

FOCUS ON ENERGY® Trade Ally Co-Branding Guidelines



focus on energy®

Partnering with Wisconsin utilities

We encourage Focus on Energy Trade Allies to utilize co-branding opportunities to promote their business and Focus on Energy programs. In order to use the Focus on Energy Trade Ally logo the following co-branding and logo requirements must be adhered to when creating materials.

TRADE ALLY LOGO AND USE OF FOCUS ON ENERGY NAME

- Alterations, substitutions, or modifications of the Trade Ally logo are not allowed.
- You may only use the Focus on Energy name and logo if you are a REGISTERED Focus on Energy Trade Ally.
- The Focus on Energy Trade Ally logo must always be accompanied with your company's logo. Use of the Trade Ally logo on its own is not allowed.

TRADE ALLY LOGO CO-BRANDED MATERIALS

Trade Allies are permitted to use the Trade Ally logo for the following co-branded materials:

- Flyers
- Brochures
- Newspaper ads
- Magazine ads
- Postcards
- Trade Journals
- Billboards
- Television ads
- Radio ads
- Vehicle decals/wraps
- Business cards
- Apparel

Have something else in mind? Email us at tradeally@focusonenergy.com.

Trade Allies are **not** permitted to use the Trade Ally logo on the following materials:

- Product advertisements (Focus on Energy does not endorse any specific makes or models of products)

TRADE ALLY LOGO PLACEMENT

- The color version of the Trade Ally logo is preferred against a white background.
- The Focus on Energy Trade Ally logo should never be placed on photography.
- Black and white logos are available for lighter or darker color backgrounds.
- Never enclose the logo in a shape or place a border around the logo.

TRADE ALLY CO-BRANDING AD OFFERING

Trade Allies who wish to co-brand an advertisement with Focus on Energy can now take advantage of a special offering. Focus on Energy will reimburse registered Trade Allies 50%, up to \$500, of an ad or marketing materials in the market by December 31, 2022. The funds available will be on a first-come, first-served basis. To receive reimbursement invoices must be sent to Focus on Energy within 90 days of design approval.

Step One

Fill out the [Reservation Form](#), or send the following information to tradeally@focusonenergy.com:

- Company Name and Contact Information
- Ad/Marketing Tactic
- Advertiser/Vendor Name
- Run Date
- Total Estimated Cost
- Requested Amount
- Mock-up of Proposed Ad/Marketing Tactic

Step Two

Once your request has been received we will reach out to let you know if funds are still available and either approve your ad design or let you know what needs to be updated before we will provide final approval. You **MUST** have all collateral approved by Focus on Energy in order to be eligible for reimbursement.

Step Three

Once approval has been given you are free to place your ad. To receive reimbursement for your ad we'll need the following documents:

- Copy of the original invoice for the ad
- Separate invoice to Focus on Energy for the approved dollar amount (50% of the ad cost not to exceed \$500)
- W-9

LANGUAGE AND MESSAGING REQUIREMENTS

Co-branded materials with the Trade Ally logo must include one of the following messaging statements:

- Proud to partner with Focus on Energy.
- Save energy and money with Focus on Energy.
- Use energy smarter with Focus on Energy.

TRADE ALLY LOGO SIZE

- The Focus on Energy Trade Ally logo must be noticeably smaller than your company's logo. For example, the Trade Ally logo should be at least 25% or ¼ the size of your company logo.
- The ideal width of the Focus on Energy logo is no smaller than 2" and the tagline must be readable.

TRADE ALLY LOGO APPROVAL

- All co-branded materials **MUST** be approved by Focus on Energy prior to print or distribution. Save energy and money with Focus on Energy.
- Please submit co-branded materials to tradeally@focusonenergy.com for approval.
- Allow three business days for approval.

Questions? Call 800.762.7077 or email tradeally@focusonenergy.com

- There must be ample clear space around the Focus on Energy Trade Ally logo. The distance between the Focus on Energy Trade Ally logo and other visual elements (headlines, photos, text, graphic elements, etc.) should be the maximum amount of space the material allows.
- The Focus on Energy Trade Ally logo should be placed straight and horizontally.

FOCUS ON ENERGY® Trade Ally Co-Branding Guidelines



CORRECT LOGO USAGES



Vehicle Wrap/Decals



Apparel



Magazine Ad



Flyer



Trinkets



Postcard



Business Card

INCORRECT LOGO USAGES

Do not place logo on top of a photo.



Do not place the color logo over a color background



Do not contain the logo within a shape or border.



Do not alter the logo orientation.



Never condense or stretch the logos.



Never alter the SIZE or SPACE relationship between any parts of the logos.



Never change the font of the logos.



Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

