

## CO-BRANDING REQUIREMENTS

### For Ameren Illinois Registered Program Allies

Thank you for being a Registered Program Ally with the Ameren Illinois Energy Efficiency Program. We want to support you with marketing resources and collateral to help you reach your customers with energy efficiency solutions! When it comes to marketing, you have two options of co-branding with the Program:

- 1) Free, Program-designed and preapproved co-branded marketing collateral.
- 2) Materials designed by the Program Ally with the approved Ameren Illinois Energy Efficiency Program graphic and/or text references.

Program-designed co-branded materials are created by the Ameren Illinois Energy Efficiency Program. Materials include your contact information and are readily accessible to Program Allies for immediate use. These materials are free, preapproved and can be printed and/or downloaded at your convenience from the Program Ally Marketing Portal.

- Create an Account for the [Program Ally Marketing Portal](#)
- Log in to the [Program Ally Marketing Portal](#)

For materials designed and created by Program Allies, this guide specifically addresses the requirements you **MUST** follow when incorporating the approved Ameren Illinois Energy Efficiency Program graphics and/or any text references to your participation with our Program within your materials.

To order pre-designed materials or to submit custom materials, visit:

[AmerenIllinoisSavings.com/Ally](https://AmerenIllinoisSavings.com/Ally)

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Registered Program Allies

### PROGRAM ALLY CO-BRANDING

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

Program 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.



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**ENERGY EFFICIENCY PROGRAM**  
*Registered Program Ally*

### APPROVED GRAPHIC

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



**Energy Efficiency**  
REGISTERED PROGRAM ALLY

**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.*

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Registered Program Allies

### 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 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

**Presentations:** 150 dpi at the size that it will be used

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Registered Program Allies

### APPROVED USES

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



**Energy Efficiency**  
REGISTERED PROGRAM ALLY



**ENERGY EFFICIENCY PROGRAM**  
Registered Program Ally



**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:

Registered Program Allies are permitted to co-brand a variety of materials when using the approved graphic and proper text references (*see Text and Social Media References section*). Failure to follow these co-branding requirements may result in the company being removed from the Ameren Illinois Energy Efficiency Program and losing its status as a Registered Program Ally. **Please note ALL co-branded materials must be submitted to the Ameren Illinois Energy Efficiency Program for approval prior to printing, production or final submission.**

### TEXT AND SOCIAL MEDIA REFERENCES

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

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

Program Allies may note their accomplishments within the Program, such as kilowatt or therm energy savings and/or awards such as Program Ally of the Year. For assistance in obtaining Program accomplishments, please contact Tucker Blum at [tblum@ameren.com](mailto:tblum@ameren.com) or call **1.309.857.9773**.

### FLYERS

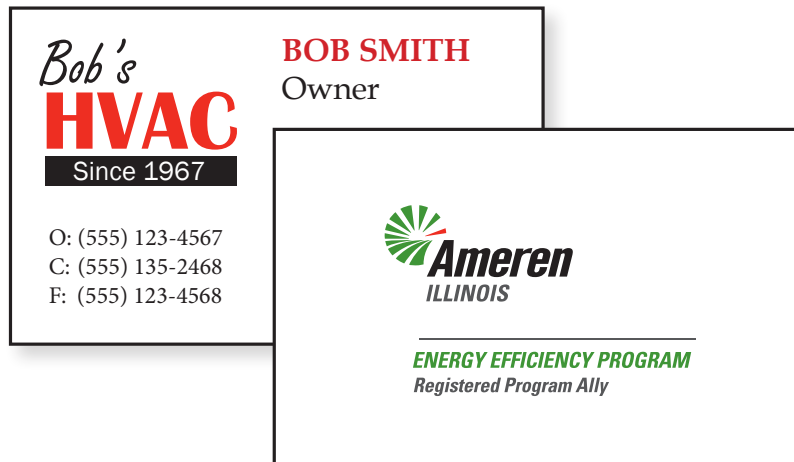
Program Allies may co-brand flyers they produce with the approved graphic and text references. Flyers created by the Ameren Illinois Energy Efficiency Program may also be available for use by Program Allies. These flyers will have a predefined area to insert the Program Ally's logo and contact information. Approved flyers can be ordered free of charge from the Program Ally Marketing Portal.

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Registered Program Allies

### BUSINESS CARDS

Program 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. Program Allies may also refer to their involvement in the Program in text (*see the Text and Social Media references section*). Approved business cards can be ordered free of charge from the Program Ally Marketing Portal.



### BROCHURES

Program Allies may co-brand brochures 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 by Program Allies. These templates will identify an area where the Program Ally's logo and contact information can be inserted. All co-branded brochures must be professionally printed. Approved brochures can be ordered free of charge from the Program Ally Marketing Portal.

### WEBSITES

Upon approval, Program Allies may use the approved graphic on their website. Program Allies 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**.

### 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. Below are additional requirements for Program Ally social media posts:

- » **Use of the Program Ally co-branding logo and/or any references to Program involvement are allowed for use in paid social media advertisements in addition to posts on Program Ally company-specific accounts and pages. However, you must receive approval before running any ads or posting any social media content that use the co-branding logo and/or any text references to Program involvement.**
- » The Program Ally co-branding logo is not allowed to be on the same social media image and/or graphic as the Program Ally's company logo.
- » The Program Ally must tag @Ameren Illinois on the social media post, regardless if the social media post is a pre-designed piece from the Ameren Illinois Energy Efficiency Program or an approved co-branding submission from the Program Ally.

# CO-BRANDING REQUIREMENTS

## For Ameren Illinois Registered Program Allies

### 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 Program 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 Program 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**  
ENERGY EFFICIENCY PROGRAM  
Registered Program Ally

### OTHER CO-BRANDING

Program Allies 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 the Ameren Illinois Energy Efficiency Program before project can start.)*
- 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

*\* 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 guidelines may result in your company being removed from the Ameren Illinois Energy Efficiency Program and losing its status as a Registered Program Ally.