



## Attribution Logo Policy

The Combined Residential Application determines program eligibility for incentives based on household income. Households identified as Tier 1, are considered low-income households and are eligible to receive incentives through EmPower New York. Tier 3 households are considered moderate income households and are eligible to receive incentives through Assisted Home Performance with ENERGY STAR®.

Participating Contractors providing services to Tier 1 and Tier 3 households are authorized to use the NYSERDA Participating Contractor Attribution Logo (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 NY Residential Existing Homes Programs, 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 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 Participating Contractor Attribution Logo on marketing and promotional materials related to NYSERDA's NY Residential Existing Homes Programs, such as agendas, newsletters, and event-related materials;



- As with any logo, the NYSERDA logo may not be manipulated, stretched, or skewed in any manner, and the proportions must be maintained at all times. The EPS version is a 4-color build vector file. If printing is done by a commercial printer and a spot-color logo file is required, please contact NYSERDA's Marketing Department to request that version. The Pantone color of the logo is PMS 307.
- If an alternate version of the logo is required, please include specific information about the layout space in your request, and we will provide the appropriate version. There are two alternate versions of the NYSERDA logo: white-reversed and one-color black. NYSERDA does not allow other agencies to create alternate versions of our logo.
- NYSERDA requires that the logo be a minimum of 2.25" in width in order to ensure readability. If space requirements do not allow the logo to be 2.25", please contact Diane Welch at (518) 862-1090, extension 3276 to discuss options.
- The Attribution Logo may be used on the Participating Contractor's website **only** on pages that speak to the NY Residential Existing Homes Programs 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.

### **Logo Placement**

NYSERDA requires a clear space around the logo at all times. The clear space is equal to the height of the first letter of the State name (N), in the size the logo is used. This clear space can be white space, background color, or paper color. Text, images, or other logos must not come closer to NYSERDA's logo.

### **Review and Approval**

NYSERDA will review and approve any material containing the NYSERDA logo prior to publication including print, Web, or other media. Approval may be obtained through submission of a low-resolution PDF to NYSERDA's Marketing Department. If this option is not convenient, please contact Diane Welch at (518) 862-1090, extension 3276 to arrange alternate means of review.

### **Contact**

To Contact NYSERDA Marketing, please call or email Diane Welch at (518) 862-1090, ext. 3276 or [diane.welch@nyserda.ny.gov](mailto:diane.welch@nyserda.ny.gov), or Cory Nicosia at (518) 862-1090, ext. 3622 or email [cory.nicosia@nyserda.ny.gov](mailto:cory.nicosia@nyserda.ny.gov).