

How to Reference All PAs/Sponsors	• Sponsors of Mass Save® • The Mass Save Sponsors • Massachusetts Program Administrators As a general guideline, when referring to the Three-Year Energy Efficiency Plan use ‘Massachusetts Program Administrators’ and when discussing programs, incentives, etc. use ‘Mass Save Sponsors’.
Don’t Do This When Referring to the Brand	• Never use Mass Save Program Administrators • Never use the word utilities • Never capitalize all letters (i.e., MASSSAVE) • Never make Mass Save one word (i.e., MassSave or Massave) except within the URL (reference below) • Never attach verbs to Mass Save or use it as a possessive since it is a brand, not an entity. (i.e., “Mass Save provides”, “Mass Save’s”) Instead, use ‘the Sponsors of Mass Save provide’, ‘the Mass Save Sponsors provide’, etc. Other examples: “Mass Save is planning” – the Sponsors of Mass Save are planning. “Mass Save’s incentives” – the Sponsors of Mass Save offer incentives
When Referencing the Brand in Text	A registration mark in superscript must be included the first time Mass Save is used (i.e., Mass Save®). After the first time, remove the registration mark and just use Mass Save • The website is MassSave.com (with no space). Do not refer to it as: MASSAVE Website
Key Point	Mass Save is a brand and does not have employees or a physical building. Inferences indicating otherwise must be avoided (i.e., ‘call Mass Save’). Instead, customers can call the Mass Save rebate processor, the hotline to schedule an appointment with a contractor, or call an employee of a Program Administrator, etc.
One Utility Leading	Use ‘Proud Sponsor of’ (see Mass Save Brand Guidelines)
Statewide Brand Leading	Use ‘We Are Mass Save®’ (see Mass Save Brand Guidelines)
Boilerplate for Description	About Us Together, we make good happen for Massachusetts. Your local electric and natural gas utilities and energy efficiency service provider are taking strides in energy efficiency: Berkshire Gas, Cape Light Compact, Eversource, Liberty, National Grid and Unitil. As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future