

Program Allies are experienced registered installers, contractors, distributors, inspectors, builders or technical consultants who execute the Act On Energy® Efficiency Programs. Operating under an agreement with the Act On Energy program, Program Allies deliver energy efficiency and renewable energy solutions to Ameren Illinois Utilities' residential, commercial and industrial customers.

**Program Allies may produce advertising or promotional materials that are co-branded with the Act On Energy name and logo. The Ameren or Ameren Illinois Utilities logos may not be used.**

**Program Allies may contact Lynda Files for information and/or approval.**

**Lynda Files**  
**309-677-5017**  
**lfiles@ameren.com**

**Materials must adhere to the following guidelines and must be reviewed and approved by the Act On Energy program office prior to distribution.**

**Text references**

In text, Program Allies should use the following phrase to describe themselves: "a registered Program Ally of the Act On Energy® Efficiency Programs".

As a footnote or stand-alone sentence in a document, the descriptor should read: "We are a registered Program Ally of the Act On Energy® Efficiency Programs" or "<COMPANY NAME> is a registered Program Ally of the Act On Energy® Efficiency Programs."

**Websites**

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

**TV or radio ads**

Program Allies may contact the Act On Energy program office to discuss co-branded TV or radio ads.

**Business cards**

Business cards may contain the following phrase: "A registered Program Ally of the Act On Energy® Efficiency Programs".

**Other materials**

Additional materials, such as print ads, signages, and apparel, use the Act On Energy logo below.

**Program Ally Vehicles**

Program Allies may contact the Act On Energy program office to discuss co-branded logos on Program Ally vehicles.



### **Use of the Act On Energy logo**

When using the Act On Energy logo in co-branded pieces, use the Program Ally logo in combination with the Act On Energy logo.

#### **Recommended Colors**

The Act On Energy materials use two main colors for all communications: green and black. The Pantone and/or CMYK builds are as follows:

#### **Ameren Green**

PMS Pantone® 363  
C 76  
M 0  
Y 100  
K 23

#### **Rich Black (for solid fields)**

N/A  
C 50  
M 30  
Y 30  
K 100

Please note that there is an exception to using the standard logo colors. Program Allies may reproduce the logo as a complementing color or a subtle color effect on promotional materials. However, all uses of the logo in this manner must receive approval from the Act On Energy program office during the design phase.

#### **Determining Minimum Size**

To make sure the Act On Energy logo is always legible and accurately reproduced, a minimum size of 0.25" has been determined. Never reproduce the logo at a lesser size.

Some promotional items may have an imprint area that requires the Act On Energy logo to appear at less than the approved minimum size. Similarly, a smaller imprint area may limit the imprint to include only one logo. The Program Ally logo should be used rather than the Act On Energy logo in these cases. Artwork must be approved by the Act On Energy program office prior to use.

#### **Measuring Clear Area**

When using the Act On Energy logo, make sure to allow 0.25" clear space around the logo. The Act On Energy logo should never overpower the Program Allie logo.

#### **Avoiding Common Errors**

An incorrect use of the Act On Energy logo depreciates its equity. The following guidelines must be observed.

DO NOT:

- redraw, alter, stretch or distort the logo. Always use the original art file.
- use a low-resolution or otherwise poor-quality reproduction.
- use the logo more than once per page.
- transpose the colors of the logo or use other colors in place of the prescribed green and black.
- add other elements or symbols to the logo.
- reproduce the logo on a surface where it will be easily worn or denigrated, such as on a floor or floor mat.

**All co-branded materials require pre-approval from the Act On Energy program office.** In most cases, approval will be made within three business days.

Obtain approvals by calling or emailing:

Lynda Files  
309-677-5017  
lfiles@ameren.com