



# SBA Information Notice

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**TO:** All SBA Employees and Participating Lenders

**CONTROL NO.:** 4000-17060

**EFFECTIVE:** April 5, 2018

**SUBJECT:** Information Regarding New Logo Decal for Participating Lenders

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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. As part of this effort, the agency has updated the design of window decals that our lenders can use to advertise their relationship with SBA. This new decal can be found at <https://www.sba.gov/document/support--advertising-your-sba-relationship>. Effective with the date of this notice, this is the only authorized decal for use by 7(a) lenders to advertise their relationship with SBA.

As a reminder, the advertisement of a lender's relationship with SBA, including the use of this decal, is governed by the agency regulations at 13 CFR §120.413 and Standard Operating Procedure (SOP) 50 10 5(J). The SOP permits lenders to display the decal on their windows to advertise their relationship with SBA, but prohibits them from using the logo in any advertisement or marketing piece or from using it to promote non-SBA products and services. (SOP 50 10 5(J), Subpart A, Chapter 1, Paragraph II.E.5.) The SOP can be found at <https://www.sba.gov/partners/lenders/7a-loan-program>.

Window clings for use by lenders will be available at SBA district offices after May 1, 2018. The local SBA district office may be found at <https://www.sba.gov/tools/local-assistance/districtoffices>.

Pat Gibson  
Associate Administrator  
Office of Communications and Public Liaison

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**EXPIRES:** 4/1/2019

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SBA Form 1353.3 (4-93) MS Word Edition; previous editions obsolete  
Must be accompanied by SBA Form 58