



U.S. Small Business
Administration

Logo Use Request

SBA's logo is a protected mark under the Lanham Act (15 U.S.C. § 1051 et seq.) and therefore it may only be used by outside organizations or individuals who obtain advance written permission from SBA. Outside parties operating under written agreements with SBA (such as other Federal agencies, grant recipients, contractors, Cosponsors, SAM participants, etc.) may use the Agency's logo as authorized and specified in that underlying agreement. If there is no written agreement in place between SBA and an outside organization or individual, or if the agreement does not cover use of SBA's logo, then the party wishing to use SBA's logo must submit a written request for permission.

The Agency's logo may only be used to promote SBA and/or its programs, activities, and services. SBA's logo cannot be used in a way that suggests the Agency is endorsing any individual, organization, product, or service or in a way which implies that an improper relationship exists between SBA and an outside party.

This policy on the use of SBA's logo does not supersede the legal principles of fair use of trademarks. Thus, SBA's logo may be used by outside organizations for news reporting and other critiques without SBA's prior permission, provided the logo use does not imply an endorsement or sponsorship by SBA. When requesting logo use, please deliver the below information to the Los Angeles District Office electronically to lado@sba.gov, along with a copy of the final, vetted, and approved material via digital file.

Project Name: [Click here to enter text.](#)

Requesting Entity: [Click here to enter text.](#)

Entity Type: Federal State
 County Local Govt
 For Profit Non Profit
 Other

Project Purpose/Description/Specifications: [Click here to enter text.](#)

Services Requested (check all that apply): Presentation Marketing Video
 Web Other

Request Date: [Click here to enter text.](#)

Completion Deadline: [Click here to enter text.](#)

Contact Name: [Click here to enter text.](#)

Telephone Number: [Click here to enter text.](#)

(**Note:** if the project involves a paid placement, approval must be acquired. If the project involves a contract or co-sponsorship, the agreement/contact number and appropriate disclaimer must accompany the submitted copy).

Audience: Public Field Offices Govt. Agencies Resource Partner
 Other: [Click here to enter text.](#)

Please select the logo that will be used:

Stacked:

Stacked



Stacked, One-color



Stacked, One-color Reversed



Stacked, Two-color Reversed



SBA Lender Decal

Horizontal:

Horizontal



Horizontal, One-color



Horizontal, One-color Reversed



Horizontal, Two-color Reversed



Please select logo format requested:

- | | |
|---|---|
| <input type="checkbox"/> CMYK Files for Print | <input type="checkbox"/> RGB Files for Web and Screen |
| <input type="checkbox"/> EPS – vector format | <input type="checkbox"/> JPG |
| <input type="checkbox"/> PDF | <input type="checkbox"/> PNG |
| <input type="checkbox"/> Adobe Illustrator | |

Please select the disclaimer that will be used:

Cosponsorship Materials:

All cosponsored materials, print or electronic; bearing the SBA name or logo must contain the following statement(s):

“Cosponsorship Authorization # (supplied by OSA). SBA’s participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: *(insert name and phone number)*.”

Third Party Materials:

The following disclaimer should accompany the SBA logo and appear immediately adjacent to the SBA logo when it is used by an outside party:

“SBA’s participation or support is not an endorsement of any products, service, or entity.”

See Logo Policy Notice 4000-0416.



Donor Recognition:

If written recognition of the Donor is given, the recognition must be accompanied by the following disclaimer:

“SBA’s acceptance of this Gift does not constitute an endorsement of the views, opinions, products, or services of the donor or any other person or entity.”

See *Gift SOP 90 53*.

Resource Partners:

The following acknowledgement of support must be included on all materials produced in whole or in part with project funds:

“Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.” The term “materials” includes, but is not limited to, press releases, brochures, pamphlets, handouts, reports, ads, books, curricula, websites, video, or audio productions and similar items regardless of the medium employed.”

If project funds are used to produce materials featuring editorial content, an alternate acknowledgement of support must be used:

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

Los Angeles District Office Review & Approval (Official Use Only):

1. Does the following disclaimer accompany SBA’s logo (SBA’s participation or support is not an endorsement of any products, service or entity)?
 Yes No
2. Does the presentation promote SBA, its programs, activities, or services?
 Yes No
3. Is the logo original and unaltered (except for its size)?
 Yes No
4. Does the SBA’s logo appear in a clearly distinguished section of a program?
 Yes No
5. Does SBA’s logo imply an endorsement?
 Yes No
6. Will logo use embarrass or reflect negatively on the agency?
 Yes No

PIO Approval

PIO Rejection **Reason:** [Click here to enter text.](#)

Name: [Click here to enter text.](#) **Title:** [Click here to enter text.](#) **Date:** [Click here to enter text.](#)

Signature: _____

District Approval

District Rejection **Reason:** [Click here to enter text.](#)

Name: [Click here to enter text.](#) **Title:** [Click here to enter text.](#) **Date:** [Click here to enter text.](#)

Revise and re-submit for approved revisions (attach a document with specific revisions required)

Name: [Click here to enter text.](#) **Title:** [Click here to enter text.](#) **Date:** [Click here to enter text.](#)

Signature: _____

Regional Approval (as needed)

District Rejection **Reason:** [Click here to enter text.](#)

Name: [Click here to enter text.](#) **Title:** [Click here to enter text.](#) **Date:** [Click here to enter text.](#)

Revise and re-submit for approved revisions (attach a document with specific revisions required)

Name: [Click here to enter text.](#) **Title:** [Click here to enter text.](#) **Date:** [Click here to enter text.](#)

Signature: _____

