



Comprehensive Branding Guidelines

Revised Oct 2019

Branding Overview

Why California's SBDC?

California's SBDC is more than a logo; it is a unified connection between the Los Angeles Regional Networks. When SBDC's communicate the same message in the same way, the result is a stronger identity as an effective, connected, regional network with the ability to make a significant impact on the economy.

These Brand and Style Guidelines explain how all SBDCs within the Los Angeles Regional Network can help strengthen branding efforts. By using the same design standards in our messaging, each regional SBDC aligns to the brand, and gains overall credibility for the California network.

Purpose

- The purpose of this manual is to provide guidelines and information to successfully brand the LA SBDC Network. Goal 2 of the strategic plan is to enhance and establish a cohesive and consistent brand, marketing strategy, and message that greatly increase the recognition and memorability of the network.
- The American Marketing Association (AMA) defines a brand as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.
- The Lead Center is counting on all members of our network to serve as Brand Ambassadors, recognizing the need for staying true to our brand and upholding our brand equity. Please familiarize yourself with this document, as it is the foundational piece for the entire brand unification process.
- The correct use of the elements of these Brand and Style Guidelines will communicate a consistent and distinctive public image and message across the state. The California SBDC will be recognized and respected by the SBDC clients, prospective clients, partners, host organizations, legislators, other stakeholders, and the media.
- As representatives of the network, we appreciate your cooperation and assistance in preserving the integrity of the brand. Together, we can achieve the awareness and recognition needed to become the model for SBDC’s to follow nationwide.

Identity Standards

Visual Identity is a powerful tool that helps our California SBDC network express its common mission, goals, and unique services across a variety of media. Proper and consistent use of brand components, such as graphics, colors, and typography will increase visibility, engage our target customers and stakeholders, and help contribute to the success of our funding initiatives.

Please do not use a separate set of marketing materials not provided or created by the Lead Center. Service centers should only display marketing materials provided by the Lead Center. Please contact the Lead Center if you have any questions, or if you have special requests.

LA Regional SBDC Network

Los Angeles Regional SBDC Lead Center

Long Beach Community College District

4900 E. Conant Street, Bldg. O-2 Suite 108, Long Beach, CA 90808
 PHONE: (562) 938-5020 FAX: (562) 938-5030 TOLL FREE: (866) 588-SBDC
 Website: www.smallbizla.org

Host Institutions for LA Regional SBDC Network

	<p>College of the Canyons SBDC 26455 Rockwell Canyon Road Santa Clarita, CA 91355 PHONE: (661) 362-5900 www.cocSBDC.org</p>	<p>Economic Development Collaborative - Ventura County SBDC 4001 Mission Oaks Boulevard, Suite A-1 Camarillo, CA 93012 PHONE: (805) 384-1800 www.edcSBDC.org</p>
<p>El Camino College SBDC 13430 Hawthorne Blvd. Hawthorne, CA 90250 PHONE: (310) 225-8277 www.southbaySBDC.org</p>	<p>Long Beach City College SBDC 4900 E. Conant St., Bldg. 02, Suite 108 Long Beach, CA 90808 PHONE: (562) 938-5100 www.LongBeachSBDC.org</p>	<p>University of La Verne SBDC 2180 3rd Street, Office 115 La Verne, CA 91750 PHONE: (909) 448-1556 www.laverneSBDC.org</p>
<p>Pacific Coast Regional SBDC 3255 Wilshire Blvd., Suite 1501 Los Angeles, CA 90010 PHONE: (213) 674-2696 www.pcrSBDC.org</p>	<p>Pasadena City College SBDC 3035 E. Foothill Blvd., Room 122 Pasadena, CA 91107 (Foothill Campus) PHONE: (626) 585-3106 www.pccSBDC.org</p>	<p>BIXEL Exchange SBDC 350 S. Bixel St. Los Angeles, CA 90017 PHONE: (213) 580-7584 www.lachamberbixelSBDC.org</p>

Regional Map



External Marketing Message

When asked what the “SBDC” in Los Angeles Regional SBDC Network stands for, instead of saying only “Small Business Development Center,” an appropriate response could be:

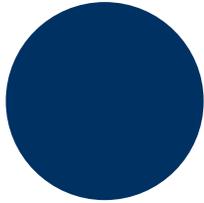
We [the LA SBDC Network] provide existing and emerging businesses in the Los Angeles Regional Network with business advising and training to start or grow their small business.

We [the LA SBDC Network] help businesses make sound business decisions.

Our [the LA SBDC Network] funding partners include universities and colleges, as well as federal, state and local governments, and private organizations. Their financial support allows us to offer business advising at no cost.

LA Regional SBDC Network Colors

Primary Color Palette



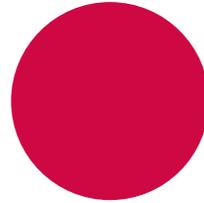
Blue

Pantone 282

CMYK: C: 100 M: 68 Y: 0 K: 54

RGB: R: 0 G: 46 B: 98

Hex Color: #002e62



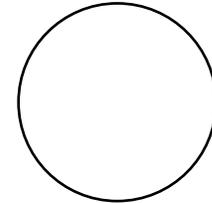
Red

Pantone: 193

CMYK: C: 0 M: 100 Y: 63 K: 13

RGB: R: 209 G: 18 B: 66

Hex Color: #d11242



White

Opaque White

CMYK: C: 0 M: 0 Y: 0 K: 0

RGB: R: 255 G: 255 B: 255

Hex Color: ffffff

Secondary Color Palette

Gray



Pantone Cool Gray 7

CMYK: C: 0 M: 0 Y: 0 K: 37

RGB: R: 173 G: 175 B: 178

Hex Color: #adafb2

Black



Pantone Black

CMYK: C: 100 M: 100 Y: 100 K: 100

RGB: R: 0 G: 0 B: 0

Hex Color: #000000

Pantone and **CMYK** are for printed pieces.
RGB is for digital use.
Hex is for web use.
(e.g. Constant Contact)

Typography

Typography is a significant component in creating a distinctive and memorable brand. Limiting the fonts used helps maintain brand consistency throughout all communication materials from identity application to marketing materials.

Our brand has two basic fonts used in all publication materials. All materials are required to use these fonts.

Montserrat

- For Headlines / Titles
- Bold for emphasis

Myriad Pro

- For Subheadlines
- For copy

If your computer does not have these fonts, please refer to the Marketing Hub to download them.

Otherwise, use the following acceptable substitute fonts commonly found in most computers:

Verdana

for Montserrat

Calibri

for Myriad Pro

LA Network Logo Usage

Standards of use of the LA Regional SBDC Network's official primary logo are as follows:

- Alterations to the logos are prohibited; this applies to typeface, proportions and placement of graphic elements.
- The organization's primary logos (full color: navy and red), grayscale, and reverse white are the only permitted color variations. The navy and red logo should be used as the primary choice.
- The full color logo is to appear on a white or light neutral background. If full color printing on a white or light background is not an option, the grayscale logos or reverse white should be used.
- Logos are not to be used as a background/watermark for text or graphics and must be legible.
- Logos must be surrounded by clear area. No other graphics or words are permitted to touch, appear or overprint in this area.
- The logo may not be resized disproportionately, either taller or wider.
- The logo is to appear on all published communications, electronic or print.



LA Regional SBDC Logo Use

Consistent use of the brand's typography helps establish a unique California SBDC design that greatly increases recognition of our brand. The network logo should only be used:

In Color



In Grayscale



In Reverse



Incorrect Logo Usage

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



DO NOT
Change the logo's orientation



DO NOT
Emboss or bevel the logo



DO NOT
Place the logo on a busy background



DO NOT
Crop the logo in any way



DO NOT
Change the logo colors



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



DO NOT
Stretch or squeeze the logo to distort proportions



DO NOT
Add "drop shadow" or "stroke" effects to the logo



DO NOT
Alter the logo text or placement in any way



DO NOT
Recreate elements or replace with something else



DO NOT
Use the logo without the Los Angeles Network

Service Center Logo Usage

Standards of use of the Service Center logo are as follows:

- Alterations to the logos are prohibited; this applies to typeface, proportions and placement of graphic elements.
- The organization's primary logos (full color: navy and red), reverse white, and grayscale are the only permitted color variations. The navy and red logo should be used as the primary choice (see color palette for detail).
- The full color logo is to appear on a white or light neutral background. If full color printing on a white or light background is not an option, the reverse white should be used.
- Logos are not to be used as a background/watermark for text or graphics and must be legible.
- Logos must be surrounded by clear area. No other graphics or words are permitted to touch, appear or overprint in this area.
- The logo may not be resized disproportionately, either taller or wider.
- The logo is to appear on all published communications, electronic or print.
- **The Network's logo should always accompany all published communications to co-brand.**

Host Institution

The LA Regional SBDC Network recognizes the importance of acknowledging its funding partners in its printed and electronic materials; however, partners are to be represented subordinate to the LA Regional SBDC Network brand. The following guidelines must be followed to ensure cohesiveness.

The Host Logo:

- Must not be represented more than 50% of the size of the LA SBDC logo.

Co-Branded Logo Usage

Color Variations

Proper colors must be used; no substitutes. The full-color logos are to appear on a white or light neutral background. If full-color printing on a white or neutral background is not an option, the black and white or reverse white logos should be used. If the background or fill color behind the logo lacks contrast and renders the logo unreadable, reverse logo is acceptable.

Co-Branded Logo Usage

Each SBDC's funding partner, such as its host institution and the SBA, expect appropriate acknowledgement in the SBDC printed and electronic materials. This co-branding integrates the logos and disclaimers associated with their funding partners. Depending on the media and type of document, the size and placement of the approved logos and appropriate disclaimers will vary. As a general rule, the SBDC logo should be in a primary position, the host institution logo in a secondary position, and the SBA logo and/or disclaimer in a tertiary position, followed by other partners as appropriate.



SOCIAL MEDIA 101

#SmallBusinessMonth2019

Join us for a **free** seminar to get insights on how to effectively use social media for your business in 2019.

You can expect to:

- Identify target markets to grow from them
- Create your company's online personas to build a following
- Learn Do's & Don'ts and tips on measuring results
- Brainstorm strategies collaboratively with other business owners

Thursday, May 16th
2PM - 4PM
Inglewood Library

Sign Up Now:
bit.ly/2JeTWmd



SPEAKER:
Deborah Deras

Deras is a social media consultant for the SBDC hosted by El Camino College. She has extensive experience in social media and online marketing and has over 15 years of experience presenting to corporations throughout the world. She facilitates social media marketing training for small business owners and her charismatic and engaging personality helps business leaders put her practical advice into practice with ease.



The Small Business Development Centers are funded by the U.S. Small Business Administration and center host institutions. Funding is not an endorsement of any product, opinion, or service. All federal and state funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested at least two weeks in advance. Please contact the Marketing Manager Kristen Brady at (562) 938-5024 to make arrangements.

Co-branded

SBA Logo Usage

ABOUT THE SBA & SBDC PROGRAM

SBA provides funding and other support to organizations for the provision of technical assistance to small business concerns. SBA provides significant federal funding to the SBDC program on an annual basis, and each SBDC operates under the program's regulations and 21 of the Small Business Act. Accordingly, all SBDCs are required to acknowledge SBA's support. It is important that SBA's role, identity and network of resources be clearly understood by SBDC clients.

UNDER THIS AGREEMENT

Each SBDC Lead and Service Center must feature the SBA logo and/or official acknowledgement of support on ALL materials produced using project funds (i.e., federal funds, matching funds and program income).

This requirement does not apply to materials that are not produced using project funds. For the purposes of this section, the term "materials" includes, but is not limited to items such as press releases, brochures, reports, advertisements, training, booklets, websites, etc.

POWERED BY



U.S. Small Business
Administration

The correct SBA logo to use includes "Powered By" at the top.

When the SBA logo is used, it should ideally be placed on the bottom left-hand corner of marketing materials.

SBA Acknowledgement

SBA ACKNOWLEDGEMENT REQUIREMENTS

In addition, while SBDCs must display signage featuring the SBA logo at all facilities open to the public, such signage must also prominently feature the acknowledgement of support identified below. Where used, the SBA logo may be positioned in close proximity to SBDC's logo or may be placed in a prominent location elsewhere in the material.

Whenever the SBDC uses the SBA logo, the following statement MUST appear immediately below or adjacent to that logo:

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.
- It must be presented in a legible typeface, font size, and where applicable- color contrast.
- On materials for which an SBDC does not elect to use the SBA logo, it must at a minimum feature the acknowledgement of support listed above.
- 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.
- 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.

SBA DISCLAIMER REQUIREMENTS FOR ALL TRAINING AND EVENT MATERIAL

The following disclaimer must appear on all announcements, flyers, and other printed materials produced by the SBDC for training and other events sponsored or co-sponsored by the Service Center.

The Small Business Development Centers are funded by the U.S. Small Business Administration and center host institutions. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested at least two weeks in advance. Please contact the Operations Manager at (562) 938-5024 to make arrangements.

- The disclaimer must be presented in a legible typeface, font size, and where applicable- color contrast.
- The SBDC Network and SBA logos must appear on prominent web pages of Internet sites that are related to this project, and must appear with the disclaimer immediately below or adjacent to it.

GO-Biz Logo Usage

LOGO PLACEMENT:

The GO-Biz logo may be placed in close proximity to the Recipient's logo or placed in a prominent location elsewhere on the material. The GO-Biz logo may not be placed in close proximity to any third party logo, or used in such a way as to imply that a relationship exists between GO-Biz and any third party. Any use of the GO-Biz logo must be accompanied by the above disclosure statement within reasonable proximity to the logo.

APPROPRIATE USAGE:

Neither the GO-Biz logo nor the acknowledgement statement may be used in connection with activities outside the scope of work. Similarly, the GO-Biz logo and acknowledgement statement may not be used on items used in conjunction with fundraising, lobbying, or the express or implied endorsement of any goods, service, entity, or individual. The GO-Biz logo and acknowledgement statement may not be used on social media sites without prior approval.



GO-Biz Acknowledgement

GO-BIZ ACKNOWLEDGEMENT REQUIREMENTS

LA SBDC Network and Service Centers are required to include the following logo and disclosure on all materials produced in whole or in part with Project Funds:

“Funded in part through a Grant with the Governor’s Office of Business and Economic Development.”

Materials that include editorial content must include the following alternate acknowledgement:

“Funded in part through a Grant with the Governor’s Office of Business and Economic Development. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the Governor’s Office of Business and Economic Development.”

NEED THE LOGO?:

GO-Biz Logos can be found on the Hub:

<https://hub.smallbizla.org/marketing-assets/logos-style-guide/>

Business/ Appointment Cards

FRONT



BACK



FRONT



BACK



- Business cards are standardized to provide a consistent networkwide identity.
- Please fill out a business card request for your center.
- The Lead Center coordinates all orders and re-orders for business cards.
- There is a two-week turn around to receive business cards.
- **NOTE:** No personal emails are allowed on the cards. If you need an SBDC account, please contact Marketing Manager Kristen Brady at kbrady@lbcc.edu.

Legislative Materials

HELPING SMALL BUSINESSES

START, GROW & SUCCEED

Small businesses are innovators and job creators. America's Small Business Development Centers are proud to offer cost-effective, accredited and proven assistance to help these entrepreneurs thrive.

In 2017, the Los Angeles Regional SBDC (LA SBDC) Network provided business advising and training to more than 4,200 small business clients in Los Angeles, Ventura, and Santa Barbara counties.

NEW JOBS CREATED

1,466

NEW BUSINESSES LAUNCHED

365

TOTAL CAPITAL INFUSION

\$148M

CLIENTS SERVED

4,205

2017
ECONOMIC
IMPACT

THE LA SBDC TEAM DRIVES

ECONOMIC GROWTH

IN OUR REGION BY PROVIDING:

- no-cost, confidential, one-on-one business advising
- help in accessing capital needed for growth
- business planning, financial management, marketing workshops, and more
- small business disaster recovery

LA SBDC Client
Leah Park Fierro
Owner of Milkfarm, an artisan cheese shop and café located in Los Angeles, CA

Los Angeles Regional SBDC Network

The Los Angeles Regional SBDC Network is the 6th largest in the nation. Our centers and satellite locations serve a population of more than 11.5 million in Los Angeles, Ventura, and Santa Barbara counties.

LA SBDC SERVICE CENTERS

LA CHAMBER BIXEL EXCHANGE SBDC
www.lachamberbixel.org | 213.580.7587

COLLEGE OF THE CANYONS SBDC
www.cocsbdc.org | 661.362.5900

ECONOMIC DEVELOPMENT COLLABORATIVE- VENTURA COUNTY SBDC
www.edcsbdc.org | 805.384.1800

EL CAMINO COLLEGE SBDC
www.southbaysbdc.org | 310.973.3177

LONG BEACH CITY COLLEGE SBDC
www.longbeachsbdc.org | 562.938.5100

PACIFIC COAST REGIONAL SBDC
www.pcrsbdc.org | 213.674.2696

PASADENA CITY COLLEGE SBDC
www.pccsbdc.org | 626.585.3106

UNIVERSITY OF LA VERNE SBDC
www.lavernesbdc.org | 909.448.1567

LA SBDC CLIENTS

Cucina della Cucina LLC
San Fernando, CA
Gourmet Food Manufacturer/Distributor

Kid Works Children's Center
Long Beach, CA
Preschool/After-school Center

Merti LLC
Torrance, CA
Office Furniture Designer/Manufacturer

★ LOS ANGELES REGIONAL SBDC NETWORK

866.588.SBDC • www.smallbizla.org

4900 E. Conant St., Bldg. O-2, Suite 108, Long Beach, CA 90808

POWERED BY U.S. Small Business Administration

Funded in part through a cooperative agreement with the U.S. Small Business Administration. @sbdclosangeles

This map flyer is used as “legislative material” for Legislative visits, to be given to partners/ legislatives. The packet is NOT for clients. The information showcases promotional material, and program impact in the best light.

Success Story Inserts

Success story inserts should follow this layout and design. Stories can be used as inserts within the Legislative packet materials or as promotional material for the center.

FRONT



Milkfarm
ARTISAN CHEESE SHOP

CHALLENGES

- Hiring Employees
- Bookkeeping and Financial Statement Preparation
- Developing an Online Marketing Strategy

SOLUTIONS

- Partnering w/FWIB to Help Subsidize Employee Salaries
- QuickBooks and Bookkeeping Training
- Social Media and Web Strategy Integration

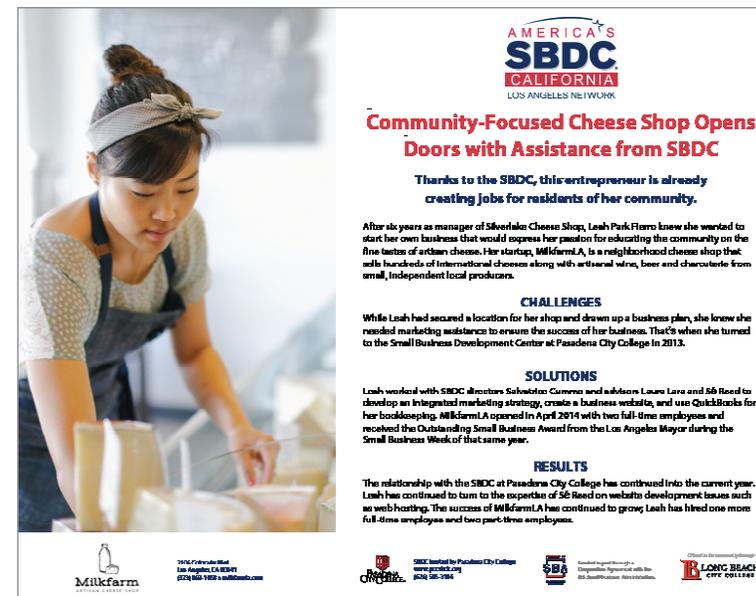
RESULTS

- Hired 2 New Employees
- Received 2014 Outstanding Small Business Award

AMERICA'S SBDC CALIFORNIA
LOS ANGELES NETWORK

2106 COLORADO BOULEVARD | LOS ANGELES, CA 90011 | 323.652.1068 | MILKFARMLA.COM

BACK



AMERICA'S SBDC CALIFORNIA
LOS ANGELES NETWORK

Community-Focused Cheese Shop Opens Doors with Assistance from SBDC

Thanks to the SBDC, this entrepreneur is already creating jobs for residents of her community.

After six years as manager of Silverlakes Cheese Shop, Leah Park-Flemo knew she wanted to start her own business that would express her passion for educating the community on the fine tastes of artisan cheese. Her startup, Milkfarm LA, is a neighborhood cheese shop that sells hundreds of international cheeses along with artisan wine, beer and charcuterie from small, independent local producers.

CHALLENGES

While Leah had secured a location for her shop and drawn up a business plan, she knew she needed marketing assistance to ensure the success of her business. That's when she turned to the Small Business Development Center at Pasadena City College in 2013.

SOLUTIONS

Leah worked with SBDC directors Schwabeta Cornejo and advisors Laura Lane and SB Reed to develop an integrated marketing strategy, create a business website, and use QuickBooks for her bookkeeping. Milkfarm LA opened in April 2014 with two full-time employees and received the Outstanding Small Business Award from the Los Angeles Mayor during the Small Business Week of that same year.

RESULTS

The relationship with the SBDC at Pasadena City College has continued into the current year. Leah has continued to turn to the expertise of SB Reed on website development issues such as web hosting. The success of Milkfarm LA has continued to grow; Leah has hired one more full-time employee and two part-time employees.

Milkfarm
ARTISAN CHEESE SHOP

2106 Colorado Blvd
Los Angeles, CA 90011
(323) 652-1068 | www.milkmfarm.com

SBDC Small Business Development Center
www.sbdc.org
(323) 561-9364

LONG BEACH
CITY COLLEGE

Success Story Forms

Checklist

- ✓ Request Form
- ✓ Release Form
- ✓ High Resolution Pictures (300 DPI)

Note: See Marketing Hub for a copy of actual forms

CLIENT-FACING FLYER

BRING YOUR STORY TO LIFE

Let's celebrate your success by sharing your story and inspiring others to take their next step in growing their business. You'll get additional exposure for your business while also helping the SBDC demonstrate its value and maintain funding.

What is the Process?

- Phone conversation with our journalist.
- Sign release forms that gives us permission to share your story. www.smallbizla.org/releaseform
- Photoshoot with SBDC photographer (optional)

What Questions to Expect:

- What inspired you to become an entrepreneur?
- Why did you seek assistance from the SBDC?
- How did your advisor help you solve your business challenges?
- What would you tell others about the SBDC?

How Will My Story be Used?

- Shared on SBDC social media (Twitter & Facebook).
- Included in SBDC newsletter to clients, partners & stakeholders.
- Included in digital and printed materials designed to promote SBDC's no-cost services.

RELEASE FORM

Success Story Release of Information/Image

I hereby grant the Los Angeles Regional SBDC Network hosted by Long Beach City College permission to use my statements, likeness in photographs, my business logo and photos of my business and/or products in any and all of its publications, including but not limited to website use, advertisements, brochures and flyers.

I grant the SBDC Network permission to convey information related to the success story about my business for purposes of publicizing the SBDC's programs or for any other lawful purpose. I understand that all such images and information will be made without payment or any other consideration.

I understand and agree that any photos and logos that I send or that are taken will become the property of the SBDC Network and will not be returned. I hereby irrevocably authorize the SBDC Network to edit, alter, copy, exhibit, publish or distribute photos and information related to the success story about my business for purposes of publicizing the SBDC Network's programs or for any other lawful purpose. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge the SBDC Network and all of its affiliated vendors, from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 21 years of age or older and am competent to sign a contract in my own name. I have read this release before signing below, and I fully understand the contents, meaning, and impact of this release.

Client Signature	Date
Printed - Client Name	Date
Client Address, city, State, Zip	Phone #

If the person signing this release is under the age of 21, there must be consent by a parent or guardian, as follows:
I hereby certify that I am the parent or guardian of _____, named above, and do hereby give my consent without reservation to the foregoing on behalf of this person.

Parent/Guardian's Signature	Date
Parent/Guardian's Printed Name	Address, City, State, Zip
	Phone #

Funded in part through a cooperative agreement with the U.S. Small Business Administration. Revised May 2018

REQUEST FORM

5 Step Success Story

Advisor Name: _____ Center: _____

I. Summary of Client's Business

Name of Business & Industry: _____

Name of Owner(s): _____

Address/Website: _____

Why did the client decide to open business?

How did the client hear about the SBDC?

II. Challenges

Why did the client seek help from the SBDC? What **specific challenges** needed to be addressed? (2 - 3 bullet points)

Challenge 1: _____

Challenge 2: _____

Challenge 3: _____

III. Solutions

What did you, the advisor, propose and work on with the client to **resolve** the business challenges? (2 - 3 bullet points)

Solution 1: _____

Solution 2: _____

Solution 3: _____

Online Form

<https://smallbizla.org/releaseform/>

Lead Center Print Ads

AMERICA'S SBDC CALIFORNIA
LOS ANGELES REGION NETWORK

How Can We Help Your Small Business?

KICT, Ontario - Est. 2010
kictinc.com

Delight Patisserie, Santa Monica - Est. 2018
delightpatisserie.com

Conepark, Venice - Est. 2017
coneaparkplates.com

Take your business from start-up to success.

Take advantage of the no-cost resources at the Small Business Development Center (SBDC) at El Camino College. Our business experts provide confidential, one-on-one advising in:

- business planning
- branding and marketing
- finance and accounting
- obtaining capital

Get advice to help your business succeed. Contact the South Bay SBDC to work with an expert business advisor.
310.225.8277
www.southbaysbdc.org

No-cost business advising and training for small business owners like you.

The SBDC at El Camino College is one of eight service centers sponsored by the Los Angeles Regional Small Business Development Center Network.

Funded in part through a cooperative agreement with the U.S. Small Business Administration.

LOS ANGELES REGIONAL SBDC NETWORK

The Los Angeles Regional SBDC Network is the 6th largest in the nation. Our centers and satellite locations serve a population of more than 11.5 million in Los Angeles, Ventura, and Santa Barbara counties.

★ LA SBDC Lead Center Long Beach City College www.southbaysbdc.org 866.588.SBDC	① College of the Canyons www.cocobdc.org 661.362.9900	② EDC Economic Development Collaborative-Ventura County www.edcbdc.org 805.384.1800
③ El Camino College www.southbaysbdc.org 310.225.8277	④ Long Beach City College www.lbccsbdc.org 562.293.2500	⑤ PCR Pacific Coast Regional www.pcrsbdc.org 213.679.2499
⑥ Pasadena City College www.pccsbdc.org 626.583.3106	⑦ University of La Verne www.lavernebdc.org 909.448.1567	⑧ BizEx Exchange at LA Area Chamber www.laebizexchangebdc.org 213.580.7587
		⑨ BIXELEXCHANGE

LA SBDC also provides services in Spanish.
www.southbaysbdc.org/loboespanola
800.794.1402

AMERICA'S SBDC CALIFORNIA Serving Los Angeles, Ventura, and Santa Barbara Counties
866.588.SBDC • www.southbaysbdc.org

LONG BEACH CITY COLLEGE

Los Angeles Regional Small Business Development Center Network

BE OUR NEXT SUCCESS STORY

Are you starting or growing your small business?

Take advantage of the no-cost resources at the Small Business Development Center (SBDC) at El Camino College. Our business experts provide confidential, one-on-one advising in:

- business planning
- branding and marketing
- finance and accounting
- obtaining capital

We're here to help entrepreneurs like you and your small business start, grow, and succeed.

Start your success story at SBDC | El Camino College.

AMERICA'S SBDC CALIFORNIA LOS ANGELES NETWORK

Call 310.225.8277 or visit www.southbaysbdc.org

The SBDC at El Camino College is a member of the Los Angeles Regional Small Business Development Center Network. The Los Angeles Regional SBDC Network is offered to the community through Long Beach City College, and operates 8 centers throughout Los Angeles, Santa Barbara, and Ventura Counties. Funded in part through a cooperative agreement with the U.S. Small Business Administration.

Bentley Adams Tile, Santa Monica - Est. 2016
bentleyadams.com

Milkfarm, Los Angeles - Est. 2014
milkfarm.com

Aura by Murri, LLC, Torrance - Est. 2010
aurasale.com

Click & Carry, Los Angeles - Est. 2008
clickandcarry.com

Lead Center print ads are created by the SBDC Lead Center. Although the ad styles may differ, the overall consistency of the brand should always be evident throughout.

Workshop/Events Schedule

Follow this layout in order to display the upcoming schedule of workshops and events.

Fun



Small Business Development Center
WORKSHOPS
June 2018

Most of these workshops are FREE and taught by experienced instructors.

SBDC Orientation
6:00 p.m. - 7:30 p.m.

« Long Beach Small Business Development Center
4900 E. Conant St, Bldg O2 | Long Beach, CA 90808 »

MON
JUNE 4

This 90-minute orientation serves those individuals who are thinking of starting a new business. We'll discuss the critical importance of establishing your vision, your mission, your uniqueness, your cash flow needs, and being able to accurately pinpoint your target market. We'll also provide information about the Small Business Development Center at Long Beach City College and how our advisors and workshops can be of assistance to you.

Have you always wanted to start your own business but didn't know how or where to start? This seminar will get you on the right path to starting a small business. Topics to be discussed include researching your business ideas, outlining your business plan, learning about start-up expenses and financing, legal aspects, and general management issues.

THUR
JUNE 7

Starting a Small Business
6:00 p.m. - 8:30 p.m.

« Long Beach Small Business Development Center
4900 E. Conant St, Bldg O2 | Long Beach, CA 90808 »

Creating an Effective Business Plan
6:00 p.m. - 8:30 p.m.

« Long Beach Small Business Development Center
4900 E. Conant St, Bldg O2 | Long Beach, CA 90808 »

THUR
JUNE 14

Having a business planning process is a necessity for your business whether you are trying to build an internal roadmap for your business concept or you need to write one because you are looking for funding. Successful business planning leads to successful business results. This workshop will cover all aspects of creating a business plan, as well as emphasize the importance of setting measurable strategies and tactics to help achieve these goals.

TO REGISTER:
Visit our calendar of events at longbeachsbdc.org/workshops (pre-registration required)

LBCC PARKING: Purchase a \$2 parking pass at the kiosk located in front of Building O-1 (at the parking lot entrance).

@SBDCLosAngeles
/SBDCLosAngeles
(562) 938-5100



Informational



Small Business Development Center
August Workshops
Talleres en Agosto

Emprendedor LA 2018

Wed Aug 8 | 8:30AM - 11:00AM

Learn how other companies use digital marketing and social media in their favor and how to implement these insights into your small business & network with your peers.
FREE: Networking with *Latino* business owners
-Admission -Food -Giveaways

Aprenda cómo otras empresas utilizan el marketing digital y las redes sociales a su favor y cómo implementar estas ideas en su pequeña empresa. **GRATIS:** Red con *empresarios latinos*
-Admisión -Comida -Regalos

Social Media (en español)

Fri Aug 10 | 10:00AM - 11:00AM

¿Le resulta difícil descubrir a quién debe dirigir la publicidad de su negocio? ¿Está buscando formas de mejorar y conectarse con su público mientras construye su marca? Existen herramientas de mercado que pueden cambiar su perspectiva y ayudarlo a encontrar y llegar a nuevos clientes y a su mercado objetivo. Aprenda el lenguaje básico de las redes sociales. (Navega Facebook e Instagram)

Trae tu computadora/laptop/smartphone para que sea más interactivo.

Aumenta tus ventas con un BUEN LOGO

Wed Aug 15 | 10:00AM - 11:00AM

El SBDC, Latina Nerds y Hub Cities, presentan este taller gratis y en español.

En este Taller de Logo lo educaremos sobre la importancia de un diseño de logo profesional y de cómo le ayuda a aumentar sus ventas. También lo educaremos sobre la evolución de logos, los tipos de logos que existen hoy, la psicología de colores, cómo usar su logo, y el precio de logos. Al final del taller los participantes podrán identificar un diseño de logo bueno y sabrán que buscar cuando van a comprar un logo profesional.

Wealth Building Tactics for Small Business Owners & Accessing Capital

Tue Aug 21 | 9:30AM - 10:30AM

SBDC and Small Business Majority present this free event to help you explore your retirement options. Growing your business means securing your finances, so we will provide an overview of common retirement paths for small business owners and employees. We will also conduct a brief overview of California's state-run retirement program, CalSavers. We will also cover the funding landscape.

REGISTER HERE / REGISTRATE ACA: www.smallbizla.org/events/2018-08



/SBDCeasta
sbdc@connections.com
(800) 794-1402

Pop-Up Banners

Los Angeles Regional Small Business Development Center Network

AMERICA'S
SBDC
CALIFORNIA
LOS ANGELES NETWORK

**BE OUR NEXT
SUCCESS
STORY**



KICIT Inc. Ontario - Est. 2010 Milkfarm, Los Angeles - Est. 2014

Aura by Murti, LLC, Torrance - Est. 2010 Proflex LLC, Pico Rivera - Est. 2017

Starting or growing your small business?
Sign up today for our no-cost business advising and training.

Our advisors can help you with:

- Business planning
- Branding and marketing
- Finance and accounting
- Obtaining capital

866.588.SBDC • www.smallbizla.org

POWERED BY
SBA
U.S. Small Business Administration

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Funded in part through a cooperative agreement with the U.S. Small Business Administration.

LB
LONG BEACH
CITY COLLEGE

Pop-up banners are to be used at all trainings. When not used at events, should be displayed prominently at the service center location.

The following banners are two examples of collateral material that should be placed in view. At events, the banners should be used in addition to the event table. The event table should feature the SBDC table cloth, business cards, client services material, 10 tips flyer, and success story examples.

Email Templates

LEAD CENTER NEWSLETTER



The Lead Center Newsletter template features a header with the America's SBDC logo and a collage of six photos showing various business professionals in different settings. Below the header is a section titled "Featured Events" with a sub-header "Financing For Your Business Growth Expo - RSVP Required". The main content includes the date "Oct 24 Lakewood", a paragraph about the expo, a bulleted list of topics (understanding financials, loan types, alternative funding sources), a "Register Here" button, and a section for "El Camino College: Facilities Contractor Workshops" on Nov. 20 in Hawthorne, with a "Register now:" link and a brief description of the workshop.

AMERICA'S SBDC
LIFE-CHANGING OPPORTUNITIES

Featured Events

Financing For Your Business Growth Expo - RSVP Required

**Oct 24
Lakewood**

Are you looking for funding to grow your business? If so, join us for this half-day business financing expo, designed for business owners that are ready to grow their business to the next level. The morning workshops will cover:

- understanding financials
- loan types
- alternative funding sources

Plus, you can meet with a lender 1:1 to discuss your specific financing needs. (you can request an appointment during the registration process) See you there!

[Register Here](#)

Register now:
El Camino College: Facilities Contractor Workshops

**Nov. 20
Hawthorne - Free**

The South Bay SBDC and host El Camino College invite all local mechanical, electrical, plumbing

CENTER-SPECIFIC TEMPLATE



The Center-Specific Newsletter template features a header with the America's SBDC logo and a large background image of a man and a woman looking at a laptop. The main content includes the title "LONG BEACH CITY COLLEGE SBDC NEWSLETTER", a sub-header "Helping small businesses start, grow, and succeed", a "Last chance! Register for Financial Calculations Webinar!" section with a "Register Now" button, and a "Today @ 4pm Webinar" section with a "Register Now" button.

AMERICA'S SBDC
LIFE-CHANGING OPPORTUNITIES

LONG BEACH CITY COLLEGE SBDC
NEWSLETTER

Helping small businesses start, grow, and succeed

Last chance! Register for Financial Calculations Webinar!

**Today @ 4pm
Webinar**

Business owners and managers struggle with business decisions that affect the financial health of the company. Luckily, there are simple mathematical calculations that can be used to answer key business questions. They can be applied to any business, independent of size and scope. Register now to learn how to calculate performance measurements for your company!

[Register Now](#)

Register Now

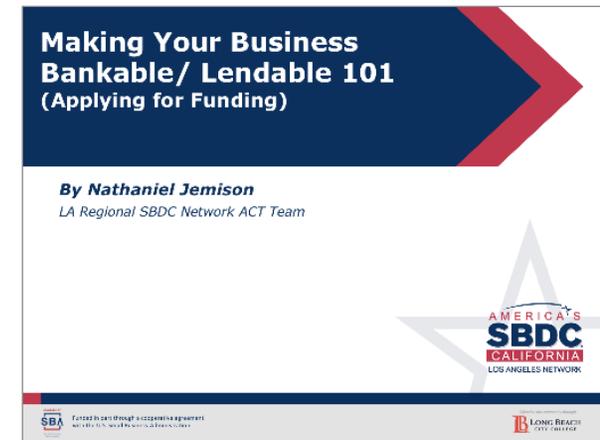
Powerpoint Presentations

Don't let your message get lost in an unsightly presentation. Instead, harness the power of LA SBDC visual identity; Clean, Simple and Effective. Our network has a depth and breadth of expertise and talent, and you are part of that! When you use our network's identity, you set yourself apart from other presenters and you tap into the equity of the LA SBDC.

COVER PAGE



NEW TOPIC SLIDE



The powerpoint template should be followed for all presentations in order to achieve consistency. Service Centers will be provided with different Powerpoint templates that adhere to the network's branding standards.

SLIDE TEMPLATE WITH HOST



SBA LOGO

HOST

THANK YOU SLIDE



