

Mass Save Partner Brand Guidelines

REVIEW PROCESS:

Only Participating Contractors with signed Mass Save Co-Brand License Agreements are eligible to use the Mass Save Partner Logo. The branding of all marketing materials using this mark must be reflective of and follow the provisions set forth in the Co-Brand License Agreement and these Brand Guidelines.

All marketing and advertising materials must be reviewed and approved in advance by the Designated Representative. Failure to do so may warrant program penalties including possible suspension or potential loss of program incentives.

Note: Only the Sponsors of Mass Save have rights to the Mass Save logo. The Mass Save logo may not be used on any contractor marketing materials. Logos may not be copied from the Mass Save website and repurposed.

TIMING:

Turnaround time for reviewing marketing materials is likely to take approximately 5 business days; however, it may be longer if the marketing materials do not abide by Mass Save Sponsor requirements.

APPROVAL REQUIREMENTS:

Approvals must be in writing. All final marketing material approvals and requested edits are at the discretion of the Designated Representative and the Mass Save Sponsors. Edits beyond those needed to conform to these Marketing Guidelines and other Sponsor requirements may be required as necessary to ensure the Mass Save Programs are properly represented. Marketing communications promoting the Mass Save sponsored Home Energy Assessments may also not promote non-Mass Save related services, offers, or measures. Every six months, Participating Contractors must submit examples of the use of the Mass Save Partner Logo to the Designated Representative.

WE ARE MASS SAVE[®]:



Program Administrator	Lead Vendor	Designated Representative
Eversource	CLEAResult	Contractor Account Manager
National Grid	Abode (HPCs Only)	
Eversource Gas of Massachusetts	RISE Engineering	Contractor Account Manager
Cape Light Compact		
Liberty Utilites		
Unitil		
Berkshire Gas	Center for EcoTechnology	Contractor Account Manager

PRE-REVIEW CHECKLIST:

The Mass Save Partner Logo must be included on all marketing materials intended for use in marketing the Mass Save Programs and its incentives in conjunction with the contractor’s company logo when sufficient space is available. Before submitting your marketing for review, please ensure the following criteria is met:

1. The first mention of “Mass Save” must include the registration mark as follows: “Mass Save®”.
2. The Mass Save Partner logo must be a minimum of 1.75” wide, and the contractor logo must be 125% of the size of the Mass Save Partner logo.
3. If Mass Save is mentioned on the contractor website, the Mass Save Partner logo must be included on the webpage and hyperlinked to MassSave.com.
4. There must be ample space around the Mass Save Partner logo
5. The language within the marketing piece must align with the pre-approved language noted within the guidelines and accurately represent the programs.
6. All marketing materials promoting the Mass Save Programs must be professional in nature from both a design and content perspective. All marketing materials must be grammatically accurate.

SAMPLE LANGUAGE:

Language should closely follow the language used in the subsidized marketing collateral; this sample language has been reviewed and approved by all the Sponsors of Mass Save and is programmatically accurate. Example language is provided below:

SAMPLE HOME ENERGY ASSESSMENT LANGUAGE

A no-cost Home Energy Assessment includes:

- A customized home energy report
- Access to applicable rebates and incentives, including:
 - No-cost sealing of air leaks
 - 75% - 100% off recommended insulation improvements
 - 0% financing opportunity on qualifying improvements
 - Generous rebates on high-efficiency heating, cooling, and water heating equipment

Note: The word “free” is never to be used. “No-cost” should be used instead.

We respectfully ask that Mass Save is referred to as “the Sponsors of Mass Save,” or “the Mass Save Sponsors,” to reflect the participation of all utility and energy efficiency service providers within the collaborative.

SAMPLE SPONSORSHIP LANGUAGE

Mass Save® is a collaborative of Massachusetts’ electric and natural gas utilities and energy efficiency service providers including Berkshire Gas, Cape Light Compact, Eversource, Liberty, National Grid, and Unitil. We empower residents, businesses, and communities to make energy efficient upgrades by offering a wide range of services, rebates, incentives, trainings, and information.

SAMPLE INCOME ELIGIBLE LANGUAGE

Customers who receive fuel assistance and/or are on a utility discount rate may be eligible to receive energy efficiency services at no cost. Visit masssave.com/incomeeligible to learn more.

Disclaimers

All marketing materials used by Participating Contractors should include the following standard disclaimer, as applicable. However, where space is limited (radio ads, etc.), the shortened disclaimer set forth below may be used, or customers can be driven to a web page where the standard disclaimer is included. In instances where none of the following disclaimers can be included due to space or the nature of the marketing piece (i.e., event, tablecloth, vehicle wrap, etc.), the Mass Save Partner Logo only may be used.

HOME PERFORMANCE CONTRACTORS (HPC)

As a Mass Save Participating Home Performance Contractor, we are eligible to provide customers with Home Energy Assessments, insulation, air sealing, duct insulation, duct sealing and thermostat installation services. While incentives and work quality assurance are provided by the Mass Save Sponsors and Lead Vendors, the Home Performance Contractor is responsible for the actual Work and warranties provided through the program. Other services outside of the Mass Save Programs may be offered for which contractor selection is solely at the customer's discretion, and the Mass Save Sponsors and Lead Vendors will not be financially liable or responsible for services beyond the noted measures. Mass Save is an initiative sponsored by Massachusetts' natural gas and electric utilities and energy efficiency service providers. Program eligibility requirements and restrictions apply, and offers are subject to change or cancellation. Visit MassSave.com/HEA for full details.

SHORTENED DISCLAIMER

Some restrictions apply and offers are subject to change or cancellation. Visit MassSave.com/HEA for full details.

INDEPENDENT INSTALLATION CONTRACTORS (IIC)

As a Mass Save Independent Installation Contractor, we are eligible to provide customers with insulation, air sealing, duct insulation, and duct sealing and thermostat installation services. Other services outside of the Mass Save Programs may be offered for which contractor selection is solely at the customer's discretion, and the Mass Save Sponsors and Lead Vendors will not be financially liable or responsible for services beyond the noted measures. Mass Save is an initiative sponsored by Massachusetts' natural gas and electric utilities and energy efficiency service providers. Program eligibility requirements and restrictions apply and offers are subject to change or cancellation. Visit MassSave.com/HEA for full details.

SHORTENED DISCLAIMER

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MINIMUM SIZE

To ensure legibility, the logo should not be reduced to less than 1.75 inches wide. The contractor logo should be sized approximately 125% larger than the Mass Save Partner logo.



LOGO COLOR OPTIONS

Full-color



Grayscale



One-color



One-color



Black

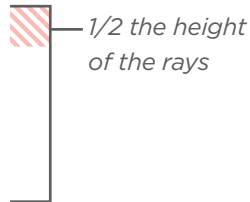


Reverse



SAFE AREA

To ensure the logo is not crowded by other design elements, use a safe area of half the height of the graphic rays. Do not place any type or images within this safe area.



USAGE RULES

1. Always scale the logo proportionately. Never distort or stretch it.
2. Never use the logo with any colors other than the approved colors listed in this guide.
3. Never have the location of the approved colors changed within the logo elements.
4. Never use the full color version of the logo on a dark or colored background. Always use the white version of the logo in this case.
5. Never use the logo on a complex background.

INCORRECT USAGE EXAMPLES



Advertising

MARKETING SCHEDULES

All media and advertising schedules or distribution plans for marketing materials promoting Mass Save offerings are to be shared with the designated contact at **least five business days prior to launch.**

PAID SEARCH ADVERTISING

Any term containing “Mass Save” or any variation thereof, or any term including the words “Mass” and “Save” together or with the names of any of the Sponsors of Mass Save or Lead Vendors may not be bid on or purchased for paid search campaigns.

DIGITAL ADVERTISING

The Mass Save Partner logo must be used in digital advertisements where space permits. The digital banners are to drive to the contractor’s website. The campaign landing page must include the full disclaimer along with the Mass Save Partner logo hyperlinked to MassSave.com.

SAMPLE HOME ENERGY ASSESSMENT LANGUAGE

1. Social media advertising must follow the digital advertising guidelines noted above.
2. When sharing information with customers regarding Mass Save programs, the contractor is to direct customers to the appropriate links with full details.
3. Confidential customer information may not be shared or requested in a public forum. Any request for information or responses should be made with a direct message or taken offline.
 - a. Sample response: Hi _____, thank you for reaching out.
Will you please send us a direct message with your contact information? We will contact you to discuss this further.
4. All contractor social media communications, related or unrelated to the Mass Save Programs, must be professional in nature. The Sponsors of Mass Save reserve the right to require that a contractor remove any language that the Sponsors deems unprofessional or counter to the goals of the Sponsors.
5. Contractors may not represent themselves as Sponsors or operators of the Mass Save Programs on social media channels or elsewhere.
6. Contractors may not interact with customers on the designated Mass Save social media accounts.