

Publications Requirements for America's SBDC Iowa Marketing Materials

Summary of more detailed information below:

1. The SBA Logo and the first one-line SBA acknowledgment (in italics below) must be used on all marketing materials, except on materials with severe space constraints like signs and banners.
2. There are 2 other SBA acknowledgments (in italics below) that must be used on certain marketing/training materials. The first should be used on materials that contain editorial content; the second on materials designed for workshops and seminars.
3. ISU's non-discrimination statement must be used on all marketing materials except those with severe space constraints, and it may not be altered in any way. This was updated on 5/15/17. If your marketing materials were designed before then, the statement needs to be updated.
4. The wording on all of these disclaimers cannot be changed, except for the last SBA acknowledgment where you have to fill in the contact information of the local center.
5. Please call Stacy Dreyer at 515-294-5595 or email sdreyer@iastate.edu if you have questions.

INFORMATION ON USE OF SBA LOGOS AND ACKNOWLEDGMENTS

Each SBDC Lead and Service Center must feature the SBA logo and/or official acknowledgement of support on all materials produced (either in whole or in part) using SBDC project funds (i.e., federal funds, matching funds, and/or program income). This requirement does not apply to materials that are not produced using project funds. "Materials" includes, but is not limited to, items such as press releases, brochures, reports, advertisements, training booklets, web sites, etc. "Materials" does not include stationery or business cards. The current SBA logo appears below; it can also be found on our website, on the Director Resources page. The Lead Center can also email you the logo.



In addition, while SBDCs must display signage featuring the SBA logo at all facilities open to the public; such signage **must** also prominently feature the acknowledgement of support identified below. Where used, the SBA logo may be positioned in close proximity to an SBDC's own logo or may be placed in a prominent location elsewhere in the material. Whenever an SBDC elects to use the SBA logo, **the following statement must appear immediately below or adjacent to that logo:**

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

This acknowledgement of support must appear verbatim and may not be altered or replaced with substitute language. On materials with severe space constraints like signs and banners, an SBDC may substitute “SBA” for “U.S. Small Business Administration”. The acknowledgement of support must be presented in a legible typeface, font size and - where applicable - color contrast.

On materials for which an SBDC does not elect to use the SBA logo, it must at least feature the acknowledgement of support listed above. **UNDER NO CIRCUMSTANCES may the SBA 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.**

SBDC materials which feature editorial content must use the following alternate acknowledgement of support:

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

All promotional items, including notices, brochures, publications and media announcements informing the public of events, programs, meetings, seminars, conferences and workshops sponsored or cosponsored by the SBA (including programs partially funded by the SBA, such as the SBDC, SCORE, etc.), must also include the following accessibility/accommodations notice:

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact [Insert here the name and phone number of the regional center person who will make the arrangements].

Shared Information

All SBDC-developed or funded training and/or information materials, such as publications, training guides/materials, online courses, online tools, web sites, etc. prepared for the betterment of small businesses must be readily available to SBA and all of its resources partners. Materials appropriate for sharing should be sent to the SBDC Clearinghouse. SBA may select some training materials for national distribution.

INFORMATION ON USE OF ISU NON-DISCRIMINATION STATEMENT

Since Iowa State University is the host of the statewide SBDC program, the following non-discrimination statement must be used on all SBDC marketing materials. It cannot be altered in any way.

Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 3410 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515 294-7612, Hotline 515-294-1222, email eooffice@iastate.edu.