# FOCUS ON ENERGY TRADE ALLY CO-BRANDING GUIDELINES

We encourage Focus on Energy Trade Allies to utilize co-branding opportunities to promote their business and Focus on Energy programs.

In order to use the Focus on Energy Trade Ally logo the following co-branding and logo requirements must be adhered to when creating materials.

## TRADE ALLY LOGO AND USE OF FOCUS ON ENERGY NAME

- Alterations, substitutions, or modifications of the Trade Ally logo are not allowed.
- You may only use the Focus on Energy name and logo if you are a REGISTERED Focus on Energy Trade Ally.
- The Focus on Energy Trade Ally logo must always be accompanied with your company's logo. Use of the Trade Ally logo on its own is not allowed.

## LANGUAGE AND MESSAGING REQUIREMENTS

Co-branded materials with the Trade Ally logo must include one of the following messaging statements:

- Proud to partner with Focus on Energy.
- Save energy and money with Focus on Energy.
- Use energy smarter with Focus on Energy.

## TRADE ALLY LOGO CO-BRANDED MATERIALS

Trade Allies are permitted to use the Trade Ally logo for the following co-branded materials:

- Print and broadcast material for **company advertisements** (brochures, newspaper, magazine, trade journals, flyers, television, radio, etc.)
- Company websites
- Signage
- Vehicle decals
- Business cards

Trade Allies are **not** permitted to use the Trade Ally logo on the following materials:

- Product advertisements (Focus on Energy does not endorse any specific makes or models of products)

## TRADE ALLY LOGO PLACEMENT

- The color version of the Trade Ally logo is preferred against a white background.
- The Focus on Energy Trade Ally logo should never be placed on photography.
- Black and white logos are available for lighter or darker color backgrounds.
- Never enclose the logo in a shape or place a border around the logo.
- There must be ample clear space around the Focus on Energy Trade Ally logo. The distance between the Focus on Energy Trade Ally logo and other visual elements (headlines, photos, text, graphic elements, etc.) should be the maximum amount of space the material allows.
- The Focus on Energy Trade Ally logo should be placed straight and horizontally.

## TRADE ALLY CO-BRANDING AD OFFERING

Trade Allies who wish to co-brand an advertisement with Focus on Energy can now take advantage of a special offering. Focus on Energy will reimburse registered Trade Allies 50%, up to $500, of an ad or marketing materials in the market by December 31, 2018. The funds available will be on a first-come first-serve basis.

**Step One**
Send the following information to tradeally@focusonenergy.com:

- Company Name and Contact
- Program you participate in
- Name of publication
- Ad size
- Date ad will run/be in the market
- Total invoice amount

**Step Two**
Send in your collateral for approval by Focus on Energy. If you need the most recent Focus on Energy Trade Ally logo, please let us know. You MUST have all collateral approved by Focus on Energy in order to be eligible for reimbursement.

**Step Three**
Once the ad is run, please send the following information to tradeally@focusonenergy.com or mail to address noted below:

- Copy of the original invoice for the ad
- Separate invoice to Focus on Energy for the approved dollar amount
- W-9 (if you can't accept credit card payment)

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## TRADE ALLY LOGO SIZE

- The Focus on Energy Trade Ally logo must be noticeably smaller than your company's logo. For example, the Trade Ally logo should be at least 25% or ¼ the size of your company logo.
- The ideal width of the Focus on Energy logo is no smaller than 2" and the tagline must be readable.

2017 TRADE ALLY | focus on energy℠ Partnering with Wisconsin utilities

Actual Minimum Size


**SAVING ENERGY AND MONEY FOR WISCONSIN**

1 South Pinckney, Suite 340
Madison WI 53701
phone: 800.762.7077
fax: 608.230.7035
www.focusonenergy.com


focus on energy
Partnering with Wisconsin utilities

# FOCUS ON ENERGY TRADE ALLY CO-BRANDING GUIDELINES (continued)

## CORRECT LOGO USAGES

INSPECT YOUR HOME

INSPECT YOUR HOME
ENERGY CONSULTANTS
CALL US TODAY! 800-123-4567
joe@email.com

VISIT OUR WEBSITE TO FIND OUT MORE! www.inspecturhome.com

Proud to partner with Focus on Energy

2017 TRADE ALLY | focus on energy℠ Partnering with Wisconsin utilities

**Allow clear space around logo.**

Business card - front

INSPECT YOUR HOME

INSPECT YOUR HOME
ENERGY CONSULTANTS

O 555.123.4567
C 555.890.1234
joe@email.com
www.inspecturhome.com

Joe Smith
President
123 Main Street
Anywhere, WI 55555

Registered Focus on Energy Trade Ally

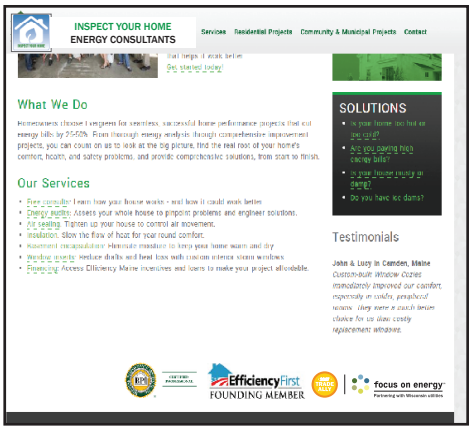
Business card - back (optional)

Use energy smarter with Focus on Energy.

2017 TRADE ALLY | focus on energy℠ Partnering with Wisconsin utilities

**Include partner message**

Website




**Color logo on white background**

Business card - solid color back

Save energy and money with Focus on Energy.

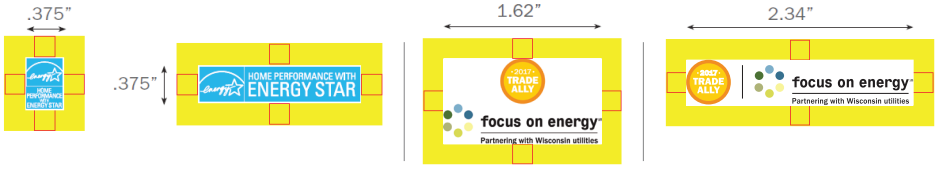
2017 TRADE ALLY | focus on energy℠ Partnering with Wisconsin utilities

**White logo on dark background, vertical logo when needed**

HOME PERFORMANCE WITH ENERGY STAR

2017 TRADE ALLY | focus on energy℠ Partnering with Wisconsin utilities

The HPwES Coop Logo lockup should be 50% the size of the Trade Ally company logo, but no smaller than the minimum size requirements (measurements shown at bottom of page.)




## INCORRECT USES

Do not place logo on top of a photo.

Do not contain the logo within a shape or border.

Do not alter the logo orientation.

Never condense or stretch the logos.

Never alter the SIZE or SPACE relationship between any parts of the logos.

Never change the font of the logos.

Focus on energy, Wisconsin utilities' statewide program for energy effi ciency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on energy information, resources and fi nancial incentives help to implement energy effi ciency and renewable energy projects that other wise would not be completed.

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focus on energy
Partnering with Wisconsin utilities