

Ameren Illinois Energy Efficiency Programs Co-branding Guidelines

Information for Program Allies
Business and Residential Programs

Kasey Campbell
Program Ally Coordinator



A woman with dark hair, wearing a black blazer over a light-colored collared shirt, is smiling and looking towards a document held by another person. The background is a blurred office setting with a window. A blue banner is overlaid at the bottom of the image.

Co-branding Overview

What is Co-branding?

- Co-branding is a way to market your business using your Energy Efficiency Program affiliation
- Co-branding refers to Your company logo or name appearing with the Ameren logo/name on certain promotional materials
- A way we “brand” together – we market to customers together



Why Co-brand?

- Co-branding gives your company recognition as a Program Ally
- Co-branding is an easy way to show customers you have completed Program training
- Co-branding tells customers that you are knowledgeable about Program incentives and can secure them on their behalf
- Your Program affiliation and association with the Ameren brand builds customer trust
- Co-branding can help you gain new customers



Types of Co-branding

- Two types of co-branding materials:
 - ***Pre-designed materials***
 - We make materials for you to print and distribute
 - ***Materials using program graphics***
 - You create your own materials and use our approved graphic

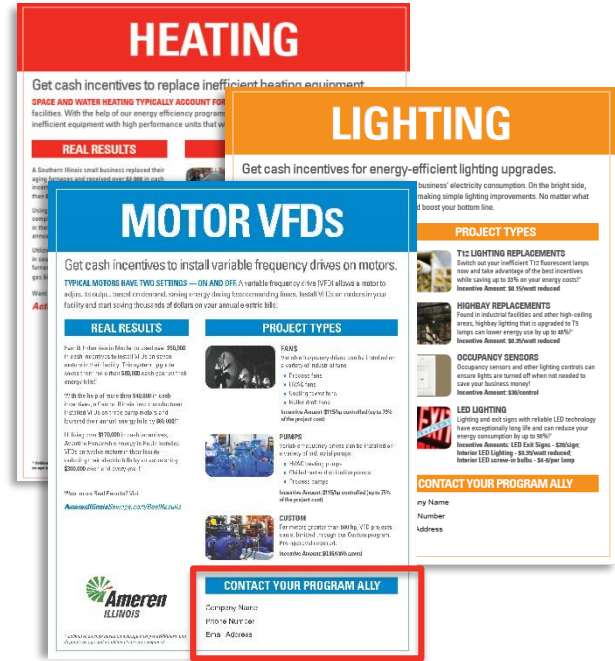




Co-branding with our Pre-designed Materials

Pre-designed Materials

- Marketing materials to help you sell energy-efficient products and equipment
- Pre-designed for Program Allies – professionally designed pieces provided to you at **no cost**
- Receive customizable PDF files to distribute at your discretion



Customizable



Pre-designed Materials

- Available for most equipment types
- Type your own company contact information directly on these materials
- Contains all current information customers need


heating and cooling systems | warm in the winter and cool in the summer.

Incentives cover a portion of the project costs. The amount of coverage will depend upon your home's needs. In order to qualify for incentives, your equipment must follow specific qualifications. Ameren Illinois incentives are subject to change without prior notification. Homes with certain pre-existing conditions may not qualify for installation of some measures; eligibility will be determined on a case-by-case basis.

ON-BILL FINANCING

Ameren Illinois incentives can cover a portion of the costs to make these energy-saving improvements. For the remaining amount, On-Bill Financing is available and offers you:

- » Low interest rate and easy terms
- » No minimum credit score requirement
- » Convenient monthly payments invoiced on your utility bill



CONTACT YOUR PROGRAM ALLY:

NAME
PHONE
EMAIL

Section for your contact information



Pre-designed Materials

HEATING

Get cash incentives to replace inefficient heating equipment.

SPACE AND WATER HEATING TYPICALLY ACCOUNT FOR A LARGE PERCENTAGE of energy used in business facilities. With the help of our energy efficiency programs, your business or organization can replace equipment with high performance units that will save energy and money for years to come.

REAL RESULTS

A Southern Illinois small business replaced their aging furnaces and received over **\$3,000** in cash incentives while lowering their heating bills more than **\$1,500** per year!

Using **\$5,000** in cash incentives, a medical complex in Champaign replaced three boilers in their facility — saving them nearly **\$6,500** in annual heating costs!

Utilizing over **\$1,700** in cash incentives, a church in southern Illinois replaced several inefficient furnaces — an effort that reduced their natural gas bills by nearly **\$1,000** each and every year!

Want more Real Results? Visit:

AmerenIllinoisSavings.com/RealResults

PROJECT TYPES



BOILER REPLACEMENTS

Replace your inefficient steam boiler and you'll take advantage of ongoing savings right away! This type of upgrade could save you 10–40% on your heating bill.

Incentive Amount: Gas Boiler \$500 – \$2000



FURNACE REPLACEMENTS

Replace your inefficient furnace and you'll take advantage of ongoing savings right away! This type of upgrade could save you 10–40% on your heating bill!

Incentive Amount: Standard replacement (gas) \$250 – \$500; Early replacement (gas) \$500 – \$1000



WATER HEATERS

If your water heater is more than eight years old or is suffering from leaks, it's time to replace it. Upgrade now and save up to **\$1,000** per year on your heating bill!

Incentive Amount: Tanked (gas) \$150 – \$300; Tankless (electric/water) \$300

CONTACT YOUR PROGRAM ALLY

Company Name
Phone Number
Email Address



* Incentive amounts based on savings, not on a dollar-for-dollar basis. Incentives are subject to program rules and availability of funds.

MOTOR VFDS

Get cash incentives to install variable frequency drives on motors.

TYPICAL MOTORS HAVE TWO SETTINGS — ON AND OFF. A variable frequency drive (VFD) allows a motor to adjust its output based on demand, saving energy during less demanding times. Install VFDs on motors in your facility and start saving thousands of dollars on your annual electric bills!

REAL RESULTS

Lesvik Industries in Mapleton used over **\$50,000** in cash incentives to install VFDs on seven motors in their facility. This system upgrade saves them more than **\$80,000** each year on their energy bills!

With the help of more than **\$40,000** in cash incentives, a Central Illinois food manufacturer installed VFDs on three pump motors and lowered their annual energy bills by **\$65,000**!

Utilizing over **\$170,000** in cash incentives, Avestra Renewable Energy in Peoria installed VFDs on twelve motors in their facility — reducing their electric bills by an astonishing **\$300,000** each and every year!

Want more Real Results? Visit:

AmerenIllinoisSavings.com/RealResults



* Incentive amounts based on savings, not on a dollar-for-dollar basis. Incentives are subject to program rules and availability of funds.

PROJECT TYPES



FANS

Variable frequency drives can be installed on a variety of industrial fans:

- Process fans
- HVAC fans
- Cooling tower fans
- Boiler draft fans

Incentive Amount: \$150 per controlled hp to 75% of the project cost!



PUMPS

Variable frequency drives can be installed on a variety of industrial pumps:

- HVAC heating pumps
- Chilled water distribution pumps
- Process pumps

Incentive Amount: \$150 per controlled hp to 75% of the project cost!



CUSTOM

For motors greater than 500 hp, VFD projects are submitted through our Custom program. Pre-approval required.

Incentive Amount: \$0.06/Wh annual

CONTACT YOUR PROGRAM ALLY

Company Name
Phone Number
Email Address

LIGHTING

Get cash incentives for energy-efficient lighting upgrades.

LIGHTING ACCOUNTS FOR 20% – 50% of the average business' electricity consumption. On the bright side, you'll enjoy significant savings — year after year — by making simple lighting improvements. No matter what industry you're in, lighting upgrades will lower costs and boost your bottom line.

REAL RESULTS

With the help of over **\$100,000** in cash incentives, The Chertex Hotel in Bloomington switched out 1000+ lights with LED lighting — an effort that lowered its annual electric bills by nearly **\$55,000**!

Bradley University in Peoria replaced more than 1,000 12 lamps with high performance lamps. They received over **\$21,000** in cash incentives from the energy efficiency programs and now save around **\$12,000** in annual electric costs!



Instant Incentives provides a simple and quick way to purchase energy-efficient lighting and receive an instant discount at the point of purchase online or via participating distributors.

Primary benefits of the program:

- No application paperwork
- Lighting incentives not available anywhere else
- Get your incentive right away
- Up to 97% off retail pricing

For more information, visit:

AmerenIllinoisSavings.com/Instant



* Discounted lighting priced by average retail per 1000 hours and depends on type and condition of current equipment.

PROJECT TYPES



T12 LIGHTING REPLACEMENTS

Switch out your inefficient T12 fluorescent lamp(s) and take advantage of the best incentives while saving up to 30% on your energy costs!

Incentive Amount: \$0.15/watt reduced



HIGH BAY REPLACEMENTS

Found in industrial facilities and other high-ceiling areas, high bay lighting that is upgraded to T3 lamps or LEDs can lower electricity use by up to 45%!

Incentive Amount: \$0.30/watt reduced



OCCUPANCY SENSORS

Occupancy sensors and other lighting controls can ensure lights are turned off when no need to save your business money!

Incentive Amount: up to \$200/control



LED LIGHTING

Lighting and exit signs with reliable LED technology have exceptional long life and can reduce your energy consumption by up to 80%!

Incentive Amount: LED Exit Signs - \$200/sign; LED Fixtures - \$0.25/watt reduced; Interior LED Screw-In Bulbs - \$2 - \$1 per lamp

CONTACT YOUR PROGRAM ALLY

Company Name
Phone Number
Email Address





Co-branding with our Program Graphics

Program Graphics

- Program graphics available for your advertising (websites, TV & radio ads, print ads, signage, etc.)
- In order to use program graphics, you must sign and return the **standards of conduct agreement**
- The co-branding guidelines provide an overview and example materials
- Your materials **must** adhere to brand guidelines and **be approved**
- Approval in most cases takes less than 24 hours

CO-BRANDING GUIDELINES

For Ameren Illinois Registered Program Allies

PROGRAM ALLY CO-BRANDING

Materials co-branded with reference to the Ameren Illinois Energy Efficiency Programs 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 name and/or approved graphic as outlined in this guide. 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 GRAPHIC

Registered Program Allies may only use the approved graphic to represent their involvement in the Ameren Illinois Energy Efficiency Programs. Any use of any other Ameren logo is strictly prohibited.



IMPORTANT NOTE: This graphic has its own approved uses in advertisements, marketing materials, and business cards. Please refer to the APPROVED USES section on page 2 for more 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 GRAPHIC



IMPROPER FORMATTING OF THE GRAPHIC



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.

CONTACT FOR PROGRAM ALLIES: Kasey Campbell: 1.309.677.7851 or kcampbell@ameren.com

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Program Graphics

- This lockup is the only approved graphic. *Any other use of the Ameren logo is prohibited.*
- Program Allies must secure approval prior to production or distribution for all co-branded material using the Ameren Illinois graphic



Program Graphics

Formatting:

- Leave a minimum amount of clear space around the graphic – should be equal to the “A” in Ameren
- We advise using a white or light background
- Do not alter the approved graphics (color or sizing/resolution)



PROPER SPACING
FOR APPROVED
GRAPHIC



IMPROPER FORMATTING
OF THE GRAPHIC



Program Graphics

- This chart can be found in the quick reference guide
- Other uses of the graphic may be discussed with us



REGISTERED ALLY



OK ON ADS, FLYERS
AND BROCHURES
(WITH APPROVAL)



OK ON BACK OF
BUSINESS CARDS
(WITH APPROVAL)



NO CLOTHING



NO VEHICLES



NO IDENTIFICATION
BADGES

Program Graphics

NOT PERMITTED:

- Invoices or receipts
- Product spec sheets or project quotes
- ID badges
- Vehicle graphics
- Email signatures

Program Graphics

Text References:

- <ABC Company> is a registered Program Ally of the Ameren Illinois Energy Efficiency Programs
- See the reference guide for more examples
- May also note your accomplishments within the program, such as kWh or therm savings.

Program Graphics

Program Ally Portal:

Username: programally

Password: actonenergy

For My Home For My Business **For Contractors** For Kids Energy Savings Center

Search...

Home For Contractors Existing

Draw on our Resources

Recommend 0 +1 2

Existing Residential Program Allies

Existing Business Program Allies

Residential Forms Library

Business Forms Library

Upcoming Webinars

Program Ally Co-Branding Webinar
Wednesday, Jan. 18, 2017
8:30-9:00 a.m.

Register Now

Income-Qualified (HEPIQ) Program Update Webinar

Where to find co-branding on **AmerenIllinoisSavings.com**

Program Graphics

Program Ally Portal:

Username: programally

Password: actonenergy

Co-Marketing & Logos

Co-Marketing

Promote Your Involvement

As a registered Program Ally, you can co-market your business with the respected Ameren Illinois name and/or logo. This immediately lets customers know that you're trained to help them identify incentives and discounts available through our award-winning energy efficiency programs.

In order to co-brand, your marketing piece must adhere to our co-branding guidelines and must be approved before printing or publication.

[Co-Branding Guidelines](#)

To request pre-designed program flyers that can be customized with your company information, please click below:

[Co-Branded Materials Request](#)

If you have any questions, contact Kasey Campbell at kcampbell@ameren.com or 1.309.677.7951.

Approved Artwork

To properly represent your company as a Program Ally, please use only the approved artwork and logos. A low-resolution example is provided below. To receive high-resolution or vector versions of the artwork, please email Kasey Campbell at kcampbell@ameren.com.

QUESTIONS?

Kasey Campbell

Program Ally Coordinator

kcampbell@ameren.com

309.677.7951





AmerenIllinoisSavings.com