

# Logo



Sketch



Primary

# Brand Assets



Color Palette

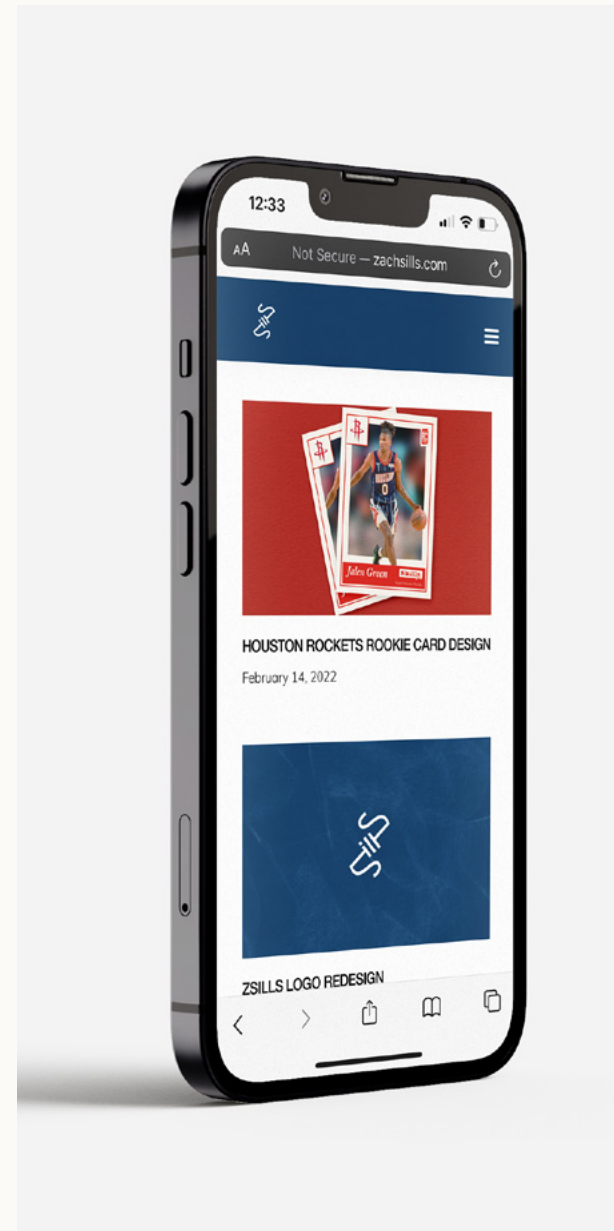


Background Texture



Logo Animation

# Usage



# Campaign Logo



# Logo Usage



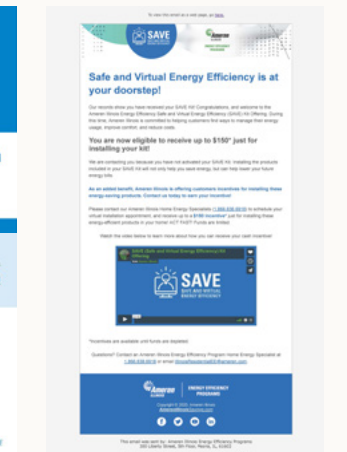
Video  
(Logo Animation)



Social Media



Print  
(Flyer & Postcard)



Email

## Logo



Sketch



Primary



Secondary

## Cover Artwork



Pyromaniac  
2020



The Beast That Feasts  
2021

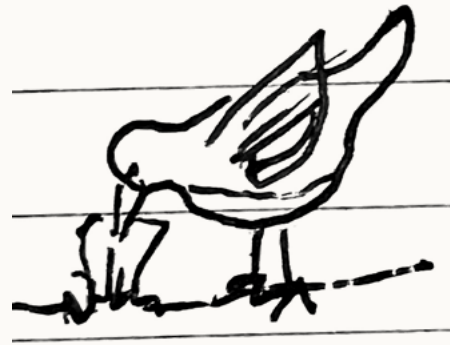


Breaking Chains  
2021

## Logo Usage



# Campaign Arwork



# Usage

**EARLY COMPLETION BONUS**

Get up to a **15% BONUS** for energy efficiency projects completed in 2020!

Energy-efficient upgrades through the Ameren Illinois Energy Efficiency Program can lower your energy bills by thousands of dollars each year and improve equipment performance.

**THE EARLY BIRD GETS THE SAVINGS**

If your facility completes an energy efficiency project by Sept. 30, 2020, we'll add a bonus to your incentive — automatically\*. Please refer to the chart below for details on the tiered bonus.

COMPLETE YOUR PROJECT BY:	TO RECEIVE AN ADDITIONAL:
March 31, 2020	15% bonus
June 30, 2020	10% bonus
Sept. 30, 2020	5% bonus

Now is the time to reach out to your Program Ally and start planning your next project! To learn more, visit [AmerenIllinoisSavings.com/Bonus](http://AmerenIllinoisSavings.com/Bonus) or call **1.866.800.0747**

**Ameren ILLINOIS**

Flyer

**EARLY COMPLETION BONUS**

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**Ameren ILLINOIS**

Postcard

**EARLY COMPLETION BONUS**

COMING IN 2020

**THE EARLY BIRD GETS THE SAVINGS**

Website Ad

**EARLY COMPLETION BONUS**

**DEADLINE EXTENDED!**

You can still get a **5% BONUS** for energy efficiency projects completed in 2020!

Dear Program Ally,

The 2020 Early Completion Bonus has been extended! You can still get great news for your customers as well as a bonus for yourself if you complete an energy efficiency project for your customers by Nov. 30, 2020.

**THE EARLY BIRD GETS THE SAVINGS**

COMPLETE YOUR PROJECT BY:	TO RECEIVE AN ADDITIONAL:
Nov. 30, 2020	5% bonus

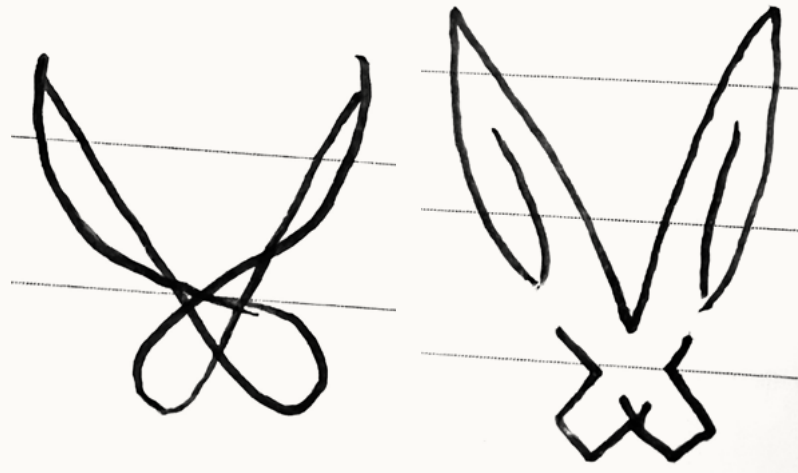
Well, even calculate your bonus automatically, so you can focus on getting the job done.

[Learn More](#)

**Ameren ILLINOIS ENERGY EFFICIENCY PROGRAM**

Email

# Logo

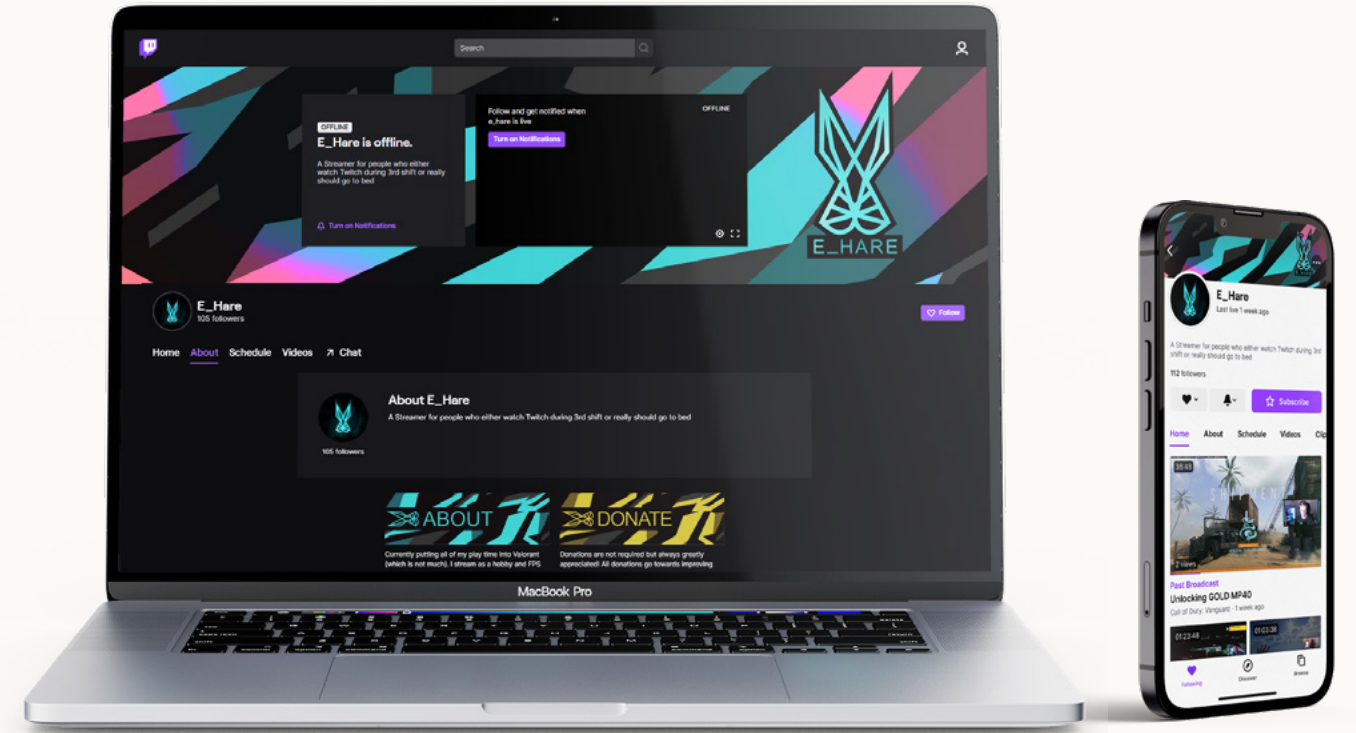


Sketch



Primary

# Usage



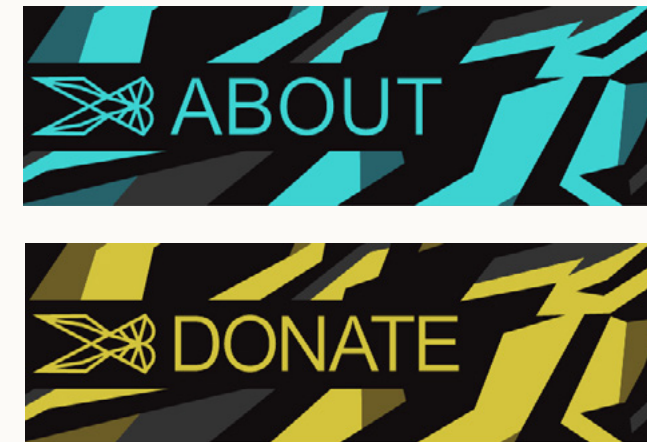
# Twitch Profile Assets



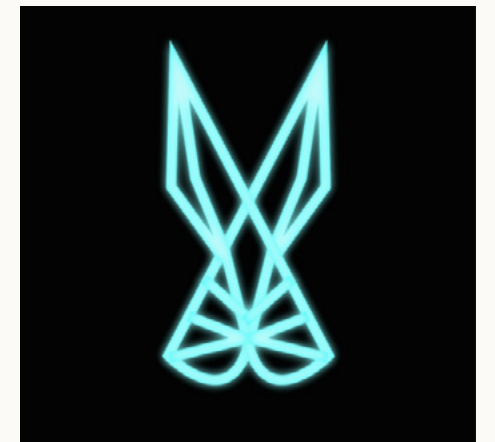
Color Palette



Profile Banner



Button Graphics



Logo Animation