

El Paso Electric Company Name and Logo Usage Guidelines For Energy Efficiency Programs Participating Contractors

El Paso Electric (EPE) has developed this document to provide guidance to participating contractors in EPE's Energy Efficiency Programs to address the usage of EPE's name and logo in all marketing material.

In order to use the EPE name and logo, participating contractors must be listed as a Participating Contractor on EPE's Energy Efficiency Program websites. To confirm or inquire, please contact EPE's Energy Efficiency Department at (915) 521-4488.

Once your business is listed on the website, please adhere to the following requirements:

1. **Do not use the EPE name or logo without prior approval. Email your request with the promotional material to your EPE Program Coordinator.**



2. **Do not place "El Paso Electric Company" or "EPE" at the top of your marketing material or before the name of your company.**
3. **Use the words "Participating Contractor" in a legible type font underneath the EPE logo or include it in the script for the marketing piece. It is not acceptable to use the word "Partner" at any time.**
4. **To ensure customers understand that the promotional material is not coming directly from EPE, we ask that you not make the text or font size of the EPE logo larger than your business logo.**
5. **Please include an EPE Energy Efficiency contact number on all material used.**

The Participating Contractor is responsible for the proper use of the EPE name and logo and will actively pursue resolution of noncompliance related to the use of the EPE name or logo.

To download the EPE logo and read additional branding guidelines, please visit <https://www.epelectric.com/branding/>

As always, please do not hesitate to contact EPE's Energy Efficiency Department if you have any questions at (915) 521-4488.

Thank you for your participation in El Paso Electric's Energy Efficiency Programs.