



SCEIP Brand Guidelines for Participating Contractors

As a participating contractor with the Sonoma County Energy Independence Program (SCEIP), you are encouraged to use the SCEIP Participating Contractor logo in your promotional materials, including your website and printed collateral. Any marketing materials or communications that utilize the SCEIP logo must comply with the guidelines outlined in this document.

Please contact the Sonoma County Energy Independence Office at sceip@sonoma-county.org or 707-565-6470 if you have any questions about the guidelines.

Logo

The SCEIP Participating Contractor logo and program name may be used to refer to SCEIP financing provided the contractor follows these guidelines.

The logo may only be used by the contractor, employees of the contractor, and registered home improvement sales people. Use by third party consultants, brokers, agents or subcontractors is strictly forbidden.

The contractor may use the SCEIP Participating Contractor logo on websites and in advertising materials to indicate the contractor's relationship with SCEIP, provided the contractor does not mislead consumers as to the existence of any SCEIP sponsorship, affiliation, or endorsement of the contractor's company, products, or services.

The proper logo bounds have been built into the logo. The contractor may not place neighboring items within them.

The contractor may not place the logo over a photograph. The logo may be placed on a light or dark background.











General Guidelines:

Use the approved logo.

- Always spell the program name as follows: Sonoma County Energy Independence Program. The acronym SCEIP may be placed in parentheses after the first usage of the program name in a document, and may thereafter be used to refer to the program in that document.
- The SCEIP Participating Contractor logo may only be used in connection with promotional or advertising materials, websites, products, packaging, and manuals.
- The logo may not be used for any purpose other than what is specified in this document.
- Do not change the logo color, add words or graphics to the logo, or distort or redraw the logo.

- Do not use any state or local government logos, seals, or other branding elements on materials or pages about SCEIP without prior approval from SCEIP.
- Do not use Sonoma County Energy Independence Program or SCEIP as part or all of your product name, service name, or company name.
- Do not use product, service, or company names that could be confused with Sonoma County Energy Independence Program or SCEIP.

Usage Examples:

COMPLIANT		NON-COMPLIANT		
				Do not crowd the logo.
				Do not place the logo over any images.
				The logo can be placed on a light or dark background but do not add transparency to the logo.

Web and Print Usage

The web logo and the print logo provided by SCEIP must only be used for their respective purposes. The contractor may not use the web logo for print purposes or vice versa.

Program Description

The following program description is provided for your use:

The Sonoma County Energy Independence Program (SCEIP) offers Property Assessed Clean Energy (PACE) financing for residential and commercial properties located in Sonoma County. SCEIP financing pays for up to 100% of the project’s costs and is repaid over a 10 or 20-year term as an assessment on your property tax bill. With no money down and an easy qualification process, SCEIP offers a simple way to finance energy efficiency, renewable energy and water conservation upgrades.

Learn more at: sonomacountyenergy.org.

Videos

The following videos can be used for promotional and informational purposes and may not be used out of the context for which they were recorded. The contractor must not falsely imply any involvement in the projects highlighted in the videos.

Residential Project Videos:

1. Scott & Tiffany: <https://www.youtube.com/watch?v=HzHPJrmoSzA>
2. Abigail & Brad: <https://www.youtube.com/watch?v=rLj8QJ24iB0>
3. Deena: <https://www.youtube.com/watch?v=MmJ9PcVu0rg>

Commercial Project Videos:

1. Paradise Ridge: https://www.youtube.com/watch?v=tY_obSIUpcA
2. Children's Village: <https://www.youtube.com/watch?v=f2Nifs8voj4>
3. Lagunitas: <https://www.youtube.com/watch?v=Y9EMi-UKFY8>

Non-Compliance

SCEIP reserves the right to reject any use of the logo that is inconsistent with these guidelines. If said use is not in compliance with branding guidelines, the contractor agrees to immediately cease its use of the SCEIP Participating Contractor logo.

Further, should a contractor at any time become non-participating, the contractor's logo use must cease immediately.

I have reviewed, understand and agree to comply with the SCEIP Participating Contractor logo guidelines.

Company Name

CSLB #

Contractor Name

Contractor Signature

Date