

## Trade Ally Logo Use Guidelines

Active Trade Allies are authorized to use the Cascade Natural Gas Trade Ally logo consistent with the following usage guidelines:

- Trade Ally must submit all proposed materials using the Cascade Natural Gas Trade Ally logo for review and approval by Cascade.
- Trade Ally shall discontinue all use of the Cascade Trade Ally logo upon written notice from Cascade Natural Gas or upon Trade Ally discontinuance as a participant in the Cascade Conservation Incentive Program.
- Trade Ally may use the logo in connection with and solely for the purpose of promoting the Cascade Conservation Incentive Program.
- Trade Ally may use the Trade Ally logo on material that involves natural gas, and/or natural gas equipment only.
- The Trade Ally logo must be sized so that all text in the logo is readable.
- No aspect of the Trade Ally logo may be changed by the Trade Ally.
- The Cascade Natural Gas logo may not be used in conjunction with any other utility or company other than the Trade Ally without authorization from Cascade.

### DO



**USE THE CASCADE NATURAL GAS TRADE ALLY LOGO IN ITS PROVIDED FORM AND COLORS ONLY.**

Trade Ally of



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**GIVE THE TRADE ALLY LOGO AT LEAST THE REQUIRED AMOUNT OF WHITE SPACE.**



### DO NOT



**USE THE LOGO IN ANYTHING LESS THAN ITS COMPLETE FORM.**



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**CHANGE THE COLOR OF ANY PART OF THE TRADE ALLY LOGO.**



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**CHANGE THE FONT OF ANY PART OF THE TRADE ALLY LOGO.**



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**PLACE THE LOGO ON A COMPLICATED BACKGROUND OR A BACKGROUND THAT WOULD MAKE THE LOGO DIFFICULT TO READ.**



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