

As a market-based program, Energize Delaware's Home Performance with ENERGY STAR® Program ("the Program") welcomes and encourages Participating Contractors to promote awareness and interest of the Program and its offerings.

After signing this Participating Contractors Co-Branding Guidelines & Logo Use Agreement Form ("Agreement Form"), Delaware Sustainable Energy Utility doing business as Energize Delaware will make the program name and logo available to Participating Contractors for use in co-branding.

In addition to being able to use the Program name and logo, the Program will support Participating Contractors co-branding efforts with a \$500 stipend, per Program Year. All marketing materials must be reviewed and approved by the Program, prior to use, regardless of stipend- use or non-use. Energize Delaware would like a photo of any signs and a copy of brochures or flyers/brochures being used sent to Robin.Conventry@deseu.org.

These guidelines are to ensure proper use of the Energize Delaware Program name and/or Program logo. Any use of the Program logo or name must be carried out in accordance with the requirements and guidelines specified in this document.

Contact Information:

Questions about the usage of the Program name or logo should be directed to Energize Delaware:

- Main Office Phone: 877-524-1339
- Submit stipend requests and ALL co-branded materials, prior to use, to DelawareHP@franklinenergy.com

Logo Usage:

1. Participating Contractors who have executed a Logo Use Agreement are welcomed and encouraged to use the logo in the formats provided by Energize Delaware.

Guidelines for use of the Program Name:

1. The only permitted use of the program name is "Energize Delaware's Home Performance with ENERGY STAR Program," or, if it's the first instance of "Energize Delaware," it should be completely spelled out (with the "®" symbol) as Energize Delaware's Home Performance with ENERGY STAR® Program.
2. When using "ENERGY STAR®", The first instance of "ENERGY STAR®" must always include the superscript "®" Symbol. Instances after the first use may exclude the "®" Symbol.
3. "ENERGY STAR" must always be in all capital letters.
4. When promoting rebates, please ensure that the most accurate figures and requirements are being represented. Also note that the rebates are provided by or through "Energize Delaware".
5. When referring to the Energize Delaware website, write "EnergizeDelaware.org".
6. When including the program's toll-free phone number in print, online, or other materials, please use the following number with dashes between the numbers as shown: 877-524-1339. Do not include a "1" at the beginning of the phone number or parentheses around the area code.

Examples of Logos:

Below are examples of the logo (collectively referred to as the “Logo”) available for Participating Contractors in Energize Delaware’s Home Performance with ENERGY STAR® Program (with the understanding that these examples follow the Terms and Conditions of Logo Use detailed on the following pages).

1. Black and White Logo:



2. Color Logo:



Examples of URLs

- ✓ www.EnergizeDelaware.org
- ✗ energizedelaware.org

Available Co-Branded Material Templates

Yard Sign



Acceptable Co-Branded Materials

- ✓ Flyers
- ✓ Direct Mail
- ✓ Emails
- ✓ Social Media
- ✓ Advertisements (Newspaper, Magazine, Events)
- ✓ Television
- ✓ Radio

Unacceptable Co-Branded Materials

- ✗ Business Cards
- ✗ Badges
- ✗ Apparel (Shirts, Hats, Vests, Jackets, Etc.)
- ✗ Hats
- ✗ Vehicles

Any exceptions must be approved by the Program in writing.

Terms and Conditions of Program Logo or Name Use:

The following terms and conditions must be followed for all use of the Program Logo:

1. The Logo must be utilized in conjunction with the Trade Ally logo and be the same size as the Trade Ally logo.
2. The Logo may not be used in any manner that might imply that any non-Energize Delaware materials, including but not limited to goods, services, websites, or publications which are sponsored, endorsed, licensed by, or affiliated with Energize Delaware.
3. The Logo may not be displayed as a primary or prominent feature on any non-Energize Delaware materials. Companies using the Logos pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding materials.
4. The Logo may not be imitated in any manner.
5. The Logo may not be used in a manner that would disparage or its products or services.
6. The Logo must be used as provided by Energize Delaware in these materials with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance. The Logo may not be rotated or reversed.

7. Energize Delaware shall have the right to review and approve any use prior to publication and to inspect samples of the use of the Logo to ensure compliance with these terms. Permitted companies must use only approved Energize Delaware Logo artwork, including, but not limited to, colors, measurements and proportions in a professional manner.
8. To properly stage the Logo, the minimum size and clear space guidelines must be used, and other elements must be maintained as outlined.

Minimum Size

To protect the legibility and the integrity of the Logo, a minimum size has been established. The minimum size requirement is based on the height of the logo and applies to all versions. Never present the logo in a size smaller than the minimum size shown here.



Clear Space

Another way to ensure the legibility and integrity of the Logo is to surround it by as much clear space as possible. The clear space is a proportional dimension based on the length of one of the rays in the Energize Delaware logo, as shown here. This area should remain clear of other type or graphic elements. While this measurement represents the minimum requirement, the clear space surrounding the logotype may be increased if layout permits.

9. The Logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols within the clear space requirements of the Logo. The Logo must never be used to represent "Energize Delaware" in text, including in a headline, product name logotype, or body copy.
10. The Logo and/or the Energize Delaware name must not be incorporated or used in any manner as part of, or near another company's name, domain name, product or service name, website title, publication title, logo, trade dress, design, slogan, trademarks, or any potentially confusing variation thereof. The Logo must never appear with any other symbol or icon (except the appropriate trademark or registered trademark symbol), be contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.
11. Non-Energize Delaware materials should not mimic any Energize Delaware advertising, packaging, website design, or other materials.
12. Under no circumstances may third parties use, imitate, or play off any Energize Delaware taglines. The taglines are reserved for exclusive use by Energize Delaware.
13. You agree not to copy, reproduce, download, disseminate, publish, or transfer content in any form or by any means, except with prior written permission from Energize Delaware and in accordance with the terms and conditions listed on in this document.
14. You acknowledge Energize Delaware's ownership of the copyright and all other intellectual property rights to this Agreement Form and all materials provided on this Agreement Form unless otherwise expressly indicated and all right, title and interest in and to the Logo. You further agree that you shall not acquire any rights in the Logo, except as specifically provided herein. You acknowledge that there is significant goodwill associated with the Logo. You further agree and acknowledge that its use of the Logo shall inure exclusively to Energize Delaware's benefit. You agree that you will not at any time apply for any registration of any other trademark, service mark or other registration that would limit or otherwise affect the ownership of the Logo, nor file any document with any governmental authority to take any action that would affect the ownership of the Logo. You shall not commit, or cause any third party to commit, any act challenging, contesting or in any way impairing or attempting to impair Energize Delaware's right, title and interest in and to the Logo.
15. Energize Delaware may, in its sole discretion, limit the quantities of products or other materials that bear its marks. Certain types of projects, products and packaging may require additional or different notices. Please contact the Program for more information and to discuss your intended use.
16. Energize Delaware reserves the right in its sole discretion to terminate or modify permission to display the Logo and may request that third parties modify or delete any use of the Logo that, in Energize Delaware's sole judgment, does not comply with these guidelines or might otherwise impair Energize Delaware's rights in or to a Logo. Energize Delaware further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.
17. Energize Delaware intellectual property included in these materials, including, but not limited to the Logo, is protected by U.S. and international copyright and trademark laws. You agree to indemnify and hold harmless Energize Delaware and its affiliates and their respective officers, directors, employees and agents from any claims, losses, liability costs and expenses (including, but not limited to attorneys' fees) arising directly or indirectly from your activities in connection with the use of the Logo and from your violation of these guidelines, state or federal laws or regulations or any third party's rights.

TO THE MAXIMUM EXTENT PERMITTED BY LAW, DBA ENERGIZE DELAWARE SHALL HAVE NO LIABILITY UNDER THESE GUIDELINES OR OTHERWISE FOR DIRECT, CONSEQUENTIAL, EXEMPLARY, SPECIAL, INDIRECT, INCIDENTAL OR PUNITIVE DAMAGES, INCLUDING (WITHOUT LIMITATION) ANY LOST PROFITS OR LOST SAVINGS, EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NOTWITHSTANDING ANY OTHER PROVISION HEREIN, THE LIABILITY ENERGIZE DELAWARE FOR ANY REASON AND UPON ANY CAUSE OF ACTION SHALL BE LIMITED TO THE AMOUNT PAID TO ENERGIZE DELAWARE BY YOU PURSUANT TO THESE GUIDELINES. THIS LIMITATION APPLIES TO ALL CAUSES OF ACTION IN THE AGGREGATE, INCLUDING (WITHOUT LIMITATION) BREACH OF CONTRACT, BREACH OF WARRANTY, NEGLIGENCE, MISREPRESENTATIONS AND OTHER TORTS. THE PARTIES AGREE THAT THE REMEDIES AND LIMITATIONS HEREIN ALLOCATE THE RISKS BETWEEN THE PARTIES, AS AUTHORIZED BY APPLICABLE LAWS. THE LICENSE FEES, OR LACK THEREOF, ARE SET IN RELIANCE UPON THIS ALLOCATION OF RISK AND THE EXCLUSION OF CERTAIN DAMAGES AS SET FORTH IN THIS AGREEMENT.

Any dispute with respect to these materials or use of the Logo or the Energize Delaware name shall be governed by the State of Delaware, excluding its conflicts of laws rules. All users who access these materials and use the Logo are subject to the exclusive jurisdiction of the state and/or federal courts of the State of Delaware. If any provision of these Guidelines is held to be invalid or unenforceable, such provision shall be struck and the remaining provisions shall be enforced. Energize Delaware's failure to act with respect to a breach by you or others does not waive its right to act with respect to subsequent or similar breaches. All rights are reserved by Energize Delaware.

By signing this Agreement, Participating Contractor's representative is certifying that Participating Contractor's representative has the necessary legal authority to act on company's behalf; and Participating Contractor has read, understood and agreed to all the definitions, terms and conditions that are a part of this Agreement.

Participating Contractors Co-Branding Guidelines & Logo Use Agreement

Contractor Business Name:	Contractor Business Address (Primary):
Contractor Email to Send Logos:	
Contractor Representative Printed Name:	
Contractor Signature:	Date:

I acknowledge and agree that requesting and/or receiving confirmation that funds have been reserved for my planned advertising does not guarantee that I will receive co-branding marketing stipend funds, and that all other conditions must be met with respect to acceptable run dates and verification documentation to receive reimbursement.

Please complete the following for all co-branding marketing stipend requests

Co-Branding Marketing Stipend Request Amount: (MAXIMUM \$500)	
Description of Marketing Materials:	
Total Cost:	Amount Requested:

Submit stipend requests and ALL co-branded materials, prior to use, to DelawareHP@franklinenergy.com.

For more information, call 877-524-1339 or visit EnergizeDelaware.org and click on Residential Home Performance with ENERGY STAR.