

CSBA Logos: Please Read

The SBA Institute's core brand message and attributes are conveyed via all communication media through use of color, typography, photography and other brand elements. Correct and consistent use is vital to ensuring the quality and integrity of the SBA Institute brand.

The proper use of the logo will help to unify our communications and maintain a clear, strong and consistent message across all advertising, collateral, direct mail and web marketing executions.

The SBA Institute has developed the following CSBA logos for your use on business cards, letterhead, and other marketing materials. The CSBA logos are composed of two elements: the logomark, and the wordmark. You can use them together or separately.



Guidelines for Use

The logos are reserved for use by those who have successfully passed the CSBA exam, and who agree to the following guidelines:

- The CSBA logo may be used in the following applications:
 1. on websites, signage, reports, brochures, and other publicity or display materials (please be sure that the display meets the graphics stipulations included in these terms); and
 2. for web display, to link to the SBA Institute home page (www.sbainstitute.org).
- The CSBA logo may be printed in black and white, or color process printing. If process color is used, the colors should match those specified in the design (see below). Altering the color scheme of the logo is not permitted.
- The CSBA logo **may not be used** in the following ways:
 1. by SBA Institute students who have completed the course, but have not successfully passed the CSBA exam;
 2. to indicate any kind of endorsement of any product or service by the SBA Institute;

3. in connection with any disparaging statements about the SBA Institute or its SBA courses or the CSBA exam, or statements that otherwise reflect poorly on the SBA Institute; or
 4. on any website that is in violation of any applicable laws or governmental regulations.
- It is requested that any CSBA, who observes any use of the CSBA logo or the SBA Institute name that does not conform to these terms and conditions, notify the SBA Institute immediately.
 - The SBA Institute reserves the right to disallow any use of the CSBA logo.

Logo Information

Colors:



Color	SBA Blue	SBA Dark Green	SBA Medium Green	SBA Light Green
RGB Hexidecimal	57BF9C	2B4D06	99BD57	C1E3A2
RGB	87, 191, 156	43, 77, 6	153, 189, 87	193, 227, 162
CMYK %	54, 0, 18, 25	44, 0, 92, 70	19, 0, 54, 26	15, 0, 29, 11

Fonts:

- century gothic
- *minion pro italic*

File Formats:

- JPEG: This format is recommended for photos, and is adequate for use on the web.
- TIFF: This format is a good choice for printed pieces.
- GIF: This format is for simple web graphics.

If you require EPS versions of the logo (i.e., for printing to PostScript printers/Imagesetters), then please email Gail Alexander at gail@sbainstitute.org. Please indicate where and when you took the SBA class. Please allow **two to three weeks** for a response.