

NYSERDA has approved the use of the Multifamily Building Solutions Provider attribution logo to promote the participation and benefits associated with the Multifamily Performance Program.

Logo Guidelines

Multifamily Building Solutions Providers are authorized to use the Multifamily Building Solutions Provider attribution logo subject to the restrictions in these Guidelines. The Guidelines serve to maintain the integrity of the NYSERDA brand, while providing Multifamily Building Solutions Provider the opportunity to promote their affiliation with the Multifamily Performance Program.

Multifamily Building Solutions Providers are participants in the Multifamily Performance Program, not NYSERDA employees, contractors, partners, or representatives. Multifamily Building Solutions Providers and their employees must therefore identify themselves as representatives of the Multifamily Building Solutions Provider's company, not as representatives of NYSERDA or as NYSERDA employees.

Multifamily Building Solutions Providers may use the attribution logo under the following terms:

- Multifamily Building Solutions Providers **can only** identify themselves with the attribution logo on marketing and promotional materials related to the Multifamily Performance Program, such as websites, brochures and fact sheets, newsletters, and event-related materials.
- Multifamily Building Solutions Providers may not use any attribution logo treatment that is not provided by NYSERDA.
- The attribution logo may not be manipulated, stretched, or skewed in any manner.
- The attribution logo may be used on the Multifamily Building Solutions Providers website but **only** on pages that speak to the Multifamily Performance Program. The attribution logo **cannot** be used in the Multifamily Building Solutions Provider's overarching website shell.
- Participating builders **cannot** use the attribution logo on business cards, self-identifying items (e.g., shirts, pins) or for TV.

The EPS file is a vector image intended for use on signs and printed material. For use on a website, a PNG file can be provided.





NYSERDA Logo Specifications

- As with any logo, the NYSERDA logo may not be manipulated, stretched, or skewed in any manner, and the proportions must be maintained at all times. The EPS version is a 4-color vector file. If printing is done by a commercial printer and a spot-color logo file is required, please contact NYSERDA's Marketing Department to request that version. The Pantone color of the logo is PMS 307 and Pantone Cool Grey 10.
- If an alternate version of the logo is required, please include specific information about the layout space in your request, and we will provide the appropriate version. There are two alternate versions of the NYSERDA logo: white-reversed and one-color black. NYSERDA does not allow other entities to create alternate versions of our logo.

NYSERDA Logo Placement

NYSERDA requires a clear space around the logo at all times. The clear space is equal to the height of the first letter of the State name (N), in the size the logo is used. This clear space should not be confused with white space — it can be background color or paper color, however text, images or other logos must not come closer to NYSERDA's logo.

Review and Approval

NYSERDA will review and approve any material containing the NYSERDA logo prior to production. Approval may be obtained through submission of a low-resolution PDF to NYSERDA's Corporate Marketing Department. If this option is not convenient, contact Diane Welch at 518-862-1090, x3276 to arrange alternate means of review.

Contact

- Diane Welch diane.welch@nyserda.ny.gov 518-862-1090, x3276
- Cory Nicosia at cory.nicosia@nyserda.ny.gov 518- 862-1090, x3622