



Dealer Brand Guidelines

This set of guidelines is to ensure that the quality of our brand and our reputation is protected and maintained at its current high standard. We aim to set the standard in the local solar industry for honesty, integrity, and overall performance. This document is meant to communicate our brand values to our sales network partners and ensure that our company is not misrepresented in any way by those who have the permission to use our branding materials.



Authorized Dealer



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What Does the Solar Maintenance Pros Brand Represent?

Solar Maintenance Pros brand represents quality, responsibility, honesty, and reliability. Our brand values reflect our core ideologies and drive the decisions we make. They act as a reality-check that helps us to ensure that design, photographic, and written communications express the unique character of Solar Maintenance Pros. Every piece of work needs to encapsulate and express something of each value and should not contradict these values under any circumstances.

These values statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every associate's day-to-day decision-making and are the tools to help bring the brand to life. Solar Maintenance Pros consistency and transparency are crucial in protecting and maintaining Solar Maintenance Pros identity, especially in this digital era.

A Solar Maintenance Pros dealer may not market its business as if it were Solar Maintenance Pros – it must be clear to customers they are an Authorized Dealer of Solar Maintenance Pros, not Solar Maintenance Pros. By committing to correct usage of our identity, dealers and Solar Maintenance Pros benefit from the strength of our brand.

Use Compliance of the Brand and Trademarks by Authorized Dealers

Only authorized dealers may use the Authorized Dealer Solar Maintenance Pros or Solar Maintenance Pros logos to create the perception that they represent Solar Maintenance Pros. Using the Authorized Dealer Solar Maintenance Pros or Solar Maintenance Pros logos without prior permission can indicate endorsement of the user and that the user is a Solar Maintenance Pros authorized dealer. Solar Maintenance Pros authorized dealer (a dealer appointed and qualified by Solar Maintenance Pros to promote and sell Solar Maintenance Pros services) Solar Maintenance Pros images and documents such as manuals may only be electronically copied or distributed by Solar Maintenance Pros authorized dealers. Solar Maintenance Pros is the sole owner of the brand and all associated trademarks. Solar Maintenance Pros does not grant exclusive dealerships for any geographical area.

Dealers of Solar Maintenance Pros must have their company's logo prominently displayed alongside the Solar Maintenance Pros Authorized Dealer logo any time it is used. Solar Maintenance Pros Authorized Dealer logo must be at most 3/4 the size of the Dealer's logo. Space in between the Dealer's logo and Solar Maintenance Pros Authorized Dealer logo must be at least a 1/4 inch.



Approved Solar Maintenance Pro Authorized Dealers Logos

Authorized Dealer logo stack:



Dark wash/print logos:



Use of the Solar Maintenance Pros Authorized Dealers Logo:

Examples of Polo Shirts:



Dealer Brand Guidelines

Use of the Solar Maintenance Pros Authorized Dealers Logo:

Print Material:



Websites & Social Media:



Pop-ups and events:



State Your Own Business Brand

A Solar Maintenance Pros dealer must clearly state they are an "Authorized Dealer of Solar Maintenance Pros" and state their own business brand, so it is clear to a customer if they are in contact with Solar Maintenance Pros or an Authorized Dealer of Solar Maintenance Pros. Solar Maintenance Pros will be forced to reconsider the relationship if a dealer fails to comply. Solar Maintenance Pros will also consider legal action regarding the infringement of Solar Maintenance Pros trademarks and copyrights.

In these statements, the word "Authorized Dealer of Solar Maintenance Pros" must be incorporated into the factual statement and not be set apart. Authorized Dealer Solar Maintenance Pros or Solar Maintenance Pros logos may not be used by non-authorized distributors.

Dealers must ONLY use pre-approved sales materials provided by (at a cost) Solar Maintenance Pros Inc. If you have questions regarding the corporate identity or branding specifications, please email Senior Brand Director, Meghan Harmon at meghan@solarnegotiators.com or Director of Dealer Services Chad McElhaney at chad@solarmaintenancepros.com.

Website Domain Names and Social Media

Solar Maintenance Pros does not permit its dealers to use Solar Maintenance Pros trademarks in dealer domain names or in the names of social media accounts (such as LinkedIn, Facebook, Twitter, Instagram, and others). The dealer's social media account must not create the false impression that the account is managed by Solar Maintenance Pros rather than the dealer.

Please consult the examples below to determine if a social media account is acceptable or not. The guidelines in the example below are valid for all social media platforms and not limited to Facebook accounts.

Acceptable social media account:	Unacceptable social media account:
	
<ul style="list-style-type: none">✓ 1 Solar Maintenance Pros authorized dealers must use their own logo and state their own business brand.✓ 2 Solar Maintenance Pros authorize dealers must state that they represent Graco as an 'Authorize Dealer of Solar Maintenance Pros.'✓ 3 Solar Maintenance Pros authorized dealers may use the Solar Maintenance Pros or an Authorized Dealer of Solar Maintenance Pros with their own business brand when in line with Solar Maintenance Pros brand guidelines.	<ul style="list-style-type: none">✗ 1 Solar Maintenance Pros authorized dealers may not use the Solar Maintenance Pros or an Authorized Dealer of Solar Maintenance Pros in the profile picture of any social media account.✗ 2 Solar Maintenance Pros authorized dealers may not mislead customers to think that a social media account is an official Solar Maintenance Pros channel.✗ 3 Solar Maintenance Pros authorized dealers may not use the Solar Maintenance Pros or an Authorized Dealer of Solar Maintenance Pros in the banner of social media accounts as a single identifier.

Video Platform

Solar Maintenance Pros does not permit its dealers to use Solar Maintenance Pros trademarks in video platform accounts (such as YouTube and others). The authorized dealer's video platform account must not create the false impression that the account is managed by Solar Maintenance Pros rather than the dealer. Dealers may share Solar Maintenance Pros videos as long as they provide credit and do not alter the video content. While dealers may create their own videos, they must follow safety protocols and differentiate this video from Solar Maintenance Pros licensed videos. Dealers are legally required to adhere to the rules outlined in above "Website Domain Names and Social Media" regarding naming for any video platforms.

Implementation Announcement

To take the next step in creating a transparent and consistent customer experience, Solar Maintenance Pros requests all Authorized Dealers of Solar Maintenance Pros to comply with the announcement and transfer any domain name containing "Solar Maintenance Pros" or any Solar Maintenance Pros trademarks back to Solar Maintenance Pros.

Furthermore, the naming and branding of social media channels and websites must be changed, so each Authorized Dealers of Solar Maintenance Pros clearly portrays its own company name. We expect any required changes to be in place within two months (from the time of this email) so you have sufficient time to edit and update your marketing tools.

Dealers with infringing domain names will be contacted directly with instructions regarding the transfer of the domain (the registrant will receive instructions). Dealers with infringing social media accounts will be contacted through the social media platform with corrective instructions.

Solar Negotiators logo is legally trademarked and can not be used without written consent. Any use of the Solar Negotiators logo or wording without written permission will be sent a cease and desist letter. Further, to comply will result in legal action.

For any questions, please reach out to Senior Brand Director, Meghan Harmon at meghan@solarnegotiators.com, Director of Dealer Services or Chad McElhaney at chad@solarmaintenancepros.com.

We highly appreciate your collaboration in ensuring the quality of our brand identity in the marketplace.

Kind regards,
Solar Maintenance Pros Marketing

Dealer Guideline Term Violation Policy

If any of the terms are violated in this agreement, the following action will be taken by our company:

First Occurrence

You will receive a verbal and written notice, emailed to the primary contact (sales manager or owner) of the business highlighting the term violation. The party will receive 10 business days to correct this, at which time we will perform an audit to confirm change has been implemented.

Second Occurrence - If either the first occurrence is not cleared or our team finds that a second violation of these terms has occurred, the dealer organization will receive a final warning. This warning will be communicated verbally, through a written notice, and a meeting will be scheduled to address the violation.

Third Occurrence - After a third occurrence, no warning will be issued. Instead, a verbal and written notice will be sent to the dealer sales organization stating that Solar Maintenance Pros has disassociated their HIS and they will no longer be eligible to sell for our company. They may also no longer have the right to use our dealer brand logo because their status as an authorized dealer has been revoked.

_____ **I understand and agree to the terms of violating the dealer brand guidelines laid out in this document.**

_____ **I understand that after a third occurrence of violating these terms, my organization will no longer be able to sell for Solar Maintenance Pros.**

Printed Name:

Company Name:

Signature: