

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.

TRADE ALLY LOGO PLACEMENT

1. The color version of the Trade Ally logo is preferred against a white background. Black and White versions of the logo are available for use against colored backgrounds.
2. The Focus on Energy Trade Ally logo should never be placed on photography, but may be used against a solid background.
3. Never enclose the Focus on Energy Trade Ally logo in a shape or place a border around the logo.
4. **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.
5. The Focus on Energy Trade Ally logo should be placed straight and horizontally.

CORRECT LOGO USAGE

Allow clear space around logo.

INCORRECT USE

Do not place logo on top of a photo.



INCORRECT USE

Do not contain the logo within a shape or border.



INCORRECT USE

Do not alter the logo orientation.



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

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.

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.



Minimum Size

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

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

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

TRADE ALLY LOGO APPROVAL

- All co-branded materials **MUST** be approved by Focus on Energy prior to print or distribution.
- Please submit co-branded materials to tradeally@focusonenergy.com for approval.
- Allow three business days for approval.

Trade Ally's requesting reimbursement funding from the New Homes or Home Performance with ENERGY STAR Programs should reference the program specific Co-branding guidelines. A copy of these guidelines and approval requests should be routed to your Focus on Energy representative.

Questions? Call **800.762.7077** or email tradeally@focusonenergy.com.



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GUIDELINES

SAVING ENERGY AND MONEY FOR WISCONSIN

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

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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Partnering with Wisconsin utilities