



## Utility Marketing Toolkits

Learn how to customize the toolkit contents.

## How to Use the Toolkits

- Thank you for choosing to use the toolkit! The following materials are designed to help you market energy-efficient technologies to end-users in your community.
- If you have internal design resources, InDesign files are available to customize with your logo and specific details as needed.
- If you have Adobe Acrobat Pro only, many of the documents have places where you can add your logo, update your incentive information or add contact information. The following instructions will help you customize the documents where applicable.

## How to Use the Toolkits

- Toolkit items are divided between graphic files and content resources.
- You must download the files to your computer in order to customize. The web interface does not allow customization.
- To download a file, click on the title or “Download” to save the documents to your desktop.

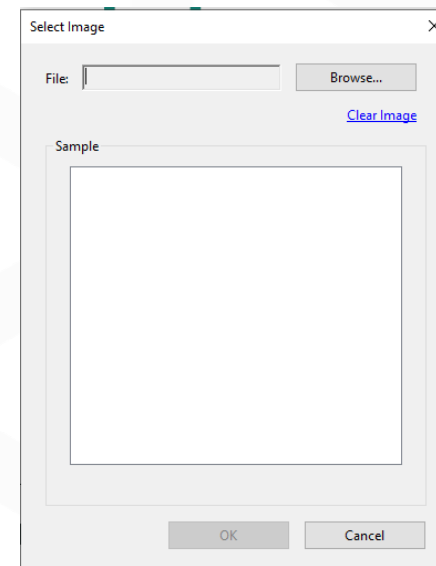
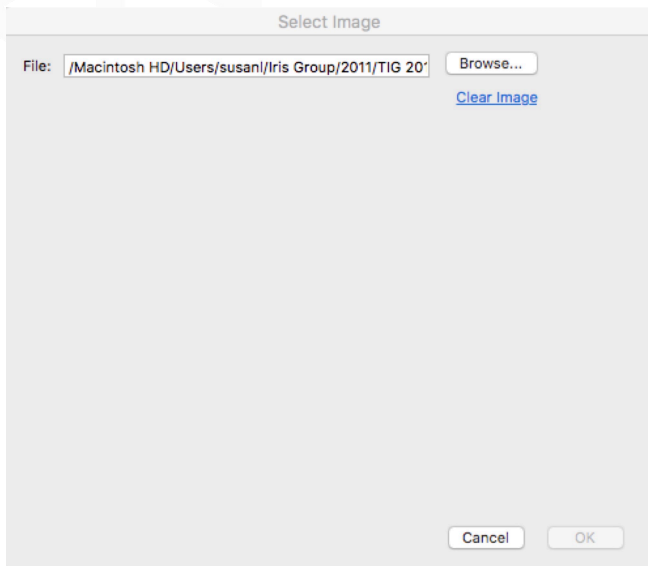
## Add Your Utility Logo

Step 1: Click on this graphic to  
open a new dialog box.

**COMPANY  LOGO**  
**PUBLIC UTILITIES**

# Add Your Utility Logo

Step 2: Click on browse to search your computer for your utility logo. When you find the proper version, click "ok". Your view may resemble one of the following images.



## Customize Incentive Information

Fillable boxes are available for you to customize your incentive information. Simply type in the proper number and click save. These boxes are pre-designed so there's no need to adjust font or font size.

\$  for qualifying connected  
thermostat installations

\$  per programming verification.

## Customize Contact Information

Step 4: Fillable boxes are available for you to add utility contact information. These boxes are pre-designed so there's no need to adjust font or font size. Fill in the boxes as you choose and click save.

Contact us at:

## You're All Done!

- Make sure to click “save” at the end and you will have a print-ready PDF customized for your use.
- Questions or need help? The Network can provide customization support if needed. Contact your field specialist for more information.