

EnergyRight® for Business and Industry Preferred Partners Network Co-branding Guidelines

The Preferred Partners Network (PPN) is an exclusive network of approved commercial and industrial trade allies. We encourage PPN's to utilize co-branding opportunities to promote their business and the EnergyRight® for Business & Industry Programs. **To be eligible to use the EnergyRight for Business and Industry Programs PPN logo (hereafter referred to as PPN logo), a PPN Member must complete at least two (2) projects per membership year and adhere to the co-branding guidelines set forth in this document.**

PPN LOGO REQUIREMENTS

Use of TVA PPN Logos

- If the PPN logos shown below are used in co-branded pieces, they should be used in combination with the PPN's business logo
- The PPN logo should be the same size as the PPN's business logo
- Four varieties of approved PPN logos are available: black, full color, reversed black and reversed blue ("reversed" means a white logo with only "TVA "in color)
- The PPN logos below are available upon completion of two project installations from the Trade Ally Coordinator.



Black Logo



Full Color Logo



Reversed Black Logo



Reversed Blue Logo

- A combined PPN logo is also available if you are a Trade Ally in the Quality Contractor Network and the Preferred Partners Network. There are versions for each network or both together. The logo should always include the EnergyRight identifier as shown. *The same co-branding guidelines apply with the use of the combined logo.*



Single Program



Stacked Programs



All marketing materials created must use the high-resolution logos provided and be submitted to the Trade Ally Coordinator for approval prior to printing or distribution.

Spacing Requirements

To ensure visibility of the logotype, it should be surrounded by a minimum safety area or clear space. The more space, the better. This safety area applies to the space between "TVA" and "EnergyRight." This distance is determined by the width of the "E" in the word "Energy." A minimum size has been established for the logotype: 1.5 inches, as shown below.



Form 820PPN
Preferred Partners Network Co-branding Guidelines
EnergyRight® for Business and Industry

Common Errors to Avoid

Do not:

- Redraw, alter, stretch, tilt, rotate or distort the logo
- Use a low-resolution or otherwise poor-quality reproduction
- Use the logo more than once per page
- Transpose the colors of the signature or use other colors in place of those in the approved artwork files
- Add other elements or symbols to the logo

PPN's may produce materials that are co-branded with the PPN logo, including:

- Brochures
- Websites
- Print advertisements – newspapers, magazines, trade journals, etc.
- Broadcast advertisements – TV, radio, etc.
- Signage
- Business cards
- Apparel/clothing – t-shirts, hats, etc.

LANGUAGE AND MESSAGING REQUIREMENTS

Text References

In text, contractors may use the terminology “an approved PPN Member of TVA” or “a PPN Member of TVA.”

The terminology “working for TVA” or “a contractor of TVA” or “working on behalf of TVA” is not permitted and the use of these phrases could result in termination of your PPN membership.

First occurrences of “EnergyRight” must include the registered trademark symbol. When the name “EnergyRight” is used, there should be no spaces, and the ® should be used in superscript whenever possible. All following occurrences of this terminology in the document do not need to include the registered trademark symbol.

Websites

The high-resolution PPN logo can be used on a PPN member's website. If a PPN's website is co-branded, the page(s) that mentions TVA or the Program must include a link back to the Program's website EnergyRight.com.

Broadcast advertisements

All broadcast advertisements require pre-approval by the Program.

Business Cards

All business cards that use the PPN logo require pre-approval by the Program. PPN's can contact the Trade Ally Coordinator for help with their business cards.



Apparel

Apparel design must be approved by the Program before production. The embroidery file will be emailed by the Trade Ally Coordinator upon request.

Apparel colors

Approved apparel colors are black, white, grey, khaki, and denim. Requests for alternative colors will be evaluated on a case by case basis.

PPN logo placement options:

- Shirts: 1) left chest –or – 2) left sleeve – or -3) opposite side of PPN company logo
- Hats: 1) above brim –or – 2) across back

Usage on Colored Backgrounds

When using the logo over images or any colored background other than white, use the versed black or reversed blue versions.

Vehicle Magnet

PPN's may request the approved vehicle magnet template. *PPN's may only use the approved template provided by the Program.* **PPN vehicle magnets must be used on company branded vehicles and photo proof of such must be submitted**

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All co-branded materials must be submitted to the Trade Ally Coordinator for approval prior to printing or distribution.

APPROVAL PROCESS

For any co-branded material, PPN's must either:

- Use an approved template provided by the Trade Ally Coordinator
- Obtain approval for custom pieces directly from the Trade Ally Coordinator

Approval will be provided within five (5) business days.

CODE OF CONDUCT

Upon acceptance into the PPN each PPN Member will:

1. Maintain all licenses, permits, authorizations, consents, or approvals of all appropriate governmental authorities and all public or private boards and bodies necessary to perform energy efficiency and demand response projects in each area in which the PPN Member does business.
2. Represent truthfully and clearly the PPN Members' qualifications and capabilities to perform services.
3. Not make misleading or exaggerated claims as to the level of energy costs savings that can be expected from the services provided by the PPN Member.
4. Agree to represent its business in an ethical, professional manner and as an independent contractor and never represent its business as an agent or representative of TVA or Local Power Companies (LPCs). The PPN Member will act as an independent contractor to provide services to its customers, and no employee of the PPN Member will be considered, for any purpose, to be an employee, agent, or representative of TVA or LPCs. Any contracts between the PPN Member and its customers or any third parties shall clearly and conspicuously express that no agency relationship exists between TVA or LPCs and the PPN Member.
5. Public recognition of TVA's name and status, and an employee's status as a partner of TVA are valuable resources and must be protected. Social media and other communications tools have a significant impact on corporate and professional reputations. Furthermore, it shall be stated in any posted, co-branded material that the material posted is the employee's opinion only and not TVA's position or point of view.
6. Comply with TVA's EnergyRight® for Business & Industry Programs rules as defined in the program application(s).
7. Ensure all PPN members adhere to the requirements and guidelines in the PPN Application Form 800PPN and herein the Co-branding Guidelines Form 820PPN. Report all violation instances to PPN@tva.gov.

AGREE TO TERMS

I have read, understand and agree to the requirements and guidelines set forth in the PPN Application Form 800PPN for EnergyRight® for Business & Industry as well as the guidelines including but not limited to the requirements that my co-branded materials must adhere to the PPN logo and messaging guidelines listed herein. I further understand and agree that, unless my proposed materials have received the Programs specific pre-approval, I do not have permission to use the PPN logo for any co-branding materials. Upon termination, the PPN Member shall relinquish all rights and benefits of being a PPN Member which includes all use of the PPN logo for all co-branding purposes.

Signature _____ Date _____

If you have questions please contact:

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