

MARKETING AND LOGO USE GUIDELINES



Introduction

To bolster brand recognition and increase customer familiarity with Cape Light Compact and its services, it is important to use consistent messaging across the Compact's marketing materials. The guidelines below are designed to help standardize the way materials reference and describe the Compact, in turn providing greater consistency across its promotional materials.

Using these Guidelines

Only participating contractors of Cape Light Compact JPE's (referred to as the Compact or Cape Light Compact hereafter) program or other 3rd parties (all referred to as contractor hereafter) who have received permission from the Compact (or its designated representative, such as a lead vendor) may use the Compact's logo. The branding of all marketing materials using this logo must adhere to these Marketing Guidelines.

If the contractor is also a Participating Contractor in the Mass Save® Program, the Mass Save Co-Brand License Agreement must be executed, and the Mass Save Partner Brand Identity Guidelines and Marketing Guidelines for Mass Save Partners must be followed, in addition to these Marketing Guidelines for Cape Light Compact's logo. Additionally, the first instance of "Mass Save" in the copy must include the registration mark "Mass Save ®".

Once you have been approved to use Cape Light Compact's logo, please email dan.schell@capelightcompact.org for access to the artwork.

If you have violated this policy, have been provided notice that you are no longer authorized to use the Compact's logo, no longer participate in the program or no longer have a need to use the logo, you must remove Cape Light Compact's logo from your materials, including website, truck, ads, etc. on the effective date of contract termination

What name to use when

Use the nomenclature appropriate for the specific context:

Cape Light Compact JPE	Use in legal documents in the first instance that the organization is mentioned.
Cape Light Compact	Use in customer-facing materials – including blogs, website content, print material, videos, advertisements, and other collateral – during the first instance that the organization is mentioned.
The Compact	Use in all materials once the appropriate long-form name from above has already been mentioned.

How to refer to the Compact

When describing the Compact in consumer-facing materials, refer to the Compact as an *energy services organization*, or, when referring specifically to energy efficiency programs, *an energy efficiency service provider*. It is not a utility.

Describing the relationship between the Compact and Mass Save®

To support understanding that the Compact provides the services of the Mass Save program on Cape Cod and Martha's Vineyard, state the relationship in material that references the Mass Save program. The Compact should be described as a *Sponsor* of the Mass Save program. Some examples of recommended language are as follows:

- Cape Light Compact is the Cape and Vineyard's local Sponsor of Mass Save®, a statewide program designed to help residents and businesses save energy and money through energy efficiency. As part of this collaborative, the Compact provides services, rebates, trainings, and educational content to support customers with making energy-saving upgrades.
- Cape Light Compact, the local Sponsor of Mass Save® programs on the Cape and Vineyard, is pleased to announce...

Describing the Compact

To capture the values and mission of the Compact, use the description appropriate for the specific context:

Style	Materials Where This May Be Found	Description
Less than 1 sentence, CLC constituent audience	• Video • Ad • Social media post	Your local energy resource
1 Sentence, general audience	• e-Newsletter • Blog article • Social media post • Web content • Print collateral	Cape Light Compact is an award-winning energy services organization serving the energy-interests of customers on Cape Cod and Martha's Vineyard.
Paragraph, general audience	• Webpages • Print collateral • Press releases	Cape Light Compact is an award-winning energy services organization operated by the 21 towns on Cape Cod and Martha's Vineyard and Dukes County. The Compact serves the energy-interests of residents, homeowners, businesses, and communities in this territory by providing energy efficiency programs, competitively-priced renewable electricity supply, and consumer advocacy on energy issues.

Describing Core Services

The Compact's services should be described in relatable terms that cut through unfamiliar jargon that can confuse customers. Please use the guidelines below:

Key Service	Points to Focus On
Energy Efficiency Programs	• The Compact provides energy efficiency services to residents, homeowners, businesses, non-profits, and communities to help them save energy and cut costs. • Services are designed to support customers with upgrades to existing properties or with new construction projects. • Examples of services offered by the Compact include no-cost energy assessments and financial incentives for energy-saving products and appliances. • The Compact's efficiency programs, on average, have saved the Cape and Vineyard more than \$100 million a year.
Renewable Power Supply	• In 2017, the Compact committed to 100% renewable power supply. • The Compact's Power Supply Program matches 100% of customers' electricity use with Renewable Energy Credits. • Residential and business customers have an option to participate in the Compact's Power Supply Program. Although Eversource <i>delivers</i> electricity to residents on the Cape and Vineyard, the Compact is the <i>power supply provider</i> for electricity customers participating in this program. • The Compact aggregates the electricity load of customers participating in this program and collects bids from power suppliers to provide this electricity. Through this process, the Compact guarantees customers competitive electricity prices and favorable contract terms.
Consumer Advocacy	• The Compact advocates for all Cape and Vineyard electric customers on energy issues at the state level. • The Compact has participated in regulatory hearings in front of the Department of Public Utilities to advocate for Cape and Vineyard customers on issues such as grid modernization plans and proposed distribution rate increases. • Through its advocacy, the Compact has saved Cape and Vineyard customers over \$30 million in energy costs.

Describing those that the Compact Serves

The Compact offers energy efficiency and power supply services to all electric customers on the Cape and Vineyard. When referring to these customers, follow these guidelines.

- The Compact serves residents, homeowners, businesses, non-profits, and communities on Cape Cod and Martha's Vineyard. Once defined, these parties can be referred to as customers.
- When referring to people eligible for residential programs, reference **residents and homeowners** to include renters as well as seasonal residents.
- **Ratepayers** may be used to refer to electricity consumers in technical documents. Avoid using this term in material intended for the general public.
- Refer to energy efficiency program participants as **program participants**.
- Refer to power supply customers as **power supply customers**.

Review Process

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

TIMEFRAME FOR APPROVALS

Turnaround time for reviewing marketing materials is likely to take approximately 5 business days; however, it may be longer if the marketing materials are not in compliance with Cape Light Compact's requirements.

APPROVAL REQUIREMENTS

Approvals must be in writing. All final marketing materials approvals and requested edits are at the discretion of the designated representative or Cape Light Compact JPE. Edits beyond those needed to conform to these Marketing Guidelines and other Cape Light Compact requirements may be required as necessary to ensure that Cape Light Compact's Program (as a sponsor of Mass Save®) is properly represented. Marketing communications may not promote non-Cape Light Compact related services, offers, measures, etc. unless Cape Light Compact related services, offers, measures, etc. are also present in the communications. It should be clear what services are associated with the Compact.

The Designated Representative for approvals is _____.

Social Media

- When sharing information with customers regarding Cape Light Compact, the contractor is to direct customers to the appropriate links with full details.
- Confidential customer information may not be shared or requested in a public forum. Any request for information or responses should be done within a direct message or taken offline. o 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.
- All contractor social media communications, related or unrelated to Cape Light Compact, must be professional in nature. Cape Light Compact reserves the right to require that a contractor remove, and/or correct any language that the Compact deems unprofessional or counter to the goals of the Compact.
- Contractors may not represent themselves as sponsors or operators of Cape Light Compact's program on social media channels or elsewhere.
- Contractors may not interact with customers on Cape Light Compact's social media accounts.

BRAND GUIDELINES AND RECOMMENDATIONS

Main Logo

The logo may be used in its full color or black and white state. It should not be reversed on negative backgrounds. It should not be stroked or altered. It is preferred that the logo appear on a solid color or simple background. It should not appear over complex shapes or patterns.



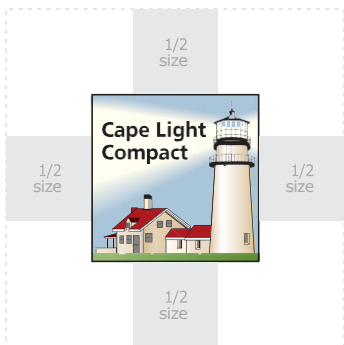
Minimum Size

The recommended minimum size for the Cape Light Compact logo is 0.625" wide for legibility. Anything smaller may cause a loss of detail or filling-in.



Clear Space

There must be sufficient separation from other elements to maintain the impact and visibility of the logo. We recommend a minimum clear space of half the size of the Cape Light Compact logo.



Co-branding

Cape Light Compact is a proud Sponsor of Mass Save.® External communications should include one of the following horizontal or vertical attributions depending on the space allowed. Be sure the Mass Save attribution does not compete with the Cape Light Compact logo. Please note the minimum recommended sizes below. Attributions should appear using the full color Mass Save logo or using one of the Mass Save primary colors.

PRIMARY

A SPONSOR OF



ALTERNATE COLORS



Mass Save Green
PMS 370 C | CMYK: 64-5-100-24 | RGB: 100-176-6 | HEX: #64B006

Typography

Montserrat

Light | Regular | **Bold** | **Extra Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

The quick brown fox jumps over the lazy dog.

FONT SIZES

Body copy size is preferred at 10 – 12 pt, and should never to be smaller than 8 pt (unless legal copy is included). 60% K is the preferred text color. Legal copy should never be smaller than 6 pt.

FONT USAGE

The entire font family for Montserrat can be used in all marketing materials. Arial is the preferred system typeface for creating HTML pages or digital campaigns such as direct email.

BRAND GUIDELINES AND RECOMMENDATIONS

Color Palette

PRIMARY



PMS 314 C
CMYK: 100-5-5-30
RGB: 0-26-169
HEX: #007EA9



PMS 277 C
CMYK: 20-5-0-3
RGB: 192-21-236
HEX: #C0D7EC

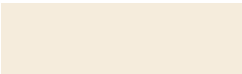
SECONDARY



PMS 7488 C
CMYK: 50-0-100-0
RGB: 141-198-63
HEX: #8DC63F



PMS 575 C
CMYK: 70-30-100-14
RGB: 89-128-29
HEX: #59801D



PMS 9064 C (Pastels)
CMYK: 3-5-13-0
RGB: 246-236-220
HEX: #F6ECDC

TERTIARY



PMS 7410 C
CMYK: 4-35-65-0
RGB: 240-174-105
HEX: #F0AE69



PMS 7599 C
CMYK: 20-90-100-15
RGB: 176-56-35
HEX: #B03823

BACKGROUND GRADIENT



CMYK: 57-27-20-0
RGB: 117-159-183
HEX: #759FB7

CMYK: 56-22-30-0
RGB: 119-167-173
HEX: #77A7AD

Watermark

The Cape Cod and Martha’s Vineyard watermark should be used in the background whenever possible, unless it severely hinders the legibility of the body copy, or if it has become too small and/or distorted by other objects to the point where it’s unrecognizable.

Do not use the watermark as a mask for images or text. The preferred tint of the watermark is 7% PMS 314 in four color applications or 5% K in grayscale/BW applications.

When ADA compliance is required, either remove the watermark or use it as a smaller, solid fill graphic design element.

Headline Copy

Subheadline copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

CTA and website.com

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ADA COMPLIANT EXAMPLE

Headline Copy

Subheadline copy

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Acknowledgment Receipt

I, _____, of _____, acknowledge that I have read the Cape Light Compact JPE Marketing and Logo Guidelines and will adhere to the requirements. If the company I represent does not conform to these guidelines, then the right to use Cape Light Compact's logo will be forfeited.

Contractor

Name

Company

Date

Designated Representative (on behalf of Cape Light Compact)

Name

Company

Date