

## CONTRACTOR GUIDELINES

### THANK YOU!

Thank you for your interest in promoting Energy Efficiency Alberta's programs. We're very proud of these programs, and we're happy to see that so many contractors and companies like you want to be part of them.

We've heard from many of you that it would be useful to have some language you can use to promote the programs, and speak to your involvement. We've also heard that you need some tools to use when you're promoting the opportunities for consumers to get involved with the programs. This document aims to satisfy those requests.

In general, we'd like to ensure that people who see advertising gain some understanding of the program, and that they learn about the different partners in the program – how we work together and the parts that we all play.

Our recommended tools and language, when used by partners like you, will hopefully contribute to greater clarity, as well as helping you to illustrate the value of the program to your audiences.

## 1.0

# Recommended Language

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In this section, we provide some language that you can use when you are promoting Energy Efficiency Alberta programming. We want to make sure that the public receives accurate information, so this language is very specific. If you'd like to alter it, please reach out to Energy Efficiency Alberta to confirm that the change hasn't altered the meaning.

## HOME IMPROVEMENT PROGRAM

You should only be promoting this program if you are a participating contractor and are listed on the Energy Efficiency Alberta website.

When advertising for this program, and promoting your involvement with it, we recommend using some or all of this information. You should only use the language if it is true and accurately describes the services you provide and are qualified to provide. While the language may be adapted to your specific needs, any alterations must not change the meaning of these statements:

### Recommended Language

- We are a participating contractor in Energy Efficiency Alberta's Home Improvement Rebate Program.
- Hire us to install eligible [windows/insulation/tankless hot water heaters] and you can receive rebates that make the upgrade much more affordable.
- Installing this kind of energy efficient product will also save you money every day in energy costs.
- We'll work with you to plan your renovations, tell you how much you'll receive back in rebates, and even submit the paperwork. Energy Efficiency Alberta will mail the cheque directly to you!
- In addition to this program, Energy Efficiency Alberta offers a full suite of programs to assist Albertans in making their homes and businesses more energy efficient. To learn more about these programs, please visit Energy Efficiency Alberta's website, at [EfficiencyAlberta.ca](http://EfficiencyAlberta.ca).
- Investing in [tankless hot water heaters/windows/insulation] will save you money every month on your energy bills.

## RESIDENTIAL AND COMMERCIAL SOLAR PROGRAM

This language can be used by anyone interested in promoting Energy Efficiency Residential and Commercial Solar Program.

When advertising for this program, we'd recommend using some or all of this information. You should only use the language if it is true and accurately describes the services you provide and are qualified to provide. While the language may be adapted to your specific needs, any alterations must not change the meaning of these statements:

### Recommended Language

- Today, you can receive rebates on new solar photovoltaic systems that make them much more affordable.
- Are you interested in exploring the potential of solar? Check [EfficiencyAlberta.ca](http://EfficiencyAlberta.ca) to learn about Energy Efficiency Alberta solar rebates, and contact us to see how we can help you take advantage of this opportunity.
- We can help you assess the potential for you to add a solar system to your home or business, and today, you can save up to 30% on that system thanks to Energy Efficiency Alberta rebates.
- Alberta has some of the best access to sunshine in Canada – take advantage of it through Energy Efficiency Alberta's new solar rebate program. Contact us to learn more.
- In addition to this program, Energy Efficiency Alberta offers a full suite of programs to assist Albertans in making their homes and businesses more energy efficient. To learn more about these programs, please visit Energy Efficiency Alberta's website, at [EfficiencyAlberta.ca](http://EfficiencyAlberta.ca).

## BUSINESS, NON-PROFIT AND INSTITUTIONAL ENERGY SAVINGS PROGRAM

When advertising for this program, we'd recommend using some or all of this information. You should only use the language if it is true and accurately describes the services you provide. While the language may be adapted to your specific needs, any alterations must not change the meaning of these statements:

### Recommended Language

- Hire us to install eligible [list eligible product(s) here] and you can receive rebates that make the upgrade much more affordable.
- Installing this kind of energy efficient product will also save you and your organization money every day in energy costs.
- Save money which you can reinvest into your organization.
- A variety of efficient lighting, efficient water heating equipment, and efficient HVAC and VFDs are eligible for rebates through Energy Efficiency Alberta's Business, Non-Profit and Institutional Energy Savings Program. To view specifications for eligible equipment, please visit [EfficiencyAlberta.ca/business-non-profit-and-institutional](http://EfficiencyAlberta.ca/business-non-profit-and-institutional)
- Is your organization looking to upgrade your lighting, water heating or HVAC equipment? Check [EfficiencyAlberta.ca](http://EfficiencyAlberta.ca) to see the list of products eligible for Energy Efficiency Alberta rebates, and contact us to see how we can help you take advantage of this opportunity.
- In addition to this program, Energy Efficiency Alberta offers a full suite of programs to assist Albertans in making their homes and businesses more energy efficient. To learn more about these programs, please visit Energy Efficiency Alberta's website, at [EfficiencyAlberta.ca](http://EfficiencyAlberta.ca).

## 2.0

# Visual Tools - Who can use these

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## BRAND BOX

For businesses and organizations involved in the sale, installation or distribution of products eligible for rebates under Energy Efficiency Alberta Programs.

And for approved and qualified contractors currently listed on the Energy Efficiency Alberta website.

*Usage instructions can be found on page 5*



## DIGITAL DESIGN ASSETS

For businesses and organizations involved in the sale, installation or distribution of products eligible for rebates under Energy Efficiency Alberta Programs.

And for approved and qualified contractors currently listed on the Energy Efficiency Alberta website.

*Usage instructions can be found on page 8*

## 2.1

# Brand Box - Instructions for use

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Energy Efficiency Alberta's

**BUSINESS, NON-PROFIT,  
AND INSTITUTIONAL  
ENERGY SAVINGS  
PROGRAM**

Receive up to \$60,000  
in rebates on your energy  
efficiency upgrades

efficiencyalberta.ca 

The Brand Box is a tool that you can use in a variety of ways to promote Energy Efficiency Alberta programs. It may be used by registered and listed approved contractors or others interested in promoting the program. These should not be substituted for your own advertising or promotional materials, but may be added to them as an additional, distinct element.

No other elements of the Energy Efficiency Alberta visual style should be used in any part of your advertising or marketing materials.

The boxes must not be altered in any way, and all the usage guidelines must be followed. This Brand Box can be used in print only.



Energy Efficiency Alberta's

**SOLAR  
PROGRAM**

Get up to 30% back  
on the cost of a solar  
photovoltaic system

efficiencyalberta.ca 

## 2.1

# Brand Box - Instructions for use

### WHITE BORDER

The white border built into the Brand Box helps maintain the integrity of the brand by providing a buffer zone between the box and the surrounding content. The border should remain white (paper neutral) and no objects should come within this space. The size of the border is built into the graphic and should be scaled accordingly.



### MINIMUM SIZE

To ensure legibility and impact of the Brand Box, it should appear no smaller than 2"x2" in print materials and 144px x 144px for digital materials.



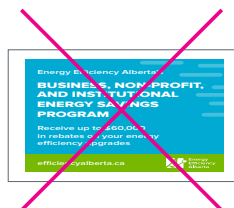
2" / 144px

### USAGE RESTRICTIONS

The Brand Box should run as is in all materials. It should not be modified or re-designed in any way. It should only be reproduced using the provided artwork files. It is meant to be applied as a stand-alone addition, and should not be made to blend in with the materials it is applied to.



Do not rotate the brand box



Do not distort the brand box

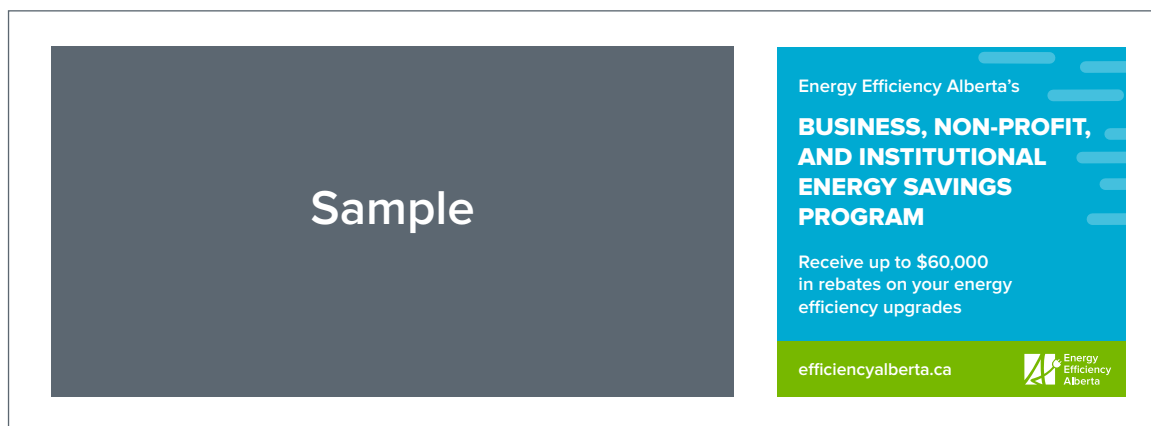
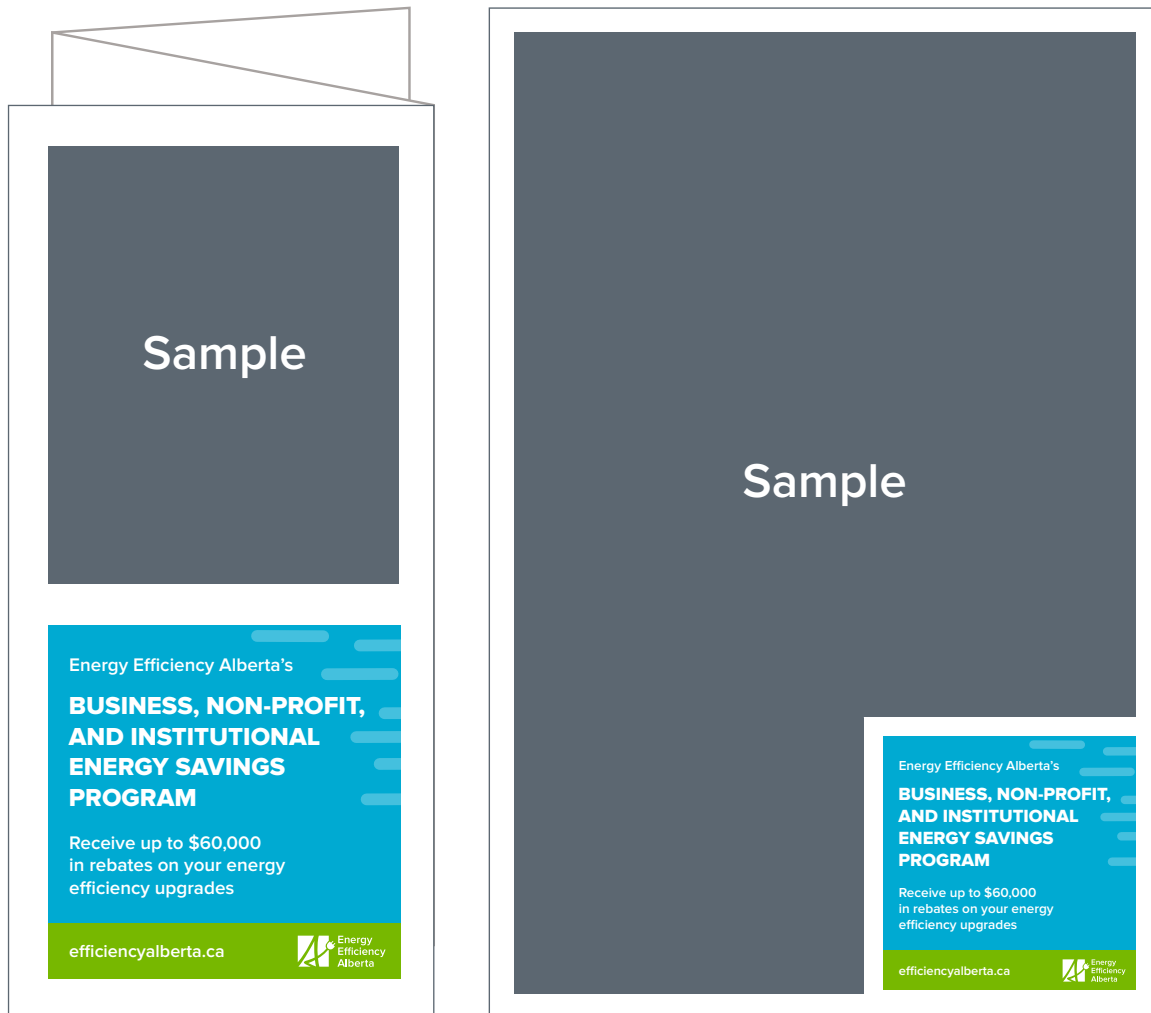


Do not change the colour of the mark or the included buffer space around brand box

## 2.1 Brand Box - Instructions for use

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### SAMPLE PLACEMENT (NOT ACTUAL SIZE)



## 2.2

# Digital Design Assets - Instructions for use

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Energy Efficiency Alberta

**TIME FOR AN ENERGY EFFICIENT UPGRADE?**

Energy Efficiency Alberta rebates help Businesses, Nonprofits and Institutions save big.

[LEARN MORE](#)

efficiencyalberta.ca



Energy Efficiency Alberta

**UPGRADE TO SOLAR AND SAVE BIG!**

Energy Efficiency Alberta offers great rebates on new solar systems.

[LEARN MORE](#)

efficiencyalberta.ca

These are tools you can use in a variety of ways to promote Energy Efficiency Alberta programs. They may be used by registered and listed approved contractors or others interested in promoting the program. These should not be substituted for your own advertising or promotional materials, but may be added to them as an additional, distinct element.

No other elements of the Energy Efficiency Alberta visual style should be used in any part of your advertising or marketing materials.

The items must not be altered in any way, and all the usage guidelines must be followed.

These tools should only be used in digital media, never in print, television or other advertising or marketing.

These must be linked directly to [EfficiencyAlberta.ca](http://EfficiencyAlberta.ca), and the link must be live. These may not link to your website or to any other place.

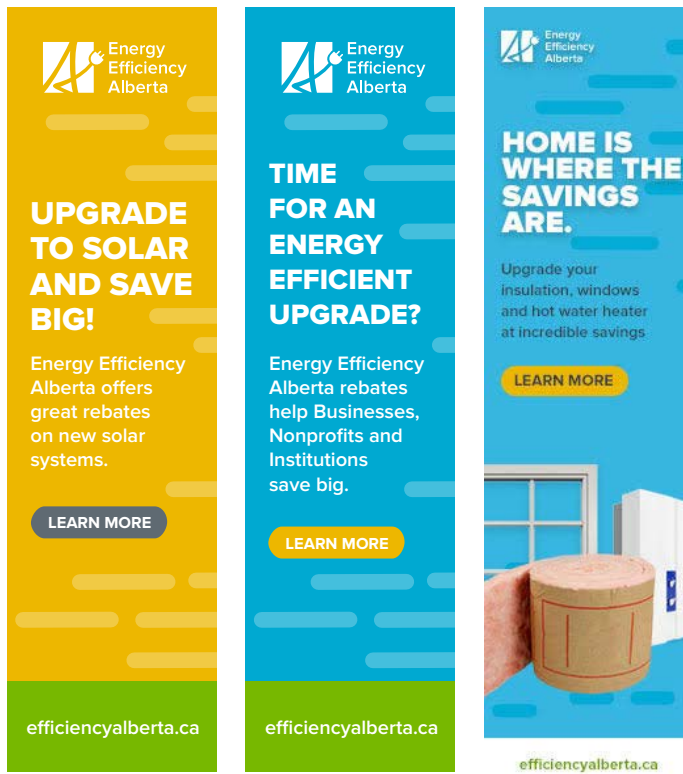


## 2.2 Digital Design Assets - Instructions for use

### SIZE

The Digital Design Assets must be used exactly as provided and may not be resized in any way. This will ensure proper readability and legibility. The vertical versions are best suited beside main web content, while the horizontal versions are best suited within a piece of text, or at the end of content.

VERTICAL SAMPLES: 160PX x 600PX



The vertical samples are arranged in a row. Each sample features the Energy Efficiency Alberta logo at the top left, a main headline, a sub-headline, a 'LEARN MORE' button, and the website URL 'efficiencyalberta.ca' at the bottom.

- Solar program:** Headline: 'UPGRADE TO SOLAR AND SAVE BIG!'. Sub-headline: 'Energy Efficiency Alberta offers great rebates on new solar systems.' Button: 'LEARN MORE'. URL: 'efficiencyalberta.ca'.
- Business, Nonprofit and Institutional (BNI) program:** Headline: 'TIME FOR AN ENERGY EFFICIENT UPGRADE?'. Sub-headline: 'Energy Efficiency Alberta rebates help Businesses, Nonprofits and Institutions save big.' Button: 'LEARN MORE'. URL: 'efficiencyalberta.ca'.
- Home Improvement program:** Headline: 'HOME IS WHERE THE SAVINGS ARE.'. Sub-headline: 'Upgrade your insulation, windows and hot water heater at incredible savings.' Button: 'LEARN MORE'. URL: 'efficiencyalberta.ca'. Includes an image of a roll of insulation.

HORIZONTAL SAMPLES: 300PX x 250PX



The horizontal samples are arranged vertically. Each sample features the Energy Efficiency Alberta logo at the top left, a main headline, a sub-headline, a 'LEARN MORE' button, and the website URL 'efficiencyalberta.ca' at the bottom.

- Solar program:** Headline: 'UPGRADE TO SOLAR AND SAVE BIG!'. Sub-headline: 'Energy Efficiency Alberta offers great rebates on new solar systems.' Button: 'LEARN MORE'. URL: 'efficiencyalberta.ca'.
- Business, Nonprofit and Institutional (BNI) program:** Headline: 'TIME FOR AN ENERGY EFFICIENT UPGRADE?'. Sub-headline: 'Energy Efficiency Alberta rebates help Businesses, Nonprofits and Institutions save big.' Button: 'LEARN MORE'. URL: 'efficiencyalberta.ca'.
- Home Improvement program:** Headline: 'HOME IS WHERE THE SAVINGS ARE.'. Sub-headline: 'Upgrade your insulation, windows and hot water heater at incredible savings.' Button: 'LEARN MORE'. URL: 'efficiencyalberta.ca'. Includes an image of a roll of insulation and a window.

### LINKS

The Digital Design Assets must always have a live link, directly to the appropriate program page on the [EfficiencyAlberta.ca](https://www.efficiencyalberta.ca) website. For example, the Business, Nonprofit and institutional (BNI) program would link to: [EfficiencyAlberta.ca/business-non-profit-and-institutional](https://www.efficiencyalberta.ca/business-non-profit-and-institutional). They may not link to any other affiliated site, including your own.

## 2.2 Digital Design Assets - Instructions for use

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### SAMPLE PLACEMENT (NOT ACTUAL SIZE)

