

Marketing Resources and Policies

Logo Usage

The use of NYSERDA's and the Home Performance with ENERGY STAR Logos are a privilege reserved only for Participating Contractors. To report misuse of logos, either through incorrect usage or by a non-participating contractor, please send an email to hpwes@nyserdera.ny.gov.

- NYSERDA Attribution - Participating Contractors who are active in the program may use NYSERDA's attribution logo in accordance with the "NYSERDA Logo Attribution Guidelines", located in Section 12 of the Contractor Resource Manual.
- BPI GoldStar -All Participating Contractors are also BPI GoldStar Contractors. Details on the use of BPI's GoldStar Logo are available at:
[http://www.bpi.org/files/pdf/BPI Brand Protection and Logo Use Policies and Procedures.pdf](http://www.bpi.org/files/pdf/BPI_Brand_Protection_and_Logo_Use_Policies_and_Procedures.pdf)
- All Participating Contractors are under NYSERDA's sponsorship of Home Performance with ENERGY STAR and may use the Home Performance logo. Details are available at:
<https://www.energystar.gov/about/energy-star-brand/energy-star-brand-book>
 - Additional specifications: Use the ® at the first mention of ENERGY STAR in a document. Make sure the ® is superscripted, i.e., Home Performance with ENERGY STAR® and always type ENERGY STAR in all capital letters.

Terminology Specifications

When referencing your participation in the Home Performance with ENERGY STAR or EmPower New York Programs:

Correct Messaging:	Incorrect Messaging:
We offer (or deliver) Home Performance with ENERGY STAR or EmPower New York Participating Contractor in the Home Performance with ENERGY STAR® Program or EmPower New York Program	ENERGY STAR Contractor Home Performance with ENERGY STAR Contractor EmPower Contractor EmPower New York Contractor New York's Home Performance Contractor NYSERDA Contractor Department of Energy Contractor
BPI GoldStar Contractor	BPI Certified Contractor BPI Accredited Contractor
Discounts Incentives Grants Rebates	Free money Bounties

Marketing Resources

Website “Widgets”: We’ve developed content you can use on your website, in the form of a widget to give visitors more information about the HPwES program. This will allow you to include approved content on your site, without having to engage a writer or web editor to create or change content. NYSEDA will update the widget as needed to reflect program changes, etc. so that you’re assured of up-to-date information on your site. Detailed directions for how to include the widget in your website are provided on the Contractor Portal.

Logo Lockups

We are providing logo lockup files (for color and black & white), which give you a plug-and-play way to drop the logo(s) into your marketing materials, at the required minimum sizes and with the appropriate clear space. These lockups should remove any guesswork as to correct size and proportion when you are preparing materials. The lockups are provided on the Contractor Portal in vector format (.eps) so that you can proportionally increase them in size for formats larger than 8.5” x 11”. They are also provided as .jpg files. You can download the individual logo lockup files or you can download the all-in-one logo sheet, which includes vector art that can be accessed through Adobe Illustrator. The all-in-one logo sheet on the following page provides a quick reference to the names of the individual files available on the portal. Color logos are preferred over black and white whenever possible.

Recommended Language and Messaging- Home Performance with ENERGY STAR

NYSEDA conducted in-depth research with homeowners across the state. Based on those insights, NYSEDA has developed HPwES program messaging that is more likely to motivate homeowners to take advantage of the program. This messaging can be used freely in your own outreach to build awareness and — most importantly — understanding of Home Performance benefits. We encourage you to use this messaging on your website, in advertising materials, or anywhere else you would like to include it. Repetition and consistency build the effectiveness of marketing messages; the more we can collectively educate our target audiences, the easier the final sale will be.

The following are recommended messaging and wordings to use in promotional and marketing materials.

Long Messaging

Option 1: Lower energy bills and a more comfortable home start with a home energy assessment. The energy assessment analyzes how each element of your home works together to provide a top-to-bottom look at where you’re wasting energy — and what you can do to fix it. It’s just one of the ways the Home Performance with ENERGY STAR® program makes it easy and affordable for homeowners to upgrade the energy efficiency of their homes and improve their quality of life.

Option 2: Take control of your energy bills with a home energy assessment through the Home Performance with ENERGY STAR® program. An energy assessment analyzes how all the elements of your home work together as a system to uncover where the biggest energy efficiency gains can be made. It makes it easy and affordable for the savvy homeowner to invest in a more energy-efficient home. Thousands of New York State residents have already lowered their energy bills — and so can you.

Medium-Length Messaging

Option 1: Lower energy bills and a more comfortable home start with a home energy assessment through the Home Performance with ENERGY STAR® program. The energy assessment analyzes how each element of your home works together to provide a top-to-bottom look at where you're wasting energy — and what you can do to fix it.

Option 2: Take control of your energy bills with a home energy assessment through the Home Performance with ENERGY STAR® program. It makes it easy and affordable for the savvy homeowner to invest in a more energy-efficient home.

Short Messaging

Option 1: Lower energy bills and a more comfortable home start with a home energy assessment through the Home Performance with ENERGY STAR® program.

Option 2: Take control of your energy bills with a home energy assessment through the Home Performance with ENERGY STAR® program.

Recommended Language and Messaging- EmPower New York

NYSERDA conducted research among lower-income New Yorkers to help understand the attitudes and behaviors related to household energy efficiency, perceptions of the EmPower New York program, and motivators and barriers to program participation. Based on those insights, NYSERDA developed messaging to speak directly to those most likely to engage with EmPower New York.

While marketing of EmPower New York should be limited, if you promote the program we encourage you to incorporate the messaging below into your outreach. Any advertisements via mass media (such as TV, radio, print, online) must first be approved by NYSERDA by contacting David.Friello@nyserda.ny.gov.

Long Messaging

Option 1: Make your home or apartment more energy efficient. Income-eligible New Yorkers can get no-cost upgrades that reduce energy bills. Upgrades may include air sealing, added insulation, and new energy-efficient light bulbs. Now you don't have to choose between utilities and other necessities.

Option 2: Want to stay warm and lower your energy bills? EmPower New York helps income-eligible New Yorkers improve the energy efficiency of their homes through no-cost energy upgrades. Upgrades may include air sealing, added insulation, and new energy-efficient light bulbs.

Medium-Length Messaging

Option 1: Lower energy bills mean extra money in your pocket, month after month. Take advantage of no-cost energy upgrades from EmPower New York, available to income-eligible New Yorkers.

Option 2: High Energy Bills making you uncomfortable? Lower your energy costs with no-cost energy upgrades. Everyone should be comfortable at home. That's why EmPower New York provides income-eligible New Yorkers with no-cost energy upgrades.

Short Messaging

Option 1: Raise your comfort level and lower your energy bill with no-cost energy available to income-eligible New Yorkers. EmPower New York- a better life begins at home.

Option 2: Energy efficiency is one of the easiest ways to save money. EmPower New York provides income-eligible New Yorkers with no-cost energy upgrades.