

EnergyRight® Solutions for Business + 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 Solutions for Business + Industry Programs. **To be eligible to use the EnergyRight Solutions for Business + 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
- Two varieties of approved PPN logos are available: one 3-color logo and one 1-color logo
- The PPN logos below are available upon completion of two project installations from the Trade Ally Coordinator.



One-Color Black



Three-Color Positive

- A combined PPN logo is also available if you are a Trade Ally in the Quality Contractor Network and the Preferred Partners Network. *The same co-branding guidelines apply with the use of the combined logo.*

Combined program logo



One-Color Black



Three-Color Positive

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

The PPN logo should never be used within a headline or sentence and must have a minimum amount of clear space surrounding it for proper staging. Clear space, as specified in the exhibit below, is the area that should be free of text or other logos, symbols, or graphic elements. A consistent clear space will ensure legibility of the logo. The clear space on each side of the logotype should always be equal to or greater than the height of the TVA logomark shown below as "x".

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 Solutions” must include the registered trademark symbol. 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 www.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

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**

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 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 Solutions 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 Solutions 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:

Ryan Brown, Trade Ally Coordinator

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