."

Brands improve **RECOGNITION**: A brand is the outward expression of your center's "personality" – the value of your goods and services, as well as your ethics and core values. Your branding should also distinguish your center from the other programs in your community and convey the message that:

*My SBDC center is **the** high-impact, premier management assistance program that facilitates your small business growth, job creation and access to capital!*

Brands create **TRUST**: Brands arouse emotions—good, bad or indifferent—based on experiences that people have had with a particular product, service, or personal interaction. And as different as people are, efforts should be made to reach all the different audiences likely to be encountered, thus furthering the brand relationship with each individual. This makes every touchpoint important which, in the aggregate, makes the brand trusted and respected beyond a logo and website.

Brands increase **IMPACT**: Branding is one of the best ways to get referrals or word-of-mouth business. All aspects of branding (logo, packaging, social media) should leave an indelible impression on your clients' minds. Looking at what makes your brand unique can help you build a marketing strategy around that uniqueness and allow your brand to reach its full potential.

Brands motivate **EMPLOYEES**: Branding reflects strength in the network's unity and identity. As a unifier, branding should inspire pride, improve morale, and increase productivity. Branding can motivate employees by inspiring them to carry out the vision and mission of the program.

Both the Lead Center and field network engage with a wide variety of audiences not only in relation to counseling and training, but also in fulfilling one of our strategic goals—**Enhancing Visibility.**

Therefore, it is important that the SBDC branding and its message are consistent throughout Ohio, regardless if coming from Columbus or network centers. We want to ensure that audiences statewide automatically and unquestioningly **associate the SBDC logo with customer-centric values** which, in a service environment such as ours, translate to **attentiveness, quality services, guidance, and resource collaboration**.

In all messaging, all service centers in the Ohio SBDC Network shall be known as:

(name of host)

Ohio Small Business Development Center at _____

The Partnership Wheel below includes, but is not limited to, the types of audiences to consider when marketing Ohio's SBDC centers.

Ohio | SBDC Brand Color Palette

The core colors for the SBDC 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 below) which can be applied in nearly all applications.

	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

	PANTONE	CMYK	RGB	WEB
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 Ohio SBDC logo may be used in the two-color variations provided (four-color and one-color). The one-color black logo may be reversed to white when placed on a solid dark color.

Ohio | Small Business Development Centers

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Typography is a strong extension of our brand's personality.

Two typefaces are used for SBDC:

- ✓ **Serifa** (Bold and Roman) and
- ✓ **Universa** (Bold and Roman).

Only these typefaces may be used for SBDC materials.

When to use:

- ✓ **Serifa** is used primarily for display and headline copy,
- ✓ **Univers** is used primarily as body copy.

Serifa 65 Bold

ABCDEFGHIJKL
NOPQRSTUVWX
abcdefghijklm
nopqrstuvwxyz

0123456789
$?&%@!#*+=

Serifa 55 Roman

ABCDEFGHIJKL
NOPQRSTUVWX
abcdefghijklm
nopqrstuvwxyz

0123456789
$?&%@!#*+=

Univers 65 Bold

ABCDEFGHIJKL
NOPQRSTUVWX
abcdefghijklm
nopqrstuvwxyz

0123456789
$?&%@!#*+=

Univers 55 Roman

ABCDEFGHIJKL
NOPQRSTUVWX
abcdefghijklm
nopqrstuvwxyz

0123456789
$?&%@!#*+=

Ohio | Logo Scaling, Sizing, Coloring

Altering the Ohio SBDC, SBA and ODSA logos is strictly prohibited.

➢ Logo proportions should not vary from these specifications. The logos should be scaled and sized proportionally and should not be

squeezed, s t r e t c h e d or rotated

➢ Background should be transparent. The white background should be used on a white background. A negative image for a black background with white text can be used.
➢ The colors of the logos should not be altered.
➢ Neither the cap height or tagline length should be altered.
➢ The wordmark or tagline should not be altered or retyped.
➢ Any changes to these logos should be approved prior to use.
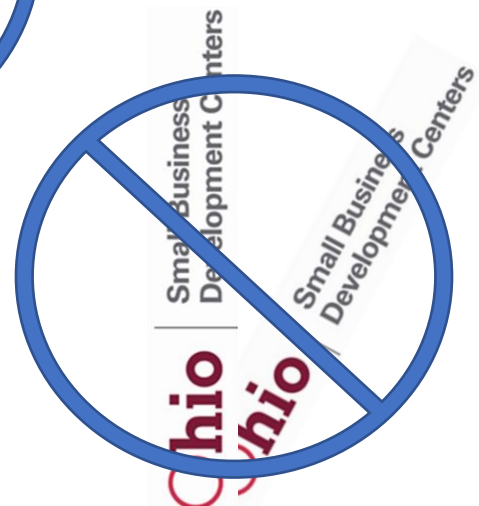
Ohio | Logo Usage Requirements

Key guidelines for logo usage:

1. **The SBDC logo must be prominently displayed and secondary SBA and ODSA logos must appear on *all* materials.** The local host may also include its logo; however, *the host's logo cannot be larger than the SBDC's*.

   The SBDC network, however, is not an "exclusive" entity insofar as it partners with other local and regional entities to offer the best services to Ohio's small business community. It makes good business sense, therefore, to show a "connection" between the SBDC logo and these entities to convey a united effort in helping these small businesses. As the SBDC center develops relationships and sponsorships, logos of these organizations may also be included in the material.

EXAMPLE 1

Prominent display of SBDC logo

Disclaimer

2. **All program materials, regardless of center, should reflect a similar brand and look.**
3. **Materials must not promote a host organization over the SBDC program.**
4. **The SBA logo and following disclaimer are required on all SBDC and EAN marketing materials as per the SBA Annual Program Announcement:**

   "The Ohio Small Business Development Center (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 Development Services Agency. All services are extended to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at (614) 466-2711 or at our website: www.sbdc.development.ohio.gov."

EXAMPLE 2

Prominent display of SBDC logo

Secondary logos: DSA / SBA

Disclaimer

5. **Window/Door cling sign (below):**

   Each SBDC should have adequate signage and branding to clearly identify it as a unique/separate entity from its host. The Ohio Small Business Development Center logo should be visible to visitors and the lead center provided cling must be placed prominently at the entrance to the center.

The Ohio SBDC Export Assistance Network logo may be used in the two color variations provided (four-color and one-color). The one-color black logo may be reversed to white when placed on a solid dark color.

1. **The Ohio SBDC Export Assistance Network logo must appear prominently on all export related program materials.** The Export Assistance Network logo is considered a primary logo along with the host logo. *The host's logo cannot be larger than the SBDC's*. Additionally, the SBA and ODSA logos must appear as secondary logos on all export related program materials.

Prominent Ohio SBDC Export Assistance logo

Secondary logos: DSA and SBA and Disclaimer

DO NOT alter the Ohio SBDC Export Assistance Network logo. The logo should be scaled and sized proportionally and must not be squeezed, stretched or rotated. Do not alter the color of the logos. Please consider the white space around each logo so that visible and clear representation is given for each partner organization.

Ohio | Branded Business Cards

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 the email address.

2-sided card

Front of card

Front of the card *must* follow this template.

When using CBA®, include ®

Ohio | Small Business Development Centers

JoAnna Doe, **CBA®, CGBP**, or both
Business Advisor or Export Assistance Advisor

123.456.7890
Joanna.doe@chamber.com

AMERICA'S SBDC *ACCREDITED MEMBER*

Use the term "Advisor" instead of counselor.

Use of ASBDC member partner logo *optional.*

Back of card

Any formatting is permitted. Center logos need to be in vector format (.ai, .eps file)

Ohio SBDC at
America's Chamber

America's Chamber logo

JoAnna Doe, CBA®
Business Advisor

America's Chamber
One Main St.
Anywhere, USA
123.456.7890
Joanna.doe@chamber.com

1-sided card

CONCEPT 1

Ohio | Small Business Development Centers

JoAnna Doe, **CBA®**
Business Advisor

123.456.7890
Joanna.doe@chamber.com

Host's Logo

AMERICA'S SBDC *ACCREDITED MEMBER*

CONCEPT 2

Ohio | Small Business Development Centers

Host's Logo

JoAnna Doe, **CBA®**
Business Advisor

123.456.7890
Joanna.doe@chamber.com

AMERICA'S SBDC *ACCREDITED MEMBER*

CONCEPT 3

Ohio | Small Business Development Centers

Host's Logo

JoAnna Doe, **CBA®**
Business Advisor

123.456.7890
Joanna.doe@chamber.com

AMERICA'S SBDC *ACCREDITED MEMBER*

One of these three templates must be selected and followed. Business cards are available through preapproved templates at MySBDCShop.com.

Ohio | Branded Stationery

The SBDC stationery 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. 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.

Ohio | 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.entrepreneurohio.org

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

POCKET CARD

Ohio | Small Business
Development Centers

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

LABEL

Ohio | Small Business
Development Centers

77 South High Street,
27th Floor
Columbus, Ohio 43215 U.S.A.

ENVELOPE

Ohio | Branded Exhibits

SBDC displays, such as pop-up displays and banners, and custom exhibits are an opportunity to creatively showcase the SBDC's programs and should consistently reinforce SBDC brand equity.

Ohio | Ordering Branded Materials

When funds are available, the Lead Center will cover the costs for:

➢ Business Cards
➢ Tablecloths
➢ Pop-Up Displays
➢ General Brochures

Exception: When ordering center-specific material that includes the host's logo, the center can work directly with its local vendor-of-choice.

NOTE: ALL MARKETING MATERIAL MUST MEET BRANDING REQUIREMENTS.

Ohio | MARKETING MESSAGING

The Ohio SBDC's high-quality services and its Advisors' expertise should be conveyed to the SBDC's clients through the use of appropriate verbiage. Here are some do's and don'ts to use in verbal and well as written material:

DON'Ts

FREE…e.g., counseling is free

PAID FOR BY YOUR TAXES

COUNSELING…e.g., SBDC offers counseling

COUNSELOR…e.g., Ohio SBDC Counselor

PROGRAMS…e.g., SBDC offer special programs

SMALL BUSINESS DEVELOPMENT CENTERS OF OHIO

RHODES STATE SBDC

ITAC (Director, Network)

DO's

NO-COST…e.g., counseling is no-cost

OMIT ANY MENTION OF TAXES

ADVISING OR CONSULTING…SBDC offers advising (or consulting) services

ADVISOR, BUSINESS ADVISOR, CERTIFIED BUSINESS ADVISOR® (always with ®), CONSULTANT (only if external)

SERVICES…e.g., SBDC offers expert services

OHIO SMALL BUSINESS DEVELOPMENT CENTERS

OHIO SBDC AT RHODES STATE

OHIO SBDC EXPORT ASSISTANCE (Director, Network)