



SBA Procedural Notice

TO: All SBA Employees and Surety Professionals participating in SBA's Surety Bond Guarantee Program

CONTROL NO.: 5000-855356

EFFECTIVE: April 05, 2024

SUBJECT: SBA surety web icons utilization guidance for SBA-partnered surety companies, SBA-Authorized surety bond agents and partner-affiliated entities

The purpose of this Notice is to provide guidance to SBA employees, Surety Companies, their Agents, and any other Program users (collectively referred to as "Surety") on the utilization of SBA's web icons for Surety Partners and SBA agents. This Notice also outlines SBA's permissions, review, and oversight of these web icons' usage. These changes are permanent updates to Standard Operating Procedure ([SOP 50 45 3](#)) and ([SOP 50 49 0](#)) that outline SBA web icon utilization policies and procedures.

The procedures set forth in this Notice apply to all surety companies and surety bond agents as defined under "Surety" by [13 CFR § 115.10](#) and will control over any conflicting provisions in SOP 50 45 3 or SOP 50 49 0. [SOP 90 78](#) will supersede this document if there are any conflicts with branding.

SBA surety web icons utilization procedures practiced by SBA and sureties on and after the effective date of this Notice will follow this notice. SBA will continue to review these processes over the coming months and will incorporate the procedures in the next SOP 50 45 and SOP 50 49 updates after determining whether additional changes are needed.

SOP 90 78, Chapter 3, states the following regarding utilization of SBA's web icons "Powered by SBA" and "SBA Authorized Surety Agent":

32. Can SBA-authorized surety companies use the SBA logo or any of its identifiers?

SBA-authorized surety companies may not use the SBA logo. However, their use of the SBA guaranty enables them to use the Powered by SBA designation. While not required, interested SBA-authorized surety companies may use the Powered by SBA window decal and digital web icon.

In addition, SBA-authorized surety agents may use the SBA Authorized Surety Agent digital icon and/or window decal to promote their participation in the SBA Surety Bond

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EXPIRES: 4/1/25

SBA Form 1353.3 (4-93) MS Word Edition; previous editions obsolete

Must be accompanied by SBA Form 58

Program. See #33 for more information.

33. How can SBA-authorized surety agents promote their participation in the SBA Surety Bond Program?

To assist SBA-authorized surety agents in promoting the SBA Surety Bond Program, the SBA has created an SBA Authorized Surety Agent window decal and digital icon. The window decal is available from the Office of Surety Guarantees, and the digital icon can be found on the OMCS SharePoint page here:

<https://sba123.sharepoint.com/offices/OMCS/SitePages/partner-decals-icons.aspx>

The “Powered by SBA” web icon is solely for utilization by SBA-partnered surety companies, not SBA-authorized surety agents or non-partnered surety companies. All requests for the “Powered by SBA” web icon must be sent to the program office for approval and issuance. SBA’s “Authorized Surety Agent” web icon is solely for utilization by SBA-authorized surety agents, not SBA-partnered surety companies or non-authorized surety agents.

Prior Approval Surety Bond Guarantee Program

SOP 50 45 3, Chapter 3 is revised by adding to the end (page 24) the following:

3.8. Web Icon Guidelines

There is one Surety Partner web icon for use by SBA-partnered surety companies and one SBA bond agent web icon provided for use by active SBA-authorized bond agents.

- a) SBA web icon eligibility
 1. Active SBA status is required for utilization of SBA web icons. Active status refers to those sureties and agents in good standing with SBA who submit at least one approved bond guarantee application through the Program each federal fiscal year.
 2. SBA-partnered surety companies and SBA agents who are under a corrective action plan are automatically disqualified from using an SBA web icon until all conditions set by SBA for resumption of standard Program activity are satisfactorily met.
- b) Terms of use
 1. SBA’s web icons are only available as provided by SBA in electronic format. SBA’s agent web icon must be downloaded from [SBA surety agents | SBA Brand Guide](#). All requests for SBA’s “Powered by SBA” web icon must be sent to the program office for approval and issuance.
 2. SBA’s web icon may only be used to inform the public of the active participation in the SBA’s Surety Bond Guarantee Program. It may not be used for any promotional/advertising materials, be combined with other product offering, packaging, manuals, documentation, or web pages other than as described here and must be removed from all web pages upon withdrawal from participation in the SBG Program.
 3. The web icon should be placed in a location and manner that does not promote or appear to promote non-SBA products or services.
 4. The web icon must be accompanied by the following public statement: “*Approved*

to offer SBA guaranteed bonds through the SBA's Surety Bond Guarantee Program."

5. SBA's web icon may only be used as a hyperlink if it links back to www.sba.gov/osg or an internal icon user web page that only provides information about SBA's products and services.
 6. Icon users must not create their own versions of SBA web icons and may not edit or otherwise modify the appearance of icons other than to proportionally resize them.
 7. SBA web icons may be placed at the bottom of the icon user's web page provided:
 - i. It is not the most prominent element on the web page.
 - ii. It is no larger or smaller than the other icons on the web page and is not placed in such a manner as to convey SBA's endorsement of a non-SBA product, service, or entity.
 - iii. Aside from proportional resizing of the image, its appearance has not been altered or modified in any way, including being combined with other elements, graphics, logos, icons, photos, slogans, numbers, design features, words, or symbols.
 - iv. It is not displayed on its side or inverted.
 - v. Its text reads from left to right.
 - vi. Its colors and proportions are not altered.
 - vii. No part of the web icon has been changed or resized relative to the rest of the web icon.
 - viii. There exists a minimum spacing of 25 pixels between each side of the web icon and other textural or graphic elements on the web page.
 - ix. SBA's web icon is not displayed on any website other than that of active SBA status entities.
- c) Permission, Review, and Oversight
1. Entities must seek written permission from SBA's Office of Capital Access for any use of SBA's web icons not outlined in the above terms of use.
 2. Use of SBA's web icon is prohibited in any manner that is in SBA's sole discretion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to SBA.
 3. Use of web icons will be reviewed periodically for compliance with all guidelines.
 4. Upon request by SBA, an icon user will promptly remove all SBA web icons from its website. SBA, at its sole discretion, may also request prompt correction for any misuse as determined or directed by SBA to be non-compliant with SOPs 50 45, 90 78, and these guidelines.

Preferred Surety Bond Guarantee Program

SOP 50 49 0, Chapter 2 is revised by adding to the end (page 15) the following:

5. SBA Web Icon Guidelines

There is one Surety Partner web icon for use by SBA-partnered surety companies and one SBA bond agent web icon provided for use by active partner-affiliated entities.

- a) SBA web icon eligibility
1. Active SBA status is required for utilization of SBA web icons. Active status refers to those sureties and partner-affiliated entities in good standing with SBA who submit at least one approved bond guarantee application through the Program each federal fiscal year.
 2. SBA-partnered surety companies and partner-affiliated entities who are under a corrective action plan are automatically disqualified from using an SBA web icon until all conditions set by SBA for resumption of standard Program activity are satisfactorily met.
- b) Terms of use
1. SBA's web icons are only available as provided by SBA in electronic format. SBA's agent web icon must be downloaded from [SBA surety agents | SBA Brand Guide](#). All requests for SBA's "Powered by SBA" web icon must be sent to the program office for approval and issuance.
 2. SBA's web icon may only be used to inform the public of the active participation in the SBA's Surety Bond Guarantee Program. It may not be used for any promotional/advertising materials, be combined with other product offering, packaging, manuals, documentation, or web pages other than as described here and must be removed from all web pages upon withdrawal from participation in the SBG Program.
 3. The web icon should be placed in a location and manner that does not promote or appear to promote non-SBA products or services.
 4. The web icon must be accompanied by the following public statement: *"Approved to offer SBA guaranteed bonds through the SBA's Surety Bond Guarantee Program."*
 5. SBA's web icon may only be used as a hyperlink if it links back to www.sba.gov/osg or an internal icon user web page that only provides information about SBA's products and services.
 6. Icon users must not create their own versions of SBA web icons and may not edit or otherwise modify the appearance of icons other than to proportionally resize them.
 7. SBA web icons may be placed at the bottom of the icon user's web page provided:
 - i. It is not the most prominent element on the web page.
 - ii. It is no larger or smaller than the other icons on the web page and is not placed in such a manner as to convey SBA's endorsement of a non-SBA product, service, or entity.
 - iii. Aside from proportional resizing of the image, its appearance has not been altered or modified in any way, including being combined with other elements, graphics, logos, icons, photos, slogans, numbers, design features, words, or symbols.
 - iv. It is not displayed on its side or inverted.
 - v. Its text reads from left to right.
 - vi. Its colors and proportions are not altered.
 - vii. No part of the web icon has been changed or resized relative to the rest of the web icon.
 - viii. There exists a minimum spacing of 25 pixels between each side of the web icon and other textural or graphic elements on the web page.

- ix. SBA's web icon is not displayed on any website other than that of active SBA status entities.
- c) Permission, Review, and Oversight
1. Entities must seek written permission from SBA's Office of Capital Access for any use of SBA's web icons not outlined in the above terms of use.
 2. Use of SBA's web icon is prohibited in any manner that is in SBA's sole discretion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to SBA.
 3. Use of web icons will be reviewed periodically for compliance with all guidelines.
 4. Upon request by SBA, an icon user will promptly remove all SBA web icons from its website. SBA, at its sole discretion, may also request prompt correction for any misuse as determined or directed by SBA to be non-compliant with SOPs 50 49, 90 78, and these guidelines.

Questions concerning this Notice may be directed to Kevin Valdes, at kevin.valdes@sba.gov.

Jermaine Perry
Director, Office of Surety Guarantees.