



# Bioheat® Fuel Pledge Marketing Instructions

## MARKETING INCLUDED:

**Pledge Website Page • Pledge Graphic • Bioheat® Fuel Logos**

### Pledge Website Page

You are free to use this content in any way you like and adapt it to your specific company goals for Bioheat® fuel.

The website page can be added to your website to explain your pledge to Bioheat® fuel and the benefits to your customers. The pledge graphic, available with the Bioheat® fuel logo and the Bioheat® Plus fuel logo can be added to your home page or other web pages and linked to the website page.

Share the zip file with your website developer to add to your website.

Inside the pledge website page folder, you will find an HTML page that is designed and ready to adapt to your website. If you don't want to use the HTML version, you can open the Word document in the folder to find the content ready to copy into a new page on your website. Both the Bioheat® fuel and the Bioheat® Plus fuel logos are available to use on the page.

### Pledge Graphic

In addition to using the graphic on your website, it can be used on social media. The graphic is sized for the most popular social platforms and is available in two versions, one with the Bioheat® fuel logo and one with the Bioheat® Plus fuel logo.

### Bioheat® Fuel Logos

The Bioheat® logos folder contains the logos for your use throughout your website and marketing materials.

**Note:** Any company using the Bioheat® fuel trademark in their client communications or on their website is required to sign a licensing agreement. Click [here](#) to download the agreement. Please review and sign the licensing agreement and return it to Lou Nazzaro at [lou@yourfuelsolution.com](mailto:lou@yourfuelsolution.com). If you have any questions about the licensing agreement, please contact Lou at (978) 258-8360 x 3030.

Consumer Focus® Marketing is available for any questions regarding the marketing materials and their implementation at [info@consumerfocusmarketing.com](mailto:info@consumerfocusmarketing.com) or (603) 427-8322.