

Connecticut Small Business Development Center Logo Refresh

Connecticut Small Business Development Center (CTSBDC) empowers Connecticut entrepreneurs and small businesses by providing trusted, expert advice that helps businesses launch, grow, and thrive. The logo should communicate confidence, partnership, growth, and statewide impact. CTSBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Connecticut Department of Economic and Community Development (DECD), and the University of Connecticut (UConn). Learn more at ctsbdc.uconn.edu

Please be sure to read the brief thoroughly before submitting.

Submit your logo by October 30, 2026, here: [Connecticut Small Business Development Center Logo Refresh – Fill out form](#)

Objective:

Develop an updated logo (see current logo below) that visually aligns more closely with both the State of Connecticut ([branding guidelines for reference](#)) and the UConn brand



identities ([branding guidelines for reference](#)). The logo should communicate a clear connection to Connecticut, whether through color, symbolism, typography, or other thoughtful design choices. The logo should also communicate what the SBDC (Small Business Development Center) is, as “SBDC” may lack brand recognition.

Designs must be **original** work and must not closely resemble existing logos or trademarks. AI-generated designs cannot be copyrighted, so please do not use AI to create this logo.

Design Goals:

- Reflect a clean, modern, professional but approachable aesthetic suitable for a statewide business support organization.
- Convey a strong connection to Connecticut, ideally through color, shape, or symbolic elements. Consider:
 - Connecticut outline

- State geography (Connecticut River, shoreline, etc.)
- State symbols (Oak leaves, Mountain Laurel, whales, covered bridges, lighthouses, etc.)
- Elements symbolic of Connecticut's business landscape (Main Street, manufacturing, etc.)
- Avoid: Cliché small-business clipart, overly literal icons
 - Generic swooshes
 - Light bulbs
 - Handshakes
 - Bar charts
 - Arrows
 - Dollar signs
 - Globes
 - Clip-art style state outlines
- Ensure the design is versatile and functions well across different formats and applications, including:
 - Horizontal and vertical layouts
 - Circular or badge-style versions
 - Digital and print use
 - Small-scale applications (e.g., social icons, swag). The logo will appear on:
 - Website
 - Email signatures
 - Business cards
 - Reports
 - Social media
 - Presentation decks
 - Event signage
 - Promotional merchandise
 - Printed marketing materials

Logos For Reference:



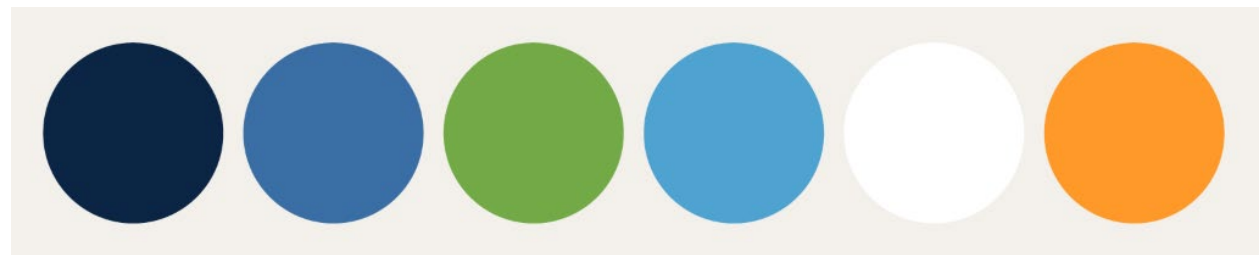
Design Guidelines:

Fonts & Typography:

CTSBDC is open to custom lettering, but our new branded fonts for other materials are Poppins (headers) and Proxima Nova (body copy).

Color Palette:

CTSBDC has chosen a color palette that reflects our ties to both the university and the State, while also remaining distinct from both. Use some combination of these colors—though it is not necessary to use all of them—in your logo design.



- Dark Blue: #0b2545
- Blue: #3a6ea5
- Green: #73aa47
- Azure: #4fa3d1
- White: #ffffff

- Orange: #ff9929

Tone & Attributes:

- Trustworthy
- Modern
- Clean
- Institutional yet approachable
- Connecticut-focused

Deliverables:

Initial Deliverables for Judging:

- Primary logo
- Logo variations if applicable (horizontal, circular, black & white)

Final Deliverables (from the winner):

- Vector files (SVG, AI, EPS) and web formats (PNG, JPG)
- Color specifications and minimal usage guidelines
- Transparent PNG
- RGB, CMYK, HEX, and Pantone values (if applicable)
- Minimum clear space recommendations
- Minimum size recommendations

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