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SECAF Unveils Refreshed Brand and Website

FALLS CHURCH, VA. – February 22, 2022—The [Small and Emerging Contractors Advisory Forum](#) (SECAF) is pleased to introduce its new logo and refreshed website to re-establish its commitment to equipping government contractors with the tools they need to achieve results. SECAF's clean, modern look and bright colors symbolically demonstrate how SECAF is well-positioned to serve the needs of contractors throughout the company growth lifecycle.

"SECAF has evolved to better serve our constituents," said Mitchell Ross, Principal at Acquisition and Management, LLC, and SECAF Board Chair. "We continue to serve new, small, and emerging businesses, yet we have strengthened our efforts to engage those mid-tier and larger businesses that similarly serve and are vital to the government contracting community. These efforts have coalesced as we have expanded to serve members beyond the metropolitan Washington, D.C. region."

"Our members are innovative and diverse," added Meghan Gifford, Director of Corporate Development and Strategy at Octo and SECAF Vice Chair. "We wanted SECAF's visual identity to embody the same energy and forward progress that is palpable within our community. We are excited for the future ahead as we continue to expand SECAF's impact and reach as a premier national destination for education, networking, and resources for growth-oriented government contractors."

The brand and website refresh resulted from months of research, stakeholder discussions, and careful examination of the evolution of SECAF's members. The new logo design includes four right angles growing in size that represent how small to large companies grow together, supporting one another within the same community. It also visually shows the forward path SECAF offers to help its members grow. The new tagline, "**Emerge. Scale. Succeed.**" succinctly captures SECAF's promise to deliver the knowledge, resources, and connections every government contractor needs to grow and achieve greater success. The warm colors represent energy and the dark blue signifies strength, stability, and reliability.

The updated, mobile responsive website features a visitor-centric site architecture, refreshed content, and modern imagery. View the site at www.secaf.org/.

About SECAF

For more than 20 years, the Small and Emerging Contractors Advisory Forum (SECAF) has empowered government contractors to scale and succeed. Boasting more than 350 members, SECAF is comprised of the senior leaders from active government contractors and established service providers. Members have access to the connections, events, education, tools and resources needed to stay on top of industry trends, win government contracts, and experience exponential growth. For more information, visit www.secaf.org/.