

Ameren Missouri Heating and Cooling Program

Participating Contractor Co-Branding Guide

Ameren Missouri allows Participating Contractors to co-brand with the utility and the Heating and Cooling Program, but requires that all co-branded materials (e.g., newspaper ads, website pages) follow the co-branding guidelines. Co-branding includes any materials that reference the Ameren Missouri name, logo, program information, materials or rebate amounts.

All co-branded materials must be approved by Ameren Missouri prior to use by participating contractors. Even if your materials were previously approved, you will need to resubmit them for each use. Please submit materials via the link on the Online Intake Tool (OIT) login page to obtain approval. Review times will vary – be sure to allow at least five business days for Ameren Missouri to complete the review process, and note that this process can take considerably longer if the item being reviewed requires several rounds of revisions. During the review process, Ameren Missouri and the program team will provide feedback on adherence to the co-branding guidelines, as well as any tips on best practices that can improve the quality and effectiveness of your co-branded advertisement.

Using the Ameren Missouri Logo

- The Ameren Missouri logo is unique to Ameren Missouri and designed to exact specifications. Do not attempt to alter or recreate the artwork. A JPG version of the Ameren Missouri logo is available for download at the OIT website.
- Make sure to allow enough blank space around the Ameren Missouri logo. Spacing around the logo has to be at least the size of the A in Ameren.



The logo should never be smaller than the one shown here. The A in Ameren may not be reproduced at a height less than 0.25". Anything smaller is prohibited.

- The Ameren Missouri logo should also always be smaller than the participating contractor's logo.
- The symbol used in the Ameren Missouri corporate logo may not be used alone.
- Logos should not be blurry. Please contact your account manager to obtain high-resolution EPS files for use in printed materials.
- The Ameren Missouri color logo must be placed on a black, gray or white background.



Using Rebate Language

- The Heating and Cooling Program rebate maximum is up to \$900 for HVAC systems and up to \$1,800 for ground source heat pumps. The \$1,800 rebate may only be included if ground source heat pumps are mentioned.
- Only promote the most up-to-date rebate chart, which is available on the OIT website as well as on the Ameren Missouri website.
- If quoting multiple rebate amounts, make sure it is clear which are Ameren Missouri rebates and which are from contractors or other utilities. The math should be clear so the customer does not misunderstand the total rebate amount or final cost. If a contractor/manufacturer rebate is included that is for a limited time, make sure those dates do not appear to apply to the Ameren Missouri rebates.
- If there is a contractor/manufacturer rebate that is for a limited time only, make sure it is clear that it does not apply to the Ameren Missouri portion.

Distributor Channel Rebate Language

- If you are offering higher distributor channel rebates, you may use the following language: "Get up to \$900* cash back from Ameren Missouri on an HVAC system with even larger rebates available for higher efficiency equipment."
- Distributor rebate wording must include this disclaimer: "*Actual rebate will be calculated according to program terms, and amounts will vary."

Using URLs

- When referring customers to the program website, please use AmerenMissouriSavings.com/HVAC. The URL must include a capital A, a capital M, capital S and the word "HVAC" in all capital letters, written as one word with no spaces. Contractor URLs may not incorporate Ameren.

AmerenMissouriSavings.com/HVAC

Using Disclaimers

- All print, digital, social and video marketing/advertising materials must include the following disclaimer: **Offer applies only to qualifying purchases. Valid only through a participating contractor. Visit AmerenMissouriSavings.com/HVAC for program details.** The disclaimer must be in at least 9 point font size. An asterisk should be attached to the Ameren Missouri rebate amounts if included, or the word "rebate" if not. For radio spots and live-reads, please make every effort to include the entire disclaimer. If time does not allow for the full disclaimer, at a minimum you must include: **Some restrictions may apply.**

Using the Ameren Missouri Program Name

- When referencing the Ameren Missouri Heating and Cooling Program, do not forget to add "Missouri" – this program is specific to Missouri and does not include Illinois.
- Ameren Missouri must always be written as Ameren Missouri, not Ameren, Ameren UE or Ameren MO. Customers must be referred to as Ameren Missouri residential electric customers, not Ameren Missouri customers. Make sure customers can easily identify that marketing is from you and the materials do not give the impression that they are coming from Ameren Missouri.