

ActOnEnergy® Reference Guide

AMEREN IDENTITY GUIDELINES SUPPLEMENT

ActOnEnergy® refers to the suite of energy efficiency initiatives that Ameren Illinois and Ameren Missouri offer to residential and business customers. Please follow these guidelines whenever you reference ActOnEnergy or ActOnEnergy.com in communications. This guide is intended as a supplement to existing Ameren Identity Guidelines.

WHEN IT COMES TO SAVING ENERGY, ACTIONS MATTER.

ActOnEnergy is designed to motivate customers, communities, Program Allies and co-workers to take meaningful action on energy efficiency.

Ameren Missouri and Ameren Illinois offer tools, tips and incentives focused on helping our customers act. These resources allow residents and businesses to save on efficiency improvements today and continue to realize savings long into the future. Meanwhile, we are being proactive by identifying cost-effective ways to provide the energy that people need, day or night.

These important actions help us fulfill our promise, *Focused Energy. For Life.*

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USE IN WRITING

The phrase ActOnEnergy and the website ActOnEnergy.com may appear in headlines or body copy, as part of marketing/business materials.

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1.1 – 1.12

1.1 ActOnEnergy

Use the phrase ActOnEnergy when referring to energy efficiency initiatives (e.g., refrigerator recycling program).

In headlines and body copy, ActOnEnergy should appear with initial capitals and without spaces. For added emphasis, the phrase may be formatted by using all italics and placing the word “Act” in bold. When doing so, please note that the phrase should be the same size, color and font as the surrounding type (Univers Condensed or Arial).

1.11 Non-program Use

When referring to the concept of “acting on energy,” using the words “act on energy” as a call to action or using any variation of the verb “act,” avoid using initial caps. Instead, keep everything lowercase and separate the words.

1.12 Trademark Registration Symbol

The phrase ActOnEnergy is a registered trademark—it uses three words in initial caps, without spaces. It should appear with the ® symbol upon first reference in headline and body copy. (It is NOT necessary to use the symbol on subsequent reference, although it can be used more frequently, if desired.)

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.

1.1

CORRECT PROGRAM USE:

The ***ActOnEnergy*** refrigerator recycling program met its goal for the year.
With ActOnEnergy lighting discounts, you can save on CFLs.

INCORRECT PROGRAM USE:

The Act on energy refrigerator recycling program met its goal for the year.
This spring, we are holding an Act On Energy symposium for business customers.

1.11

CORRECT NON-PROGRAM USE:

We can help your business act on energy.
It’s time to act on energy!
Acting on energy is the right thing to do.

INCORRECT NON-PROGRAM USE:

We can help your business ActOnEnergy.
It’s time to ActOnEnergy!
Acting On Energy is the right thing to do.

1.12

EXAMPLE:

Ameren Illinois announces new *ActOnEnergy*® incentives

Starting this month, Ameren Illinois is announcing new ActOnEnergy® discounts designed for businesses in a range of industries.

“We’re delighted to offer our valued business customers even more ways to act on energy,” said Jane Smith.

The new ActOnEnergy discounts apply to specified upgrades on lighting, HVAC and motors.

1.2 – 1.21

1.2 ActOnEnergy.com

Use ActOnEnergy.com when directing the audience to the website and when referring to customer-focused materials and programs housed on the website.

When referring to the website in copy, it is not necessary to use “http://www.” before the site name. Capitalize the first letter of each word and lowercase the extension “.com.”

For added emphasis in headlines and body copy, the website may be formatted using all italics and placing the word “Act” in bold.

1.21 Trademark Registration Symbol

ActOnEnergy.com is NOT a registered trademark and should NOT be designated as such.

1.2

CORRECT:

For more information on refrigerator recycling, check out ActOnEnergy.com

For more information on refrigerator recycling, check out ***ActOnEnergy.com***

INCORRECT:

For more information on refrigerator recycling, check out www.ActOnEnergy.com

For more information on refrigerator recycling, check out actonenergy.com

For more information on refrigerator recycling, check out Act On Energy.com

For more information on refrigerator recycling, check out ActOnEnergy.com®

GRAPHIC WORDMARKS

In this document, “graphic wordmark” refers to a graphic use of type. There are two graphic wordmarks: one for ActOnEnergy and one for ActOnEnergy.com.

Materials that promote our energy efficiency focus should include the appropriate graphic wordmark.

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2.1 – 2.2

2.1 ActOnEnergy

Use this graphic wordmark when referring to ActOnEnergy initiatives (e.g., refrigerator recycling program).

It is acceptable to use this wordmark for special emphasis as a stand-alone element. It also is acceptable to use this wordmark for special emphasis in headlines and body copy. When doing so, please note that the wordmark should be the same size, color and font as the surrounding type (Univers Condensed or Arial).

This graphic wordmark is a registered trademark. When used as a stand-alone element, it should ALWAYS appear with the ® symbol.

2.2 ActOnEnergy.com

Use this graphic wordmark when referring to the website.

It is acceptable to use this wordmark for special emphasis as a stand-alone element. It also is acceptable to use this wordmark for special emphasis in headlines and body copy. When doing so, please note that the wordmark should be the same size, color and font as the surrounding type (Univers Condensed or Arial).

This graphic wordmark is NOT a registered trademark and should NOT appear with the ® symbol.

For more information on standard Ameren typography, please reference Ameren Identity Guidelines: Graphics in Print Communications, Pages 10-12. Employees can access Ameren Identity Guidelines on Scholar by clicking "Enterprise Resources." Select Graphics in Print Communications. Anyone without access to Scholar may request guidelines from:

Missouri
Trina Muniz
Managing Supervisor,
Marketing & Advertising
1.314.554.6416
tmuniz@ameren.com

Illinois
Natalie Hemmer
Managing Supervisor,
Communications & PR
1.309.677.5021
nhemmer@ameren.com

Corporate
Kathy Paige
Advertising Assistant,
Communication &
Brand Management
1.314.554.2698
kpaige@ameren.com

2.1 ActOnEnergy®

Stand-alone:



2.2 ActOnEnergy.com

In Headline:

Stand-alone:



2.3 – 2.32

2.3 Formatting Graphic Wordmarks*

The graphic wordmarks may be created using design programs or basic word-processing software. When formatting, please note the following.

2.31 ActOnEnergy

To create this graphic wordmark:

- The appropriate typeface is **Univers Condensed**, if available in a design program. If unavailable, use **Arial** with the same treatment.
- The wordmark can be **one color or two colors**, as shown in Part 2.33.
- The entire wordmark should be **italic**.
 - Univers 57 Condensed Italic
 - Arial Italic
- The word “Act” should be **bold italic**.
 - Univers 67 Condensed Bold Italic
 - Arial Bold Italic
- Include the **® symbol** as a superscript.

Again, the ActOnEnergy graphic wordmark can be used as a stand-alone element for special emphasis. It also is acceptable to use this wordmark for special emphasis in headlines and body copy. When doing so, please note that the wordmark should be the same size, color and font as the surrounding type (Univers Condensed or Arial).

2.32 ActOnEnergy.com

Create this wordmark by following the same formatting described in Part 2.31, with one exception: Do not include the ® symbol.

Again, the ActOnEnergy.com graphic wordmark can be used as a stand-alone element for special emphasis. It also is acceptable to use this wordmark for special emphasis in headlines and body copy. When doing so, please note that the wordmark should be the same size, color and font as the surrounding type (Univers Condensed or Arial).

2.31 – 2.32

Univers Condensed

ActOnEnergy[®] Superscript ®

Bold Italic Italic

ActOnEnergy.com No superscript ®

Arial

ActOnEnergy[®]

ActOnEnergy.com

** If you prefer to use standard artwork files rather than formatting type, graphic wordmark files (.pdf, .jpg and .eps) are available from:*

Missouri

Trina Muniz
Managing Supervisor,
Marketing & Advertising
1.314.554.6416
tmuniz@ameren.com

Illinois

Natalie Hemmer
Managing Supervisor,
Communications & PR
1.309.677.5021
nhemmer@ameren.com

Corporate

Kathy Paige
Advertising Assistant,
Communication &
Brand Management
1.314.554.2698
kpaige@ameren.com

2.33 – 2.4

2.33 Approved Colors for Wordmarks*

Approved colors are the same for either graphic wordmark.

One-color graphic wordmark:

- Black
- White (Reverse)
- Ameren Green**
- Ameren Blue**

Two-color graphic wordmark:

- Black/Ameren Green
- White (Reverse)/Ameren Green

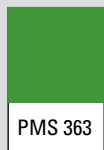
See illustration for examples.

2.4 Staging Graphic Wordmarks

Always be conscious of the background over which you are placing a graphic wordmark. Make sure it stands out clearly from the background. Do not place graphic wordmarks over busy or complex photographs.

**Color breakdown for Ameren Green and Ameren Blue.

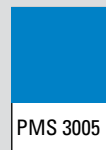
Ameren Green



C: 68 R: 67
M: 0 G: 150
Y: 100 B: 57
K: 24

HEX: 24933C

Ameren Blue



C: 100 R: 27
M: 34 G: 108
Y: 0 B: 181
K: 2

HEX: 1B6CB5

2.33



2.4

CORRECT:



INCORRECT:



* For more information on standard Ameren colors, please reference Ameren Identity Guidelines: Graphics in Print Communications, Page 9. Ameren Identity Guidelines can be found on Scholar by clicking "Enterprise Resources." Select Graphics in Print Communications.

2.5 – 2.6

2.5 Use with Company Signatures

Energy efficiency materials—print or electronic, marketing or business—originating from Ameren Missouri or Ameren Illinois should continue to use the appropriate company signature (commonly referred to as the company “logo”), consistent with Ameren Identity Guidelines. If the company signature and graphic wordmark are used in close proximity, be sure they adhere to clear space guidelines (see Part 1.41 of Ameren Identity Guidelines: Graphics in Print Communications).

Remember that graphic wordmarks are not intended to serve as substitutes for the appropriate company signature.

NOTE: For limited exceptions, see Part 2.6 of these guidelines (Use on Branded Products) and Part 3.1 (Program Ally Co-branding).

For more on use of company signatures, including clear space, please reference Ameren Identity Guidelines: Graphics in Print Communications, Pages 4-7.

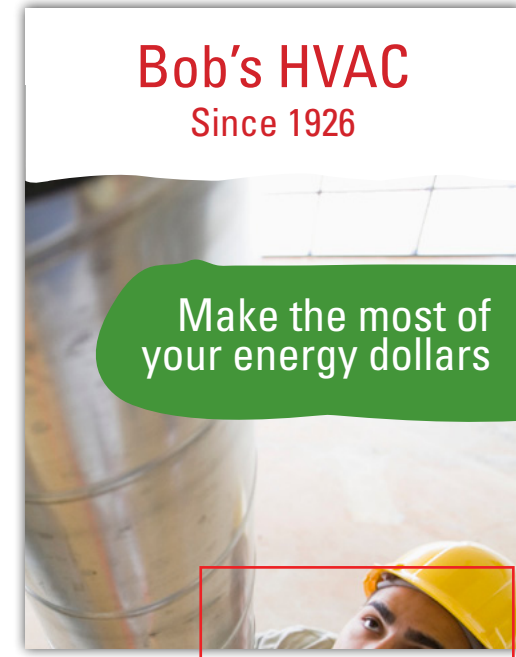
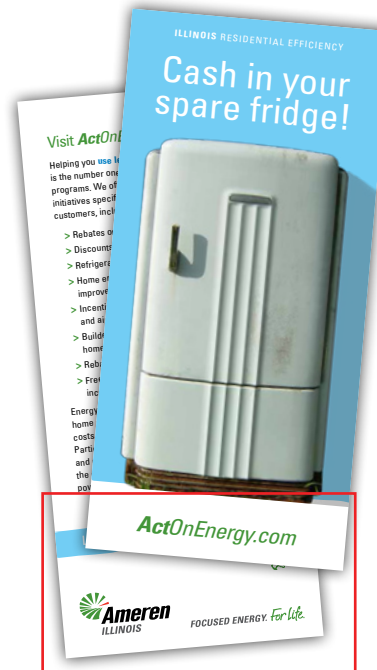
2.6 Use on Branded Products

It is important that items carrying the ActOnEnergy name be of top quality. People make a connection between the quality of an item and the company and/or message.

Consider the background over which you are placing a graphic wordmark so it is easy to read and stands out from the background. Be conscious of the size at which you are displaying a graphic wordmark; make sure it is legible.

When imprint area allows, it is advisable to use the appropriate company signature in conjunction with a graphic wordmark. Remember to follow clear space considerations. A wordmark may be used alone if the imprint area does not allow space for the company signature.

2.5



2.6



PROGRAM ALLIES

Program Allies are experienced registered installers, distributors, inspectors, builders or technical consultants who execute energy efficiency programs on behalf of Ameren Missouri and Ameren Illinois. Program Allies deliver solutions to residential, commercial and industrial customers.

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3.1

3.1 Program Ally Co-branding

Program Allies may produce marketing or promotional materials that are co-branded with the ActOnEnergy name and graphic wordmark(s). Company signatures (e.g., Ameren Missouri and Ameren Illinois) may be used as well, but are not required.

Materials MUST adhere to ActOnEnergy guidelines and must be reviewed and approved by Ameren Missouri or Ameren Illinois prior to distribution. Please ensure that Program Allies are familiar with proper usage of the graphic wordmarks.

Program Allies should be supplied with a complete set of these guidelines and Ameren Identity "Quickstart" guides as reference tools. They should also receive standard artwork files of the graphic wordmarks (.pdf, .jpg and .eps).

For more on use of company signatures, please reference Ameren Identity Guidelines: Graphics in Print Communications, Pages 4-7.

Program Allies may contact the following for information and/or approval:

Missouri

Trina Muniz
 Managing Supervisor,
 Marketing & Advertising
 1.314.554.6416
 tmuniz@ameren.com

Illinois

Lynda Files
 Communications Advisor,
 Communications & PR
 1.309.677.5017
 lfiles@ameren.com

3.1



EXAMPLE: Wearables for Program Allies

Why choose an ENERGY STAR® CFL?

BETTER FOR THE ENVIRONMENT
 Replacing just one incandescent light bulb in every American home with a CFL bulb would prevent greenhouse gases equivalent to the emissions of more than 800,000 cars.

SAVES MONEY

- Uses up to 75% less energy.
- Lasts up to ten times longer than incandescent bulbs.
- Produces up to 75% less heat.
- You'll save about \$20 or more in electricity costs over each bulb's lifetime.

LASTS LONGER

- Lasts up to 10,000 hours, or 9 years.
- Great for use in hard to reach areas or fixtures that are used for long periods of time.

YOU HAVE A GREATER RANGE OF COLOR THAN INCANDESCENT BULBS

With CFLs you have options for your white light. Light color is measured on the Kelvin scale (K). As you see at right, lower numbers mean the light appears yellowish and higher numbers mean the light is whiter or bluer.

Warm White 2700K - 3000K	Cool White Bright White 3500K - 4100K	Neutral or Daylight 5000K - 6500K
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Find more energy saving programs at **ActOnEnergy.com**

John's Electric

Bob's HVAC Since 1926

Make the most of your energy dollars

Ameren ILLINOIS
 ActOnEnergy.com

EXAMPLE: Co-branded Brochure

3.11 – 3.13

3.11 Text References

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

- “A registered Program Ally of the <Ameren Illinois/Ameren Missouri> ActOnEnergy® Efficiency Programs”
- “<COMPANY NAME> is a registered Program Ally of the <Ameren Illinois/Ameren Missouri> ActOnEnergy® Efficiency Programs”
- “We are a registered Program Ally of the <Ameren Illinois/Ameren Missouri> ActOnEnergy® Efficiency Programs”

3.12 Websites

Upon approval, Program Allies may use the ActOnEnergy and ActOnEnergy.com graphic wordmarks on their websites and may refer to the energy efficiency programs in text. Any pages on the website that mention ActOnEnergy or one of the energy efficiency programs will include a link to the appropriate page on ActOnEnergy.com.

3.13 Other Co-branding

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

- TV spots
- Radio ads
- Vehicles
- Print and other materials

3.11

