

BRANDING GUIDELINE MANUAL

U.S. Small Business Administration's Office of Veterans Business Development (OVBD)



GRAPHIC IDENTITY

PROGRAM AND GRANT GRAPHIC IDENTITIES

The Boots to Business, Boots to Business | Reboot, and Veterans Business Outreach Center logos are official government symbols, and any alteration, distortion, re-creation, translation, or misuse is prohibited. These logos include both the graphic and agency identifier. They are to be used on all program and grant communications.

The Boots to Business, Boots to Business | Reboot and Veterans Business Outreach Center logos are only to be arranged in the formats depicted on the next page. These logos may not appear on the same page of a document or on-screen presentation in any other arrangement. Each of the files available is optimized for a variety of applications, for both print and on-screen guidelines. Do not re-create these logos under any circumstances.

CONSISTENCY

Use the appropriate program or grant logo on all agency-funded communications.

CORRECT LOGO PLACEMENT—CO-BRANDED PUBLICATION

All SBA cosponsored materials should incorporate the SBA identity as prominent and dominate. Lower left position is preferred.

Co-branded publications should display either the horizontal or vertical SBA logo in the primary position, i.e., either above other logos or in the lower left position, and should be comparable in size to any other logos on the page, as shown in the example below. Only logos of entities participating in the cosponsored activity, i.e., those appearing in the original cosponsorship agreement or subsequently joindered into the agreement, may cobrand with SBA.

WEBSITE

The standard graphic identity should appear in first-level page of a program or grantee website, below any horizontal navigation bar. The logo must be large enough to be easily read. Color, size and clear space specifications should be followed at all times.

STYLE GUIDE

Veteran	Capitalized only if part of the name
Solider, Seamen, Airmen, Reservist(s), and Guardsmen	Capitalized
Service member	Two words, lowercase. capitalized “S” only if part of a name or a jointly signed letter with the Department of Defense
Program and Project	Capitalized only if part of the name
Veteran-owned	Two words, hyphenated, capitalized “V” only if part of the name
Service-disabled	Two words, hyphenated. capitalized “S” only if part of the name

QUESTIONS

For additional questions regarding the use of Boots to Business, Boots to Business | Reboot, or Veterans Business Outreach Center logos, please contact the Office of Veterans Business Development at (202) 205-6773.

GRAPHIC IDENTITY

Boots to Business: Full-Color Identity, Horizontal



Boots to Business | Reboot: Full-Color Identity, Horizontal



Veterans Business Outreach Center (VBOC): Full-Color Identity, Horizontal



GRAPHIC IDENTITY

CLEAR SPACE

To ensure legibility of the logos, always surround them with at least the minimum amount of clear space. The clear space for each logo is determined by the size of the “B” in “Boots.”



MINIMUM SIZE

In printed material, the Boots to Business logo should not be reproduced at a size smaller than 1.5” in diameter.

In printed material, the Boots to Business Reboot logo should not be reproduced at a size smaller than 2” in diameter.



GRAPHIC IDENTITY

CLEAR SPACE

To ensure legibility, always surround the logo with at least the minimum amount of clear space. The clear space is determined by the size of the “B” in the organization’s name.



MINIMUM SIZE

In printed material, the VBOC logo should not be reproduced at a size smaller than 1.25” in diameter.



GRAPHIC IDENTITY



from the U.S. Small Business Administration



with the U.S. Small Business Administration

U.S. SMALL BUSINESS ADMINISTRATION



VETERANS BUSINESS OUTREACH CENTERS



SBA Blue

PMS COLOR

648 C

PROCESS COLOR

C = 100

M = 58

Y = 0

K = 57

ON SCREEN

R = 0

G = 46

B = 109

WEB

Hex

002e6d



SBA Red

PMS COLOR

485 C

PROCESS COLOR

C = 0

M = 100

Y = 100

K = 20

ON SCREEN

R = 204

G = 0

B = 0

WEB

Hex

cc0000

GRAPHIC IDENTITY

CORRECT LOGO USAGE

When used on co-branded materials, program materials, or other collateral, it may be necessary to print the logo on a color background. While it is never acceptable to change the colors of the logo, there may be occasions when printing the logo on lightly shaded backgrounds do not make it legible. Below are some acceptable variations of the logo for use on color backgrounds. If additional options are required, please contact boots-to-business@sba.gov

FULL-COLOR



1-COLOR



BLACK



REVERSE-COLOR



GRAPHIC IDENTITY

INCORRECT LOGO USAGE

The only correct uses of the logos are as shown on the previous pages, as horizontal logos. Any other color combination or arrangement is not allowed. The logo may never be broken apart when used on the same page of any printed or on-screen communication. A few incorrect examples are shown below.

