



Brand Guide

441 4th Street, NW, Suite 850N Washington, DC 20001 • www.dslbd.dc.gov





INTRODUCTION

The Certified Business Enterprise (CBE) program is one of the most progressive local inclusion programs in the U.S. The District Government targets over \$500 million in spending each year with CBEs through contracting opportunities and public, private development projects.



PURPOSE

The purpose of this style guide is to establish design guidelines for active CBEs seeking to use the logo for marketing purposes.

These guidelines will allow businesses to create designs that are easily recognizable to the public and that effectively communicate messages from the Department of Small and Local Business Development.






BRAND IDENTITY

The **Certified Business Enterprise (CBE)** program logo can be used by active CBE's to demonstrate their participation in the CBE program. This logo is for use by businesses with an active CBE certification only. The logo should be removed from all business materials and equipment once the certification for the business expires. DSLBD reserves the right to notify the business of an unauthorized use of the CBE program logo.



LOGO USAGE

The official CBE logo is red and blue on a white background. Every effort should be made to use the default version of the logo, however there will be occasions when one of the approved variants may be used as prescribed.

- Full color  PMS 185
 PMS 300
- Black  100% K
- White/Reversed on a dark background

The logo needs space to breathe. For standard applications, allow .25" of clear space



Original

DO NOT

Use the **CBE Program** logo in any of following below:



Rotated



Stretching or Distorting



Embellishments



Color or Pattern Variations



UNAUTHORIZED LOGO USAGE

Businesses may not alter the logo in any way.

Businesses may not use the CBE logo or DSLBD logo to represent as sponsor for an event unless businesses have written approval from DC Department of Small and Local Business Development

Businesses may not transfer the use of the logo to businesses not CBE certified.

Businesses may not use the CBE logo as a way to disparage the reputation of the brand.



QUESTIONS

For questions pertaining to the CBE logo please contact the certification division at cbe.info@dc.gov or call (202) 727-3900.



The Certified Business Enterprise Program is a program within the Department of Small and Local Business Development (DSLBD).