

Revised July 2023

Attribution Guidelines provide direction for how NYSERDA contractors and other organizations represent NYSERDA and/or its programs. The goal of the guidelines is to protect the integrity of the NYSERDA brand, while ensuring that NYSERDA contractors and other organizations appropriately identify their relationships with NYSERDA.

By allowing only approved contractors to use attribution versions of our logo, we limit the possibility of misrepresentation in the marketplace of NYSERDA's level of involvement in the project. We have three logos with attributions that are approved for use by contractors and event organizers to identify their affiliation with NYSERDA:

1. NYSERDA Sponsored
2. NYSERDA Supported
3. An Independent Contractor to NYSERDA

A description of each category, along with the example Attribution mark, follows.

1. NYSERDA Sponsored

- Primarily limited to sponsorship of specific events, functions, and trainings. It is used when the NYSERDA logo is displayed alone, and without overarching labels of sponsorship. When displayed with other logos under a sponsorship label or banner, the general NYSERDA logo is used to prevent redundancy.

Examples that fall into this category include:

- Events
- Conferences
- Trainings



2. NYSERDA Supported

Used by organizations receiving funding or other technological or programmatic support from NYSERDA with an interest in acknowledging NYSERDA, demonstrating credibility, or lauding the relationship. Some examples include:

- Clean Energy Incubators
- Training Partners
- Affiliated societies and organizations

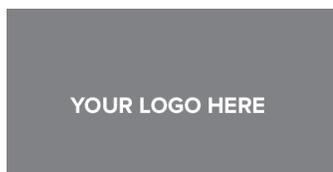
- Consultants and contractors that are not independent contractors presenting on NYSERDA’s behalf
- Colleges and Universities
- Residential Program partners
- Contractors conducting a survey or study needing to demonstrate legitimacy



3. Independent Contractor

The Independent Contractor attribution is intended to be used by contractors conducting outreach and marketing services on NYSERDA’s behalf. These contractors have a contractual relationship with NYSERDA that includes a statement of work outlining tasks, roles, and responsibilities, staffing, and reporting requirements.

- Contractors represent NYSERDA; however, they are **not** NYSERDA employees. Consequently, restrictions regarding use of NYSERDA’s mark apply.
- The Independent Contractor to NYSERDA attribution is not applied to the NYSERDA logo. It is applied to the contractor’s logo and is displayed only with the NYSERDA logo
- The contractor should **never** display the NYSERDA logo independently, without their company’s attribution logo appearing with it.
- Contractors are not be permitted to use NYSERDA’s logo on self-identifying instruments (i.e., shirts, pins, other promotional items).
- Contractors are permitted to use the contractor-specific version of NYSERDA’s logo on program-related marketing and promotional materials such as agendas, newsletters, and event-related materials, but must have each approved by NYSERDA before use.
- Contractors who wish to use NYSERDA’s Attribution on business cards must reach out to their NYSERDA liaison for permission. If granted, NYSERDA will create the business card and provide a final PDF file to the contractor for printing.



Independent Contractor to NYSERDA



Subcontractors of any of the Independent contractor categories should NOT use the Independent Contractor mark. Instead, they should use a mark identifying their representation of that contractor (as shown in the following example). This logo attribution should be displayed in conjunction with the NYSERDA logo and follow the same logo use guidelines as the Independent Contractor logo.



Sub Contractor Logo

Representing [contractor],
an Independent Contractor to NYSERDA

There are additional versions of the Independent Contractor Logo for use by Outreach Contractors that contain program specific designations. These include but are not limited to:

- Multifamily Building Solutions Provider
- Multifamily Performance Program Participant
- NYSERDA Quality Solar Installer
- NYSERDA Technical Assistance Contractor
- NYSERDA-Approved Benchmarking Consultant
- Independent Contractor to NYSERDA for ChargeNY
- NYSERDA-Approved Home Inspector
- NYSERDA-Qualified Vendor Real Time Energy Management
- NYSERDA-Approved Flex Tech Consultant
- EIR program participants

Below are a few examples of how the program-specific designations are applied:



These versions of the Independent Contractor mark are intended to be used by contractors within the respective programs, who are conducting outreach and marketing services on NYSERDA's behalf.

4. Funding logos

Limited to organizations where NYSERDA's involvement is limited to funding the purchase or installation of equipment.



5. NYSERDA Initiatives with individual logos

Custom logos have been designed for a handful of NYSERDA managed initiatives. These logos follow State branding guidelines, but each logo carries its own logo use guidelines and distribution policy. These include but are not limited to:

- NY-Sun
- Offshore Wind
- NYS Clean Heat
- NY Green Bank
- LIFE
- Buildings of Excellence
- 76West
- Truck Voucher Incentive Program
- RetrofitNY
- Charge NY

6. Contractor Participation Agreements:

Contractors working with NYSERDA to deliver various programs who have signed “contractor participation agreements” are not permitted to use the NYSERDA logo. These agreements qualify the contractors as participating in a program or as approved vendors, but do not provide any weight or bias as to their selection for use by a customer. To define the relationship, allowances have been made for use of the following language:

X is a contractor participating in the delivery of the Y program, a NYSERDA-funded program.