



**ENERGY EFFICIENCY  
PROGRAM**



Artwork by  
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Black Artists

# CO-BRANDING REQUIREMENTS

## *Ameren Illinois Community Partners*

When it comes to marketing, you have two options of co-branding with the Ameren Illinois Energy Efficiency Program:

- 1) Pre-approved co-branded collateral.
- 2) Customized collateral with the approved Ameren Illinois Energy Efficiency logo.

Pre-approved co-branded collateral is designed by the Ameren Illinois Energy Efficiency Program and will include your contact information and logo. These collateral pieces are available for immediate use.

Customized collateral with the approved Ameren Illinois Energy Efficiency logo will need to follow certain requirements as detailed in this document. Additionally you **MUST** get approval of these customized items before they are circulated in the public.

**To request pre-designed materials,  
visit the Partner Store.**

**To submit custom materials, visit the  
Co-Branded Materials for Approval Form.**

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

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Community Partners

### COMMUNITY PARTNER CO-BRANDING

Collateral that is co-branded with reference to the Ameren Illinois Energy Efficiency Program should promote the Community Partner's organization first. Any Ameren Illinois components should be secondary and smaller than the Community Partner's components.

Community Partners may create collateral that is co-branded with the Ameren Illinois name and/or approved logo as detailed in this guide. Community Partners that conduct business on behalf of the Ameren Illinois Energy Efficiency Program must obtain written approval from the Program before collateral is utilized.

### HOW TO SUBMIT A CO-BRANDING REQUEST

1. Go to [AmerenIllinoisSavings.com/Partner](https://AmerenIllinoisSavings.com/Partner)
2. Click on Submit Co-Branded Materials for Approval
3. Fill out the form and attach the collateral for final review and approval by Ameren Illinois.

**NOTE: Co-branded requests will be reviewed within three business days. Partners must follow co-branded requirements.**

The screenshot shows a web form titled "MDI Partner Co-Branded Submission". It includes instructions: "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 Tamara Foote at [tfoote@ameren.com](mailto:tfoote@ameren.com). Thank you!". The form fields are: "Partner Organization Name \*", "First & Last Name \*", "Email Address \*", and "Material Description & Details \*". Below these is an "Upload File(s) \*" section with a note: "NOTE: DO NOT UPLOAD FILES CONTAINING CUSTOMER DATA, NOR ANY VARIATION OF CUSTOMER DATA." and a "Choose files" button. A "Next" button is at the bottom right.

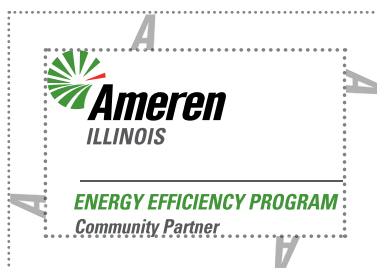
### APPROVED LOGO

Community Partners may only use the approved logo to represent their involvement in the Ameren Illinois Energy Efficiency Program. Community Partners use of the Ameren Illinois logo for any other reason is prohibited.

### FORMATTING THE APPROVED LOGO

- **CLEAR SPACE:** Leave a minimum amount of clear space around the perimeter of the approved logo equivalent to the height of the letter "A" in "Ameren".
- **BACKGROUND:** The approved logo should always stand out clearly from the background. We strongly encourage that the logo be placed on white or light backgrounds.
- **ADJUSTMENTS:** Do not redraw, alter, stretch, tilt, rotate, or distort the approved logo.

### PROPER SPACING EXAMPLES FOR APPROVED LOGO



# CO-BRANDING REQUIREMENTS

For Ameren Illinois Community Partners

## IMPROPER FORMATTING EXAMPLES OF THE LOGO



## LOGO IMAGE RESOLUTION

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

**Print:** 300 dpi

**Web:** 72 dpi

**In presentations:** 150 dpi

## APPROVED LOGO USES

The logo is approved for 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**

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Community Partners

### TEXT AND SOCIAL MEDIA REFERENCES

In text, Community Partners may choose from the following 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.

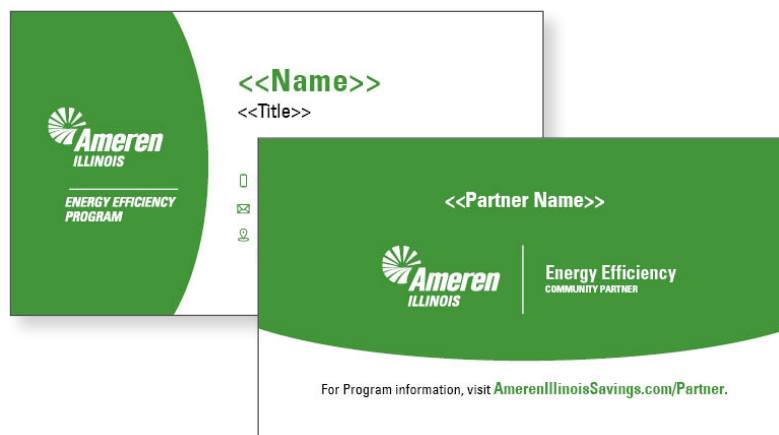
Community Partners may note their accomplishments within the Program and/or awards such as Community Partner of the Year.

### FLYERS AND BROCHURES

Community Partners may co-brand flyers and brochures that they produce with the approved logo and language, and with Ameren Illinois approval. Flyers created by the Ameren Illinois Energy Efficiency Program are also available for use through the Community Partner webpage at **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 **Tamara Foote** at **tfoote@ameren.com**.

### BUSINESS CARDS

Community Partners who wish to co-brand on business cards must place the approved logo 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 and Social Media References section*). Approved business cards can also be ordered for no cost at **AmerenIllinoisSavings.com/Partner**.



### WEBSITES

Upon approval, Community Partners may use the logo on their website. Community Partners may also refer to their involvement in the Program in text (*see the Text and Social Media References section*). Any references to Program information must include a link to the appropriate page on **AmerenIllinoisSavings.com**.

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Community Partners

### 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, etc. Any references to Program information in a social media post must include a link to the appropriate page on [AmerenIllinoisSavings.com](https://www.amerenillinoisavings.com).

See the [2024 Community Partner Marketing and Communications Toolkit](#) for examples of social media posts.

### ADVERTISEMENTS AND DIRECT MAIL

Co-branded advertisements in direct mail (letters and postcards), print and online publications are permitted when using the approved logo and text references (*see the Text and Social Media References section*). The approved logo 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
- 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

