



## GoGreen Business Energy Financing Marketing Guidelines for Contractors

Participating contractors and project developers are encouraged to promote GoGreen Financing to their customers and on their websites! If your website, emails or flyers feature information about Go Green Business Energy Financing, please use these guidelines to help you promote the program.

### How to describe GoGreen Business

Please use the full program name of "GoGreen Business Energy Financing" on the first mention. After that, it's fine to use "GoGreen Business" if you prefer.

For example:

*We at ACME Contracting are proud to offer **GoGreen Business Energy Financing** to our customers for their energy efficiency projects. You can finance up to \$5 million through **GoGreen Business** with the option to repay the financing right on your utility bill. **GoGreen Business** is a State of California-backed program that makes attractive rates and extended terms available for business energy upgrades. ACME Contracting is an enrolled **GoGreen Business** contractor.*

### Proper logo use

As a participating GoGreen Business contractor or project developer, you can use the GoGreen Financing logo on your marketing collateral. Please note that only state entities are authorized to use the logo combined with the state seal, so use only the logo on the left in your marketing materials.

#### Approved for Contractors



#### Do not use



Common-sense rules apply when using the logo! Please use it right side up (no vertical or upside-down placement, please!), and do not change its color, proportions or appearance in any way other than to size it for your needs. Some no-nos are listed below.



Do not stretch or alter the logo in any way.



Do not use graphic effects (drop shadows) on the logo.



Do not apply any one color (even another palette color) to the logo or assign arbitrary colors to any part of the logo.



Do not add graphics to the logo.

If you need a copy of the GoGreen Financing logo for your website, contact the GoGreen Financing Contractor Support Team at [gogreen@egia.org](mailto:gogreen@egia.org).

### Marketing materials

Contractors can get a new co-branded flyer featuring the program name and your company's logo. If you haven't yet requested a program flyer with your own logo on it, please reach out to your Account Manager to get your updated co-branded GoGreen Business flyer: [gogreen@egia.org](mailto:gogreen@egia.org)

**We encourage you to direct customers to [GoGreenFinancing.com](http://GoGreenFinancing.com)** to learn about what can be financed and which lenders and finance companies are active in their area. Don't forget that the website is also available in Spanish.

*Questions? Call our support line at 888-987-3443 or email us at [gogreen@egia.org](mailto:gogreen@egia.org).*

## MINIMUM SIZE

The logo reproduces well at almost any size. Going too small, however, can damage the logo's visibility and effectiveness. The logo should not be any smaller than 3/4" wide or 150 pixels wide for web.



Print – 3/4"

Web – 150 pixels

## CLEAR SPACE

Always maintain a clear space around the logo to protect it from distracting graphics or typography. For the logo, use the height of the "g" in "go" for vertical space. Turned on its side, use the height of the "g" in "go" for horizontal space.



## INCORRECT LOGO USAGE

The logo is the primary visual representation of the brand and needs to be treated respectfully. Changing any part of the logo will jeopardize consistency and weaken its impact. Please follow these rules.



Do not stretch or alter the logo in any way.



Do not use graphic effects (drop shadows) on the logo.



Do not apply any one color (even another palette color) to the logo or assign arbitrary colors to any part of the logo.



Do not add graphics to the logo.



Do not place the logo in a busy background.



Do not place logo in holding shapes.



Do not use certain elements of the logo on their own.



Do not rearrange elements of the logo.