

Boost Your Credibility

Promote Your Business and Increase Awareness of NV Energy Incentives

Co-Branding Program

As a member of our Contractor Network, you qualify to participate in our Co-Branding Program. Not only does the PowerShift by NV Energy logo help to establish your credibility with Business Energy Services, but it tells customers you have completed program training, are knowledgeable about program incentives, and are a trusted resource for their energy-saving investments.

How It Works

Your brochures, our brand power.
Simply send us your brochure, postcard or material design and we will apply the PowerShift by NV Energy logo to it. Use this piece when marketing your business for energy-saving projects. Show them you are a trusted Contractor Network member.



Important Information

Sign the attached logo agreement and maintain your Contractor Network status to use the logo on printed marketing materials. The guidelines serve to maintain the integrity of the PowerShift by NV Energy brand, while providing Contractor Network members with the opportunity to leverage its relationship with NV Energy to engage customers. Each logo use must be approved and will be monitored. Failure to comply with the requirements may result in probation or prohibited use.



LEARN MORE

CALL | 800.342.6335
 EMAIL | bes@nvenergy.com
 VISIT | nvenergy.com/bes



NV Energy Logo Agreement

Nevada Power Company and Sierra Pacific Power Company dba NV Energy (“NV Energy”) is pleased to partner with members of its approved Contractor Network by offering them the opportunity to use NV Energy’s PowerShift logo on printed outreach brochures as outlined below.

The intent of the inclusion of the logo is to support Contractor Network members’ ability to increase awareness of NV Energy products, services and participation in energy efficiency-qualifying offerings.

Requirements

The PowerShift by NV Energy logo is available to approved Contractor Network members only for use on their printed brochures. Members must submit the proposed brochure in its entirety, with space allocated for the PowerShift by NV Energy logo, in an InDesign file (packaged with all assets and fonts) to NV Energy Business Energy Services via an email to bes@nvenergy.com.

The Business Energy Services’ graphic designer will place the PowerShift by NV Energy logo in the InDesign file. Once the file is approved by the Business Energy Services team, they will provide a high-resolution PDF of the updated artwork to the Contractor Network member who may print and distribute the approved brochure.

Use of the PowerShift by NV Energy logo is permitted for limited use by approved Contractor Network members on printed brochures ONLY. The parties agree that the logo is the intellectual property of NV Energy and that NV Energy retains all rights in the logo. The Contractor Network member will indemnify NV Energy for any claims arising out of this Agreement, including, but not limited to, Contractor Network member’s misuse of the logo. The logo cannot be extracted from the print brochure and/or used on other collateral or materials such as:

- Websites
- Email campaigns and email signatures
- Social media channels
- Videos
- Advertisements
- Clothing and vehicle wraps

Questions?

Contact the Business Energy Services team at bes@nvenergy.com or call 1-800-342-6335.



This Agreement is governed by the laws of the State of Nevada with venue in the state and federal courts located in Las Vegas, Nevada.

- I understand the terms and conditions of NV Energy co-branding guidelines as outlined above. I understand that non-compliance with these guidelines will result in immediate termination of my ability to co-brand using the PowerShift by NV Energy logo.

Contractor Network Member Company Name

Contractor Network Member Signature

Print Name

Title

Contact Information

Email

Phone

Address

Date

Please send completed form to bes@nvenergy.com.