



# Preferred Trade Ally, Distributor and Vendor Marketing Kit



# Trade Ally Badge Overview

**We recognize customers want contractors, distributors and vendors who are active, familiar with and proficient in the Business Energy Efficiency Programs offered by Consumers Energy.**

That's why we're offering support to Trade Allies and distributors that have earned Gold, Silver or Bronze status in the Consumers Energy Business Energy Efficiency Programs with badges that advertise their achievement.

Badges are a way to recognize your business and market your affiliation with Business Energy Efficiency Programs. They tell customers you have completed program training, are knowledgeable about program incentives and are a trusted resource for their energy efficiency projects.

Using your Trade Ally and distributor badge is easy! Sign the attached agreement form and maintain your scorecard status to use the badge. Badge use will be monitored, and levels will be updated biannually using data from the previous six months. For example, the first six months of the 2021 badge will be determined by your 2020 program year status. Your performance will be reviewed from Dec. 1, 2020 – June 30, 2021, if your status changed (bronze to silver, silver to gold) you will receive that new badge in early July. Totals from Dec. 1, 2020 - Nov. 30, 2021 will determine your badge status for the first half of 2022, and so on.

Buy Michigan vendors are not determined by status therefore do not have levels. You will qualify for a badge as a Buy Michigan vendor based on passing inspections and adherence to all program rules. Vendors will receive a new badge annually.



## REQUIREMENTS

- Badges may only be used to promote the Business Energy Efficiency Programs in which the badge is awarded and only in the year awarded.
- Trade Allies, distributors and vendors are not permitted to misrepresent their badge status when performing services that fall outside of the Business Energy Efficiency Programs they participate in.
- Badge recipients must read and adhere to the Product Use Guidelines on pages 3 - 5. **Failure to comply may result in removal of the badge and probationary period, or long-term prohibited use.**
- Badge recipients must complete and submit the Agreement Form on page 6 before using badges.

# PRODUCT USE GUIDELINES

## APPROVED

## PROHIBITED

### WEB & COLLATERAL



Marketing materials help you sell energy efficiency projects. Display the badge on company websites, business cards, relevant marketing collateral (flyers, presentations, etc.), quotes and invoices.

**X** Use on materials that do not promote the Business Energy Efficiency Programs you participate in.

### DECAL



Decals are a visual billboard to promote your business. Display the badge on company doors and/or vehicles. Must be a removable vehicle decal (e.g. magnet) that can be removed from the vehicle when not performing energy efficiency project work.

**X** Display decal on your vehicle when you are not working or when you are performing services that fall outside the Business Energy Efficiency Programs you participate in.

### ADVERTISING



Display badge on other promotional materials and advertising, including print, digital and social.

**X** Use with materials that do not promote the Business Energy Efficiency Programs you participate in.

**X** Printing or embroidering on clothing.

### TEXT REFERENCES

“[Company name] is an approved Trade Ally of the Consumers Energy Business Energy Efficiency Programs.”

All levels may promote their affiliation in text on emails, websites and other written form.

**X** Use on materials that do not promote the Business Energy Efficiency Programs you participate in.

# PRODUCT USE GUIDELINES

## Governance

Trade Allies, distributors and vendors participating in the Consumers Energy Business Energy Efficiency Programs are authorized to use the badge subject to the terms of these guidelines. The guidelines serve to maintain the integrity of the Consumers Energy brand, while providing Trade Allies, distributors and vendors with the opportunity to leverage their relationship with Consumers Energy to engage customers.

Consistent with their badge status, the Trade Ally, distributor and vendor may use the badge in conjunction with its company name or logo under the following terms:

- Only an approved Trade Ally, distributor or vendor who signs an Agreement Form and is active and in good standing with the Business Energy Efficiency Programs is authorized to use the badge.
- The Trade Ally, distributor or vendor may not create, modify or use any version of the badge other than the badge provided by Consumers Energy, for that program year.
- All badges expire annually and should not be used after the year date on the badge.

The Trade Ally can only use the badge for marketing and promotion materials related specifically to the Consumers Energy Business Energy Efficiency Programs.

## Logo Management

All uses of the badge must be approved per the logo management process below.

1. Initial approval: The Trade Ally, distributor or vendor must receive approval before using any material that utilizes the badge. Each time the Trade Ally, distributor or vendor adds the badge to its website, print materials, advertising, etc., the Trade Ally, distributor or vendor must submit the material to, and receive approval from, Consumers Energy before publishing.
  - a. If Approved: The Trade Ally, distributor or vendor may use the approved material for promotional purposes consistent with these Guidelines, only for approved materials, each piece of material must be approved before publishing. For example, you want to print business cards and add the badge to your website and seek and gain approval. A few weeks later you want to create a car magnet, that use must be approved.
  - b. If Declined: The Trade Ally, distributor or vendor may revise the material and resubmit it to Consumers Energy. It is not allowed to be published until approved.
2. Ongoing: At least once a year, Consumers Energy will perform an audit of the Trade Ally, distributor or vendor use of the badge. If it is discovered that the Trade Ally, distributor or vendor is misusing the badge, Consumers Energy will notify the Trade Ally, distributor or vendor in writing of the need to correct the misuse.
  - a. If the Trade Ally, distributor or vendor does not correct the misuse within ten (10) business days of such written notification, the Trade Ally, distributor or vendor will be placed on probation and regularly reviewed for compliance.
  - b. If the Trade Ally, distributor or vendor does not correct the misuse within an additional ten (10) business days, the Trade Ally, distributor or vendor will lose the privilege of using the badge for the program year and must immediately remove all instances of the badge from circulation. Failure to remove all instances of the badge within ten (10) business days may result in legal action.
  - d. If the party is no longer a Trade Ally, distributor or vendor, by way of non-participation or other probationary status, they have thirty (30) days to remove the badge entirely. Failure to remove all instances of the badge may result in legal action.



**Prohibited Uses**

Trade Allies, distributors and vendors are specifically prohibited from printing or embroidering the logo badge on clothing. The Trade Ally, distributor or vendor must update the badge annually with the new program year and launch of the newest badge. When a Trade Ally, distributor or vendor receives a new badge on or after Dec. 1, the start of the new program year, they must replace this old program year badge displayed on all authorized materials by Jan. 31 of the new program year. For example, in Dec. 2021 the 2022 badges will be released to authorized Trade Allies, distributors and vendors after the agreement form is received and approved. If a Trade Ally received and used a badge in 2021, they must replace the 2021 badge with the 2022 badge by Jan. 31, 2022 but can start using the 2022 badge starting Dec. 1, 2021.

Badges must be used in the proper proportions. Use the “shift” key when sizing. Do not stretch or alter the badges.

**Prohibited use example:**

# AGREEMENT FORM

Trade Allies, distributors and vendors must submit this completed form before using badges on marketing materials or other promotional channels. The materials containing the badge must be approved prior to publishing.

## TRADE ALLY, DISTRIBUTOR OR VENDOR INFORMATION

Company Name:		Contractor ID #:	
Contact Name:			
Street Address:			
City:		State:	ZIP:
Email Address:		Telephone:	Fax:

**I acknowledge and agree that all conditions must be met as outlined in the Preferred Trade Ally, Distributor and Vendor Marketing Kit Overview and Product Use Guidelines.**

Company Name: \_\_\_\_\_

Authorized Representative Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please submit the signed agreement to [Melissa.Kelley@cmsenergy.com](mailto:Melissa.Kelley@cmsenergy.com).

Marketing use and approvals of badges must be submitted to [Melissa.Kelley@cmsenergy.com](mailto:Melissa.Kelley@cmsenergy.com).

Please expect a five (5) business day turnaround time on requests.