



SBA Information Notice

TO: All SBA Employees and SBDC Lead Centers, WBCs, SCORE Headquarters

CONTROL NO.: 6000-180003

SUBJECT: Information Regarding New Logo Implementation for Resource Partners

EFFECTIVE: April 30, 2018

In March 2018, the U.S. Small Business Administration (SBA) introduced a new logo and branding strategy that is more reflective of the Agency's commitment to U.S. small businesses.

The new "Powered by SBA" logo, Appendix A, for use by SCORE, Small Business Development Centers, and Women's Business Centers will be available from SBA's program offices after May 1, 2018. SCORE, Small Business Development Centers, and Women's Business Centers online SBA logos should be switched to the current "Powered by SBA" logo by May 31, 2018. Updated SCORE, Small Business Development Centers, and Women's Business Centers window decals should be available from your district office within 4-6 weeks.

You may continue to use currently existing printed material with the old logo until September 1, 2018.

Effective with the date of this Notice, the "Powered by SBA" logo is the only logo authorized for use by SCORE, Small Business Development Centers, and Women's Business Centers to meet their cooperative agreement with SBA. As a reminder, the advertisement of SCORE, Small Business Development Centers, and Women's Business Centers relationship with SBA, including the use of this decal and "Powered by SBA" logo, is outlined in Resource Partner cooperative agreements and terms and conditions.

Allen Gutierrez
Associate Administrator,
Office of Entrepreneurial Development

EXPIRES: 4/01/2019

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SBA Form 1353.3 (4-93) MS Word Edition; previous editions obsolete

Must be accompanied by SBA Form 58

Appendix A



U.S. Small Business
Administration