

CO-BRANDING GUIDELINES

For Ameren Illinois Registered Program Allies

PROGRAM ALLY CO-BRANDING

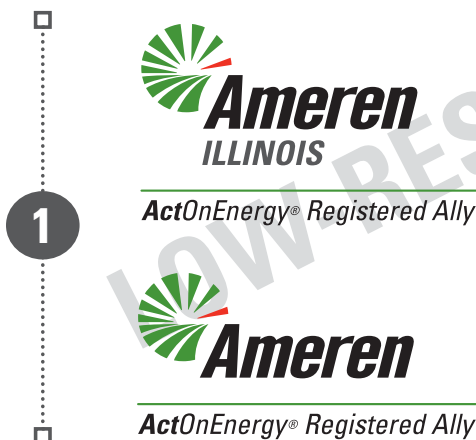
Materials co-branded with reference to Ameren Illinois ActOnEnergy® are intended to support the promotion of the Ally's company. Any Ameren Illinois components should be secondary and smaller than the Ally's company components.

Allies may produce marketing or promotional materials that are co-branded with the Ameren Illinois ActOnEnergy name and/or approved graphics (located below). Allies that conduct business on behalf of both the Illinois and Missouri programs must obtain written approval from each program prior to production of materials.

APPROVED GRAPHICS

Registered Program Allies may only use the approved graphics to represent their involvement in the Ameren Energy Efficiency Programs. Ally use of any other Ameren or ActOnEnergy logos is strictly prohibited.

GRAPHIC #1



GRAPHIC #2



IMPORTANT NOTE: Each graphic has its own approved uses in advertisements, business cards, clothing, etc. Please refer to the APPROVED USES section on page 2 for details.

FORMATTING THE APPROVED GRAPHIC

CLEAR SPACE: Leave a minimum amount of clear space around the perimeter of the approved graphic equivalent to the height of the letter "A" in "Ameren."

BACKGROUND: The approved graphic should always stand out clearly from the background. We strongly encourage that the graphic be placed on white or light backgrounds.

ADJUSTMENTS: Do not redraw, alter, stretch, tilt, rotate or distort the approved graphic. You may also not use other colors in place of those in the approved artwork files.



**PROPER SPACING
FOR APPROVED
GRAPHICS**



IMPROPER FORMATTING



IMAGE RESOLUTION

To ensure a high quality appearance, please adhere to the following resolution guidelines for the approved graphics:

Print: 300 dpi at the size that it will be used

Web: 72 dpi at the size that it will be used

In presentations: 150 dpi at the size that it will be used.

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For Ameren Illinois Registered Program Allies

APPROVED USES

Each graphic has its own approved co-branding uses in advertisements, business cards, clothing, etc. Please refer to the quick reference guide below for details on how to properly use each graphic in co-branded marketing materials.

1 GRAPHIC #1 (INCLUDES AMEREN LOGO)



ActOnEnergy® Registered Ally



OK ON ADS, FLYERS
AND BROCHURES
(WITH APPROVAL)



NO BUSINESS
CARDS



NO CLOTHING



NO VEHICLES



NO IDENTIFICATION
BADGES

2 GRAPHIC #2 (INCLUDES AMEREN IN TEXT)

Ameren Illinois

ActOnEnergy® Registered Ally



OK ON BACK OF
BUSINESS CARDS
(WITH APPROVAL)



OK ON CLOTHING
(WITH APPROVAL)



NO ADS, FLYERS
AND BROCHURES



NO VEHICLES



NO IDENTIFICATION
BADGES

USE OF ActOnEnergy® IN TEXT

The phrase ActOnEnergy® is a registered trademark — it should appear with the ® symbol upon first reference in the headline and body copy. If ActOnEnergy appears in BOTH the headline and the body copy, include the registration symbol in BOTH the headline and the first reference in the body copy.

Keyboard shortcut to add the ® symbol to text:

Windows: Alt+0174 | Macintosh: option+r

ActOnEnergy should always appear with the A, O, and E capitalized and without spaces. The phrase should be the same size, color and font as the surrounding type. ActOnEnergy should never appear in all capital letters.

Correct:

ActOnEnergy ActOnEnergy
ActOnEnergy

Incorrect:

Act On Energy ACTONENERGY
Act0n Energy Actonenergy

TEXT REFERENCES

In text, Allies may choose from the following phrases to describe themselves:

- A registered Program Ally of the Ameren Illinois ActOnEnergy® Program
- <COMPANY NAME> is a registered Program Ally of the Ameren Illinois ActOnEnergy® Program
- We are a registered Program Ally of the Ameren Illinois ActOnEnergy® Program

If a Ally serves **both Missouri and Illinois programs**, they should use:

- A registered Ally of the Ameren ActOnEnergy® Programs
- <COMPANY NAME> is a registered Ally of the Ameren ActOnEnergy® Programs
- We are a registered Ally of the Ameren ActOnEnergy® Programs

Allies may also note their accomplishments within the program, such as kilowatt or therm energy savings and/or awards such as Program Ally of the Year.

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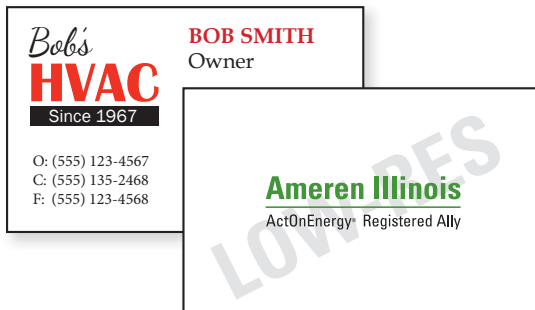
For Ameren Illinois Registered Program Allies

IMPORTANT NOTE ON CO-BRANDING:

Registered Program Allies are permitted to co-brand a variety of materials when using the approved graphic and proper text references (see Text References section). **Please note that ALL co-branded materials must be submitted to Ameren Illinois for approval prior to printing or final submission.**

BUSINESS CARDS

Allies who wish to co-brand on business cards must place the approved graphic (Graphic #2) on the back of the card. This will ensure that appropriate sizing is possible. Allies may also refer to their involvement in the program in text (see the Text References section).



BROCHURES

Allies may co-brand brochures that they produce with the approved graphic (Graphic #1) and text references. Informational brochures created by Ameren Illinois may also be available for use by Allies. These templates will identify an area where the Ally's logo and contact information can be inserted. **All co-branded brochures must be professionally printed.**

FLYERS

Allies may co-brand flyers that they produce with the approved graphic (Graphic #1) and text references. Flyers created by Ameren Illinois may also be available for use by Allies. These flyers will have a predefined area to insert the Ally's logo and contact information. To request these flyers, please contact the person listed at the bottom of the page.

ADVERTISEMENTS

Co-branded advertisements in print and online publications are permitted when using the approved graphic (Graphic #1) and text references (see the Text References section). The approved graphic and any text references should always be secondary and smaller than the Ally's company components in the advertisement.

CLOTHING

With approval, Program Allies may use the approved graphic (Graphic #2) on co-branded apparel, including polo shirts, dress shirts, jackets, etc. The official Ally company logo must be present on any co-branded clothing.



WEBSITES

Upon approval, Program Allies may use the approved graphic (Graphic #1) on their website. Allies may also refer to their involvement in the program in text (see the Text References section). Any references to program information must include a link to the appropriate page on ActOnEnergy.com.

SOCIAL MEDIA

Co-branding on social media must be approved by Ameren Illinois. We are happy to discuss your requests to promote your program involvement on sites like Facebook, LinkedIn, Twitter, et. al.

OTHER CO-BRANDING

Program Allies may contact Ameren Illinois to discuss co-branded:

- Radio or television spots
- Letters or postcards
- Billboards, banners and trade show displays
- Promotional items and giveaways
- Other printed materials

CO-BRANDING IS NOT ALLOWED ON:

- Invoices or receipts
- Product specification sheets or project quotes
- Identification badges
- Vehicle graphics
- Email signatures



Failure to follow these co-branding guidelines may result in the company being removed from Ameren Illinois' Energy Efficiency Programs and losing its status as a Registered Program Ally.