

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. **Following are some guidelines to ensure we're all using the TVA EnergyRight® Preferred Partners Network (PPN) logo consistently and correctly.**

Using the PPN Logo

- 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).
- Logo files (.eps and .jpg) are available from your Trade Ally Coordinator. Please always use the high-resolution logos provided.
- 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.
- Please submit your materials to your Trade Ally Coordinator or PPN@tva.gov for approval prior to printing or distribution.



Full Color Logo



Black Logo



Clear space



Reversed Blue TVA Logo



Reversed Black Logo

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 around "TVA" and "EnergyRight." This distance is determined by the width of the "TVA" in the logo. A minimum size has been established to include 1.5 inches or 96 pixels wide, as shown below.

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.

Specific PPN logo uses

Websites: We encourage you to use the PPN logo on your website but ask that you do not use a low-resolution or blurry logo. Also, please make sure that there is a link to EnergyRight.com on the page where our logo is displayed.

Broadcast advertisements: All co-branded broadcast ads require pre-approval by EnergyRight.

Business cards: If you'd like to use the PPN logo on your business cards, please ask. Your Trade Ally Coordinator can help you with the files and approvals.



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

- Left chest
- Left sleeve
- Opposite your company logo

Hats

- Above brim
- Across back

Usage on Colored Backgrounds

When using the logo over images or any colored background other than white, use the reversed 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

Common Errors to Avoid: Do not draw, alter, stretch, tilt, rotate or distort the logo, including using other colors or adding symbols to the logo. Do not use a low-resolution version or use it more than once per page.

PPN's may produce materials that are co-branded with the PPN logo, including: brochures, websites, print advertisements such as newspapers, magazines and trade journals. Other materials may also include broadcast advertisements, signage, business cards and apparel/clothing.

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

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:

PPN@tva.gov

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