

Multifamily Residential Energy Pathways Participating Contractor Logo Attribution Guidelines



NYSERDA
New York State Energy Research
and Development Authority

NYSERDA has approved the use of the Multifamily Residential Energy Pathways Participating Contractor attribution logo to promote the participation and benefits associated with the Multifamily Residential Energy Pathways program. EPS and PNG files have been provided in both color and white.



Logo Guidelines

Multifamily Residential Energy Pathways Participating Contractor are authorized to use the Multifamily Residential Energy Pathways Participating Contractor attribution logo subject to the restrictions in these Guidelines. The Guidelines serve to maintain the integrity of the NYSERDA brand, while providing Multifamily Residential Energy Pathways Participating Contractors the opportunity to promote their affiliation with the Multifamily Residential Energy Pathways program.

Multifamily Residential Energy Pathways Participating Contractor are participants in the Multifamily Residential Energy Pathways program, not NYSERDA employees, contractors, partners, or representatives. Multifamily Residential Energy Pathways Participating Contractors and their employees must therefore identify themselves as representatives of the Multifamily Residential Energy Pathways Participating Contractor's company, not as representatives of NYSERDA or as NYSERDA employees. Multifamily Residential Energy Pathways Participating Contractor may use the attribution logo under the following terms:

- Multifamily Residential Energy Pathways Participating Contractors **can only** identify themselves with the attribution logo on marketing and promotional materials related to the Multifamily Residential Energy Pathways program, such as websites, brochures and fact sheets, newsletters, and event-related materials.
- Multifamily Residential Energy Pathways Participating Contractors 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 Residential Energy Pathways Participating Contractor's website but **only** on pages that speak to the Multifamily Residential Energy Pathways program. The attribution logo **cannot** be used in the Multifamily Residential Energy Pathways Participating Contractor's overarching website shell.
- Multifamily Residential Energy Pathways Participating Contractors **cannot** use the attribution logo on business cards, self-identifying items (e.g., shirts, pins) or for TV.

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NYSERDA Logo Specifications

- As with any logo, the attribution logo may not be manipulated, stretched, or skewed in any manner, and the proportions must always be maintained. 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 301 U.
- 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. NYSERDA does not allow other entities to create alternate versions of our logo.

NYSERDA Logo Placement

NYSERDA always requires a clear space around the logo. 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 alternative means of review.

Contact

- Diane Welch diane.welch@nyserda.ny.gov 518-862-1090, x3276
- Meaghan Mariany meaghan.mariany@nyserda.ny.gov