



# Branding Guidelines

## WesternEnergy INSTITUTE

We are proud of our partnerships with our members and recognize that our partnership can at times be used strategically for our members to help grow their success. The following guidelines outline what we have approved for co-branding opportunities for our members. We appreciate your membership, and know you will use our brand responsibly.

### CO-BRANDING

Only WEI approved logos may be utilized in any branding efforts, with our full color logo being the preferred option. The following logos are the only approved logos:



Members are allowed to use the WEI logo to highlight their status as a WEI sponsor. Acceptable use of these would be on: a company website, email footer, or sales sheet.

WEI's name and logo may be used to highlight an event that your company is speaking at, attending, or sponsoring.

Neither the use of WEI's name or logo should appear as an endorsement of any product, service, event, or organization. This includes, but is not limited to:

- Additional events happening during a WEI event
  - Acceptable: Join Company after day two of WEI's Operations Conference for a happy hour!*
  - Unacceptable: Meet Company at the Operations Conference for an exclusive happy hour!*
- WEI logos appearing on any collateral promoting an event outside of WEI's event.

### ATTENDEE EMAIL USAGE

Attendee emails will be provided to service companies attending a program upon request. Emails are intended to be used to follow up with connections made at the event and not for marketing efforts. Please refer to the Canada Anti-Spam Law (CASL) for guidelines on usage of Canadian emails.

*If you have any questions about the use of the WEI logo, co-branding, or marketing efforts, please reach out to our Director of Marketing and Operations, Kayt Roberts, at [roberts@westernenergy.org](mailto:roberts@westernenergy.org).*