

Trade Ally Co-marketing Guidelines

Thank you for your order! We're excited to help communicate our partnership to your customers and prospects. Please refer to the guidelines below to make the most impact with your co-marketing materials.

Sticker for Collateral



Do

Use sticker on your quote, collateral or invoice.

Don't

Use sticker on materials that do not promote Consumers Energy energy efficiency programs.

Window Cling



Do

Display cling on your company door or company vehicle window. Maintain at least 2" of clear space around the cling.

Don't

Display the cling on personal vehicles.

Vehicle Magnet



Do

Add magnet to a clear/open space on your company vehicle. Maintain at least 4" of clear space around the magnet.

Don't

Display the magnet on personal vehicles.

See reverse for Digital Badge Product Use Guidelines

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Digital Badge for Web and Print Materials



Do

Align the badge horizontally to the right of your logo on all pages, ads or print materials.

OR align badge centered and below your logo.

Link digital and social media ads to your company's webpage so customers can find more information about your business.

Required

Submit website links, design files and/or print files to

ConsumersEnergySmallBusinessSolutions@cmsenergy.com for review and approval. For ads, please submit at least 10 days prior to your advertisement's start date to allow time for review and any requested changes.

Don't

Use digital badges on webpages, ads or print materials that do not promote Consumers Energy programs.

Display past year badges on your website, ads or print materials.