

## NYSERDA LOGO ATTRIBUTION GUIDELINES

# Participating Contractor Home Performance with ENERGY STAR®



Rev 5/15

Participating Contractors in the NYSERDA Home Performance with ENERGY STAR® (HPwES) Program are authorized to use the NYSERDA HPwES Attribution logo subject to the restrictions in these Guidelines. The Guidelines serve to maintain the integrity of the NYSERDA brand, while providing Participating Contractors the opportunity to leverage their relationship with NYSERDA to engage customers.

Participating Contractors are participants in the NYSERDA HPwES Program, not NYSERDA employees, contractors, partners, or representatives. Participating Contractors and their employees must therefore identify themselves as representatives of the Participating Contractor's company, not as representatives of NYSERDA or as NYSERDA employees. Participating Contractors may use the Attribution logo in conjunction with the NYSERDA logo only under the following terms:

- Only approved Participating Contractors who have a current, executed Participation Agreement with NYSERDA are authorized to use the Attribution logo.
- Participating Contractors **can only** identify themselves with the NYSERDA HPwES Attribution logo on marketing and promotional materials related to NYSERDA's HPwES Program, such as agendas, newsletters, and event-related materials;
- The logo lock up can appear vertically or horizontally depending upon its application see examples below.



- For eligible Participating Contractors who request a logo, NYSERDA staff will create a logo treatment containing the Participating Contractor's logo and the Attribution language (Participating NYSERDA Home Performance Contractor). Participating Contractors may not use any Attribution logo treatment that is not provided by NYSERDA.
- The Attribution logo should be of equal proportion to the size of the NYSERDA logo. The NYSERDA logo may not be manipulated, stretched, or skewed in any manner.
- The Attribution logo may be used on the Participating Contractor's website **only** on pages that speak to the HPwES program but **cannot** be used in the Participating Contractor's overarching website shell.
- Participating Contractors **cannot** use the Attribution logo on business cards, self-identifying items (e.g., shirts, pins) or for TV.
- It is the responsibility of the Participating Contractor to identify to customers which component of the NY Residential Existing Homes Program they support such as the Low-income component (EmPower New York) and Assisted Home Performance with ENERGY STAR.

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### **How to Request the Participating Contractor Logo**

#### ***For initial creation of the Participating Contractor logo treatment***

For initial creation of the Participating Contractor logo, fill out the online logo request. You must submit a high resolution vector eps of your logo. [www.nyserra.ny.gov/About/Resources/Logo-Requests.aspx](http://www.nyserra.ny.gov/About/Resources/Logo-Requests.aspx)

#### ***For uses thereafter***

NYSERDA must review and approve any material containing the NYSERDA logo prior to publication or distribution, including print, web, or other media. To obtain approval, submit a low resolution PDF to NYSERDA's Marketing Department. Normal turnaround time is 3-5 days. [www.nyserra.ny.gov/About/Resources/Logo-Requests.aspx](http://www.nyserra.ny.gov/About/Resources/Logo-Requests.aspx)

NYSERDA Marketing contact is Diane Welch at (518) 862-1090, ext. 3276.