

CO-BRANDING GUIDELINES

For Ameren Illinois Registered Program Allies

PROGRAM ALLY CO-BRANDING

Materials co-branded with reference to the Ameren Illinois Energy Efficiency Programs are intended to support the promotion of the Ally's company. Any Ameren Illinois components should be secondary and smaller than the Ally's company components.

Allies may produce marketing or promotional materials that are co-branded with the Ameren Illinois name and/or approved graphic as outlined in this guide. Allies that conduct business on behalf of both the Illinois and Missouri programs must obtain written approval from each program prior to production of materials.

APPROVED GRAPHIC

Registered Program Allies may only use the approved graphic to represent their involvement in the Ameren Illinois Energy Efficiency Programs. Ally use of any other Ameren logo is strictly prohibited.



IMPORTANT NOTE: This graphic has its own approved uses in advertisements, marketing materials, and business cards. Please refer to the APPROVED USES section on page 2 for more details.

FORMATTING THE APPROVED GRAPHIC

CLEAR SPACE: Leave a minimum amount of clear space around the perimeter of the approved graphic equivalent to the height of the letter "A" in "Ameren."

BACKGROUND: The approved graphic should always stand out clearly from the background. We strongly encourage that the graphic be placed on white or light backgrounds.

ADJUSTMENTS: Do not redraw, alter, stretch, tilt, rotate or distort the approved graphic. You may also not use other colors in place of those in the approved artwork files.



PROPER SPACING FOR APPROVED GRAPHIC



IMPROPER FORMATTING OF THE GRAPHIC



IMAGE RESOLUTION

To ensure a high quality appearance, please adhere to the following resolution guidelines for the approved graphics:

Print: 300 dpi at the size that it will be used

Web: 72 dpi at the size that it will be used

In presentations: 150 dpi at the size that it will be used.

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APPROVED USES

The graphic has its own approved co-branding uses in advertisements, marketing materials, and business cards.



OK ON ADS, FLYERS
AND BROCHURES
(WITH APPROVAL)



OK ON BACK OF
BUSINESS CARDS
(WITH APPROVAL)



NO CLOTHING



NO VEHICLES



NO IDENTIFICATION
BADGES

TEXT REFERENCES

In text, Allies may choose from the following phrases or similar language to describe themselves:

- A registered Program Ally of the Ameren Illinois Energy Efficiency Programs
- <COMPANY NAME> is a registered Program Ally of the Ameren Illinois Energy Efficiency Programs

If an Ally serves **both Missouri and Illinois programs**, they should use the following phrases or similar language:

- A registered Ally of the Ameren Energy Efficiency Programs
- <COMPANY NAME> is a registered Ally of the Ameren Energy Efficiency Programs

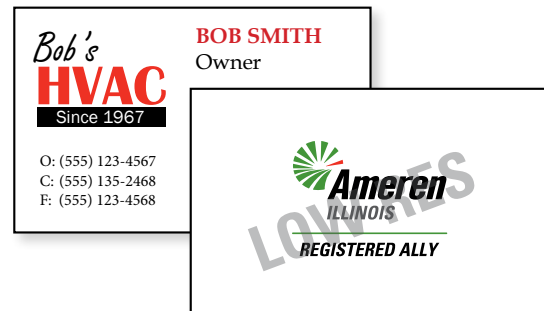
Allies may also note their accomplishments within the program, such as kilowatt or therm energy savings and/or awards such as Program Ally of the Year.

IMPORTANT NOTE ON CO-BRANDING:

Registered Program Allies are permitted to co-brand a variety of materials when using the approved graphic and proper text references (see Text References section). **Please note that ALL co-branded materials must be submitted to Ameren Illinois for approval prior to printing, production or final submission.**

BUSINESS CARDS

Allies who wish to co-brand on business cards must place the approved graphic on the back of the card. This will ensure that appropriate sizing is possible. Allies may also refer to their involvement in the program in text (see the Text References section).



BROCHURES

Allies may co-brand brochures that they produce with the approved graphic and text references. Informational brochures created by Ameren Illinois may also be available for use by Allies. These templates will identify an area where the Ally's logo and contact information can be inserted. **All co-branded brochures must be professionally printed.**

FLYERS

Allies may co-brand flyers that they produce with the approved graphic and text references. Flyers created by Ameren Illinois may also be available for use by Allies. These flyers will have a predefined area to insert the Ally's logo and contact information. To request these flyers, please contact the person listed at the bottom of the page.

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ADVERTISEMENTS

Co-branded advertisements in print and online publications are permitted when using the approved graphic and text references (see the Text References section). The approved graphic should always be secondary and smaller than the Ally's company components in the advertisement.

DIRECT MAIL

Co-branded direct mail (letters and postcards) are permitted when using the approved graphic and text references (see the Text References section). The approved graphic should always be secondary and smaller than the Ally's company components in the advertisement.

LOWER YOUR ENERGY BILLS BY 20% OR MORE!

Through Ameren Illinois' **HOME EFFICIENCY PROGRAM**, we can help you reduce your energy bills and improve your home's comfort for one low cost.

BENEFITS OF THE PROGRAM:

- > Typical savings of 20% or more on energy bills
- > Generous cash incentives can cover up to 80% of your project costs*
- > Convenient on-bill financing available
- > Fewer drafts and more comfortable rooms
- > Increased long-term value of the home
- > Potential to earn an Illinois Home Performance with ENERGY STAR® Gold or Silver Certificate

SCHEDULE YOUR HOME AUDIT:
1.800.123.4567

Bob's HVAC
Since 1967

Ameren ILLINOIS
REGISTERED ALLY

WEBSITES

Upon approval, Program Allies may use the approved graphic on their website. Allies may also refer to their involvement in the program in text (see the Text References section). Any references to program information must include a link to the appropriate page on AmerenIllinoisSavings.com.

SOCIAL MEDIA

Co-branding on social media must be approved by Ameren Illinois. We are happy to discuss your requests to promote your program involvement on sites like Facebook, LinkedIn, Twitter, et. al. Any references to program information in a social media post must include a link to the appropriate page on AmerenIllinoisSavings.com.

OTHER CO-BRANDING

Program Allies may contact Ameren Illinois to discuss co-branded:

- Email blasts
- Radio or television spots
- Billboards, banners and trade show displays
- Promotional items and giveaways
- Other printed materials

CO-BRANDING IS NOT ALLOWED ON:

- Clothing
- Invoices or receipts
- Product specification sheets or project quotes
- Identification badges
- Vehicle graphics
- Email signatures

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Failure to follow these co-branding guidelines may result in the company being removed from Ameren Illinois' Energy Efficiency Programs and losing its status as a Registered Program Ally.