

MASS SAVE[®] PARTNER BRAND IDENTITY GUIDELINES

For Approved Third Parties

The RCS Network (the “Network”) is the sole owner of the mark and that no changes to the mark may be made without the express written authorization of the Network. No uses other than the uses set forth in the Guidelines are permitted without the express written authorization of the Network. The registration symbol must be used with the mark.



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Tone of Voice

Using the appropriate voice and tone will allow Mass Save to better connect and resonate with all of our customers. These guidelines should be followed whether we are communicating on our website, in advertising, on social media, or in other marketing materials.

VOICE

Our voice reflects our brand—it's what we say. Our voice is:

- **Connected** – We are a collaborative of natural gas and electric utilities and energy efficiency service providers, sharing the common goal of empowering customers to save energy and money.
- **Inspiring** – We are creating a more efficient future, and anyone can find ways to save energy, save money, and improve their quality of life at home and in their business.
- **Helpful** – We empower residents, businesses, and communities to make energy efficiency upgrades by offering a wide range of rebates, incentives, and services.
- **Knowledgeable** – We are a resource that's always available to share useful energy saving tips and guidance to residents and business owners.
- **Practical** – We offer solutions that are within reach and accessible to all audiences.
- **Trustworthy** – We are experts on helping people save energy and we support our claims about the benefits of energy efficiency with data and case studies.
- **Local** – We are proud of where we live and should feel free to reference Massachusetts culture and the communities we serve as long as it doesn't feel too hokey or cliché.

Tone of Voice (cont.)

tone

Tone is the way we speak—it's how we say it. Our tone should be:

- **Approachable** – We are a source of knowledge, but we don't act like a know-it-all. When we share advice, we should be neighborly and inclusive.
- **Conversational** – We speak with a friendly and active voice. We avoid using buzzwords and jargon. The use of technical language and phrasing should only be used when speaking toward a technical audience, like contractors.
- **Clear** – Our writing and content is concise and easy to understand, no matter who the audience is. It should be easily understood what we are trying to communicate or what we are asking people to do.
- **Concise** – We get to the point. We avoid redundant information and long, complex sentences. Bulleted information and lists are helpful when explaining a process or talking about multiple benefits.
- **Positive** – We should always phrase content in a positive manner, limiting the use of negative phrasing.

WHAT TO AVOID

Some things we should stay away from, as not to alienate all or part of our audience:

- **Shaming/negativity** – We should never put anyone down or imply they are doing something wrong with the way they use energy or for inefficiencies they may be unaware of in the first place.
- **Exclusivity** – We are not a secret club. In fact, we're the opposite. We should never position our offers and advice as exclusives.
- **Mass Save in the singular** – We are not one singular, entity. We are a collaborative of different Sponsors. We should never refer to Mass Save as a single brand or place (e.g. "We are here at Mass Save").

Using Guidelines

Why have these guidelines been created?

The following guidelines have been created to provide a basic understanding of how to correctly and effectively use the Mass Save identity. By accurately implementing these guidelines you are protecting and promoting the integrity of the Mass Save brand.

Who should use these guidelines?

The program administrators, marketing partner consultants, and approved third parties who promote the Mass Save brand and its energy efficiency programs.

What if I leave the program?

If you were authorized to use the Partner logo and are no longer in the program, you have 30 days to remove the logo from your materials, including your website, truck, etc.

Note: All materials carrying the Mass Save logo must obtain approval prior to use.

Every application of the logo must be approved by the designated Mass Save Agent before usage. This pertains to all ads and materials where the logo is displayed.

Please email Rachel Gage at rgage@ksvc.com for access to and approval of all Mass Save artwork.

Throughout these guidelines, a placeholder logo is being used to illustrate where the third party logo should go.

Logo

MINIMUM SIZE

To ensure legibility, the logo with tagline should not be reduced to less than 1.75 inches wide.

USAGE

External promotional materials, advertising, direct mail, giveaways, press releases, videos, intranet, extranet, website, brochures, case studies, sector sheets, external forms, PowerPoint presentations, and signage.

Full-color



Greyscale



One-color



One-color



Black



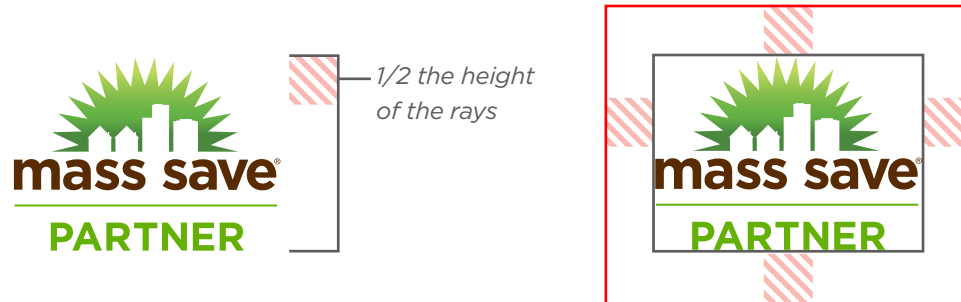
Reverse



Logo Guidelines

SAFE AREA

To ensure the logo is not crowded by other design elements, use a safe area of half the height of the graphic rays. Do not place any type or images within this safe area.



USAGE RULES

- Always scale the logo proportionately. Never distort or stretch it.
- Never use the logo with any colors other than the approved colors listed in this guide.
- Never have the location of the approved colors changed within the logo elements.
- Never use the full color version of the logo on a dark or colored background. Always use the white version of the logo in this case.
- Never use the logo on a complex background.

INCORRECT USAGE EXAMPLES



Logo Color Palette

Use Pantone or CMYK values for printed pieces, RGB values for digital pieces, and Hex colors for HTML coding in website design.



PANTONE 732 PC
C16 **M**68 **Y**100 **K**70
R89 **G**43 **B**2
HEX 592b02



PANTONE 370 PC
C64 **M**5 **Y**100 **K**24
R100 **G**176 **B**6
HEX 64b006



Gradient
*Use the full-color logo
version; never re-create
the gradient.*



Design Color Palette

Use Pantone or CMYK values for printed pieces, RGB values for digital pieces, and Hex colors for HTML coding in website design.

Primary



PANTONE 732 PC
C16 **M**68 **Y**100 **K**70
R89 **G**43 **B**2
HEX 592b02



PANTONE 370 PC
C64 **M**5 **Y**100 **K**24
R100 **G**176 **B**6
HEX 64b006



PANTONE 381 PC
C23 **M**0 **Y**89 **K**0
R192 **G**229 **B**89
HEX c0e559

Secondary



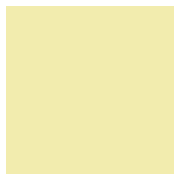
PANTONE 425 PC
C38 **M**28 **Y**21 **K**63
R93 **G**93 **B**93
HEX 5d5d5d



PANTONE 470 PC
C8 **M**68 **Y**94 **K**34
R148 **G**78 **B**17
HEX 924e11



PANTONE 2925 PC
C84 **M**21 **Y**0 **K**0
R40 **G**127 **B**242
HEX 287ff2



PANTONE 600 PC
C6 **M**1 **Y**39 **K**0
R242 **G**236 **B**174
HEX f2eeae



PANTONE Black PC
C0 **M**0 **Y**0 **K**100
R0 **G**0 **B**0
HEX 000000



White
C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEX ffffff

Typeface

MINIMUM SIZE

Body copy size is preferred at 10 – 12pt, and should never to be smaller than 8pt (unless legal copy is included). Legal copy should never to be smaller than 5.5pt.

USAGE

The entire font family for Arial can be used in all marketing materials.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 # \$ % &

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 # \$ % &

Boiler Plate

USAGE


Boiler plate should be used in the body of press releases and on the backs of brochures.

BOILER PLATE COPY

Together, we make good happen for Massachusetts: Berkshire Gas, Blackstone Gas Company, Cape Light Compact, Columbia Gas, Eversource, Liberty Utilities, National Grid and Unitil.

As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.

EXAMPLE



ENERGY SAVINGS START HERE.





Sign up for a no-cost home assessment with an Energy Specialist and get a personalized report on how to save energy and improve comfort. Call **1-866-527-7283** to sign up or take an online assessment at [**MassSave.com**](http://MassSave.com).





During your assessment, receive no-cost installation of qualifying products such as LED bulbs, low-flow showerheads and programmable thermostats.

Additional incentives available including:

- 75% or more off approved insulation
- 0% financing
- Up to \$2,750 off high efficiency heating equipment

WE ARE MASS SAVE®:

Together, we make good happen for Massachusetts: Berkshire Gas, Blackstone Gas Company, Cape Light Compact, Columbia Gas, Eversource, Liberty Utilities, National Grid and Unitil.

As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.

30384-I-0661
MA 3/2019

Best Practices

Overview

PROFESSIONALISM OF ADS

All marketing materials promoting the Mass Save Program must be professional in nature from both a copy and design perspective.

COPY IN LAYOUT

When creating a new ad or full campaign, it is important to follow the standards established in this document. All copy should be set in sentence case. Sentence case is the conventional way of using capital letters in a sentence—that is, capitalizing only the first word and any proper nouns.

Sentence Case: Correct



Title Case: Incorrect



All Caps: Incorrect



DESIGN AND COMPOSITION

It is important to ensure copy, images and logos within the ad space follow guidelines and are properly utilized and suit the space both functionally and aesthetically.

Copy should not overlap image.



Headline font is too large for space. Image overlaps footer.



Do not introduce different fonts. Scale images correctly.



Best Practices

Mass Save Logo in Layout: Do's

PRIMARY LOGO LAYOUTS

The following examples demonstrate acceptable locations for the Mass Save logo in various layouts. In most cases, the creative should lead with a headline as shown, and the Mass Save logo should be positioned to the right, bottom center, or bottom right.



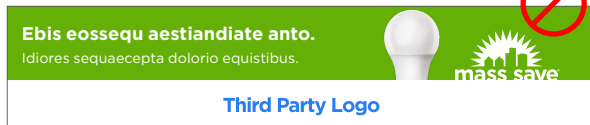
Best Practices

Mass Save Logo in Layout: Don'ts

EXAMPLES OF IMPROPER USAGE OF THE MASS SAVE LOGO

Refer to examples below in order to retain the brand and visual integrity of the Mass Save logo for all outward marketing communications.

Do not bleed or crop logo as shown.



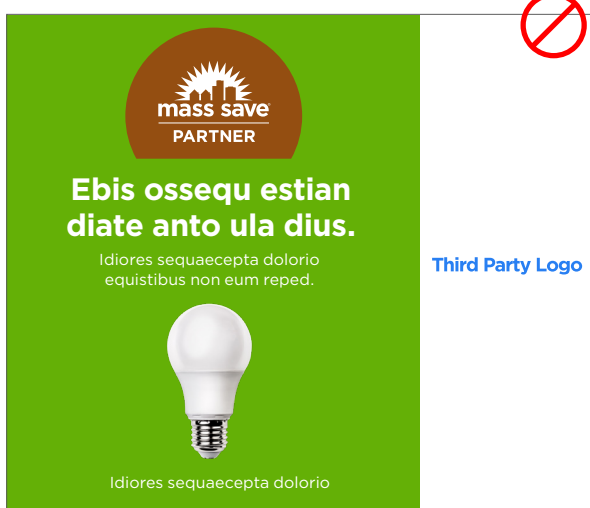
Do not alter color of pre-roll video lower third.
Do not left align logo in videos.



Never float logo over video footage or animations.
Green footer bar must always be present.



Never place logo on/in a custom color or shape as displayed below.



Logo should not be positioned beneath a headline as shown.
This dilutes our brand awareness to customers.



Sponsor logo block should never be top aligned. The logo, copy, and image are all improperly shown here.

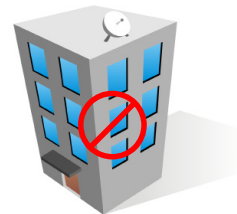


Best Practices

Art

CLIP ART

By definition, clip art is ready-made graphical art of a much lower quality than professional digital illustration. When several partners incorporate clip art into projects, it becomes difficult to ensure consistency across all work due to the variety of styles available. Clip art greatly diminishes the overall quality, fit, and finish of the Mass Save campaign and therefore should not be considered for all current and future projects. Examples are shown below.



APPROVED ART

Shown below are examples of approved digital illustration and icon treatments for Mass Save digital and print materials. If icons are required for a specific project, make a selection from the larger set within the Mass Save image library.

Flat Icons



Best Practices

Lifestyle Photography

LIFESTYLE PHOTOGRAPHY: DO'S

The images displayed below demonstrate thoughtful and relevant search terms (diversity and inclusion), professional composition, and natural, unforced situations.



Family, diversity, natural setting



Single, relaxed, enjoying time



Seniors, technology, healthy

LIFESTYLE PHOTOGRAPHY: DON'TS

The images displayed below demonstrate improper search terms, lack of diversity/inclusion, weak composition, and staged, unrealistic situations.



Lack of diversity, forced/staged



Clip art feel, unprofessional



Negative tone, stereotypical

Best Practices

Product Photography

PRODUCT PHOTOGRAPHY: DO'S

For rebate-based digital and print ads, incorporate the latest energy efficient product(s). In some cases, the manufacturer (e.g. Nest), provides high-quality photography for advertising purposes. Photo composites (inserting a product into a lifestyle image) are acceptable as well, but the execution is critical. The image must be high-quality and look and feel realistic. Product should be the feature of the photo.



Clean composition



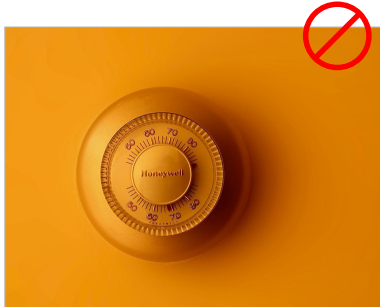
Central focus, stylish



Sharp focus, well lit

PRODUCT PHOTOGRAPHY: DON'TS

Never use photos of products that depict a clearly dated product. Do not show a new product in a dated environment, such as a wall with old wallpaper, peeling paint, etc. Product should be free of rust, cracks and imperfections. Never show product being used improperly.



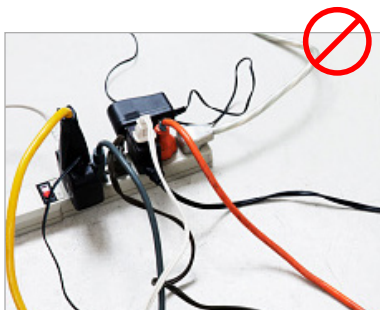
Old, inefficient thermostat



LEDs are more efficient than CFLs



Old, inefficient gas furnace



Unsafe use of product



Not the latest APS model

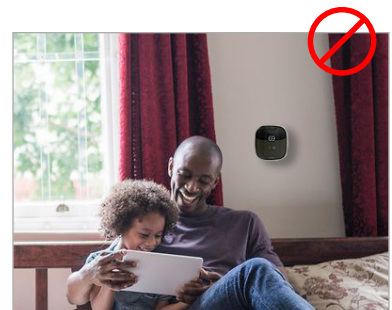


Photo composite showing thermostat on outside wall, which is against building code.

Best Practices

Video

These guidelines are most appropriate for a smaller video project and not a larger broadcast commercial production.

DO'S

Examples below demonstrate best practices. Keep in mind that these examples do not cover every possible scenario.



Good use of artificial lighting and positioning subject on camera.



Superimposed title is positioned properly. Good lighting and layout.



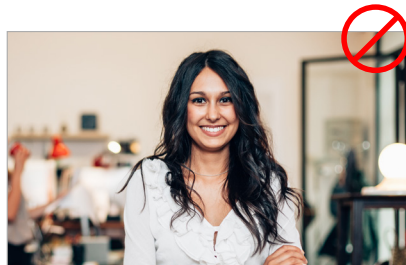
Correct art card treatment. Particularly, the footer area that stays on screen throughout.

DON'TS

Below are several examples of what to avoid when shooting and editing video projects.



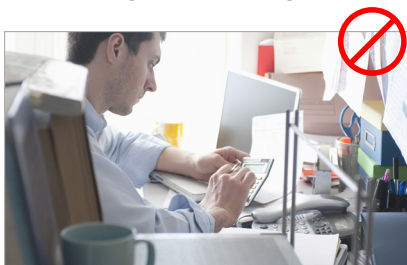
Do not place logo on photos or complex textures. Logo should be legible.



Do not position interviewees centered. Offset right or left.



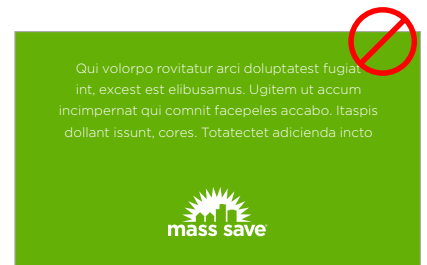
Only use approved Brand Guidelines colors for video and animation.



Avoid cluttered/busy scenes for videos. Simple scenes are less distracting.



Product packages/props should be high-quality and shot on clean backgrounds.



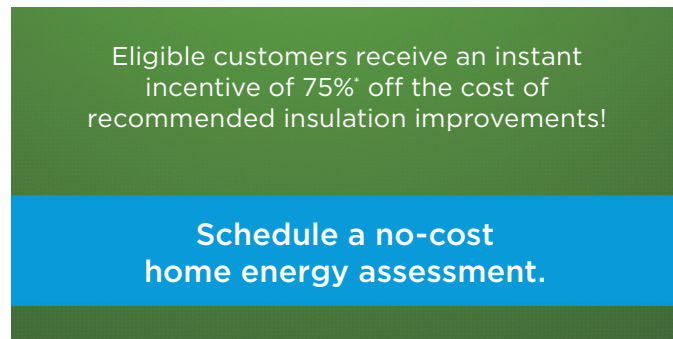
Type is too small for art card. Make sure all copy is readable on desktop and mobile platforms.

Best Practices

Copy Style

PROPER USE OF EXCLAMATION POINTS

As a general rule, exclamation points are to be used sparingly for nearly all types of outward communications. An exclamation point can be an effective punctuation mark to emphasize an unusually large incentive (as shown below) or to highlight the last day to take advantage of a deep-discount rebate. Best practice is to not use exclamation points in headlines. The recommendation is to use an exclamation point in a subheading as seen here.



PROPER USE OF BULLETED LISTS

Bulleted lists help break up chunks of information that are bundled under a heading. When copy edited and designed properly, the reader can skim the list quickly and process, line-by-line, the highlights of a given group of items. The bullet must always be a circular shape, and centered top/bottom before first letter. The bullet can be gray, or, the same color as the heading. Proper use of bullets and bulleted lists are shown below.

• No-cost home energy assessment

Note placement and size in relation to type of bullet

You may also be eligible for:

- No-cost installation of energy efficient LED lighting
- No-cost air sealing of leaks in drafty areas of your home (as necessary)
- Rebates up to \$3,250 for high-efficiency heating, water heating and cooling equipment
- Installation of a discounted wireless thermostat (if compatible with your system)
- 0% financing for eligible upgrades
- Additional incentives for renters and income qualified customers

To schedule a no-cost home energy assessment, call **1-866-527-7283**. Or visit **MassSave.com** to take an online home energy assessment.

Project Team

Architect

- Peter Frothingham, in partnership with LDa Architecture & Interiors

Contractor

- Western Builders

MEP Engineers

- Building Engineering Resources, Inc.

Green Features

Building Envelope

- Foundation: R-10
- Slab: R-10
- Wall: R-19 average, including continuous insulation
- Roof: R-61 average
- Windows: U-0.20, SHGC-0.36

HVAC

- Variable refrigerant flow (VRF) with heat recovery: 4.2 COP and 13.8 EER
- ERV

Hot Water

- Low flow plumbing fixtures
- Electric storage water heaters 0.95 EF

Best Practices

Radio Ad Language

LANGUAGE AT END OF :30 OR :60 RADIO AD

Together, we are Mass Save: Berkshire Gas, Blackstone Gas Company, Cape Light Compact, Columbia Gas, Eversource, Liberty Utilities, National Grid and Unitil. Helping you save money and energy for a clean and energy efficient future.

Print Collateral

Post Card

LOGO USAGE

The third party logo should be sized approximately 125% larger than the Mass Save logo.

**Ebis eossequ aestian
diate anto invers.**

(background image or solid approved color)

front

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.



back

Third Party Logo

To learn more, visit **MassSave.com**



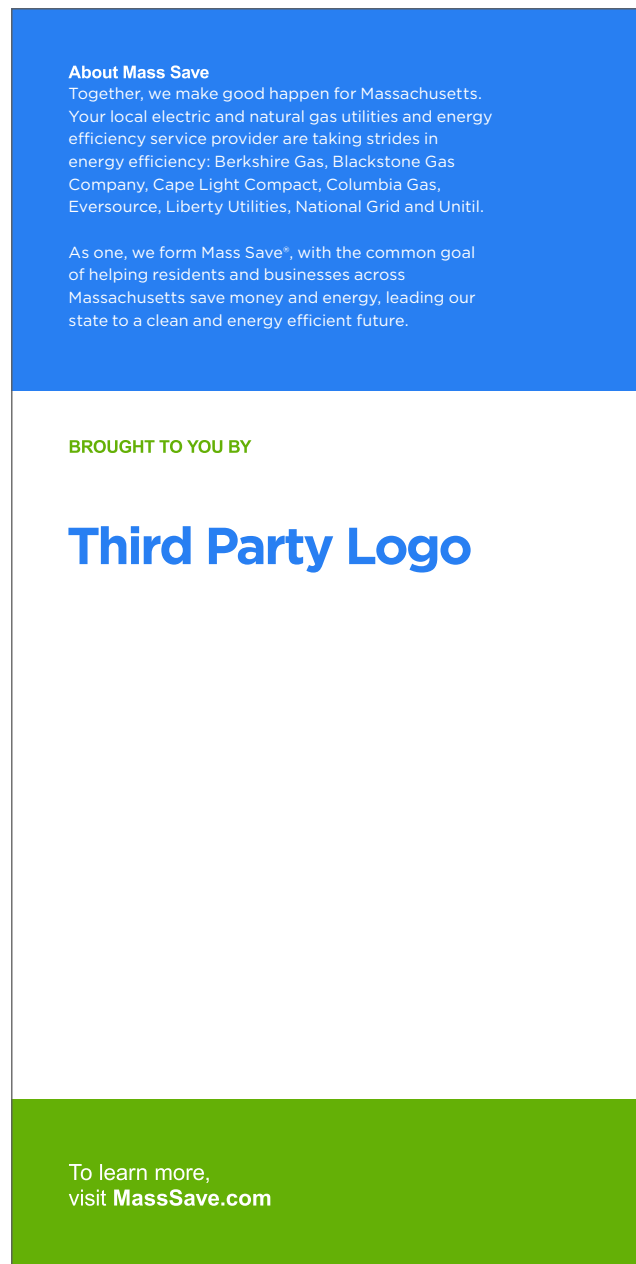
Print Collateral

Brochure

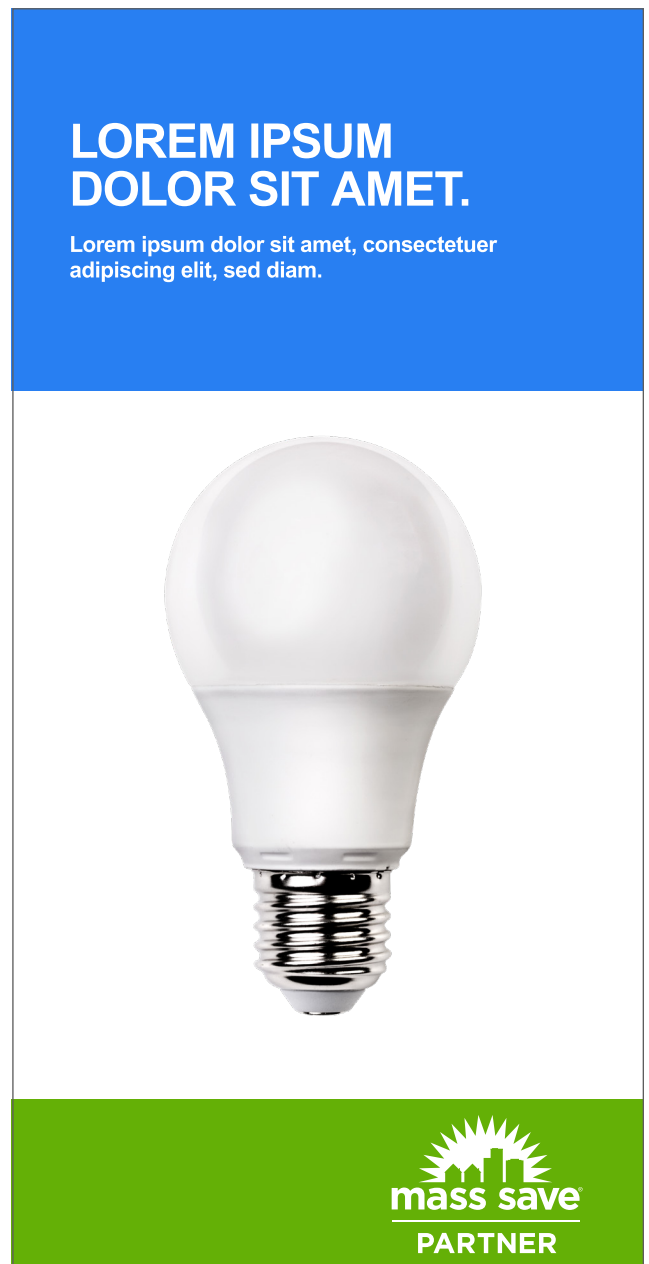
LOGO USAGE

The third party logo should be sized approximately 125% larger than the Mass Save logo.

back



front



Advertising

Full-Page Ad

LOGO USAGE

The third party logo should be sized approximately 125% larger than the Mass Save logo.

LOREM IPSUM DOLOR SIT AMET.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper suscipit lobortis
nisi ut aliquip ex ea commodo consequat. Duis
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velit esse molestie consequat, vel illum dolore eu
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iusto odio dignissim qui blandit praesent luptatum.



Third Party Logo

To learn more, visit MassSave.com



Advertising

Horizontal Half-Page Ad

LOGO USAGE

The third party logo should be sized approximately 125% larger than the Mass Save logo.

**LOREM IPSUM
DOLOR SIT AMET.**

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper suscipit lobortis.

Third Party Logo



To learn more, visit MassSave.com



Advertising

Vertical Half-Page Ad

LOGO USAGE

The third party logo should be sized approximately 125% larger than the Mass Save logo.



LOREM IPSUM DOLOR SIT AMET.

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam
erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis.

Third Party Logo

To learn more,
visit MassSave.com



Web

Web Logo Usage

MINIMUM LOGO SIZE

To ensure legibility, the logo with tagline should not be reduced to less than 1.75 inches wide.

LOGO USAGE

In a web environment, the logo should link to the Mass Save website:

<http://www.masssave.com/>



Web

Web Banner Ad

LOGO USAGE

Use the Mass Save logo with tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Center art in the banner ad space, leaving at least a .25 inch space on all sides.



Promotional Materials

Vehicle Magnet & Truck Wrap

LOGO USAGE

Use the Mass Save logo with tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Center art on the vehicle magnet, leaving at least a 1.00 inch space on either side.

You may use the Mass SAve logo on your truck wrap beside non-Mass Save offers, as long as Mass Save offers are also present, such as those for insulation, energy assessment, etc.

Third Party Logo



Promotional Materials

T-Shirt (Screen Printing)

LOGO USAGE

Actual art size should never exceed 3.5" in width. Use the Mass Save logo without the tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo.



Promotional Materials

Polo Shirt (Embroidery)

LOGO USAGE

Actual art size should never exceed 3.5" wide. Place the embroidery art over the left chest. Use the Mass Save logo without tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo.



Promotional Materials

Tote Bag

LOGO USAGE

Use the Mass Save logo with tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Center art on the tote bag, leaving at least a 1.00 inch space on either side.

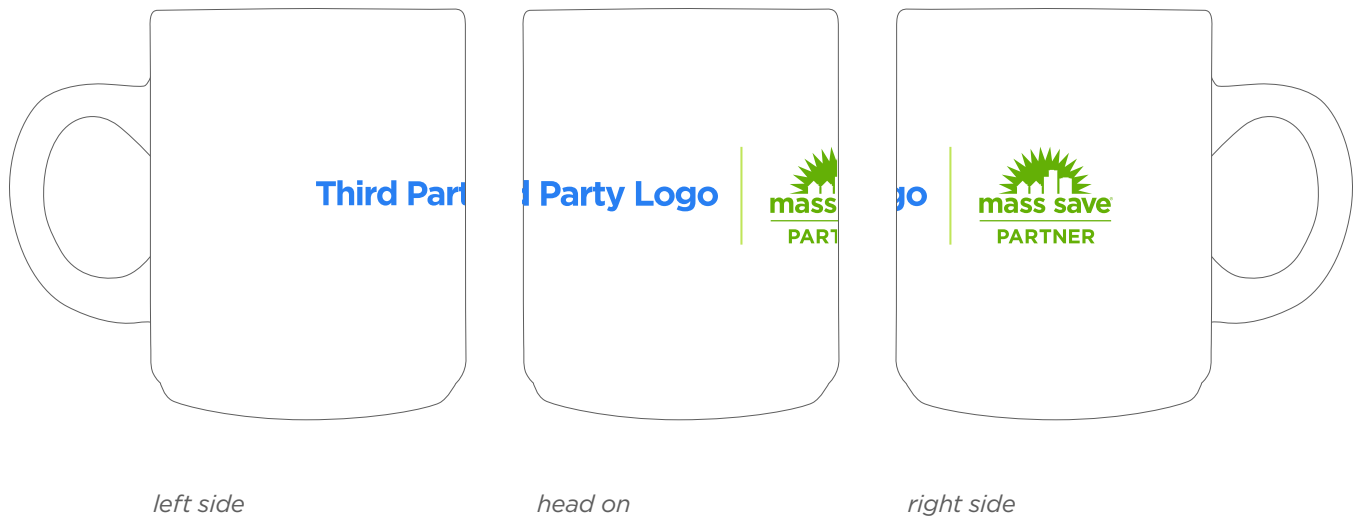


Promotional Materials

Coffee Mug

LOGO USAGE

Use the Mass Save logo with tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Center art on the mug, leaving at least a 1.00 inch space on either side.



Promotional Materials

Water Bottle

LOGO USAGE

Use the Mass Save logo with tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Place art vertically (reading up) and center it on one side of the water bottle, leaving at least a 1.00 inch space on either side.



Promotional Materials

Mouse Pad

LOGO USAGE

Use the Mass Save logo with tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Center art on the mouse pad, leaving at least a 1.00 inch space on either side.

Third Party Logo



Promotional Materials

Pen

LOGO USAGE

Use the Mass Save logo without tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Center art on the pen, leaving at least a .5 inch space on either side.

Third Party Logo



Promotional Materials

Magnet

LOGO USAGE

Use the Mass Save logo without tagline in solid green (color match **PANTONE** 370 PC or **C64 M5 Y100 K24**) and scale it to approximately half the size of the third party logo. Divide the two logos with a 1pt light green vertical line (color match **PANTONE** 381 PC or **C23 M0 Y89 K0**). Align the vertical centers of both logos and the dividing line. Center art on the magnet, leaving at least a .375 inch space on either side.



Standard magnet size is 3.5 x 2"