



# CO-BRANDING REQUIREMENTS

## Ameren Illinois Community Partners



**ENERGY EFFICIENCY PROGRAM**

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Community Partners

Thank you for being a Community Partner with the Ameren Illinois Energy Efficiency Program. When it comes to marketing, you have two options of co-branding with the Program:

- 1) Program pre-approved designed co-branded collateral.
- 2) Custom designed materials with the approved Ameren Illinois Energy Efficiency graphic.

Program pre-designed co-branded materials are designed by the Ameren Illinois Energy Efficiency Program, it includes your contact information, and are readily accessible to Community Partners for immediate use. These materials are pre-approved and can be printed at your convenience.

As for custom designed materials, this guide specifically addresses the requirements you **MUST** follow in the approval process of incorporating the approved Ameren Illinois Energy Efficiency graphic within your materials.

To request pre-designed materials or to submit custom materials, visit  
***AmerenIllinoisSavings.com/Partner***

### COMMUNITY PARTNER CO-BRANDING

Materials co-branded with reference to the Ameren Illinois Energy Efficiency Program are intended to support the promotion of the Community Partner's organization. Any Ameren Illinois components should be secondary and smaller than the organizations components.

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

### HOW TO SUBMIT A CO-BRANDING REQUEST

1. Go to [AmerenIllinoisSavings.com/Partner](http://AmerenIllinoisSavings.com/Partner)
2. Click on "Co-Branded Marketing Submission Form"
3. Fill out the form and attach the document for final review and approval by Ameren Illinois.

Note: Co-branded requests will be reviewed within 3 business days. Partners must follow co-branded requirements. Not doing so can result in disciplinary action.

#### MDI Partner Co-Branded Submission

Please fill out the following information to submit co-branded marketing materials for review and approval. Please attach the file(s) for review and provide any additional detail needed. If you have any questions, please email Mallory Audo at [maudo@ameren.com](mailto:maudo@ameren.com). Thank you!

Partner Organization Name \*

First & Last Name \*

Email Address \*

Material Description & Details \*

Upload File(s) \*

NOTE: DO NOT UPLOAD FILES CONTAINING CUSTOMER DATA, NOR ANY VARIATION OF CUSTOMER DATA.

Choose files or drag & drop them here

Next



# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Community Partners



Energy Efficiency  
COMMUNITY PARTNER

### APPROVED GRAPHIC

Community Partners may only use the approved graphic to represent their involvement in the Ameren Illinois Energy Efficiency Program. Community Partners use of any other Ameren Illinois 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 3 for more details.*



ENERGY EFFICIENCY PROGRAM  
Community Partner

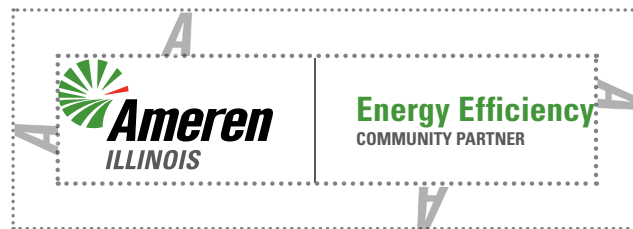
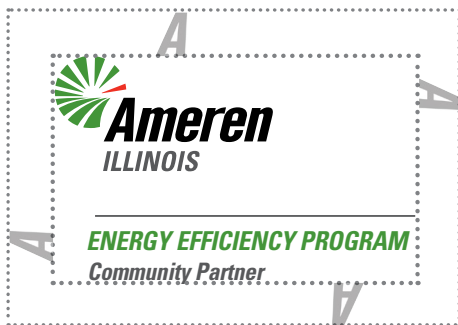
### FORMATTING THE APPROVED GRAPHIC

**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 requirements 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

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Community Partners

### APPROVED USES

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



Energy Efficiency  
COMMUNITY PARTNER



ENERGY EFFICIENCY PROGRAM  
Community Partner



OK ON ADS, FLYERS  
AND BROCHURES  
(WITH APPROVAL)



OK ON BACK OF  
BUSINESS CARDS  
(WITH APPROVAL)



NO INVOICES,  
QUOTES, OR  
RECEIPTS



NO  
CLOTHING



NO  
VEHICLES



NO IDENTIFICATION  
BADGES

### IMPORTANT NOTE ON CO-BRANDING:

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

### TEXT & SOCIAL MEDIA REFERENCES

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

- » A registered Community Partner of the Ameren Illinois Energy Efficiency Program
- » <COMPANY NAME> is a registered Community Partner of the Ameren Illinois Energy Efficiency Program

Community Partners may note their accomplishments within the Program, such as kilowatt or therm energy savings and/or awards such as Community Partner of the Year.

### FLYERS

Community Partners may co-brand flyers that they produce with the approved graphic and text references. Flyers created by the Ameren Illinois Energy Efficiency Program may also be available for use through the Community Partner webpage at [AmerenIllinoisSavings.com/Partner](http://AmerenIllinoisSavings.com/Partner). These flyers will have a predefined area to insert the Community Partner's name and contact information. To request these flyers, please contact Mallory Audo at [maudo@ameren.com](mailto:maudo@ameren.com) or call 1.309.677.5121.

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## For Ameren Illinois Community Partners

### BUSINESS CARDS

Community Partners 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. Community Partners may also refer to their involvement in the Program in text (*see the Text & Social Media References section*). Approved business cards can be ordered free of charge at [AmerenIllinoisSavings.com/Partner](http://AmerenIllinoisSavings.com/Partner).



### BROCHURES

Community Partners may co-brand brochures that they produce with the approved graphic and text references. Informational brochures created by the Ameren Illinois Energy Efficiency Program may also be available for use through the Community Partners webpage at [AmerenIllinoisSavings.com/Partner](http://AmerenIllinoisSavings.com/Partner). **All co-branded brochures must be professionally printed.**

### WEBSITES

Upon approval, Community Partners may use the approved graphic on their website. Community Partners may also refer to their involvement in the Program in text (*see the Text & Social Media References section*). Any references to Program information must include a link to the appropriate page on [AmerenIllinoisSavings.com](http://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, etc. Any references to Program information in a social media post must include a link to the appropriate page on [AmerenIllinoisSavings.com](http://AmerenIllinoisSavings.com).

### ADVERTISEMENTS

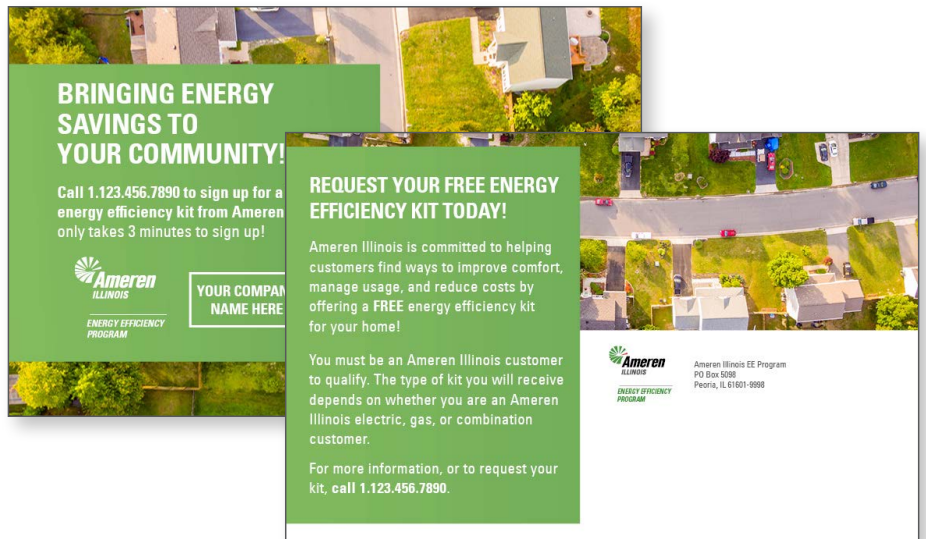
Co-branded advertisements in print and online publications are permitted when using the approved graphic and text references (*see the Text & Social Media References section*). The approved graphic should **always** be secondary and smaller than the Community Partner's organization components in the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

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Community Partners

### DIRECT MAIL

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



### OTHER CO-BRANDING

Community Partners may contact the Ameren Illinois Energy Efficiency Program to discuss co-branded:

- » Email blasts
- » Radio or television spots
- » Billboards, banners and trade show displays  
*(Billboards must be pre-approved by Program Management before project can start)*
- » Promotional items and giveaways
- » Other printed materials

### CO-BRANDING IS NOT ALLOWED ON:

- » Clothing\* *(exceptions for special requests may be made by Program Management)*
- » Invoices or receipts
- » Product specification sheets or project quotes
- » Identification badges
- » Vehicle graphics
- » Email signatures

\* Do not give away Ameren Illinois branded clothing apparel. Instead of donating, it must be shredded or destroyed. If unable to destroy the entire item, remove and destroy the Ameren Illinois branding.

**IMPORTANT NOTE:** Failure to follow these co-branding requirements may result in your company being removed from Ameren Illinois Energy Efficiency Program and losing its status as a Community Partner.