Vendor marketing guidelines

Home Energy Saver loan by Brighte

Mandatory program messaging

	Do's	Don'ts
Program name	***Always use the full program name*** ✓ Home Energy Saver loan by Brighte ✓ NSW Government Home Energy Saver loan/s ✓ NSW Government's Home Energy Saver loan program	***Do not use acronyms or unapproved variations*** ✗ HESL ✗ HESP ✗ Government loan ✗ Energy Saver loan ✗ NSW Gov loan ✗ Any other variations
Vendor attribution	***Required wherever you state your involvement in the program*** ✓ [Vendor name] is an approved installer under the NSW Government's Home Energy Saver loan program.	***Do not use alternative language*** ✗ Government approved installer ✗ Any other variations
Required disclaimer	***Required on all communication materials and channels*** ✓ Home Energy Saver loans are funded by the NSW Government and delivered by Brighte.	***Do not exclude or alter this statement***
Loan disclaimer	***Required on long form content such as a webpages, emails, flyers or videos over 1 minute long*** ✓ Eligibility criteria and approved upgrade requirements apply. Loans are subject to Brighte assessment.	***Do not exclude or alter this statement***
Savings disclaimer	***If you make any claims about savings, you must include:*** ✓ Estimated savings are indicative only and vary depending on household circumstances, energy use and installation.	***Do not present savings as guaranteed outcomes***

Marketing messaging

	Do's	Don'ts
"No upfront cost"	***If you use phrases like "no upfront cost" or "no fees", make clear they refer to the loan, not to the goods or any deposit*** ✓ No upfront cost on finance. Deposit may apply.	***Do not use blanket statements*** ✗ Do not simply say "no upfront costs" ✗ Do not charge a deposit and claim "no upfront costs"
Financial advice	***Be clear about eligibility process and criteria*** ✓ You may be eligible for a Home Energy Saver loan. ✓ Eligible NSW households can access zero-interest, no-fee finance up to $15,000. ✓ Check Brighte's website for full eligibility criteria.	***Do not tell customers the loan is right for them personally*** ✗ This loan is the best option for you. ✗ You should apply for this loan. ✗ You'll definitely save money with this loan.
Approved claims	***You may say:*** ✓ 0% interest loan or zero interest loan ✓ No fees on the loan ✓ Borrow up to $15,000 ✓ Flexible repayments ✓ Available for eligible NSW households ✓ Subject to Brighte approval ✓ Lower energy bills ✓ Improved home comfort	***You cannot say:*** ✗ Government approved installer ✗ Government funded solar ✗ Free solar ✗ Everyone qualifies ✗ Guaranteed approval / Instant approval ✗ Unlimited funding ✗ Last chance / limited funding / limited time offer / ends soon

Branding, logos, and imagery

The do’s and don’ts for promoting the program correctly

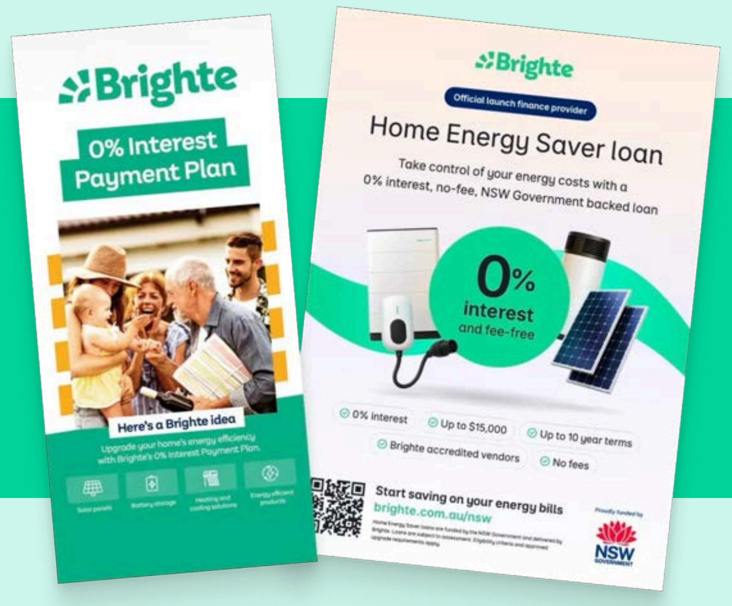
Branding and logo rules

Do’s

- Include your business logo
- Include the Brighte logo

Brighte logo and guidelines

Download from: brighte.com.au/marketing-hub



Don’ts

Do not use any government or department logos

- Do not use the NSW Government logo
- Do not use the “Waratah” logo or variations of it
- Do not use the Energy Security Corporation logo
- Do not use any department logos or seals

Vendor materials must use the vendor’s own branding — including your own logo, colour palette, typography and design style. Do not adopt NSW Government colours, fonts, iconography or visual identity elements, even where the Government logo itself is not used.

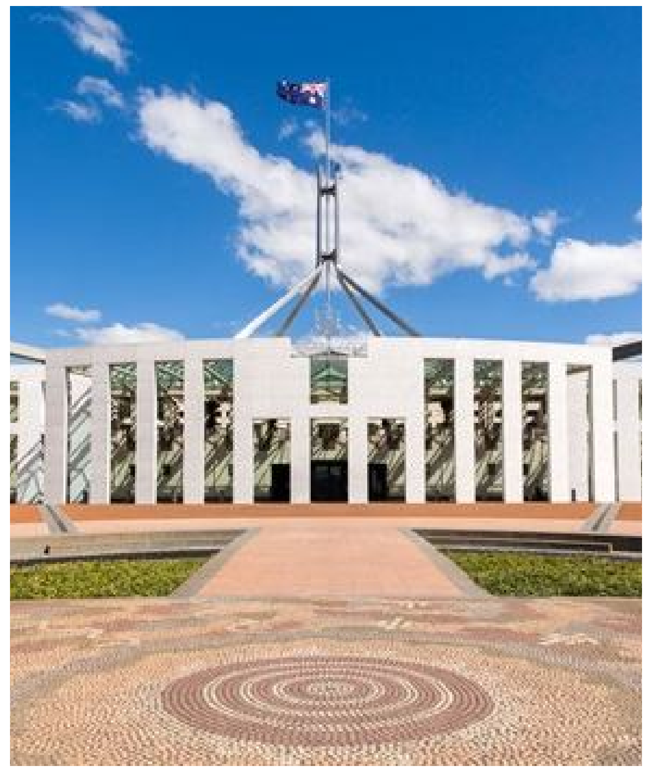
Imagery guidelines

Do's

- Your own installation photography
- Approved lifestyle imagery
- Installed products relevant to the program - solar, batteries, heat pumps, etc.
- Show real customers
- Show your installers at work

Don'ts

Do not use imagery that focuses on ministers or politicians



Do not use imagery that features Government buildings

Do not use any government or department logos

Do not use imagery that suggests government endorsement

Do not use the house icon in your creative

Checklists and examples

For all marketing materials

Short-form assets

Social media | Display and banner ads | Short videos (1 minute or less) | SMS

Great - Includes the required disclaimers, uses the approved involvement wording, and doesn't make any additional claims.

Solar Co.
150,000 followers

Liked by **Dave** and **others**

solarco Thinking about solar, batteries or a heat pump? [Vendor name] is an approved installer under the NSW Government's Home Energy Saver loan program. Eligible NSW households can access zero-interest, no-fee finance of up to $15,000 for approved upgrades. Home Energy Saver loans are funded by the NSW Government and delivered by Brighte.

Great - Eligibility and energy savings are not guaranteed and the correct disclaimers have been included in the post.

Solar Co.
150,000 followers

Liked by **Dave** and **others**

solarco Lower your energy bills sooner. As an approved installer under the NSW Government's Home Energy Saver loan program, we can help eligible households access zero-interest finance from Brighte for approved upgrades. Eligibility criteria apply. Home Energy Saver loans are funded by the NSW Government and delivered by Brighte.

Not compliant - Incorrect claims about pricing, eligibility, approvals, program involvement and doesn't follow any approved copy guidelines.

Solar Co.
150,000 followers

Liked by **Dave** and **others**

solarco Get FREE solar through the Government's HES program! No upfront cost and instant approvals. Thinking of getting solar? This loan is the best option for you! Hurry, this limited time offer won't last forever! We're an official NSW installer so you know you're in safe hands.

Long-form assets

Flyers | Web pages | Videos over 1 minute | Testimonials | Sales collateral | Blog posts | EDMs

1. Lead with the NSW Government program	"NSW Government's Home Energy Saver loan program"
2. Describe yourself as an approved installer	"[Vendor name] is an approved installer under the NSW Government's Home Energy Saver loan program.""
3. Identify Brighte as the finance provider	"Home Energy Saver loans are funded by the NSW Government and delivered by Brighte."
4. Explain eligibility and approved upgrades	"Available for eligible NSW households"
5. Include both mandatory statements in full	"Home Energy Saver loans are funded by the NSW Government and delivered by Brighte. Estimated savings are indicative only and vary depending on household circumstances, energy use and installation."
6. Include the "no upfront cost" clarification	"No upfront cost on finance. Deposit may apply."
7. Include the savings disclaimer if you claim savings	"Estimated savings are indicative only and vary depending on household circumstances, energy use and installation. "

Marketing checklist

- [ ] Government program named
- [ ] Vendor identified as approved installer
- [ ] Brighte identified as finance provider
- [ ] Mandatory disclaimers included
- [ ] Eligibility and approved upgrades explained
- [ ] ‘No upfront cost’ clarified in full where used
- [ ] Savings disclaimer included if savings claimed
- [ ] Link to a landing page with further details (e.g. brighte.com.au/nsw)
- [ ] No NSW Government logo
- [ ] No Government endorsement language
- [ ] Eligible products only
- [ ] No misleading savings claims
- [ ] No false urgency
- [ ] No personalised financial advice

Approval process

Submit assets to Brighte before publishing:

- Website pages
- Social media creative
- Paid advertising
- Flyers and brochures
- EDMs
- Landing pages
- Videos
- Outdoor advertising
- Radio spots

Approval is not required for unedited Brighte-supplied assets unless Brighte advises otherwise.

Allow 48 hours for review.

For radio, outdoor, or anything new, allow five business days.

Requesting approvals

Email advertising@brighte.com.au

Or call our vendor team on 1300 309 100