

# WASHINGTON GAS SERVICE PROVIDER MARKETING GUIDELINES

As a participating Washington Gas Service Provider, you are an important partner in achieving our goal of providing business customers with reliable and valuable services to help them save energy and money. Customer satisfaction is a top priority for Washington Gas, and it is key that we communicate effectively with a consistent message and tone. Please refer to and follow the marketing guidelines below when communicating about Washington Gas and our energy saving program.

These marketing guidelines pertain to marketing materials including but not limited to: brochures, flyers, direct mailers, advertisements (TV, radio, video, press releases, print ads, etc.), website content, vehicles, business cards, apparel and emails.

## Steps You Should Follow

1. Use our Service Provider Toolkit for pre-approved materials available for you to use.
2. If you are creating a new ad, piece of collateral, or other marketing campaign material and want to use the Washington Gas name or logo refer to these guidelines and submit your draft materials for approval with at least two-weeks' notice. Submit to: Carolyn Grant at [Carolyn.Grant@icf.com](mailto:Carolyn.Grant@icf.com) and [WashGasBusiness@icf.com](mailto:WashGasBusiness@icf.com). Washington Gas reserves the right to request modifications to or to decline the use of our name and logo in your material.
3. Any co-branded materials provided to you or newly created and approved materials may be used for a 1-year period. After 1-year you must re-request the co-branded materials or re-submit your own material for approval.
4. Refer to these guidelines frequently to ensure you comply, and check-in with us frequently to ensure your material is reflective of the latest program offerings and terms.

## When creating new materials, please ensure you follow the below guidelines before submitting your draft for approval:

- Your material must not attempt to mimic existing Washington Gas material and marketing campaigns.
- Refer to the program as “Washington Gas Maryland Energy Savings Program” only.
- Refer to your role with the program as a “Participating Service Provider” or “Participating Service Provider, Washington Gas Maryland Energy Savings Program” only.
- The Washington Gas logo may not be used as the primary or prominent feature on any non-Washington Gas materials. It may not be used in the headline of your piece. The logo must be provided to you by Washington Gas (you may not use a screenshot of the logo or download an online version). The logo must not be altered in any way, including but not limited to: no change in color, proportion, or design. It may not be rotated or reversed. The logo should be placed in the bottom of your material and stand alone from any other elements including your own logo and contact information.

*Refer to the complete Service Provider Commercial Terms and Conditions for additional guidelines.*