

# NEW MANUFACTURED HOMES COOPERATIVE MARKETING FUND

Energy Trust of Oregon's cooperative marketing fund provides manufactured homes retailers with funds to promote and market ENERGY STAR®, Earth Advantage® and eco-rated qualified homes and is available on a first-come, first-served basis. These funds may be used for marketing pieces produced for broadcast\*, print, digital, outdoor media, events and sponsorship opportunities.

\*Please consult with Energy Trust for information on brand or logo requirements.

## REQUIREMENTS AND REIMBURSEMENTS

REIMBURSEMENT	COOPERATIVE MARKETING FUNDS <i>(maximum available per calendar year)</i>	ELIGIBLE RETAILERS
50% of marketing cost	\$500	All manufactured homes program ally retailers
	\$1,000	Retailers who have redeemed at least one home
	\$1,500	Retailers who have redeemed three or more homes

### Requirements

- Incorporate program ally of Energy Trust of Oregon logo in addition to either the ENERGY STAR, Earth Advantage or eco-rated logos
- Incorporate key messaging and logo guidelines, see back for details

### STEP 1: DESIGN

Design your marketing piece using the logo and key messaging guidelines provided on the back of this form.

### STEP 2: APPLY

Send your draft and design to the project coordinator, along with this completed form and a signed W-9 form, which are available online at [www.energytrust.org/eshlogo](http://www.energytrust.org/eshlogo). Please allow five business days for review and final approval before running your ad. **Ads not approved by the project coordinator before publication may not receive the entire incentive.**

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Description of marketing piece \_\_\_\_\_

Estimated cost \_\_\_\_\_ Date(s) of publication \_\_\_\_\_

If you are a trade or program ally for more than one Energy Trust program, you may receive cooperative marketing funds from only one program for a single marketing piece. Please talk to the project coordinator for more information.

**Agree to requirements:** I would like to participate in Energy Trust's New Manufactured Homes cooperative marketing fund. I have read, understand and agree to the requirements for participation, including the requirements that my marketing materials must comply to the guidelines listed herein and must be **pre-approved** by Energy Trust before I will be considered eligible for any Energy Trust cooperative marketing funding.

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

Note that reimbursement checks may take three to four months to arrive for those who have sent completed paperwork. The program cannot pay designers, printers or other vendors directly.



**For more information and to  
mail your forms, contact:**

Energy Trust New Manufactured Homes  
newmfghomes@energytrust.org  
1.800.972.8793 **phone**  
503.575.4316 **fax**  
100 SW Main St., Suite 1600  
Portland, OR 97204

# LOGO GUIDELINES & KEY MESSAGING

## General logo requirements

- You must use your business logo in combination with the Energy Trust program ally logo and an ENERGY STAR, Earth Advantage or eco-rated logo.
- The Energy Trust program ally logo and the ENERGY STAR, Earth Advantage or eco-rated logo must be noticeably smaller than your business logo.

## Text requirements

- ENERGY STAR must appear in all caps. Both words must appear on the same line when possible.
- The registered trademark symbol, ®, in superscript must appear after the first mention of ENERGY STAR or Earth Advantage and is not necessary for each subsequent mention of ENERGY STAR or Earth Advantage.
- Energy Trust of Oregon, Inc., must be referred to as “Energy Trust of Oregon” on first use and “Energy Trust” thereafter.
- Energy Trust may not be referred to by its initials (ETO).
- Eco-rated must appear in all lower case letters, unless used at the beginning of a sentence.

## ENERGY STAR key messaging requirements

Samples of ENERGY STAR messaging you may incorporate into your marketing materials are provided below. You may choose to develop your own messaging, which will be subject to approval for reimbursement. ENERGY STAR building practices are at the core of every Earth Advantage and eco-rated certified home, so your messaging can utilize either of those label names when using the Earth Advantage or eco-rated logos in place of the ENERGY STAR logo.

- ENERGY STAR® homes are designed, built and performance tested to provide enhanced comfort, improved indoor air quality and energy savings.
- Choose an ENERGY STAR® home; enjoy the benefits for a lifetime.
- Ask for an ENERGY STAR® home.
- ENERGY STAR® homes are at least 30% more efficient than code.
- ENERGY STAR® homes are better for you and the environment.
- When it comes to being green—look for a home with the ENERGY STAR® blue label.\*

\*Do not replace ENERGY STAR with Earth Advantage or eco-rated for this marketing message. It is intended solely for use with ENERGY STAR. For additional messaging ideas, please contact the project coordinator at 1.800.972.8793.

## ENERGY STAR logo options and requirements

This logo, other logo options and the use guidelines can be downloaded at [www.energytrust.org/eshlogo](http://www.energytrust.org/eshlogo).



Certification Logo – Use this logo to identify specific homes (or products) that qualify as ENERGY STAR.

## Energy Trust of Oregon program ally logo options

The logos shown below, other logo options and the use guidelines can be downloaded at [www.energytrust.org/eshlogo](http://www.energytrust.org/eshlogo).

The “Program Ally of Energy Trust” logo can be used in black or reversed out to white.

*Marketing pieces must use high-resolution logos provided by Energy Trust.*

Energy Trust logos should be kept clear of all competing text, images and other marks. They must be surrounded on all sides by an adequate clear space—a space equal in size to the width of the burst element.



## Earth Advantage and eco-rated Logo Options

The logos shown below, other logo options and the use guidelines can be downloaded at [www.energytrust.org/eshlogo](http://www.energytrust.org/eshlogo).

