



## Guidelines for Referencing the “Enbridge Gas Distribution Inc.” name for Promoting Enbridge Gas Distribution Inc. Energy Efficiency Programs

UNDER NO CIRCUMSTANCES DO THESE GUIDELINES PROVIDE CONTRACTORS WITH A LICENSE OR PERMISSION TO USE THE ENBRIDGE LOGO, TRADEMARK, SWIRL OR INTELLECTUAL PROPERTY OWNED BY ENBRIDGE INC. OR ENBRIDGE GAS DISTRIBUTION INC.

**All draft creative, outbound calling and door-to-door script, online or promotional use of the Enbridge Gas Distribution Inc. name or reference to Enbridge energy efficiency offers in any form requires written approval from an Enbridge Sales Channel Consultant prior to publishing or distribution.**

Enbridge Gas Distribution Inc., values the role of third party contractors (“Contractors”) in raising awareness of Enbridge’s energy efficiency offers to our customers. These guidelines illustrate how to reference the “Enbridge” name when promoting the Enbridge program.



**DO:** Start discussing your promotional ideas with your Enbridge Sales Channel Consultant as soon as possible to streamline the approval process. In almost all cases, your Enbridge Sales Channel Consultant will provide the necessary written approval of promotional or marketing ideas and draft materials within **six business days**.



**DO:** Reference Enbridge energy efficiency programs in promotional materials (non-addressed direct mail, print and online advertisements, event materials, etc.).

References must use the proper Enbridge Gas Distribution Inc. legal name and be printed in the same font size and style as the body text. Examples of appropriate use include:

### Enbridge Name

“You may be able to take advantage of special incentive offers from Enbridge Gas Distribution Inc.”

### Enbridge Program

“You may be eligible to receive up to a \$2100 incentive from Enbridge Gas Distribution Inc. by participating in their Home Energy Conservation Program ”

### Enbridge Website Referral

“For more information on current energy efficiency incentives from Enbridge Gas Distribution Inc., visit [www.enbridgegas.com/rebates](http://www.enbridgegas.com/rebates).”



**DO:** Provide your Enbridge Sales Channel Consultant with a link or copy of your approved, finalized marketing and promotional materials.



**DO NOT:** Represent yourself as an employee, partner or subsidiary of Enbridge Gas Distribution. This applies to door-to-door sales, telemarketing and all promotional materials.



**DO NOT:** Give homeowners the impression they have pre-qualified for Enbridge Gas Distribution Inc. incentives or are guaranteed any financial rebate from Enbridge.