



ACCREDITED MEMBER
MONTANA

**STATEWIDE MARKETING PLAN
& BRANDING STANDARDS**

Montana SBDC Lead Center
Department of Commerce
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Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

MTSBDC STATEWIDE MARKETING PLAN – 2015

STATEMENT OF PURPOSE

The Montana Small Business Development Centers (SBDC) Network Statewide Marketing Plan aims to increase brand awareness and service differentiation throughout the network. Meant to be a “fresh approach” to Montana SBDC marketing and branding opportunities, the plan recognizes that every center does not have to undertake every activity or action outlined in the Statewide Marketing Plan. Regional service center directors are allowed to customize (to an appropriate extent) the activities, actions and events to best fit their regional and local markets. The elements of the marketing plan correlate to the SBDC Network Strategic Plan.

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I. STATEWIDE MARKETING PLAN OVERVIEW

a. Target Markets and Goals

Investors & Advocates	SBDC Host Organizations	U.S. Small Business Admin. (SBA)	Montana Department of Commerce	State & Local Lenders	Association of Small Business Development Centers (ASBDC)	State Legislators	State SBDC Advisory Council
						Congressional Delegates	
Clients	Entrepreneurs	Start-Up Businesses	Existing Businesses				
Small Biz & Entrepreneur	Non-Client Small Businesses & Entrepreneurs	Business Associations	Trade Orgs	State SBDC Advisory Council			
Media	Regional Newspapers	Regional E-News Sites	Local & State Radio Stations	Local Television & News Stations	Social Media Sites: Facebook, Twitter, Pinterest, LinkedIn	State Circulated Magazines	
Staff	Lead Center	BRD/MDOC Staff	Host Org. Directors / Business Advisors	Regional Service Center/Host Organization Support Staff			
Resource Partners	Montana SBA District Office	Montana Technology Innovation Partnership (MTIP) Program	Montana Manufacturing Extension Centers (MMEC)	Montana Procurement Technical Assistance Centers (PTAC)	Women's Business Centers (WBC)	SCORE	Business Expansion and Recruitment (BEAR) Program
						Incumbent Worker Training (IWT) Program	

TARGET MARKET GOALS

See actions under Marketing & Branding Deliverables

- Increase **investor/advocate** appropriation to the SBDC program
- Engage **clients** in championing the SBDC program.
- Increase the **small business and entrepreneurial community** use of SBDC services.
Objective: Implement SBDC long-term digital marketing strategy.
- Engage **media** to help share the story of SBDC impact.
- Increase **resource partners** participation and support of SBDC program.

b. Core Competencies and Offerings

Competencies

The SBDC core competencies are capabilities that help us achieve a competitive advantage and are critical assets to our success. Additionally, our core competencies differentiate us from the rest of the market.

Our core competencies are:

- Financial Analysis
- Business Planning
- Marketing Assistance
- Training & Workshops
- Entrepreneurial Development
- Loan Packaging Assistance
- Business Management & Sustainability

Offerings

Our offerings are born from our competencies as a network. Our products and services also differentiate us from the rest of the small business consulting market. Below is a list of offerings, organized by the competencies they serve:

- Financial Analysis
 - Profit Cents -Profit Mastery -QuickBooks
- Business Planning
 - Pre-Business Workshops -Start Up Guide -Templates
- Market Research
 - IBIS World Research -SBDC Net
- Training & Workshops
 - Boots to Business @ Malmstrom AFB -Entrepreneurial Development
 - Invest in Success Conference -Start Up Weekend
- Loan Packaging Assistance
- Business Management & Sustainability - Thought Patterns –Growth Wheel

c. Communication Templates

The following messages are intended for use on official SBDC documents. When creating SBDC materials, please use the appropriate messages for the corresponding party.

MTSBDC Tagline: “Guiding Montana Businesses to Success”

Core Messages:

“The Montana Small Business Development Center...
...provides a strong return on investment.”
...contributes to strengthening Montana’s economy.”
...achieves a measurable impact for entrepreneurs.”
...values quality.”
...services are available statewide.”
...connects businesses with appropriate resources.”

Investors & Advocates:

“The MTSBDC...
...promotes economic development and fosters business growth.”
...produces measurable results and impact.”
...helps businesses that may not succeed on their own.”

Clients:

“The MTSBDC...
...business advisors are helpful, knowledgeable, and reliable.”
...will guide your business to success.”
...is there every step of the way.”

Small Business & Entrepreneurial Community:

“The MTSBDC provides...
...tools and guidance to help businesses succeed.”
...no-cost one-one-one business counseling.”
...no/low-cost trainings and workshops.”
...gateways to other helpful resources.”

Media:

“The MTSBDC...
...is a source for human-interest stories.”
...personnel are knowledgeable about issues impacting entrepreneurs.”
...has a direct impact on the regions and state of Montana.”

Staff:

“Working for the MTSBDC...
...gives you the satisfaction of helping small businesses succeed.”
...allows you to apply your expert knowledge and problem-solving skills.”
...provides you with opportunities for professional development and personal growth.”

Resource Partners:

“Collaborating with the MTSBDC...
...enhances the success rate of small businesses.”
...provides mutual benefit.”
...helps avoid the duplication of resources.”

d. ASBDC Recommended Communication Templates—2015

Are you looking to grow or start a business? Is your business profitable? Would you like to increase revenues?

Where can you turn when you need business help? When you don't know the steps to start-up, or how to access financing, or what it takes to attract new customers? When you have a dream, but aren't sure how to make it a reality?

Find the help you need with Montana Small Business Development Centers. Whether you're just starting out, experiencing growing pains, or ready to take your business to the next level, MTSBDC is here for you. Become one of the millions of entrepreneurs who have overcome challenges, discovered new opportunities and unlocked their potential with us.

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1. Montana Small Business Development Center is for all small businesses.
 - All stages, all types, all industries – all across Montana.
 - MTSBDC is in your community, easily accessible in-person and online.
 - From restaurants and value added agriculture to technology to the arts, MTSBDC is ready to help.

 2. We are Montana's trusted small business resource.
 - Business has changed dramatically in the last 25 years, and your MTSBDC has been there throughout, helping small businesses achieve their goals and succeed.
 - Montana SBDC is poised for the future. We help entrepreneurs start and grow businesses, create jobs, increase prosperity and contribute to economy.
 - The MTSBDC network includes dedicated business advisors working in partnership with universities, economic development professionals, chambers of commerce, lenders, investors and entrepreneurs themselves.

 3. Montana SBDCs deliver results.
 - Businesses that partner with MTSBDCs get started, get loans, grow sales and prosper.
 - MTSBDCs have a track record of more than 25 years and hundreds of satisfied businesses.
 - MTSBDCs will stay by your business' side, helping you not just survive, but thrive.

 4. Montana Small Business Development Centers want YOU to be the next success story!
 - MTSBDC helps you to turn your dreams into reality.
 - The sky's the limit – from start-up to global success.
 - MTSBDC works with you to keep your business strong so you can make an impact in your community and on the economy.

ABOUT THE SBDC (SHORT)

The Montana Small Business Development Center (SBDC) Network is a network of ten centers positioned throughout the state to ensure that residents of every county have access to small business assistance. The SBDCs offer free, confidential counseling and free or low-cost training to both existing and aspiring entrepreneurs.

ABOUT THE SBDC (LONG)

The Montana Small Business Development Center (SBDC) Network is a strategic partnership between the Small Business Administration, the Montana Department of Commerce, local economic development organizations and the Montana higher education system. The Lead Center is located in the Montana Department of Commerce and supports ten centers around the state that provide free, confidential, one-on-one business counseling and low-cost training programs to small businesses and entrepreneurs. The Montana SBDC Network has been servicing the Montana small business community since 1989.

The SBDC Directors and Business Advisors assist clients every day with the preparation or fine-tuning of business plans, financial management, operations assistance, loan applications and marketing initiatives. SBDC training seminars cover timeless small business issues such as cash flow management, as well as new and emerging trends such as the use of social networking sites to market small business.

The SBDCs are dedicated to helping small businesses throughout Montana achieve their goals of growth, expansion, innovation and success. The SBDC Network combines the resources of federal, state and local organizations with that of the educational system and private sector to meet the specialized and complex needs of the business community.

e. Preferred Terms & Titles

Business Advisor or Business Consultant—The advisor at a regional SBDC center who is not the Director must be referred to as this title.

Montana Small Business Development Center Network—The official name for the collective SBDC regions and Lead Center.

SBDC Director or SBDC Regional Director—The Business Advisor or Business Consultant who is also the Director at the location must be referred to as this title. The latter is the preferred term so as to clarify the region each center serves.

SBDC State Director or State SBDC Director —Official title for Ann Desch, Bureau Chief and Lead Center and Network Director

SBDC Associate Director—Official title for Lori Gilliland, Lead Center and Network Associate Director

Program Specialist—Official title for Rebecca Ziegler, Lead Center Network Program Specialist

f. SBDC Invest in Success Conference

Marketing materials for the conference are coordinated in-house through the SBDC Lead Center for better quality control and to ensure consistency with statewide marketing efforts. Website URL for the conference will always be: sbdc.mt.gov/investinsuccess. The Facebook page for the conference will also be managed by the Lead Center. The URL for the Invest in Success Facebook page is: facebook.com/mtsbdcinvestinsuccess.

g. COMMUNICATION CHANNELS (INTERNAL & EXTERNAL)

ONLINE PRESENCE

Emails	Social Media	Social Media Cont'd	Websites
E-mails are exchanged between the Lead Center and members of the SBDC Network as needed. The Lead Center frequently sends network-wide e-mails informing SBDC Directors of program changes and upcoming meetings, events, and deadlines. See last page for network email blast template.	<p>Linked In Groups are active for the following users in the network:</p> <ol style="list-style-type: none"> 1. Advisors (Private) https://www.linkedin.com/groups/MT-Small-Business-Development-Center-6949209/about 2. Fans https://www.linkedin.com/groups/Montana-Small-Business-Development-Center-4402025/about 3. Advisory Board (Private) https://www.linkedin.com/groups/MT-Small-Business-Development-Center-6951245/about 	SBDC Lead Center maintains the SBDC Network Facebook page and actively posts relevant small business articles, SBDC news and events (trainings) and small business-related quotes and photographs.	SBDC Lead Center site is hosted under MDOC (sbdc.mt.gov) and was newly launched January 2015 with pages for each host site. Each regional SBDC will have a QR code for their page, and it will serve as their home site. Some host sites still have websites for Advisors.
The Lead Center produces a quarterly Advisory Council Update for council members.	Hashtags to be used for the network are: #mtsbdc #mtsmallbiz	Billings, Great Falls, Helena and Butte SBDCs are also present, but not very active, on Facebook.	Invest in Success homepage is also hosted under the SBDC site (sbdc.mt.gov/investinsuccess).
Relevant, informative bites are sent on a case-by-case basis to clients in the Neoserra database via myemma.com. Our goal is to market as a resource to clients, and only send information business owners can use.	The Lead Center maintains an SBDC Network Twitter page. Facebook posts should be replicated on Twitter with shortened verbiage, since linking Facebook and Twitter accounts or replicating posts has a negative effect on SEO.		The Governor's website (business.mt.gov) has a State of MT Business Portal that the SBDC is hosted on. The SBDC social media channels are also listed under "Connect" on the governor's site.
All email blast branding must include MDOC BRD branding requirements, including a new format (2015) that only allows for quick bites of info sent.			2015: We adopted an e-learning center, hosted by the ASBDC. This platform has classes for entrepreneurs. (mtsbdc.globalclassroom.portal.com)

LEAD CENTER-SBDC NETWORK CALLS

CONFERENCE CALLS/ GOTOMEETING	The Lead Center uses GoToMeeting for the monthly network conference call for quick, informational updates.	
PHONE CALLS/ GREETINGS	The SBDC State Director occasionally makes personal phone calls to resolve issues with each SBDC Director.	Every December the SBDC State Director sends personal notes in an end of the year thank you card to SBDC hosts summarizing the efforts/accomplishments of each center that year.

EVENTS

PRESENTATIONS	QUARTERLY MEETINGS	CONFERENCES/ TRAININGS/EXHIBITS
The Lead Center has two SBDC Network overview presentations (short and long) available for use by the Network in Dropbox.	The SBDC Network holds two quarterly meetings a year in different SBDC regions to provide the opportunity for the SBDC Directors to highlight their host organization and local businesses.	The annual Invest in Success business conference is scheduled annually every spring. The 2015 conference is scheduled April 29-30, in Helena.
The Lead Center has developed a generic Business 101 PowerPoint for Network use.	The SBDC Network also holds two quarterly meetings via GoToMeeting. This change was made in order to avoid unnecessary travel during the winter months.	CompeteSmart, hosted by MMEC, is put on in the fall. The SBDC is often in attendance with a booth as well as workshops.
The Lead Center uses informational PowerPoints to orient new business advisors to the program as well as provide training “refreshers” for existing SBDC Directors.		The MEDA Conference is held in the spring and fall and is a networking event for the SBDC. SBDC Host Collaboration Meetings coincide with the bi-annual MEDA meetings.
The lead center has a presentation for the SBDC State Advisory Council.		The Made in Montana Tradeshow is held every March. The SBDC holds workshops and runs a booth.

PRINT

Ads	Brochures	Business Cards	Flyers	Resource Guides	Reports & Statistics
The Lead Center pays for & places an SBDC Network advertisement in the SBA Reni Guide annually.	The SBDC Admin has developed a 2015 statewide brochure to better reach companies.	SBDC Directors have business cards that co-brand with their Host Organization.	Program flyers, advocacy flyers and generic training flyers are available for use by SBDC centers in Dropbox.	The SBDC Lead Center has produced “Guide to Starting a Small Business in Montana” for network use in	Chrisman Economic Impact Report produced every year in October for previous year stats.
Regional SBDC’s may choose to advertise trainings in local newspapers.		SBDC Lead Center personnel have business cards that co-brand with the MDOC.	The MDOC BRD developed an SBDC Program Brochure as one of the array of BRD programs available to businesses.		SBDC Statewide Market Profile produced April 2014. Stats will be updated as needed.
Use of public service announcements is dependent on each regional service center.		All SBDC Personnel have business cards branded solely with the MT SBDC logo.	The SBDC Network’s first Infographic with stats from Chrisman & Neoserra was published in 2014.		Economic Impact Infographic from Chrisman Report and Neoserra Reporting.

II. MARKETING & BRANDING DELIVERABLES

a. Marketing Delivery Schedule

Marketing Type	Delivery Timeframe	Marketing Materials	Notes
Analytics/Metrics	<ol style="list-style-type: none"> 1. Bi-Monthly for website 2. Weekly for all Social Media sites 	Use Urchin analytics for website. Use analytics to reconfigure site for users (ie: eradicate obsolete pages).	Social media sites should be monitored and adjusted weekly to gain/engage followers.
Invest in Success	<ol style="list-style-type: none"> 1. Save the Date-Nov. 2. Program/Brochure-Jan/Feb. 	Other materials created as needed—see shared site for full schedule.	Success Story templates used at conference. Facebook updated all year.
Legislative Materials	<ol style="list-style-type: none"> 1. Bi-Annually for Rotunda Day in Jan. 2. Annually for D.C. in March 	Create promotional fliers for advocacy.	Brand with MDOC for Rotunda Day/ASBDC for D.C. in March.
E-Blasts	December, during Invest in Success and as needed	E-blasts sent out via MyEmma to various contacts for marketing.	Send out Holiday Card every December.
Materials Produced: Print & Online	<ol style="list-style-type: none"> 1. Review quarterly 2. Create new as needed 	SBDC general templates, brochures and flyers are all on L:	Be sure to update when someone is newly hired, as well.
Reports	<ol style="list-style-type: none"> 1. February for Annual 2. Fall for Chrisman 3. As needed for other 4. Market Profile-3 Years 	Annual Report includes success stories and Chrisman/Neoserra info.	<i>“Other” example:</i> Regional Economic Impact studies in Fall 2014.
Social Media/Website	<ol style="list-style-type: none"> 1. FB/Twitter Updated at minimum 4x/week 2. Website 1x/month 	Check “About” sections at new hire/quarterly. Hootsuite can be posted on in advance for holidays.	A Social Media Calendar with monthly post ideas is hosted on shared site under Marketing>Social Media.
Success Stories	Annually in January, then as needed thereafter	Minimum of 10 (one from each center) Success Story Fliers.	Template will stay the same for each regional story in that year.
Satisfaction Surveys	<ol style="list-style-type: none"> 1. Quarterly for Clients 2. Annually for Staff and Host 	Survey testimonials can be used in marketing materials.	Pushed out through Neoserra.

b. SBDC Minimum Marketing Requirements

- ☑ The Regional SBDC is referred to as “Small Business Development Center at [Host]” or “SBDC at [Host],” including references in SBDC host annual reports, newsletters and other public communication documents including press releases.
- ☑ The SBDC employee is referred to as the “SBDC Director” and/or “SBDC Business Advisor”.
- ☑ The SBDC office has proper signage in the form of the SBDC and SBA logo window stickers.
- ☑ The SBDC has available, and displayed in their office, the most current marketing materials available and uses them in the ordinary course of business.
- ☑ The SBDC logo is present and prominent on all of the business cards produced/ provided by the SBDC host.
- ☑ When the SBDC host’s website or print materials display the SBDC logo, it must be located at the top of the page, immediately visible when viewed in a standard browser or letterhead. It must also use the SBDC color palette.
- ☑ The SBDC regional service center refers to and adheres to the Montana SBDC Statewide Marketing Plan and SBDC Branding Standards to the greatest extent possible when producing regional SBDC marketing materials and communication documents and ensure proper use of the SBDC logo, color palette and SBA logo and funding statement.
- ☑ The SBDC Host Organization (contractor) will provide recognition that the Montana Department of Commerce (MDOC) is a funding partner. Recognition will be provided with the name and/or logo of MDOC according to the organization’s sponsorship level guidelines.

III. VISUAL BRAND IDENTITY STANDARDS

THE MONTANA SBDC BRAND

Every Montana SBDC communication is an opportunity to express our brand. It is one more way we can build relationships and reinforce loyalty. By using brand standards, we can create powerful communications that build a distinctive and memorable impression, establish a consistent voice, provide practical, relevant and essential information, and ensure that our core values are the foundation of every message that carries our name.

VISUAL BRAND IDENTITY

Using standard design elements provides a distinct and familiar look that consistently builds equity and strength in the Montana SBDC brand. The “look and feel” of the Montana SBDC brand identity should reveal a key component of equity (the value of our brand). A clean, uncluttered visual identity provides clarity and consistency. By using design elements consistently, the value of the Montana SBDC brand is preserved with each use.

WHY BRANDING STANDARDS ARE IMPORTANT

The ASBDC Accreditation Standards *clearly state* in Section 3.3 Marketing and Promotional Programs:

“For marketing and promotional programs, the requirements for designing, managing and improving the programs must include a clear integration of strategy, image and common brand or logo for the SBDC that conveys the SBDC image and identity as a cohesive statewide network. Information, materials and signage must convey the identity of a cohesive statewide network.”

PRIOR APPROVAL

It is highly advised that each SBDC service center seek approval from the SBDC Lead Center before investing in any secondary marketing materials not originally approved or provided by the SBDC Lead Center to ensure compliance with Montana SBDC Marketing and Branding Standards.

THE “CO-BRANDING” DILEMMA

Montana SBDC funding partners include the U.S. Small Business Administration (SBA), the Montana Department of Commerce and SBDC host organizations. Each regional service center shares a common challenge: how to properly allocate logos and acknowledgements of support on printed and electronic communication materials. As is the case with SBDCs across the nation, an approach that integrates the logos and disclaimers associated with funding partners needs to be used.

Depending on the media (print vs. electronic), and type of document (brochure, flyer, poster, stationery, business cards, signage, advertising, newsletters, web pages, presentations, etc.) the size and placement of the appropriate logos and disclaimers will vary.

As a general rule, the position of the logos should be the Montana SBDC logo in a primary position, the SBDC host organization logo in a secondary position, the SBA logo and/or disclaimer in a tertiary position, followed by other partners and sponsors as appropriate. See page 10 for minimum branding guidelines.

a. MTSBDC Logo & Font Usage

The approved version of the Montana SBDC logo, as well as the accredited member seals, are available in Dropbox and L: Montana SBDC Network > Marketing > Logos-Images-Fonts > Logos > ASBDC



LOGO USAGE

1. The logo must be legible; it cannot be reduced in size so that it hampers readability. The logo must not be reduced to smaller than a width of 1.25 inches in print media or a width of 90 pixels in electronic media.
2. The logo must be reduced or enlarged TO SCALE. Do not distort height or width.
3. The logo may not be altered in any way from its original design.
4. The logo may be used by itself or with the accreditation seal additionally displayed to the right of the logo.
5. The logo with the words “Accredited Member” above “Montana” is the preferred logo for usage, however you may use the logo without it if space is an issue on your publication.
6. The logo must not carry a “white box” around it when applied to a colored background. There are logos without transparent backgrounds uploaded to dropbox and L: for use on colored backgrounds.

TYPOGRAPHY

HELVETICA NEUE is the current font being utilized by the Montana Department of Commerce and thus the SBDC Lead Center in the creation of headers and title communication text. If unavailable, ARIAL may be substituted.

BERTHOLD AKZIDENZ GROTESK SUPER and BERTHOLD AKZIDENZ GROTESK REGULAR are the fonts used in the SBDC logo. These fonts may be used for accent text.

COLOR PALETTE

To ensure the consistency of our visual identity, specifications for each color used in the America’s SBDC logos are provided for use in print [Pantone and CMYK values] and electronic applications [RGB values]. The correct use of this color palette with the logo is essential to the success of the brand’s recognition.

SBDC Red

Pantone 193
CMYK 0/100/63/13
RGB 209/18/66

SBDC Blue

Pantone 282
CMYK 100/68/0/54
RGB 0/45/98

Gray (3-color logo)

Pantone Cool Gray 7
CMYK 0/0/0/37
RGB 173/175/178

b. ASBDC Branding

http://americassbdc.org/wp-content/uploads/2014/09/Brand_Guidelines3.pdf

Logo Usage

Montana SBDC Network > Marketing > Logos-Images-Fonts > Logos > ASBDC

3.1 Minimum Size Requirements

To ensure that the America's SBDC logo is large enough to be easily recognized, it must not be reduced smaller than a **width of 1.25 inches** in print media or a **width of 90 pixels** for electronic media. These are minimum size requirements only; the logo should be used larger in every possible instance.

The logo may not be altered in any way from its original design.

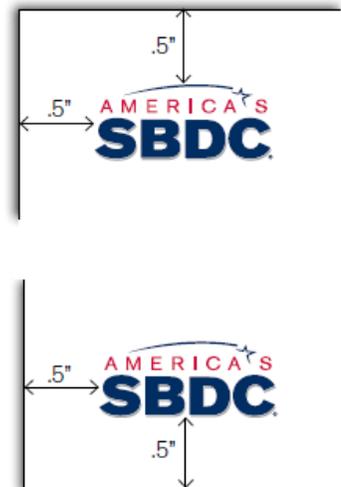
3.2 Area of Isolation

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing text (i.e. taglines and affiliations such as "PTAC") and graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the America's SBDC logo is defined as the height of the "A" in the word "America's" in the logo. This minimum space should be maintained on all sides of the logo when the logo is proportionally enlarged or reduced in size.



3.3 Placement Recommendations

On most applications, the recommended placement of the America's SBDC logo is either in the upper-left or bottom-left hand corner of the document or page. The logo should be placed equal distance from both edges.



3.8 Incorrect Logo Usage

In order to maintain the integrity of the America's SBDC brand, it is essential that the America's SBDC logo be consistently and correctly used. This correct usage will also ensure that the brand stakeholders and public at large experience a clear representation of the brand through all communications materials.



DO NOT
Change the logo's orientation.



DO NOT
Bevel or emboss the logo.



DO NOT
Place the logo on a busy photograph or background.



DO NOT
Change the logo colors.



DO NOT
Crop the logo in any way.



DO NOT
Add "glow" effects to the logo.



DO NOT
Present the logo on colored backgrounds. Use the reverse logo in this case.



DO NOT
Present the logo in "outline only".



DO NOT
Add "drop shadow" effects to the logo.



DO NOT
Reconfigure or change the size or placement of any logo elements.



DO NOT
Stretch or squeeze the logo to distort proportions.



DO NOT
Recreate elements or replace with something else.

c. MDOC/BRD Branding



The host of the SBDC Lead Center, the Montana Department of Commerce, logo will be utilized with the Montana SBDC logo in a primary position, the SBDC host logo in a secondary position. Any documents circulated from BRD to the public about SBDC (ie: program flyer) will include the following guidelines. The approved version of the Montana SBDC logo, as well as the accredited member seals, are available in Dropbox and L: [Montana SBDC Network > Marketing > Logos-Images-Fonts > Logos > MDOC](#)

BUSINESS RESOURCES DIVISION COLOR PALETTE:

MONTANA
DEPARTMENT OF COMMERCE

- DARK GREY**
MAIN FONT COLOR; to be used as primary accent to all other colors
- DARK BLUE**
SECONADARY FONT COLOR; primary division color, to be used in all division materials
- GREEN**
FINANCE; primary color for finance programs*
- GOLD**
TECHNICAL ASSISTANCE; primary color for technical assistance programs*
- LIGHT BLUE**
INFORMATION; primary color for information programs*
- BEIGE**
SECONDARY ACCENT COLOR; to be used only as needed*

CMYK	56 24 33 9	24 0 57 49	0 24 100 31	0 14 28 55	97 68 47 37	0 0 0 90
RGB	109 151 153	117 132 90	187 141 43	138 120 104	2 62 83	64 64 65
Web	6D9799	75845A	BB8D2B	8A7868	023E53	404041
Pass*	AA	AA	AA	AA	AAA	AAA

BUSINESS RESOURCES DIVISION TYPOGRAPHY FORMATTING:

HEADERS

(Helvetica Neue Std / Roman)

- Case: all caps
- Size: 18pt
- Color: Dark Grey, unless being used as a program category indicator

Sub-Title

(Helvetica Neue Std / Roman)

- Size: 14pt – 16pt
- Color: Dark Grey

Or

SUB-TITLE

(Helvetica Neue Light)

- Case: all caps
- Size: 14pt – 16pt
- Color: Dark Grey

Main Content

(Helvetica or Arial)

- Size: 10pt – 11pt
- Color: Dark Grey

ARTICLE TITLE

Sub-title if Needed

Main content one line (equal to font size) below the sub-header. Main content one line (equal to font size) below the sub-header. Main content one line (equal to font size) below the sub-header. Main content one line (equal to font size) below the sub-header.

Or

ARTICLE TITLE

SUB-TITLE IF NEEDED

Main content one line (equal to font size) below the sub-header. Main content one line (equal to font size) below the sub-header. Main content one line (equal to font size) below the sub-header. Main content one line (equal to font size) below the sub-header.

d. SBA Branding



SBA STATEMENT OF SUPPORT

“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. However, on materials with severe space constraints such as signs and banners, an SBDC may substitute “SBA” for “U.S. Small Business Administration” in the acknowledgement of support.

USE OF SBA LOGO AND STATEMENTS MADE ON MATERIALS

SBDC’s have two options for the use of the SBA logo and statement of support:

Option 1: Use the SBA logo plus statement of support immediately adjacent or below SBA logo placed in a tertiary position to the SBDC and host organization logos.

Option 2: Use statement of support only.

Either option must be present on all materials using project funds (i.e., federal funds, matching funds, and/or program income) such as press releases, brochures, reports, advertisements, training booklets and web pages. The SBA logo and/or acknowledgement of support may not be used in connection with SBDC activities that are outside the scope of the Cooperative Agreement. In particular, 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.

EDITORIAL CONTENT

Where an SBDC produces materials that feature editorial content, it 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.”

FACILITIES

The SBA logo must be featured at all facilities open to the public. Such signage must also prominently feature the acknowledgement of support.

TRAININGS OR MEETINGS

All notices, promotional items, brochures, publications and media announcements informing the public of events, programs, meetings, seminars, conferences and workshops sponsored or cosponsored by the SBA must include the following accessibility/accommodation notice:

“Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact....[contact information].”

e. Templates

Templates for SBDC Network usage are available on Dropbox and on the shared. Templates include:

- Cards
- Success Stories (sbdc.mt.gov/successes)
- Powerpoint Presentations
- Letterheads
- Business Cards
- Email Signature Layout

More will be added all the time. Please see below for locations:
L: Marketing>BRDSBDC Logos Labels Letterheads Photos
Dropbox: Montana SBDC Network> Marketing> Templates

SUCCESS STORY Frame Of Mind
 MISSOULA, MT

BACKGROUND
 Started in May 2014 by Amy Doty, Frame of Mind is Missoula's newest frame shop. From classic Western Montana art, to graphic pop culture art for everyone. Their framing is at an affordable price.

ASSISTANCE
 Having years of experience Amy wanted to open a framing and do-it-yourself needed to get funding. The Missoula SBDC's cash flow projections with the entire financing plan.

IMPACT
 Amy received funding opening in May 2014 since it provides service framing, and as such.

AMERICA'S SBDC MONTANA

AMERICA'S SBDC ACCREDITED MEMBER MONTANA

Helena, Montana | MT DOC
 January 21, 2015

Presentation Title Here

AMERICA'S SBDC MONTANA

Ann Desch
 SBDC State Director

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 sbdc.mt.gov

Host Site:
 Montana Department of Commerce
 301 South Park Ave
 Helena, MT 59620-0505

facebook.com/MontanaSBDC

Sign up for services:
mtnsbdc.ecenterdirect.com

Business Planning Financial Analysis
 Marketing Assistance Training & Workshops
 Entrepreneurial Development Loan Packaging Assistance

AMERICA'S SBDC ACCREDITED MEMBER

AMERICA'S SBDC MONTANA

Season's Greetings!

sbdc.mt.gov
 301 S. PARK AVENUE | PO BOX 200505 | HELENA, MT 59620-0505 | P: (406) 841-2747 | F: (406) 841-2728

Header:

Title

Body:

Email Content

Call to Action

Clickable links for reader throughout

Other logos can go here as long as they are noted as “sponsors”, while the SBDC, MDOC & SBA remain “funders”.

Footer:



This Statement of Support text can be edited in size and font so long as it's legible.

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