

Iowa Economic Development Authority/U.S. Small Business Administration Joint Logo Usage Guidelines

Iowa companies receiving financial assistance via the Export Trade Assistance Program are **required** to jointly display the Iowa Economic Development Authority (IEDA) and U.S. Small Business Administration (SBA) logos at trade shows.

Use of the joint logo on merchandise is not permitted.

Trade Show Display Requirement

To ensure legibility and visual prominence in trade show booths, the joint logo should never appear smaller than the minimum size as shown in the 8½" x 11" pdf format. Background of the joint logo must remain white.

Joint Logo Usage Guidelines

Use of the joint logo does not equate to IEDA/SBA's endorsement of a company's goods or services.

DO NOT ...

- Alter or partially cover the joint logo
- Alter the proportions, position or letter spacing
- Stretch, condense, distort, cut or separate joint logo elements
- Alter the color or add effects
- Replace the joint logo type with another typeface
- Place an image within the joint logo type
- Rotate (vertically, horizontally or diagonally) or flip

If you have questions on the joint logo format, color palette or usage, contact the Global Business team at etap@iowaeda.com or 515.348.6159.