



GoGreen Home Energy Financing Marketing Guidelines for Contractors

Participating contractors are encouraged to promote GoGreen Financing to their customers and on their websites! If your website, emails or flyers feature information about Go Green Home Energy Financing, please use these guidelines to help you promote the program.

How to describe GoGreen Home

Please use the full program name of "GoGreen Home Energy Financing" on the first mention. After that, it's fine to use "GoGreen Home" if you prefer.

For example:

*We at ACME Contracting are proud to offer **GoGreen Home Energy Financing** to our customers for their energy efficiency projects. You can borrow up to \$50,000 with a **GoGreen Home loan**, and 30% of it can be for non-energy improvements like landscaping and remodeling. **GoGreen Home** is a State of California-backed program that makes low interest rates and extended terms available for home energy upgrades. ACME Contracting is an enrolled **GoGreen Home** contractor.*

Proper logo use

As a participating GoGreen Home contractor, you can use the GoGreen Financing logo on your marketing collateral. Please note that only state entities are authorized to use the logo combined with the state seal, so use only the logo on the left in your marketing materials.

Approved for Contractors



Do not use



Common-sense rules apply when using the logo! Please use it right side up (no vertical or upside-down placement, please!), and do not change its color, proportions or appearance in any way other than to size it for your needs. Some no-nos are listed below.



Do not stretch or alter the logo in any way.



Do not use graphic effects (drop shadows) on the logo.



Do not apply any one color (even another palette color) to the logo or assign arbitrary colors to any part of the logo.



Do not add graphics to the logo.

If you need a copy of the GoGreen Financing logo for your website, contact the GoGreen Financing Contractor Support Team at gogreen@egia.org.

Marketing materials

Contractors can get a new co-branded flyer featuring the program name and your company's logo. If you haven't yet requested a program flyer with your own logo on it, please reach out to your Account Manager to get your updated co-branded GoGreen Home flyer: gogreen@egia.org

We encourage you to direct customers to GoGreenFinancing.com to learn about what can be financed and which lenders are active in their area. Don't forget that the website is also available in Spanish.

You can find additional GoGreen Financing branded marketing collateral in the Partner/Contractor tab, under "Resources." You will find flyers (both in English and Spanish) and presentations about GoGreen Home.

Questions? Call our support line at 888-987-3443 or email us at gogreen@egia.org.

MINIMUM SIZE

The logo reproduces well at almost any size. Going too small, however, can damage the logo's visibility and effectiveness. The logo should not be any smaller than 3/4" wide or 150 pixels wide for web.



gogreen
FINANCING™

Print – 3/4"

Web – 150 pixels

CLEAR SPACE

Always maintain a clear space around the logo to protect it from distracting graphics or typography. For the logo, use the height of the "g" in "go" for vertical space. Turned on its side, use the height of the "g" in "go" for horizontal space.



INCORRECT LOGO USAGE

The logo is the primary visual representation of the brand and needs to be treated respectfully. Changing any part of the logo will jeopardize consistency and weaken its impact. Please follow these rules.



Do not stretch or alter the logo in any way.



Do not use graphic effects (drop shadows) on the logo.



Do not apply any one color (even another palette color) to the logo or assign arbitrary colors to any part of the logo.



Do not add graphics to the logo.



Do not place the logo in a busy background.



Do not place logo in holding shapes.



Do not use certain elements of the logo on their own.



Do not rearrange elements of the logo.