

# QUICKSTART GUIDE

# ActOnEnergy® GRAPHIC COMMUNICATION

## GRAPHIC WORDMARKS

### ActOnEnergy®:

Use this graphic wordmark when referring to ActOnEnergy initiatives. It is acceptable to use this wordmark for special emphasis as a stand-alone element. This graphic wordmark is a registered trademark. When used as a stand-alone element, it should always appear with the ® symbol.

### ActOnEnergy.com:

Use this graphic wordmark when referring to the website. It is acceptable to use this wordmark for special emphasis as a stand-alone element. This graphic wordmark is NOT a registered trademark and should NOT appear with the ® symbol.

The signatures should be reproduced as two-color marks when the background is black or white. Use a one-color logo (black, white, Ameren Green or Ameren Blue) on any other solid-color background.

Do not tilt, distort or otherwise alter the wordmark.

*ActOnEnergy®*

*ActOnEnergy®*

*ActOnEnergy®*

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*ActOnEnergy®*

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*ActOnEnergy.com*

*ActOnEnergy.com*

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## COLORS

Ameren's palette consists of seven colors that maintain consistency for the brand, while maximizing flexibility in design.



## IMAGE RESOLUTION

**Print:** 300 dpi at the size that it will be used

**Web:** 72 dpi at the size that it will be used

**In presentations:** 150 dpi at the size that it will be used preferred, 72 dpi accepted

## TYPOGRAPHY

### Marketing communications:

Univers Condensed  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

Univers Condensed Bold  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

Candida BT  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

Candida BT Bold  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

### Business communications:

Arial  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

Arial Bold  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

Book Antiqua  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

Book Antiqua Bold  
 ABCDEFGHIJKLMNOPQRS...  
 abcdefghijklmnopqrstuvwxyz

## FORMATTING GRAPHIC WORDMARKS

For additional information of formatting see part 2.3 of the ActOnEnergy Reference Guide.

Univers Condensed

*ActOnEnergy®* ----- Superscript ®

Bold Italic      Italic

*ActOnEnergy.com* ----- No superscript ®

Arial

*ActOnEnergy®*

*ActOnEnergy.com*

## CONTACTS

**Illinois:** Natalie Hemmer, Managing Supervisor, Communications & PR, at 1.309.677.5021 or nhemmer@ameren.com

**Missouri:** Trina Muniz, Managing Supervisor, Marketing & Advertising, at 1.314.554.2698 or tmuniz@ameren.com

**All others:** Kathy Paige, Advertising Assistant, at 1.314.554.2698 or kpaige@ameren.com

# QUICKSTART GUIDE WRITTEN COMMUNICATIONS

# QUICKSTART GUIDE PRACTICAL APPLICATIONS

## ActOnEnergy

Use the phrase ActOnEnergy when referring to energy efficiency initiatives:

In headlines and body copy, ActOnEnergy should appear with initial capitals and without spaces. For added emphasis, the phrase may be formatted by using all italics and placing the word "Act" in bold.\* The phrase should be the same size, color and font as the surrounding type.

### Non-program Use:

When referring to the concept of "acting on energy," using the words "act on energy" as a call to action, avoid using initial caps. Keep everything lowercase and separate the words.

## TRADEMARK REGISTRATION SYMBOL

The phrase ActOnEnergy is a registered trademark—it should appear with the ® symbol upon first reference in headline and body copy. If ActOnEnergy appears in BOTH the headline and the body copy, include the registration symbol in BOTH the headline and the first reference in the body copy.

## ActOnEnergy.com

Use ActOnEnergy.com when directing the audience to the website and when referring to customer-focused materials and programs housed on the website.

When referring to the website in copy, it is not necessary to use "http://www." before the site name. Capitalize the first letter of each word and lowercase the extension ".com."

For added emphasis in headlines and body copy, the website may be formatted using all italics and placing the word "Act" in bold.

## TRADEMARK REGISTRATION SYMBOL

ActOnEnergy.com is NOT a registered trademark and should NOT be designated as such.

\*For Ameren Illinois **ActOnEnergy.com** should be formatted every time it appears in headlines or body copy. ActOnEnergy should only be formatted as a stand-alone graphic element.

For more on ActOnEnergy, ActOnEnergy.com or Ameren graphics & communications, please reference the ActOnEnergy Reference Guide or Ameren Identity Guidelines.

## USE WITH COMPANY SIGNATURES

Energy efficiency materials—print or electronic, marketing or business—originating from Ameren Missouri or Ameren Illinois should continue to use the appropriate company signature (commonly referred to as the company "logo") consistent with Ameren Identity Guidelines. If the company signature and graphic wordmark are used in close proximity, be sure they adhere to clear space guidelines (see part 1.41 of Ameren Identity Guidelines: Graphics in Print Communications).

Remember that graphic wordmarks are not intended to serve as substitutes for the appropriate company signature.



## CONTACTS

**Illinois:** Natalie Hemmer, Managing Supervisor, Communications & PR, at 1.309.677.5021 or nhemmer@ameren.com  
**Missouri:** Trina Muniz, Managing Supervisor, Marketing & Advertising, at 1.314.554.2698 or tmuniz@ameren.com  
**All others:** Kathy Paige, Advertising Assistant, at 1.314.554.2698 or kpaige@ameren.com

## PROGRAM ALLY CO-BRANDING

Program Allies may produce marketing or promotional materials that are co-branded with the ActOnEnergy name and graphic wordmark(s). Company signatures (e.g., Ameren Missouri and Ameren Illinois) may be used as well, but are not required.

Materials MUST adhere to ActOnEnergy guidelines and must be reviewed and approved by Ameren Missouri or Ameren Illinois prior to distribution. Please ensure that Program Allies are familiar with proper usage of the graphic wordmarks.

## TEXT REFERENCES

In text, Program Allies may choose from the following phrases to describe themselves:

- “A registered Program Ally of the <Ameren Illinois/Ameren Missouri> ActOnEnergy® Efficiency Programs”
- “<COMPANY NAME> is a registered Program Ally of the <Ameren Illinois/Ameren Missouri> ActOnEnergy® Efficiency Programs”
- “We are a registered Program Ally of the <Ameren Illinois/Ameren Missouri> ActOnEnergy® Efficiency Programs”

## WEBSITES

Upon approval, Program Allies may use the ActOnEnergy and ActOnEnergy.com graphic wordmarks on their websites and may refer to the energy efficiency programs in text. Any pages on the website that mention ActOnEnergy or one of the energy efficiency programs will include a link to the appropriate page on ActOnEnergy.com.

## OTHER CO-BRANDING

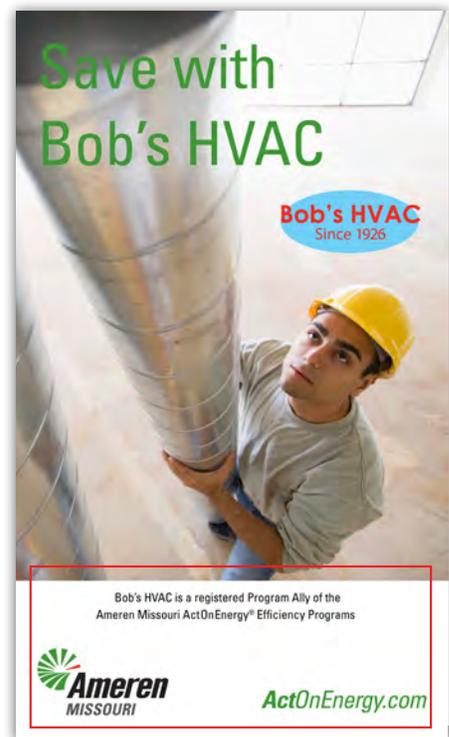
Program Allies may contact Ameren Missouri or Ameren Illinois to discuss co-branding:

- TV spots
- Radio ads
- Vehicles
- Print and other materials

*Program Allies: For more on ActOnEnergy, ActOnEnergy.com or Ameren graphics & communications, please reference the ActOnEnergy Reference Guide or Quick Start Ameren Guidelines. For additional questions, see contacts below.*



**EXAMPLE:** Wearables for Program Allies & Co-branded Brochure



**EXAMPLE:** Co-branded Brochure (with text reference)

## CONTACTS (PROGRAM ALLIES)

**Illinois:** Lynda Files, Communications Advisor, Communications & PR, at 1.309.677.5017 or lfiles@ameren.com

**Missouri:** Trina Muniz, Managing Supervisor, Marketing & Advertising, at 1.314.554.2698 or tmuniz@ameren.com