Do's and Don'ts for Identifying Your Company as a Certified MBE

DO's

On your marketing materials, collateral, banners, website, and any additional marketing outlets, you may use any of the following:

Text-based Identification

- WRMSDC Certified MBE
- NMSDC Certified MBE
- MBE Certified by WRMSDC
- MBE Certified by NMSDC

The difference between using WRMSDC versus NMSDC is that the former refers specifically to our Council and the latter refers to the National Minority Supplier Development Council, of which we are a regional affiliate. Either is permissible, but keep in mind that depending on your target audience, NMSDC may have more national impact.

Graphic-based Identification

The Council has also created a graphic specifically for our MBEs to use in identifying themselves as a WRMSDC Certified MBE. If you are a certified MBE and intend to use the graphic in email tags or online, we ask only that you make it a clickable link to our website (www.wrmsdc.org). **The graphic is available to download from the certification portal. Login here to access your personalized graphics.**

DON'Ts

Please DO NOT use the *OFFICIAL WRMSDC logo* on your marketing materials, collateral, banners, website, and any additional marketing outlets. Per NMSDC's requirements, we are not authorized to allow MBEs to use our **official** logo because this would make our Council potentially responsible for all associated content. **MBEs may, however, use the "NMSDC Certified MBE" graphic available in the certification portal instead.**

If you have any questions or concerns, please contact certification@wrmsdc.org.