

Dominion Energy Virginia

Advertising Guidelines

**Dominion Energy's Energy
Conservation Programs,
Implemented by Honeywell**

Updated March 2025



Participating Contractor

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INTRODUCTION

ADVERTISING GUIDELINES

As a full status participating contractor, you gain access to new opportunities to promote your business. Select programs offer opportunities to receive partial financial reimbursement for advertising, subject to terms and conditions.

All marketing and public relations communications, channels, venues and opportunities during which you will promote and/or mention Dominion Energy's Energy Conservation Programs **must be pre-approved in writing by the Honeywell team (marketing and program manager) and the Dominion Energy team**. This includes but is not limited to public relations interviews with reporters, videos, social media posts (organic and/or paid), email blasts, newsletter sponsorships,

Co-op advertising incentives are available for the following programs:

- Home Energy Evaluation Program
- Manufactured Housing Program
- Multifamily Program

Co-op print magazine, newspaper, and yellow pages advertisements, radio, television, and web banner advertisements, signage, brochures, and direct mail advertising incentives are available (subject to review on a case-by-case basis) in the DEV service territory.

Dominion Energy, as a regulated utility, is responsible for the effective and efficient use of the dollars which fund the energy conservation programs and makes every effort to continually monitor and evaluate all program activities and progress. At no time, may it be implied that Dominion Energy, or any other company affiliated with DEV, Honeywell, the Environmental Protection Agency (EPA), ENERGY STAR®, or The Commonwealth of Virginia, endorses, certifies, or verifies your company, products, or services.

Only the programs participating in the Co-op Advertising Program may be referenced, and the correct logos must be used for approved promotional purposes. Requests are approved for one-time, single use only. By accepting the Participating Contractor logo artwork and these guidelines, you agree to the following terms and conditions:

- To follow all guidelines and policies for use of the Participating Contractor logo
- To use the logo only for the material(s) requested for the participating program
- To submit all artwork for review and approval
- To produce materials after receiving written approval from Honeywell's Marketing team

Please note that all advertising and promotions will be approved at the discretion of the marketing team. Any content or images that could be deemed inappropriate or that may be misinterpreted of current program offerings may not be approved.

MARKETING CONTACT INFORMATION

DomMarketing@honeywell.com

PRE-APPROVAL PROCESS FOR ALL PROMOTIONAL AND COMMUNICATIONS OPPORTUNITIES

- ❖ Contact dommarketing@honeywell.com with details regarding the media, advertising, PR, or other promotional opportunity.
- ❖ The Honeywell marketing team will circulate the opportunity for formal, written internal approvals and for Dominion Energy team approvals.
- ❖ Once you receive all written approvals via the Honeywell marketing team, you may proceed with the opportunity. Please see the process below for securing reimbursement funds for select eligible promotional opportunities.
- ❖ If you do not receive approval, you may not proceed with the promotional opportunity.

PRE-APPROVAL PROCESS FOR CO-OP ADVERTISING FUNDS

As a full status participating contractor, you are eligible to reimburse in the Co-op Advertising Program if:

- ❖ The funds designated for co-op support are available (funding availability will be reviewed on a case-by-base basis)
- ❖ The proposed promotional opportunity has received written approval from the Honeywell team and the Dominion Energy team
- ❖ Your company has not exceeded the cap (\$2,000 per program, per year)
- ❖ The ads relate only to the programs you are participating in
- ❖ The ads will only be promoted in DEV service areas
- ❖ Your firm is in good standing with DEV

SUBMISSION GUIDELINES

- Submit all proposed newspaper, magazine, and yellow pages advertising to the Marketing Manager for approval at least fifteen (15) business days prior to the advertising placement deadline to allow for revisions.
- For direct mail and brochures, please submit creative concepts at least fifteen (15) business days before printing to allow for revisions.
- For TV, radio, social media, email and web banner advertising please submit creative

concepts at least 30 business days before proposed launch date to allow for possible revisions

- If corrections are required, the Marketing Manager will send an email identifying the edits necessary to bring the advertisement into compliance. The contractor must re-submit the corrected advertisement for approval.
- Email a draft of the ad before production to the Marketing Manager:
DomMarketing@honeywell.com
- Co-operative advertising incentives will not be provided if the ad, as determined by Dominion Energy, is inappropriate, inconsistent with DEV's messaging, or compromises the logo, service mark, or programs of DEV. Co-operative advertising incentives will not be provided if the ad contains a claim, exaggeration, or representation about DEV that is not substantiated or cannot be supported.
- All advertisements submitted for co-operative advertising incentives must promote ONLY the program that are participating in the Co-op Advertising Program in text, graphics, and logos.
- Advertisements or promotions must be resubmitted for approval whenever a change is made to the advertisement or promotion. Pre-approval emails are only valid for one (1) month.
- No reimbursement will be provided for any advertisement without prior specific approval of the advertisement as it was run. Failure to receive approval on any advertisements can result in probation.

SPECIFICATIONS FOR ALL MARKETING TACTICS

The following information and requirements must be included in all participating contractors' advertising:

- The following statement must be used on all marketing collateral: "Certain conditions apply. Offer subject to Terms and Conditions, as well as program guidelines. Call us for details."
- Additionally, the following sponsorship statement may be used: "Participating Contractors must meet certain minimum program requirements but are not otherwise affiliated with Dominion Energy Virginia. Participating Contractors are independent contractors acting on their own behalf and not as agents or contractors of Dominion Energy Virginia. Dominion Energy Virginia makes no warranties or representations regarding work performed by Participating Contractors." Required statements' text must be of comparable text size to that used in the body copy of the advertisement.
- The Dominion Energy logo or its likeness cannot be used under any circumstances.
- A Participating Contractor Program logo will be provided to qualified contractors once they achieve "Full" status. The Participating Contractor logo may not be used on any materials (including company websites) other than pre-approved advertising and promotional materials.
- When using the Participating Contractor logo it must be proportionate to the creative layout and will vary due to format size. In all instances, logos must correspond proportionately. The logo should not overpower the piece, but should be visible, readable, and not distorted. The logo should be surrounded by white space, and not touch any other elements in the piece.
- When referencing DEV, use the full name (Dominion Energy Virginia) on first mention. Every mention after is just Dominion Energy. NOTE: "Dominion Power" and "Dominion" are not acceptable references.
- Regardless of whether the advertisement is submitted for co-op reimbursement, when using the ENERGY STAR® registered trademark in ANY advertising, it must always comply with the national ENERGY STAR® program requirements: <https://www.energystar.gov/index.cfm?fuseaction=logos.showLogin>.
- The registered symbol must be used (®) at the first mention of ENERGY STAR® in an ad. Make sure the ® is superscripted, i.e., ENERGY STAR® and always type ENERGY STAR in all caps.

IMPORTANT: The DEV logo or its likeness may not be used on any materials (including company websites) other than pre-approved advertising and promotional materials.

PRINT (NEWSPAPER, MAGAZINE, YELLOW PAGES) REQUIREMENT

Minimum ¼ page ad. All required text must be proportional to the text used in the body copy of the ad. Participating logos must adhere to the above-mentioned guidelines. These must be at least 1.5” for a quarter or half-page ad, and at least 2” for a full-page ad.

DIRECT MAIL REQUIREMENT

Only third-party printing, postage, and design costs are eligible for reimbursement and must be documented (costs should be itemized separately). Any third-party costs for mailing list rentals or list purchases are not eligible for reimbursement. You must indicate size and volume of mailing. Proof of mail volume may be required for postage reimbursement requests over \$200. Postage requests must correlate with printing and mailing quantities. Logos must be at least 1” for a 4.25” x 6” postcard and at least 1.5” for a 6” x 9” postcard or 8.5” x 11” letter.

BROCHURE REQUIREMENT

Brochure should only promote Dominion Energy’s energy conservation programs. Only third-party design and printing costs are eligible for reimbursement and must be documented. The intended method of distribution (ex. in-person, trade shows and leave behinds) must be documented in the original request for approval. Logos must be at least 1” for a 4.25” x 6” postcard and at least 1.5” for a 6” x 9” postcard or 8.5” x 11” letter.

TV ADVERTISING REQUIREMENT

Minimum 30-second spot. The Participating Contractor logo must be used and appear for at least five (5) seconds in a 30-second commercial; eight (8) seconds in a 45-second commercial; and ten (10) seconds in a 60-second commercial. The appearance of the logo must be accompanied by the following verbal tag: “Certain conditions apply. Offer subject to Terms and Conditions, as well as program guidelines. Call us for details.”

RADIO ADVERTISING REQUIREMENT

Minimum 30-second spot. Dominion Energy Virginia must be mentioned every 15 seconds within the commercial and the following statement should be used: “Certain conditions apply. Offer subject to Terms and Conditions, as well as program guidelines. Call us for details.”

WEB BANNER AND SOCIAL MEDIA REQUIREMENT

For web banner advertising (pay per click), a web banner performance report from the service provider documenting the number of impressions is required with a copy of the screen snapshot showing the web banner with the link to the URL where the banner(s) resides. For static banners, the URL and screenshot and run time is still required. Contractors are not allowed to link to Dominion Energy’s website. Web banner templates are not eligible for co-op advertising.

SIGNAGE REQUIREMENT

The Participating Contractor logo should be sized accordingly in relation to the creative

layout and will vary due to format size. The logo should not overpower the piece, but should be visible, readable, and not distorted. The logo should be surrounded by white space, and not touch any other elements in the piece. Signage includes banners and banner stands. Door hangers and other canvassing measures are prohibited. Billboards, lawn signs, vehicle raps, or decals are NOT eligible for reimbursement. Dominion is very adamant that no canvassing is allowable by trade allies.

INELIGIBLE ITEMS

Trade show costs (excluding brochures), stationery, business cards, letterhead, apparel, vehicle wraps, decals, billboards and lawn signs are not eligible for reimbursement. Some items that don't qualify for reimbursement may still be acceptable as approved advertisements, as long as creative is approved prior to distribution. Approval is based on a number of circumstances including advertisement format, channels, and intent. Contact the marketing team at DomMarketing@honeywell.com to see if your advertisement is permitted. Failure to receive approval on any advertisements, including those not eligible for co-op, can result in probation.

LOGO GUIDELINES

PARTICIPATING CONTRACTOR LOGO

The Participating Contractor logo is composed of two elements used together in a specific way. Both elements cannot be separated or used independently when handled by a full status participating contractor. The logo must not be recreated, repositioned, added to or changed in any way.

- The circular symbol with type “Dominion Energy Virginia Energy Conservation Program”
- Logotype that reads “Participating Contractor”



Participating Contractor

COLOR VARIATIONS

Logos should be used predominantly on a white or light, neutral-colored background. Please use only artwork obtained from the Marketing Manager.

Two-Color (Preferred)

One-Color (Black or White)



Participating Contractor



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COLOR SPECIFICATIONS

Color	Pantone	CMYK	RGB	Web
Green	361 C	C=77 M=0 Y=100 K=0	R=67 G=176 B=42	43B02A
Gray	Warm Gray 11 C	C=26 M=36 Y=38 K=68	R=110 G=98 B=89	6E6259

Important: The DEV logo, shown below, or its likeness may not be used on any materials (including company websites) other than pre-approved advertising and promotional materials



REIMBURSEMENT PROCESS

The Co-op Advertising Program will pay 25% of the total invoice amount for submission that have been approved and met the specified requirements. Maximum total per contractor per program can be found in Page 3 of this document.

ELIGIBLE EXPENSES FOR CO-OP ADVERTISING

Advertisement Description	Eligible Expenses	Reimbursement Value
<ul style="list-style-type: none"> • Newspaper • Magazine • Yellow Pages • Direct Mail (Printing / postage costs) • TV • Radio • Web and Social Media Advertising • Brochures 	Third-party design, production and placement	<ul style="list-style-type: none"> • 25% of total invoice amount per submission • Cap at \$2,000 per year for each program offered

Submit a completed co-op advertising payment request package to the Marketing Manager after receiving approval to place your ad(s). This package consists of:

- Copy of the pre-approval email.
- Copy of the approved creative
- Copy of original, paid invoices and/or receipts (costs must be itemized separately), including all appropriate documentation related to third-party funding/in-kind services.
- A tear sheet (a print copy of the ad) or sample of direct mail piece. Electronic tear sheets are not acceptable.
- For newspaper, magazine, and yellow pages ads, a tear sheet associated with each run date is required.
- For newspaper, magazine, and yellow pages ads, documentation of circulation achieved.
- For direct mail, paid invoices and/or receipts for postage and mailing costs. You must indicate size and volume of mailing; proof of mail volume may be required for postage reimbursement requests over \$200. Postage requests must correlate with printing and mailing quantities.
- For TV and radio, a notarized affidavit of advertising run times for the year issued by the station and a DVD or email copy of radio or television ad and script.
- For web banner and social media advertising (pay per click), a performance report from the service provider documenting the number of impressions is required with a copy of the screen snapshot showing the web banner with the link to the URL where the banner(s) resides. For static banners, the URL and screenshot and run time is still required. Contractors are not allowed to link to Dominion Energy's website.
- Completed co-op advertising expense report form.
- Mail or email to:
DEV Co-op Advertising Program c/o Honeywell
15801 Woods Edge Road, B12
South Chesterfield, VA 23834
Attention to: Marketing
Email: DomMarketing@honeywell.com
- The completed co-op advertising package must be submitted within 30 days after the pre-approval notification. Packages received past 30 days after the pre-approval notification will not be honored.
- Any advertisement or initiative that is not pre-approved prior to placement will not be eligible for co-op reimbursement. Incentives will only be paid if production requirements have been met.
- Please allow between 60 and 90 days to receive your co-op reimbursement.
- Contractors are required to be in good standing with the program for co-op reimbursement.



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CO-OP ADVERTISING EXPENSE REPORT FORM

For all co-op advertising reimbursements (newspaper, magazine, yellow pages, direct mail, brochures, displays, TV, radio, web banners and social media), please complete this form and provide the following:

- Copy of the pre-approval email.
- Copy of the approved creative
- Copy of original, paid invoices and/or receipts (costs must be itemized separately), including all appropriate documentation related to third-party funding/in-kind services.
- A tear sheet (a print copy of the ad) or sample of direct mail piece. Electronic tear sheets are not acceptable.
- For newspaper, magazine, and yellow pages ads, a tear sheet associated with each run date is required.
- For newspaper, magazine, and yellow pages ads, documentation of circulation achieved.
- For direct mail, paid invoices and/or receipts for postage and mailing costs. You must indicate size and volume of mailing. Proof of mail volume may be required for postage reimbursement requests over \$200. Postage requests must correlate with printing and mailing quantities.
- For TV and radio, a notarized affidavit of advertising run times for the year issued by the station and a DVD or email copy of radio or television ad and script.
- For web banner advertising (pay per click), a web banner performance report from the service provider documenting the number of impressions is required with a copy of the screen snapshot showing the web banner with the link to the URL where the banner(s) resides. For static banners, the URL and screenshot and run time is still required. Contractors are not allowed to link to Dominion Energy's website.
- Completed co-op advertising expense report form.
- Mail or email to:

DEV Co-op Advertising Program c/o Honeywell

15801 Woods Edge Road, B12

South Chesterfield, VA 23834

Attention to: Marketing

Email: DomMarketing@honeywell.com

Company (Contractor) Name: _____

Address: _____

Contact Name: _____ Title: _____

Telephone: _____ Fax: _____

Pre-Approval Date: _____ Tax ID Number (Required): _____

Email Address: _____

Please check the type of reimbursement you are requesting and indicate what has been included.

Advertising Type (Direct Mail, etc.)	Vendor Name (as it appears on invoice)	Run Dates	Invoice Date	# of Ads Placed/ DM Pieces Sent	Impressions Delivered	TV Channel Stations, Web Addresses, etc.	Invoice Total

Program(s) Advertised (Check all that apply):

- Residential Home Energy Evaluation
- Residential Manufactured Housing

I certify that the above is true and correct to the best of my knowledge. I certify that I have read and understood the description of incentives and specifications.

Signed: _____

Title: _____ Date: _____