

SRP Business Solutions  
Energy Efficiency Alliance  
Participant Seal program

Seal Use Agreement and Guidelines



**EEA Participant**

Energy Efficiency Alliance Participants are not affiliates or agents of SRP. SRP assumes no liability for their products or services.

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## Qualifications

The SRP Business Solutions Energy Efficiency Alliance (EEA) program provides resources for contractors to help them differentiate themselves in a competitive marketplace. The use of an EEA Participant Seal is one of those benefits. The SRP EEA Participant seal is intended for use only by Alliance Participants who have met the qualifications listed below:

- Is a member in good standing of the SRP Business Solutions EEA program administered by Nexant
- At least one approved and completed project in the program within the last 12 months.
- Has signed the seal use agreement form
- Is licensed and in good standing with the Arizona Register of Contractors (contractors only)
- Has a “B” or better rating with the Better Business Bureau (BBB). “NR” or “No Rating” businesses will be allowed to use seal during the BBB review/rating process but cannot exceed 12 months without a rating of “B” or better.
- Contractor cannot currently be or have been on probationary or suspended status with the SRP EEA program within the last 6 months.
- Must be in good standing with all SRP Commercial Energy Efficiency programs.

## Process Summary for Using the SRP EEA Participant Seal and Name

1. Become an approved EEA Participant.
2. Sign the "SRP EEA Participant Seal Program Agreement" form contained in this document.
3. SRP will verify your EEA membership status, and then send you the approved seal/s.
4. Send all materials using the seal to SRP for approval.
5. Once the materials are approved by SRP, you are free to distribute the materials.

## Termination Clause

The SRP EEA Participant Seal program is subject to change due to SRP or another regulatory agency's orders or requirements. As such, SRP reserves the right to change or terminate the SRP EEA Participant Seal program at any time. Upon notification, you are required to change or discontinue the use of the seal as directed by SRP. **Violation of any terms within this agreement could result in your removal and termination from the SRP EEA program.**

## Background

### Program Name

In all advertising, collateral and promotions, the full program name and contractor name must be used and the attached seal guidelines must be strictly adhered to in order to remain in good standing with the SRP EEA Participant program. It is required in all instances where the name/seal will be used that the materials be preapproved by SRP before they are distributed. Misuse of the seal will disqualify you from the Seal program and may revoke your ability to participate in the EEA program.

### Eligible Uses for the Seal

**(Note: Requires preapproval by SRP)**

- Direct mail (within SRP territory)
- Coupon mailers (e.g., Valpak and Money Mailer, in SRP territory)
- Door hangers (in SRP territory)
- Print advertising (newspapers and magazines circulated in SRP territory)
- Broadcast advertising
- Websites
- Collateral materials
- Event materials

### Ineligible Uses for the Seal

- Yellow Pages advertising
- Business cards
- Promotional giveaways (swag)
- Wearables (e.g., uniforms, jackets, hats)
- Fleet signage (cars, trucks)
- Building signage
- Billboards
- Direct mail, coupon packs and door hangers outside of SRP service territory
- Projects not receiving preapproval from SRP

## SRP Marketing Support

- SRP will occasionally promote SRP EEA participants in its customer newsletters, bill inserts, advertising and promotional activities.
- SRP collateral materials are available for use by SRP EEA Participants. These materials may not be modified or changed by contractors.

## SRP Approved Messages

The following message points have been approved for use in promoting SRP Business Solutions programs and SRP EEA participants:

- Take advantage of rebates from SRP for qualifying high-efficiency [lighting, HVAC, refrigeration, etc.] equipment
- Take advantage of rebates from SRP for when you install new [lighting, HVAC, refrigeration, etc.] equipment
- Rebates available from SRP for qualifying [lighting, HVAC, refrigeration etc.] equipment
- [Ally name], an Alliance Participant [or Alliance Contractor] in SRP's Business Solutions Program
- [Ally name], a Business [lighting, HVAC, etc.] Alliance participant [or Alliance Contractor]
- National Bank of Arizona, a member of the FDIC, is offering qualifying SRP business customers low fixed-rate financing for energy-saving projects.\* (\*Credit approval required. Restrictions apply.)
- Get started today! Go to **savewithsrpbiz.com** to find an Alliance Participant.
- For more information visit **savewithsrpbiz.com** or call (602) 236-3054.

**Website usage** – If an approved EEA participant uses the above pre-approved language or the SRP EEA Participant seal on their website, the page(s) that include the pre-approved language or seal must include a hyperlink to **savewithsrpbiz.com**.

**The following disclaimers must be included in all print, direct mail, door hangers, broadcast, collateral and Web advertising:**

(Note: Minimum type size – 8-point font)

- To participate in the SRP Business Solutions program, you must be an SRP commercial customer.
- Alliance participants are not affiliates or agents of SRP. SRP assumes no liability for their products or services.

## Program Requirements

- The SRP EEA Participant seal is restricted for use in promoting SRP Business Solutions programs among SRP customers. Using the seal for any other promotion may disqualify Alliance Participants from the EEA program.
- Contractor must be an SRP Energy Efficiency Alliance Participant. SRP may disallow an Alliance Participant based on customer complaints, or if the participant is not in good standing with the SRP EEA program requirements.
- All marketing pieces must be pre-approved by SRP (including descriptions of SRP program, accuracy of incentives or savings claims and how SRP is represented).
- Creative must prominently feature the contracting company's name as the primary seal, title or message. SRP seals should be secondary to the Alliance Participant's seal, title or message.
- Creative must clearly separate SRP from the Alliance Participant and cannot imply in any way that the Alliance Participant has a special relationship with SRP, is in partnership with SRP or that SRP will treat customers preferentially based on their using a certain Alliance Participant's services.
- Each marketing piece using the SRP EEA participant seal must be approved. **Approval of one piece does not grant approval to additional pieces.**
- SRP EEA Participant seals can only be used by SRP EEA participants.
- SRP EEA Participant seals must comply with SRP graphics standards. There must be at least 1/2 inch of white space around the seal. Only seals provided by SRP may be used in accordance with the SRP style guide.

## Steps to Receive Approval of Marketing Materials

1. Submit a draft of your marketing piece for approval along with a completed project form and, where applicable, the estimated number of pieces to be mailed and/or distributed within the SRP service territory, dimensions of materials if using inserts, print publications, broadcast stations or website addresses.

Send this request to: [srpeea@nexant.com](mailto:srpeea@nexant.com)

Hard copies can be mailed to: Nexant 3100 West Ray Rd. #230, Chandler, AZ 85226 Attn: Marketing

For questions, contact your Program Representative or contact us at:

(602) 236-3054

2. You will receive approval/denial or edits within 10 business days of submission.

# SRP EEA Participant Seal Program Agreement Form

ALLIANCE PARTICIPANT INFORMATION: (All information is required)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Website/s: \_\_\_\_\_

As an approved SRP EEA Participant, you must agree to abide by the guidelines, terms and conditions set forth in this document, including but not limited to the following program parameters:

- The SRP EEA Participant seal is restricted for use in promoting SRP Business solutions programs among SRP commercial customers. Using the /seal in any other way will disqualify you from the program.
- Only SRP EEA Participants in good standing will be approved to use the seal. SRP may disallow an EEA participant from participating in the EEA Participant Seal program based on customer complaints or any other basis as determined by SRP.
- Marketing pieces must be preapproved by SRP (including descriptions of SRP program, accuracy of savings claims and how SRP is represented).
- Creative must prominently feature the participant company's name as the primary seal, title or message. The SRP EEA Participant seal should be secondary to the EEA participant's seal, title or message.
- Creative must clearly separate SRP from the EEA participant and cannot imply in any way that the participant has a special relationship with SRP, is in partnership with SRP or that SRP will treat customers preferentially based on their using a certain participant's services.
- Each marketing piece using the SRP EEA Participant seal must be approved. Approval of one piece does not grant approval to additional pieces.
- Program is only to be made available to SRP commercial customers.
- Required disclaimers must be used.
- The SRP EEA Participant seal must comply with SRP graphics standards. There must be at least 1/2 inch of white space around the seal. Only seals provided by SRP may be used in accordance with the SRP style guide.
- The SRP EEA Participant seal is only authorized for use by the company name listed above. Sharing the seal with another EEA Participant or affiliated companies will, at SRP's discretion, result in termination from the program.
- EEA Participant will update contact information with SRP within 15 business days of any changes including any changes of ROC license/s, websites, and BBB ratings.

Name of EEA Participant Company's Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# SRP EEA Participant Project Approval Form

PROJECT INFORMATION (each project requires a separate form):

Type of project (please check one):

Direct Mail: Mailing quantity \_\_\_\_\_ Mail Date \_\_\_\_\_

Coupon Packs: Mailing quantity \_\_\_\_\_ Mail Date \_\_\_\_\_

Door Hangers: Distribution quantity \_\_\_\_\_ Distrib. Date \_\_\_\_\_

Print Ads, list publications and issue dates below (or attach):  
\_\_\_\_\_

Broadcast Ads, list stations and air dates below (or attach):  
\_\_\_\_\_

Collateral Materials, list distribution method below:  
\_\_\_\_\_

Event Materials, list name/description of event and estimated attendance:  
\_\_\_\_\_

Website, list URL(s): \_\_\_\_\_

Other, please explain: \_\_\_\_\_

- Marketing pieces must be preapproved by SRP (including descriptions of SRP program, accuracy of savings claims and how SRP is represented).
- Creative must prominently feature the EEA participant company’s name as the primary seal, title or message. The SRP EEA Participant seal should be secondary to the contractor seal, title or message.
- Creative must clearly separate SRP from the participant and cannot imply in any way that the EEA participant has a special relationship with SRP, is in partnership with SRP or that SRP will treat customers preferentially based on their using a certain participant’s services.
- Each marketing piece using the SRP EEA Participant seal must be approved. Approval of one piece does not grant approval to additional pieces.
- The SRP EEA Participant seal must comply with SRP graphics standards. There must be at least 1/2 inch of white space around the seal. Only seals provided by SRP may be used in accordance with the SRP style guide.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit signed form and copy of requested marketing piece for review to: [srpeea@nexant.com](mailto:srpeea@nexant.com)

Hard copies can be mailed to: Nexant 3100 West Ray Rd. #230, Chandler, AZ 85226 Attn: Marketing

For questions, contact your Program Representative or contact us at: (602) 236-3054



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## The SRP EEA Participant Seal

Establishing a brand presence for SRP is critical to the company's success in a competitive market. A key part of branding the SRP EEA Participant program is developing consistency in the way the participant seal is presented and in the look of all distributed materials.

The company's branded look for its communications and advertising for the SRP EEA Participant program consists of the following graphic elements:

### SRP EEA PARTICIPANT WITH DISCLAIMER SEAL

It is the consistent treatment, positioning and use of these graphic elements that create the brand personality. Since quality and consistency are the operative words in creating the proper brand image, we have developed guidelines to be used by anyone working with the SRP EEA Participant program. The following pages help provide context for their use when using seals and creating marketing and advertising pieces.

## SRP Style Guide / Graphics Standards

### The Trademark

The official SRP trademark depicts our initials with a "sunburst." No other seals or tag lines are to be used.

- No other object may be added to the seal.
- Objects around the seal should be no closer than 25% of the total height of the seal.
- It must be accompanied by a registered trademark symbol — ® — in the top right corner of the seal.
- All deviations must be submitted to SRP for approval.

### Reproduction Control

- Trademark must be reproduced without distortion or alteration of any kind.
- Seal is available for usage in digital formats only. Do not scan or image the trademark from reproduction masters; these are for visual references only.
- Digital files containing the official trademark are available in the following formats:
  - Adobe Illustrator
  - Saved as an EPS file (Encapsulated PostScript)
  - Version as high as CS3 and as low as 8.0
  - Macintosh or PC (IBM) formats
  - All fonts converted to outlines

### Trademark Dimensions

- Seal should never be reproduced smaller than 3/4 inch (.75") in width, from the edge of the "S" to the edge of the "P", excluding the ®.
- Do not rearrange the elements or alter the mark in any way.

Minimum width .75"



### URLs

- Boldface the entire address in copy.
  - Example: **srpnet.com**
- If it appears at the end of the sentence, do not boldface the period.
  - Example: "For more information, visit **srpnet.com**."
- This can vary based on designer preference, but most of the time for marketing/advertising pieces, it is bolded.

### Presence of www on URLs

- As long as a URL will resolve to a website without it, the www is not necessary.
- All links need to be tested prior to publication.

## Color Usage

- Only three (3) colors in which the seal may be reproduced:
  - Pantone 301 Blue (PMS 301)
  - 100% Black
  - White
- For other required color usage, use the Pantone equivalents below:
  - RGB - r: 0 g: 82 b: 147
  - Hex color: #005293
  - CMYK - c: 100 m: 46: y: 5 k: 18
- When printing the seal in color, the trademark "SRP" is printed in 100% PMS 301. Always print the ® in 100% Black.
- Do not vary the letter spacing or size relationships.
- In black and white reproductions, the entire seal should be 100% Black.
- When reversing out the seal against a black or color background, the entire seal, including the ®, should be white, e.g., when printing with green ink, use white paper so the seal will be reversed in white.
- Use of a different colored paper stock, yellow for instance, would cause the seal to appear yellow; this is a violation of the seal guidelines.
- Since SRP encourages the use of recycled paper, an exception may be made for buff or off-white recycled paper stock.
- Trademark should never appear in screen tints.
- Seal may not be carved out of natural materials such as copper, metal, wood and/or stone.

