

# Tesla Energy Certified Installer Marketing and Communications Guidelines



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## Introduction

As a Tesla Energy Certified Installer, you're now part of a global network dedicated to accelerating the world's transition to sustainable energy.

This guide provides best practices for promoting Tesla Energy products, ensuring your marketing materials effectively highlight their benefits.

You can download pre-approved assets through the Partner Portal. These materials are exclusively for use by Certified Installers and may not be used by third-party companies. We also encourage you to be creative and develop your own content.

Use of Tesla logos and images requires responsibility and accuracy. All materials featuring Tesla products or assets must be reviewed and approved by Tesla.

For approval, please contact  
[EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com)



# Partner Categories

Tesla Energy has established levels of partnership, with clear benefits and requirements. Each partnership has its own badge.

Certified Installers can use one of the logos shown below across marketing materials.

The following pages provide guidelines for appropriate usage of Tesla logos.

## Multiple Energy Products

Sales and installation capability



## Single Energy Product

Sales and installation capability



## Powerwall with Premier/Premium Installer Status

Sales and installation capability



## Sales Partner/Distributor

No installation capability



## Logos

Using consistent Tesla branding will help your company maintain an official and professional appearance.

A Tesla logo of any type should only be used once per document.

Tesla logos should be in the correct format and less prominent than your company's branding.

### Certified Installer Logos

Certified Installers are permitted to use the relevant logo across content and communications.

Certified Installers who work with multiple Tesla products (e.g. Powerwall, Wall Connector and Solar Roof) should use the Tesla Energy Certified Installer logo.



T E S L A  
E N E R G Y  
CERTIFIED INSTALLER

Energy Certified Installer Logo

[Download](#)



T E S L A  
POWERWALL  
CERTIFIED INSTALLER

Powerwall Certified Installer Logo

[Download](#)



T E S L A  
SOLAR ROOF  
CERTIFIED INSTALLER

Solar Roof Certified Installer Logo

[Download](#)

### Product Logos

A Tesla product logo can be included with communications covering product specifications and technical information (e.g. Tesla Powerwall product logo can be displayed on a web page about Powerwall specifications).

For all other marketing and customer communications, use the relevant Certified Installer logo (above).



T E S L A  
POWERWALL

Powerwall Product Logo

[Download](#)



T E S L A  
SOLAR ROOF

Solar Roof Product Logo

[Download](#)



T E S L A  
WALL CONNECTOR

Wall Connector Product Logo

[Download](#)

# Logos

## Colors

- The standard Certified Installer logo has a transparent background and should be used on a white or light gray background to ensure the logo is always legible.
- When it's not possible to place the logo on a white or light gray background, use one of the other options shown below.
- Always use the logo as provided. Do not use any other color variations or change the transparency of the logo.



### Dark Gray Logo

This is the preferred Certified Installer logo color. It has a transparent background and should be used on a white or light gray background.



### Black Logo

The black logo can be used on a white or light gray background. Suitable for black and white printed material.



### White Logo

This logo has a transparent background and should be used on a black or dark gray background.



### White Background Logo

This logo has a solid white background and can be used to ensure legibility if it is unavoidable to place the logo over a photograph, pattern or bright colored background.

# Logos

## Layout

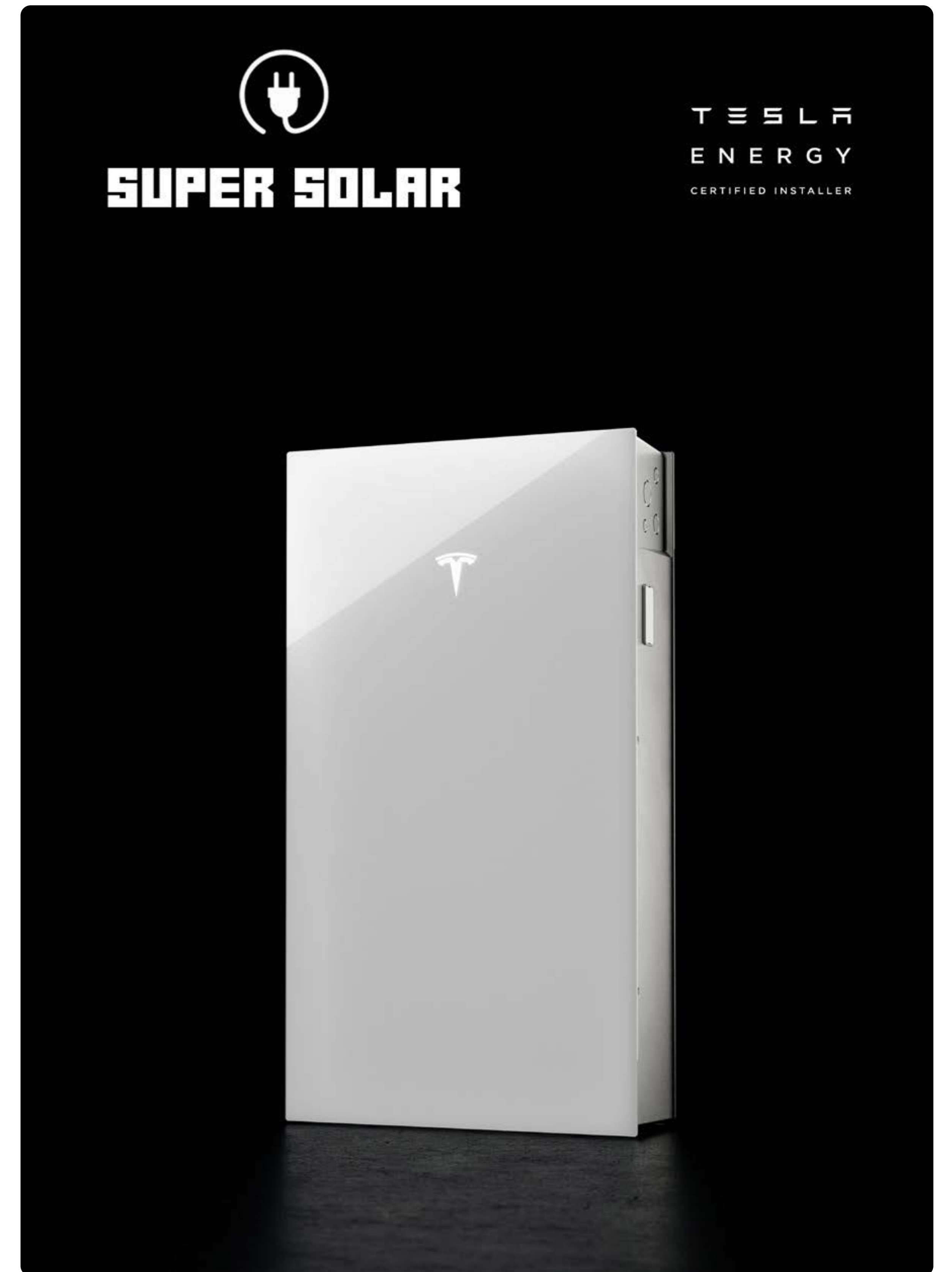
- Make sure your business's logo is always more prominent than Tesla.
- Maintain clear space around the logo (see below)
- The logo must not be used in-line with text or integrated with other logos.
- Always use the logo as provided. Never change the color or design of the logo.

## Clear Space Guidelines

Make sure the logo uses a clear space of 1.5 of the X height of the Tesla wordmark characters.

Using clear space allows the logo to stand out and increases visibility on layouts.

1.5X		1.5X
X	TESLA	X
	ENERGY	
	CERTIFIED INSTALLER	
1.5X		1.5X



# Logos

## Practices to Avoid

Make sure your content follows Tesla's guidelines and do not alter any Tesla-supplied assets.

Below are some of the most common examples of incorrect usage to avoid.



Do not change the color of the logo



Do not place the logo on bright colors or patterned backgrounds



Do not stretch, warp or rotate the logo



Do not use the Tesla wordmark alone



Only use one Tesla logo per document



Do not change the typeface of the logo



Do not use Tesla logos in line with text



Do not use the Tesla 'T' logo

# Icons

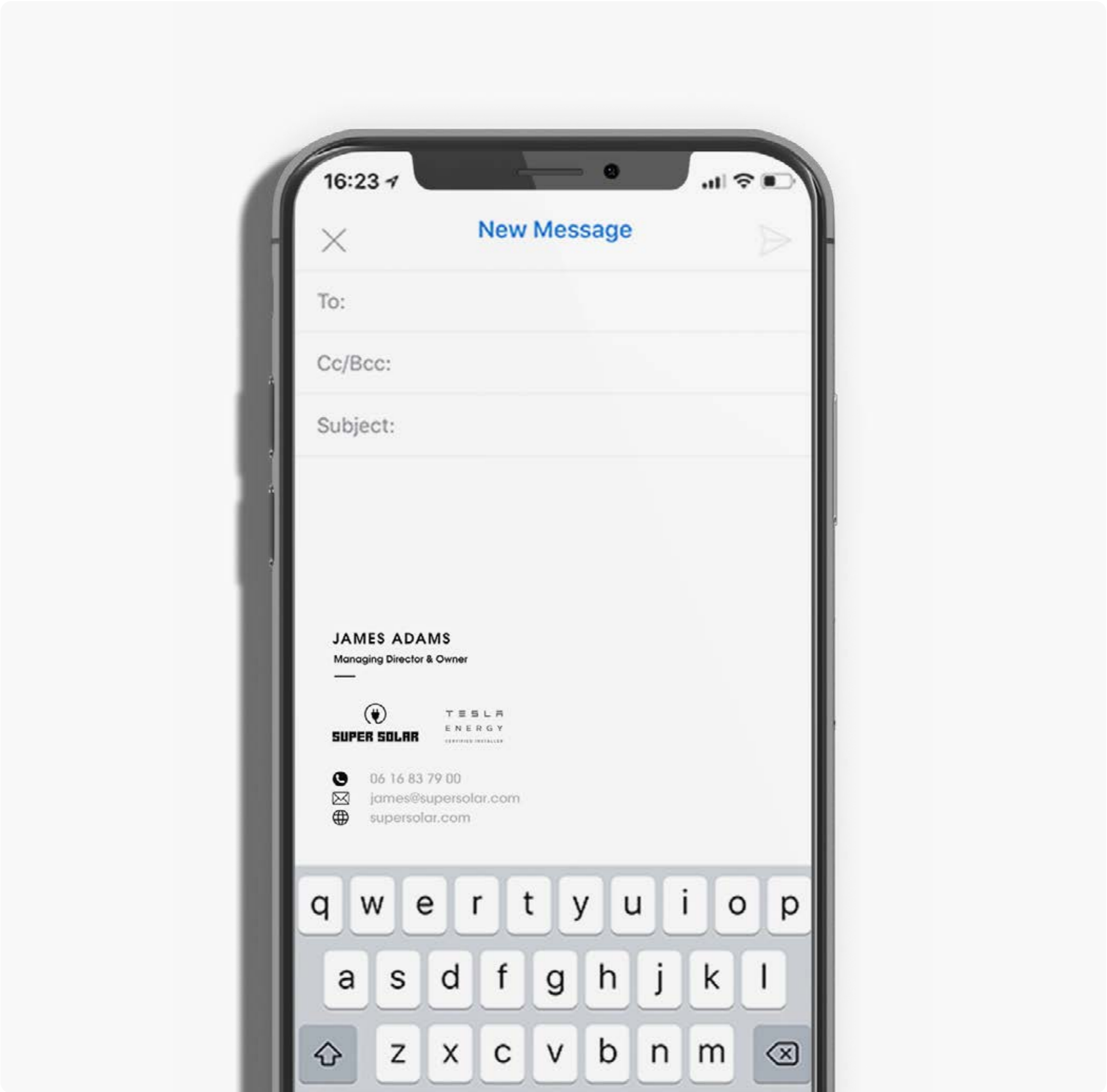
Tesla icons can be used across numerous touch-points to quickly communicate or support key product benefits.

[Download Icons](#)

								
Powerwall 3	Scalable	Solar Panels	Solar Roof	Solar	Wall Connector	EV Charging	Power Everything	Home
								
App	Monitoring	Usage / Graphs	Settings	Environment / Impact	Storm Watch / Weather Proof	Temperature Range	Touch Safe	Time-Based Control
								
Charging / Power	Outage	Back Up / Keep Running	Grid	Off-Grid	Outage Protection	Security	Warranty	Service / Installation
								
Battery Full	Battery Empty	Lower Cost / Lower Bills	Affordability / Savings (\$)	Affordability / Savings (€)	Affordability / Savings (£)	Affordability / Savings (¥)	Affordability / Savings (฿)	

# Stationery and Email Signatures

Always ensure that the Tesla Energy Certified Installer logo is smaller than your company's branding on collateral.



# Uniforms and Vehicles

Our Tesla Energy Certified Installer logos are permitted for use on Certified Installer uniforms and vehicles.

Please ensure that your uniforms and vehicles clearly represent your brand while incorporating the Tesla Energy Certified Installer logo.

Tesla logos should be less prominent than your company's branding, and be less than 50% scale of your own logo.

Tesla logos should only appear once per visible area (e.g. once per side of uniform, once per side of a vehicle).

Tesla logos may not be used for merchandise or gifts.



## Social Media

To strengthen customer recognition and awareness as a Tesla Energy Certified Installer, we encourage you to showcase your installations and customer stories on your social media accounts.

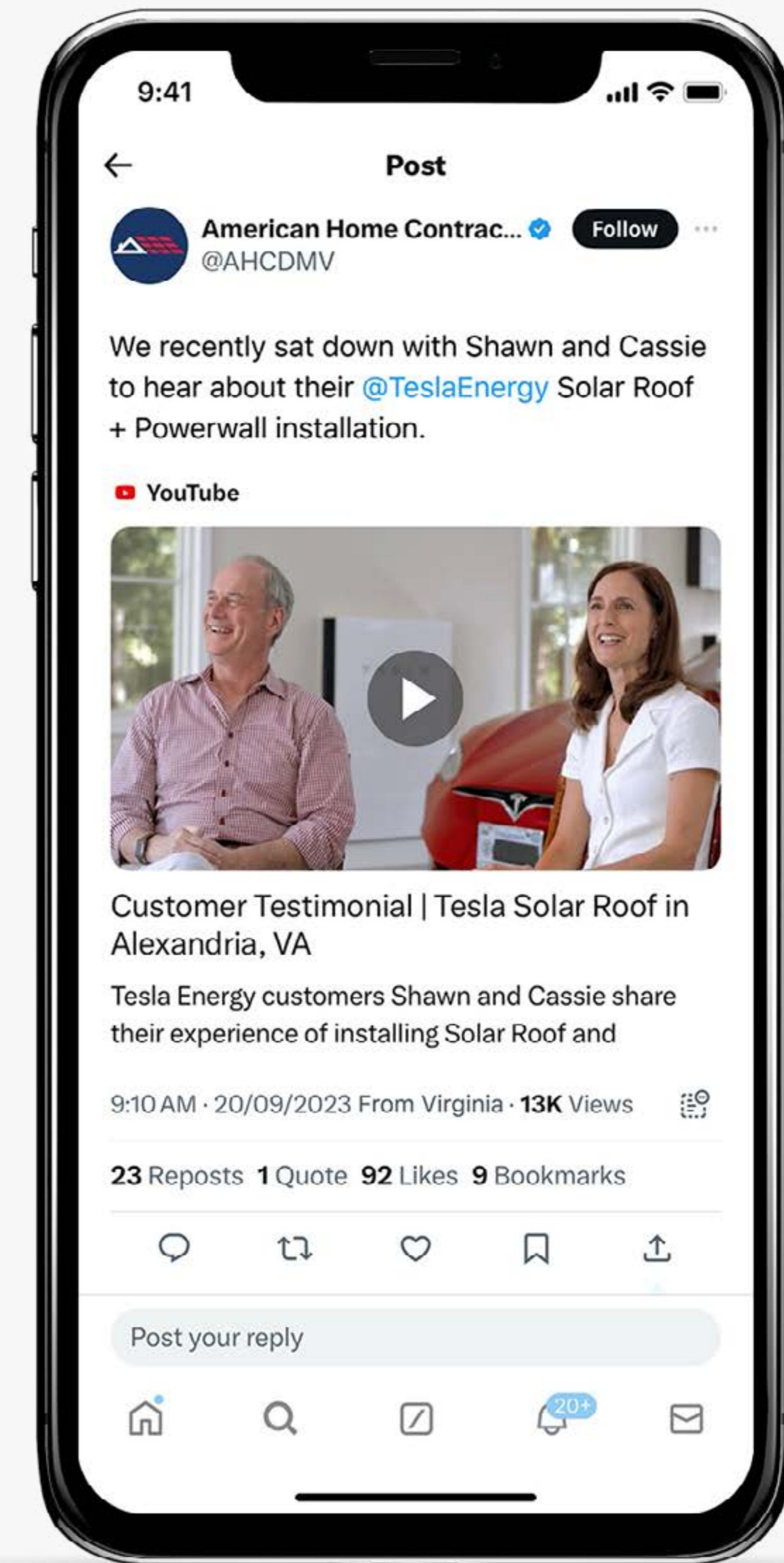
### Getting Reposted on X and LinkedIn

- Tag [@TeslaEnergy](#) in your post
- The Tesla Energy Social Media Team will be notified, and potentially share or like your post
- Favored content: high-quality videos of installations and customer reviews featuring Tesla products
- Do not tag or share photos of Tesla staff in any post

### Promoted Ads

Social media platforms allow you to promote your content to increase engagement and help find a bigger audience. This helps reach potential customers who may be interested in your services based on their location, keywords and other filters.

To ensure compliance with Tesla guidelines, send all proposed promoted ad content and copy for review to [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com)



# Social Media

## Customer Stories

Sharing customer stories is a great way to take positive customer experiences and turn them into new sales.

Be sure to highlight the customers' journey and reason for installing Powerwall to help ensure their story resonates with other potential customers. You can also encourage your customers to share their stories on their own social media profiles.

When including customers in your own posts, always be sure to get their permission before sharing. Email [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com) so we can use photos and videos to celebrate milestones with real customer imagery.

**SUNation Energy**  
@SUNation\_Energy

For National Hurricane Preparedness Week this week, Debra shares her experience with both the @TeslaEnergy Powerwall and a gas generator to power her home.

Learn more: [SUNation.com/Tesla-powerwall](https://SUNation.com/Tesla-powerwall)

**American Home Contractors**  
@AHCDMV

One of our steepest @TeslaEnergy Solar Roof installations yet at 77°.

It also includes 4 Tesla Powerwalls 🟢🟢🟢🟢

**Beazer Homes**  
@BeazerHomes

Welcome to Willow Ridge – our single-family home community, where you can take charge of your future. How? By offering the fully integrated @TeslaEnergy Solar Roof and Powerwall, so you can be energy independent in your new home.

Connect with us to learn more: [bit.ly/Willow-Ridge](https://bit.ly/Willow-Ridge)

**Roncito**  
@ropo724

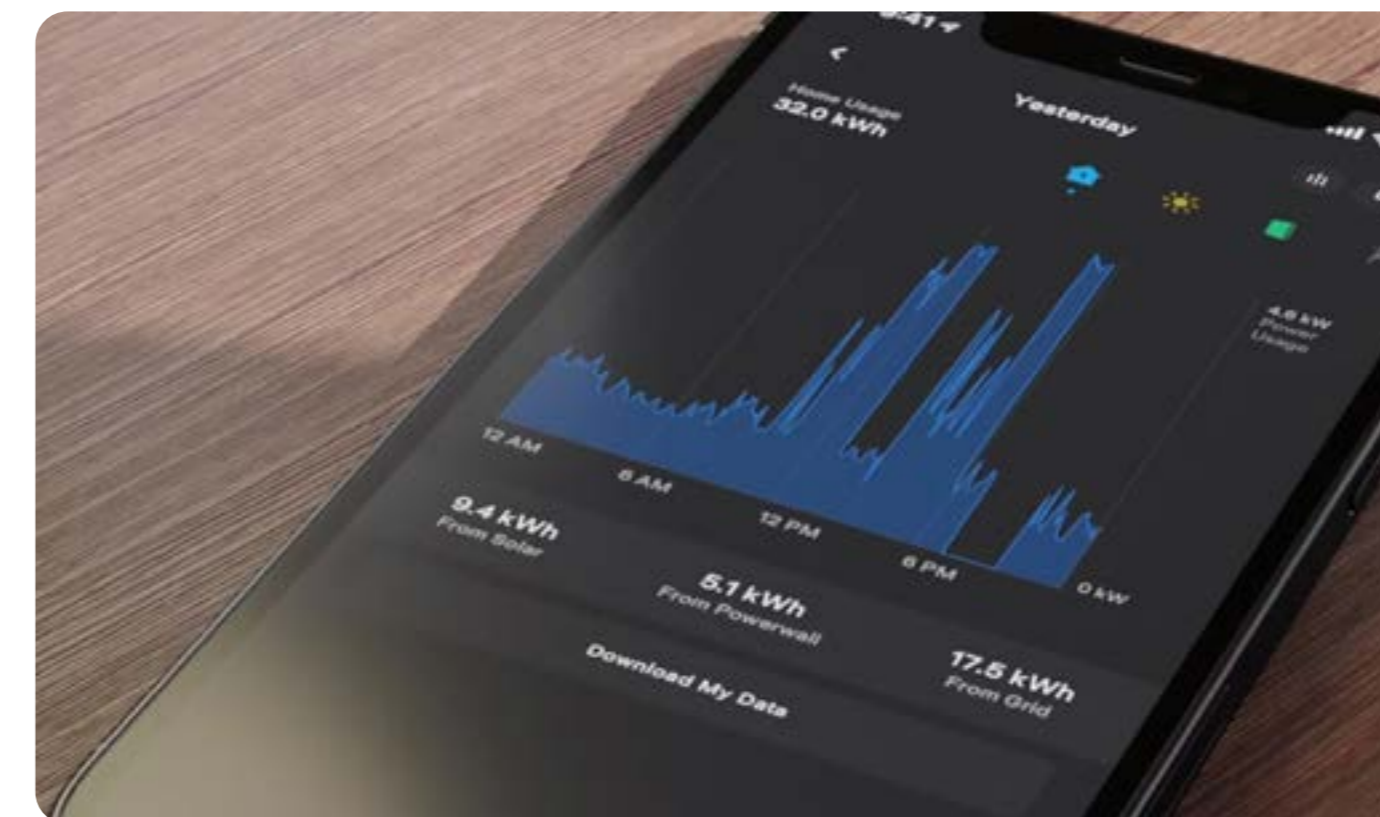
Now we're powered by the sun @TeslaEnergy Solar Roof looks amazing 🟢☀️

**Note:** This post could be improved by including number of kWh of solar roof and number of Powerwalls for details of installation.

# Social Media

## Photography Recommendations

- Tesla products should be in focus and clearly visible with the installation complete and no hazard or warning stickers, bollards, cardboard, tools or unfinished wiring visible on the product or in the background.
- Powerwall must be installed in a location that complies with the latest regional standards.
- Home environments should be clean and tidy. Including an array of home types is also important for relating to different customers and lifestyles.
- Tesla app images should be clear and should show the energy management and tracking screens.
- Solar panel installations, whether in-process or completed, should show that proper safety measures were taken and follow the guidelines above.
- Never crop, overlay or obstruct products with graphics, text or other images.



# Social Media

## Don't Do This...



**Do not** use images of Powerwall 1 as it's no longer available to buy.



**Do not** obscure Powerwall from view or show unsafe handling or installation.



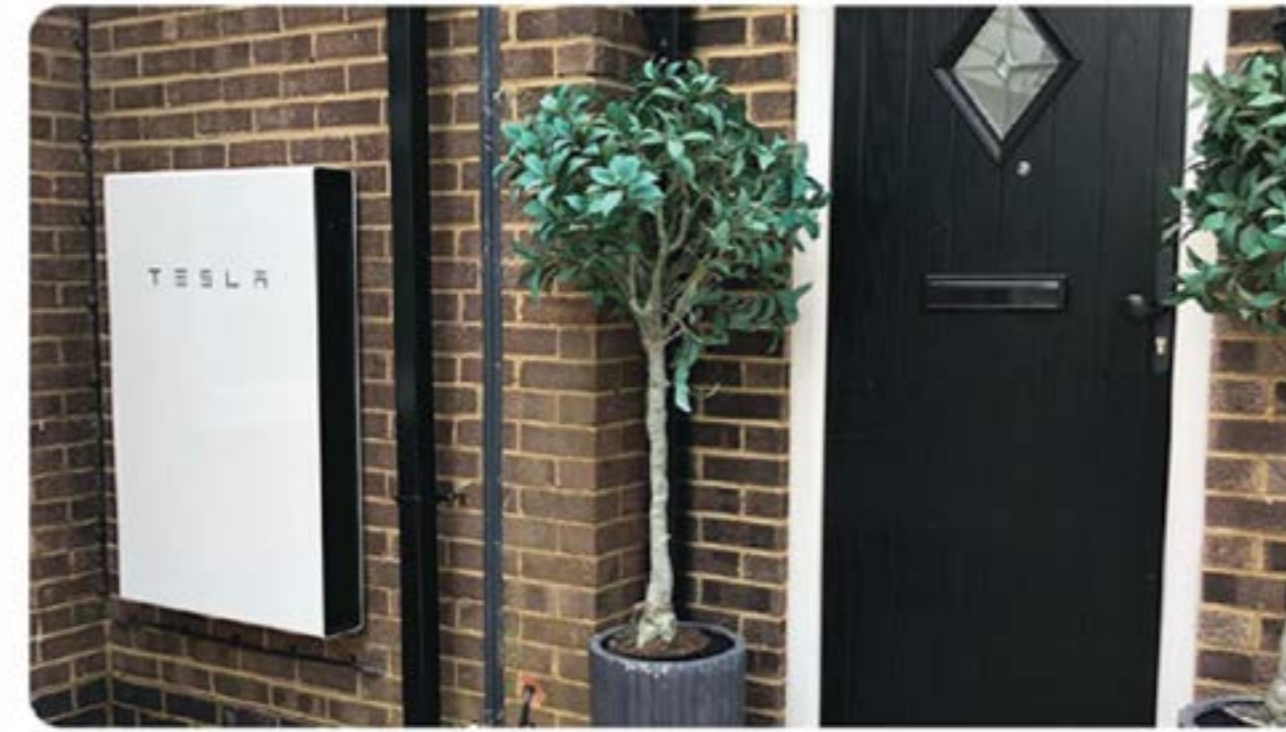
**Do not** show a messy environment. Your installations are more likely to attract new customers if they're neat and tidy.



If you are going to show packaging, it should be in good condition and clearly identifiable.

## Do This Instead...

The Reddalls are welcoming @TeslaEnergy Powerwall to their family home today.



Demonstrate Powerwall in-situ.

The Henderson family is now energy independent thanks to their @TeslaEnergy Powerwall.



The big reveal. Peeling off wrap.

Today we installed our first @TeslaEnergy Powerwall 3



Friendly installation team. Multiple or stacked Powerwalls. Celebrate company milestones (first new product installation, 100 Powerwalls installed, etc).

Lizzie Harkness with her new @TeslaEnergy Powerwall. Having your own home battery reduces your dependency on the grid.



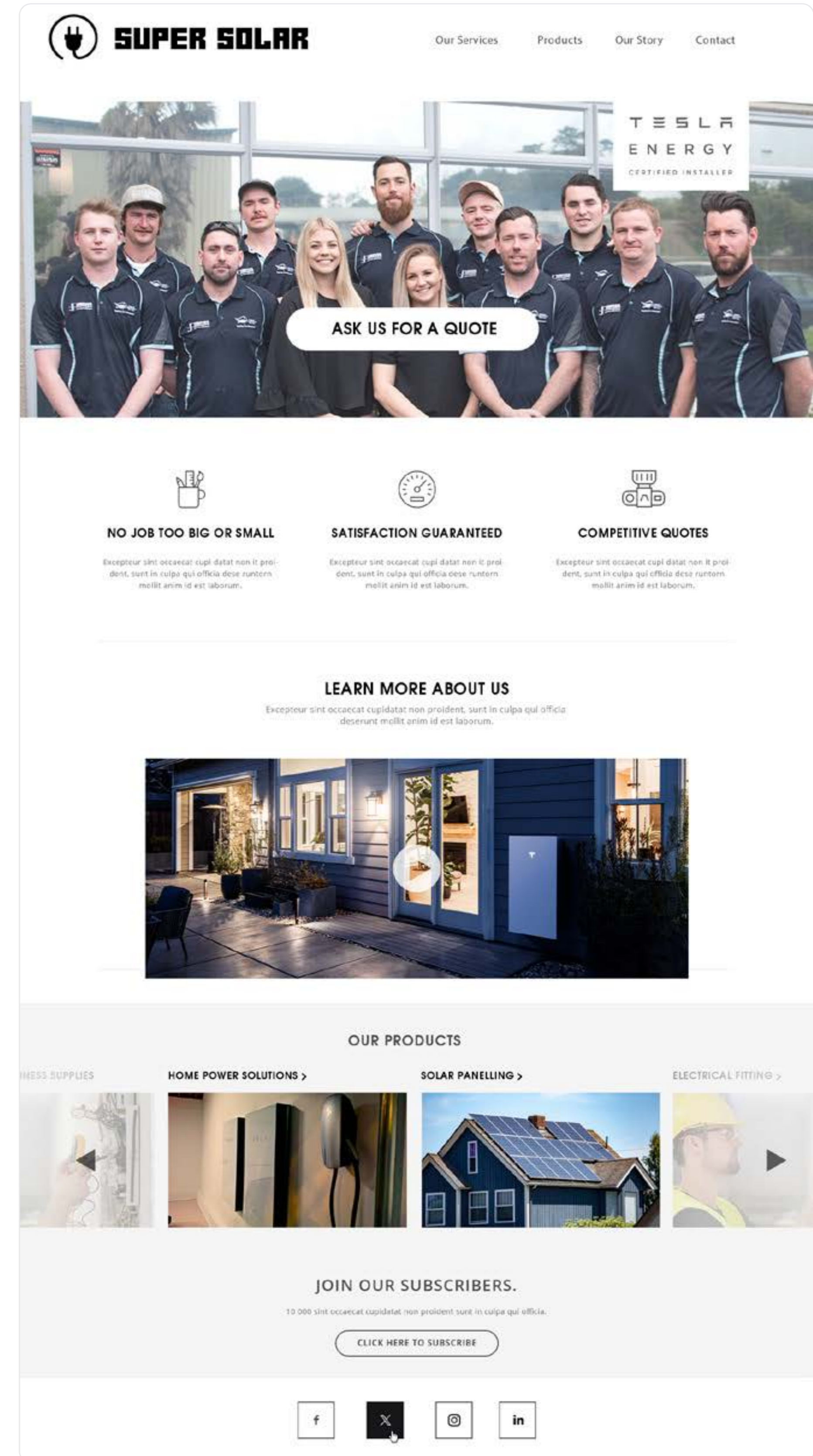
Happy customer. @TeslaEnergy tagged in post.

# Website

## Homepage

Website homepages featuring Tesla Powerwall should include:

- 1 Your company's name and logo accompanied by a Tesla Energy Certified Installer logo.
- 2 A clear call-to-action inviting potential customers to contact you to learn more.
- 3 Photo and/or video content featuring a variety of your installations to show the type and quality of work you do.
- 4 Links to each of your active social media accounts where customers can follow you for updates.



1

2

3

4

# Website

## Product Pages

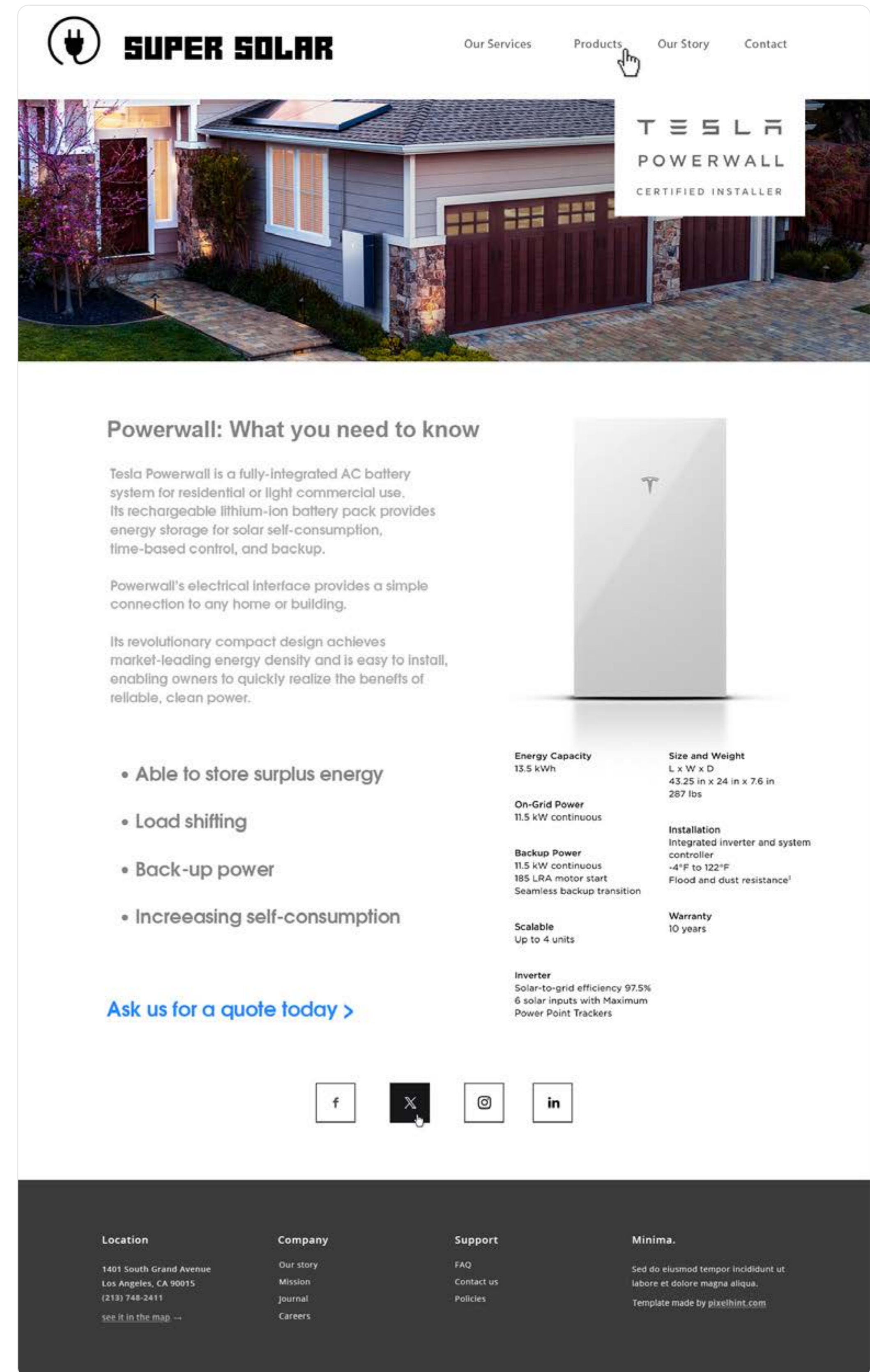
Creating a product page dedicated to Tesla Energy products is an easy way for your customers to educate themselves on the product without leaving your website.

Ensure product pages are clean and clear so customers can easily navigate the page and contact you for more information. Include a simple explanation of the product benefits as well as the operational specifications.

Tesla provides these and other assets for you to download and display on your website, including specification documents, downloadable brochures, warranty information, etc.

Product pages should include:

- 1 A header naming the product
- 2 The Tesla Energy Certified Installer logo clearly displayed
- 3 Clean, high-quality product photographs from one of your own installations or downloaded from the Partner Portal
- 4 A list of product benefits and detailed specifications
- 5 A call-to-action
- 6 Links to your active social media accounts
- 7 A clear order of information starting with the most important details, including customer benefits and product details



# Website

## Practices to Avoid

We will not approve:

- 1 Leading with or highlighting product discounts above product benefits
- 2 Small product images
- 3 Low-quality, out-of-focus images
- 4 Leading with contact information. Always lead with product and service information
- 5 Incorrect Tesla branding
- 6 Large Tesla branding. Your logo should always be more prominent
- 7 Multiple call-to-action messages or links to multiple pages
- 8 Cluttered pages with unclear images or unnecessary badges
- 9 Use of Tesla-owned images or images sourced from the internet without commercial license. Instead use images from one of your own installations or downloaded from the Partner Portal



# Marketing and Promotion

## Templates and Toolkits

We have a wide range of customizable and downloadable marketing templates and toolkits available on the [Partner Portal](#) to help you launch specific products or programs and convert leads into installations.

## Customizable Template FAQs

Who can I contact with questions about these templates?  
[EnergyProductsMarketing@tesla.com](mailto:EnergyProductsMarketing@tesla.com)

### How do I print these materials?

You have several options for printing. You may use an office or personal printer or a local printing business. You may also share the file electronically via e-mail or by posting the file on the web.

### How do I get started creating my own materials?

Download one of the templates and simply type your own contact information into the text box and add your logo image. Save the file and print or email.

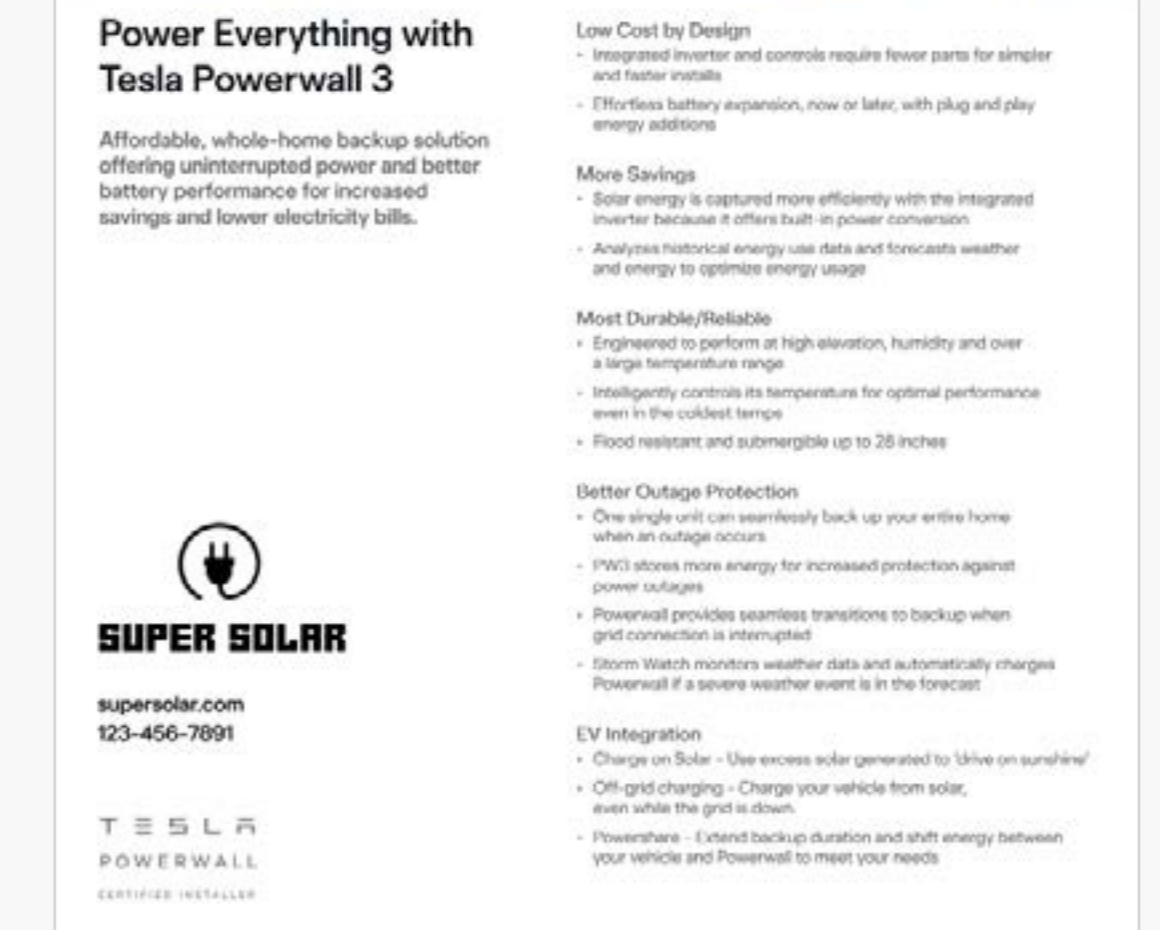
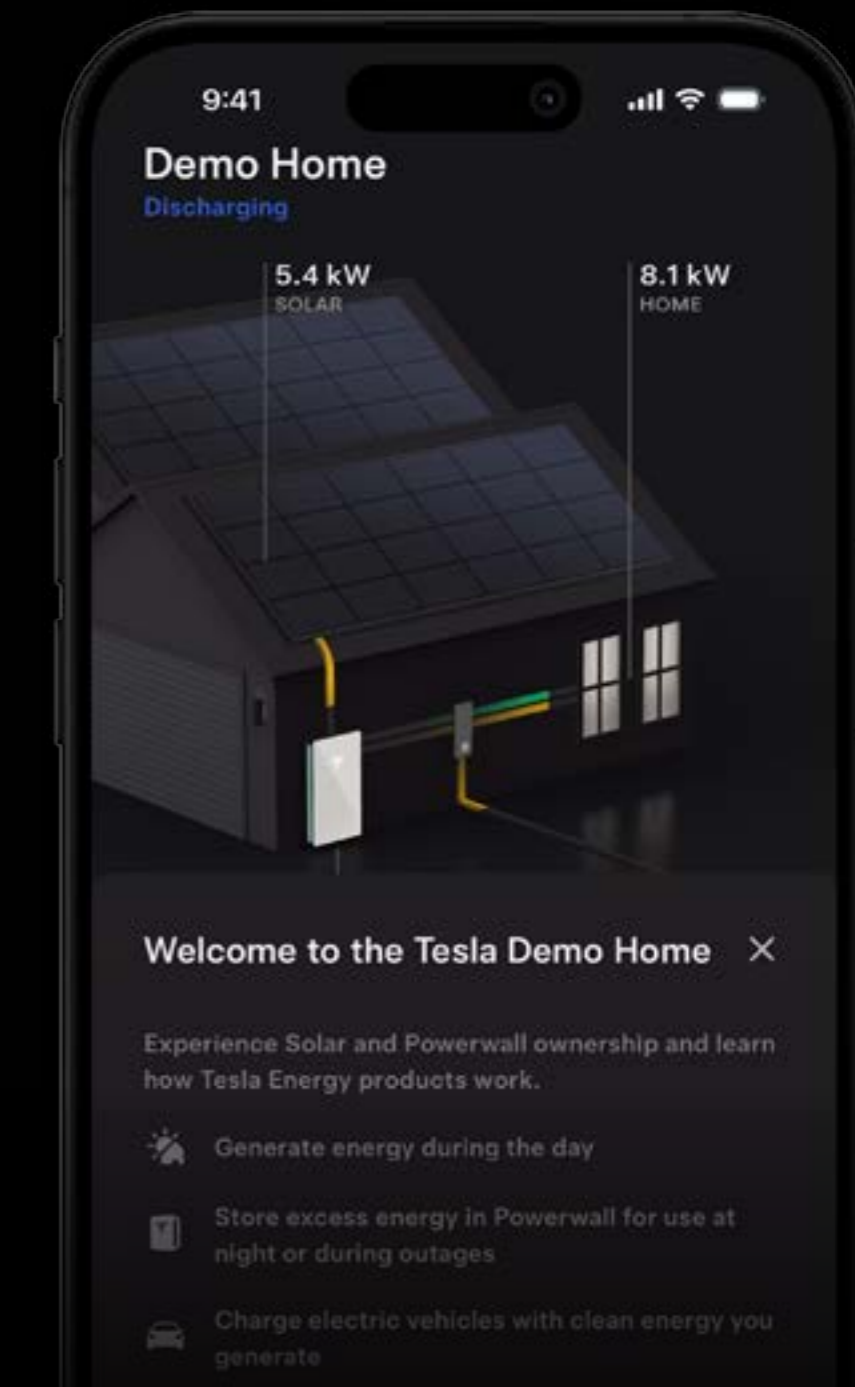
### I don't have professional design software.

#### Can I still create something to use?

Professional design software isn't required to use the downloadable templates. The one-page offer, postcard, and banner templates are available as fillable PDF files.

## Demo App

### Marketing Toolkit for Certified Installers



## Marketing and Promotion

When using paid advertising to promote your business, it is important to consider the guidelines on the following pages when including Tesla and Tesla Powerwall in your ads.

**Note:** Tesla encourages the use of digital communications in place of printed material, for increased sustainability.

For more information, contact us at [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com)

### Brochures

Brochures allow you to provide customers with details about your services and products, including Powerwall.

Giving potential customers a physical guide to take home from a trade show or showroom helps remind them of your product offerings and keep your company top of mind.

Tesla provides a Powerwall brochure and leaflet templates, you can download them from the [Partner Portal](#). To develop your own, consult the guidelines on the following pages.

Tesla encourages the use of digital brochures for increased sustainability.

[Download Template](#)



# Marketing and Promotion

## Flyers and Leaflets

Flyers and leaflets should include:

- 1 Clear branding, with your logo more prominent than Tesla branding
- 2 Images that are owned by your business or have been approved for your use by Tesla
- 3 Clean, clear product images (available on the Partner Portal)
- 4 Detailed product information
- 5 A simple and clear call-to-action

[Download Template](#)



# Marketing and Promotion

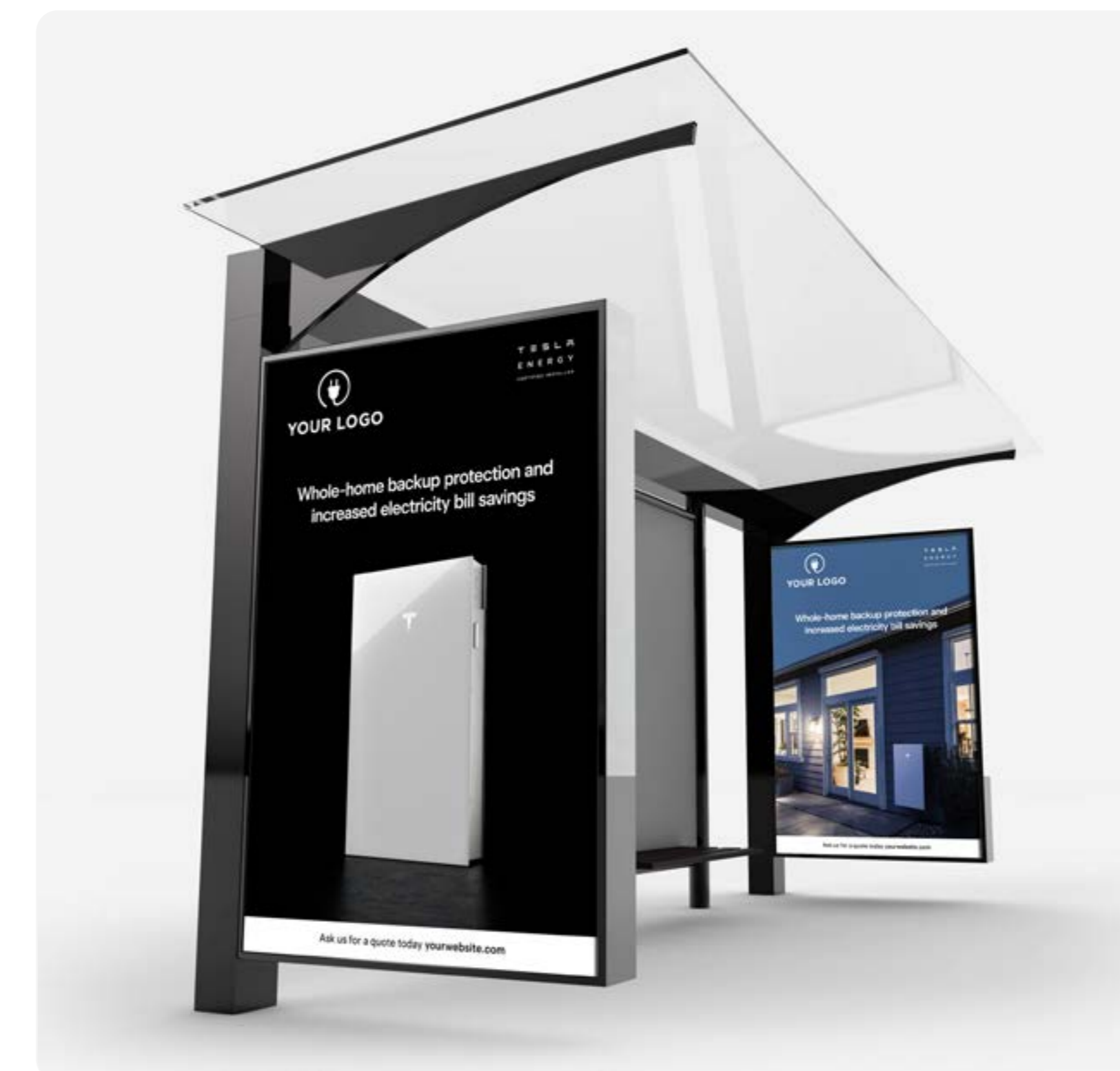
## Out-of-Home

Billboards, public transit panels, bus shelter panels and store window posters should include:

- 1 Clear branding, with your logo more prominent than Tesla branding
- 2 Single, key message to attract customers attention
- 3 Tesla-approved lifestyle and product photography
- 4 For billboards and public transit posters, a local customer review
- 5 A simple and clear call-to-action
- 6 Regional messaging, when applicable

[Download Landscape Template](#)

[Download Portrait Template](#)



# Marketing and Promotion

## Printed Publications

Newspaper and printed ads should include:

- 1 Clear branding, with your logo more prominent than Tesla branding
- 2 Reasons to buy
- 3 Local customer reviews
- 4 A simple and clear call-to-action
- 5 Lifestyle and/or product photography
- 6 Your Tesla Energy Certified Installer logo

[Download Landscape Template](#)

[Download Portrait Template](#)



# Marketing and Promotion

Send all media plans and content to [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com) for approval prior to production.

## TV

TV ads should include:

- Reasons to buy, focusing on product features and customer benefits, never savings or discounts.
- Storyboards that have been approved by Tesla prior to production. Share all media plans with Tesla ahead of time for approval.
- Your company's branding. TV ads should not appear to be from Tesla or speak on Tesla's behalf.
- Please use your own images or images provided in the Partner Portal. **Do not** use Tesla-owned images or videos in your TV ads.

## Radio

Radio ads should include:

- Scripts that have been approved by Tesla prior to production. Share all media plans with Tesla ahead of time for approval.
- Your company's name. Radio ads should not appear to be from Tesla or speak on Tesla's behalf.

## Email

When talking about Tesla in a newsletter or EDM, keep these things in mind:

- Be accurate.
- Avoid giving the impression that Tesla endorses or supports your newsletter, unless you have permission.
- Be clear that any opinions expressed are your own and not necessarily those of Tesla.
- Share email plans with Tesla ahead of time for approval.

# Marketing and Promotion

## Practices to Avoid

We will not approve:

- 1 Discount pricing messages or use of terms like "savings" or "sale". Instead focus on product features and customer benefits
- 2 Showing Tesla branding more prominently than your own company's branding
- 3 Using the Tesla wordmark or Tesla "T" logo. Only use the Tesla Energy Certified Installer logo
- 4 Inconsistent branding, logos or typefaces
- 5 Too many images that clutter the ad or distract from your core message
- 6 Placing the Tesla Energy Certified Installer logo over a bright colored or patterned background (see [page 6](#) for correct usage)
- 7 Cropping or obstructing product images or the Tesla Energy Certified Installer logo
- 8 Using "a" or "the" before "Powerwall", or calling the product "Tesla Home Battery" or similar. Only call it "Tesla Powerwall" or "Powerwall"
- 9 Referring to your business's relationship to Tesla as a "partner", "partnership" or "sponsorship"



## Event Collateral

Events include trade shows, customer outreach events, home shows or by-invitation events. Events can introduce consumers to your products and help them understand the benefits of energy storage.

Your brand identity should always be more prominent than Tesla branding at events. Provide renders, sketches and other collateral to the Tesla team for approval prior to an event.

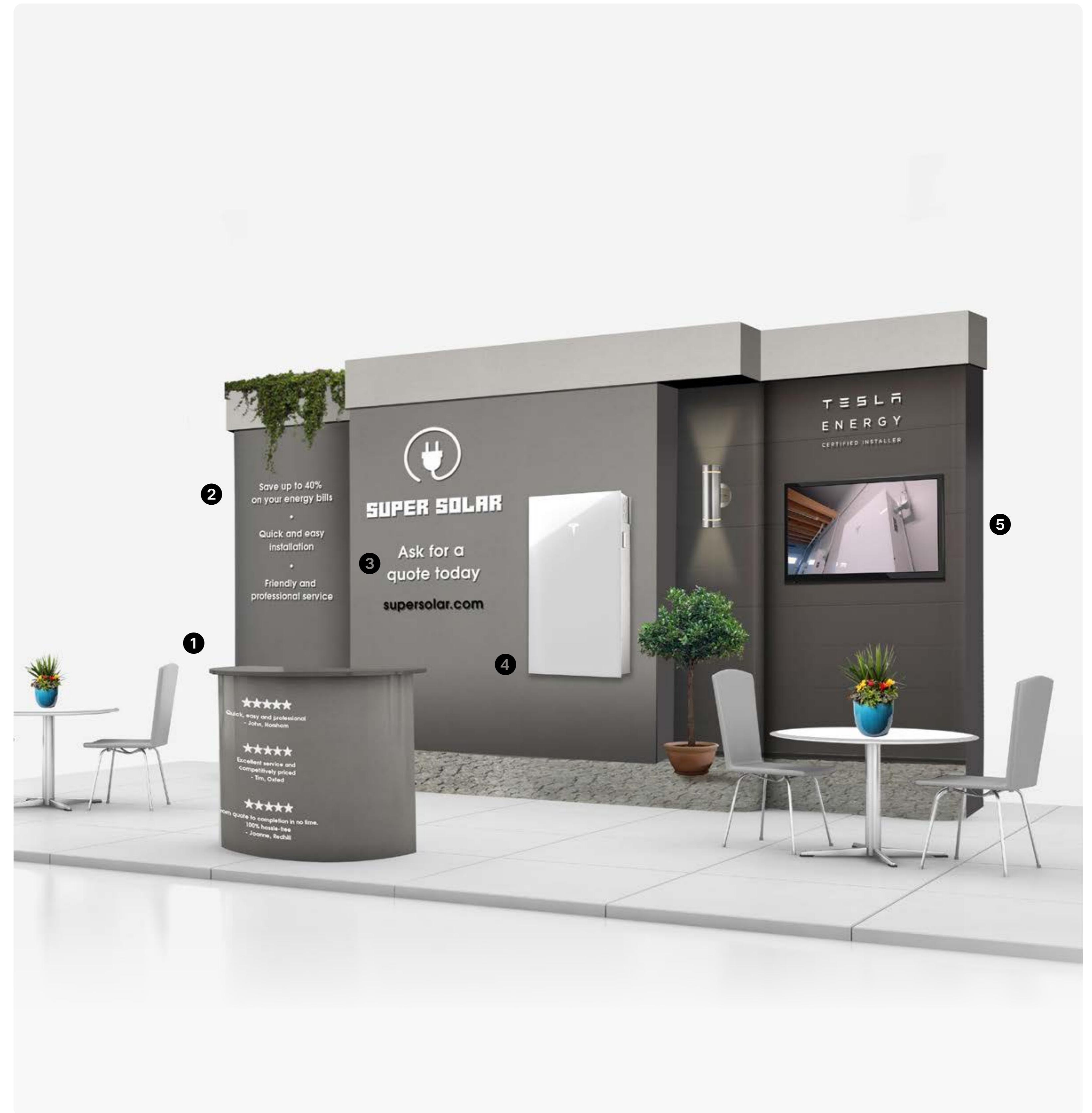
If you have any ideas for a collaborative event or trade show with Tesla, please reach out to [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com) to discuss potential collaboration.

### Premium Expo Stand Example

Tesla Powerwall display units help with customer conversations at events. Contact your Tesla Account Manager for availability in your region.

**Important:** Safety is always our number one concern, so please ensure units are secured correctly using the supplied mounting bracket.

- 1 Customer consultation areas
- 2 List of product benefits
- 3 Clear branding and call-to-action
- 4 Product on display for demonstrations
- 5 Digital screen showing a video that includes product benefits, images etc.



## Event Collateral

### Small Expo Stand Example

- 1 Customer consultation areas
- 2 Clear branding, with your logo more prominent than Tesla branding
- 3 Call-to-action
- 4 List of product benefits
- 5 Product on display



## Event Collateral

### Point-of-Sale Material (POSM) Example

Tesla Powerwall point-of-sale material (POSM) is an effective way to demonstrate and sell to customers in-store.

It is important for POSM to be simple, clear and legible in order to stand out in a busy store environment.

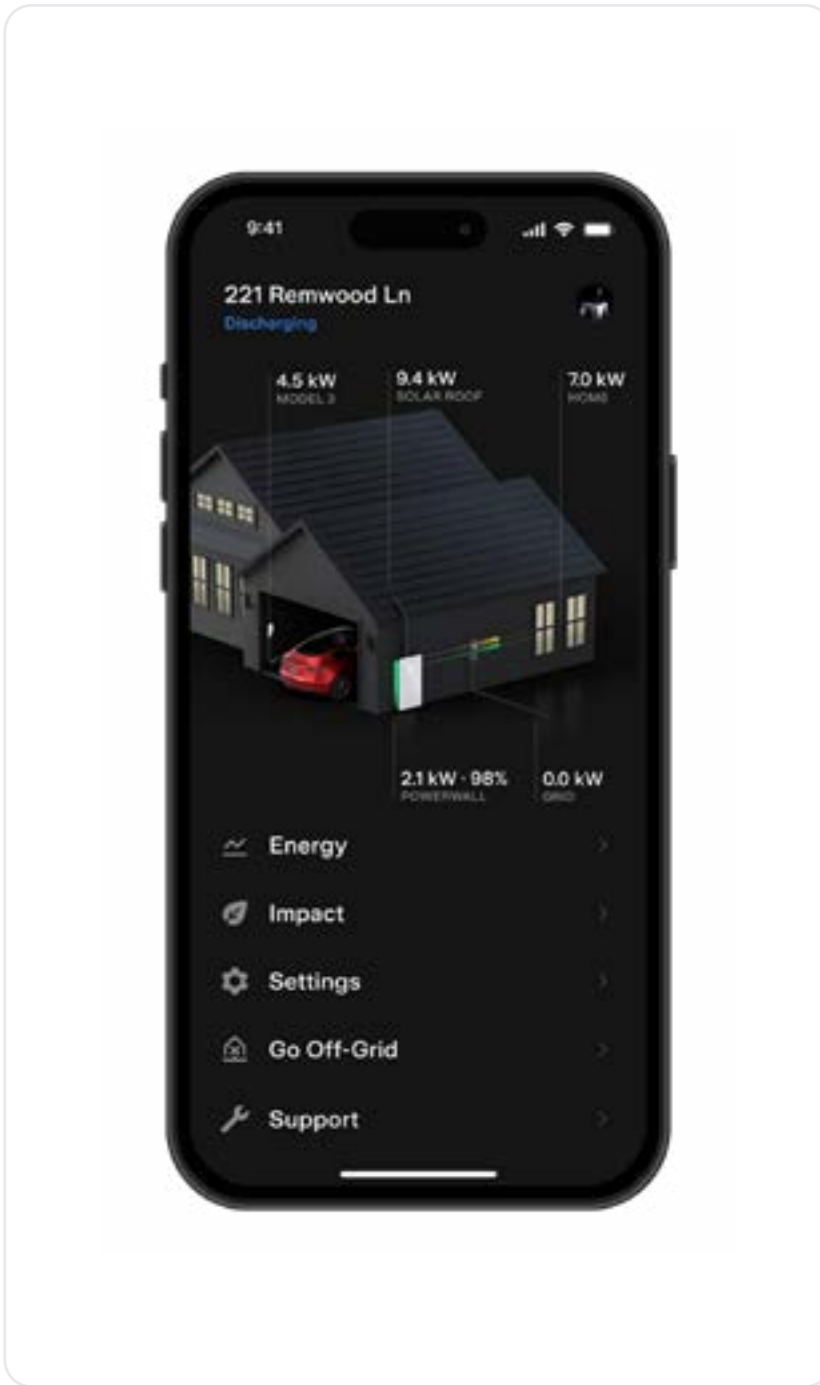
- 1 Clear branding, with your logo more prominent than Tesla branding
- 2 Call-to-action
- 3 Specification panel and demonstration tablet
- 4 Take-home brochures or a QR code linking to a digital brochure
- 5 Product on display



# Product Images

Product shots of Tesla Powerwall and screenshots of the Tesla app are available to download through the [Partner Portal](#).

[Download Images](#)



## Lifestyle Images

We encourage you to create and use your own unique lifestyle images.

If needed, we also provide a variety of Tesla Powerwall lifestyle images for you to use. They can be downloaded through the [Partner Portal](#).

If you have any images that you would like to include in our library for other Certified Installers to use, please feel free to share them via [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com)

[Download Images](#)



# Video Content

## Tesla-Supplied Video Content

Tesla-approved videos are available to download through the [Partner Portal](#) to use for your own marketing. You can also share links or embed videos from [tesla.com/customer-stories](https://tesla.com/customer-stories)

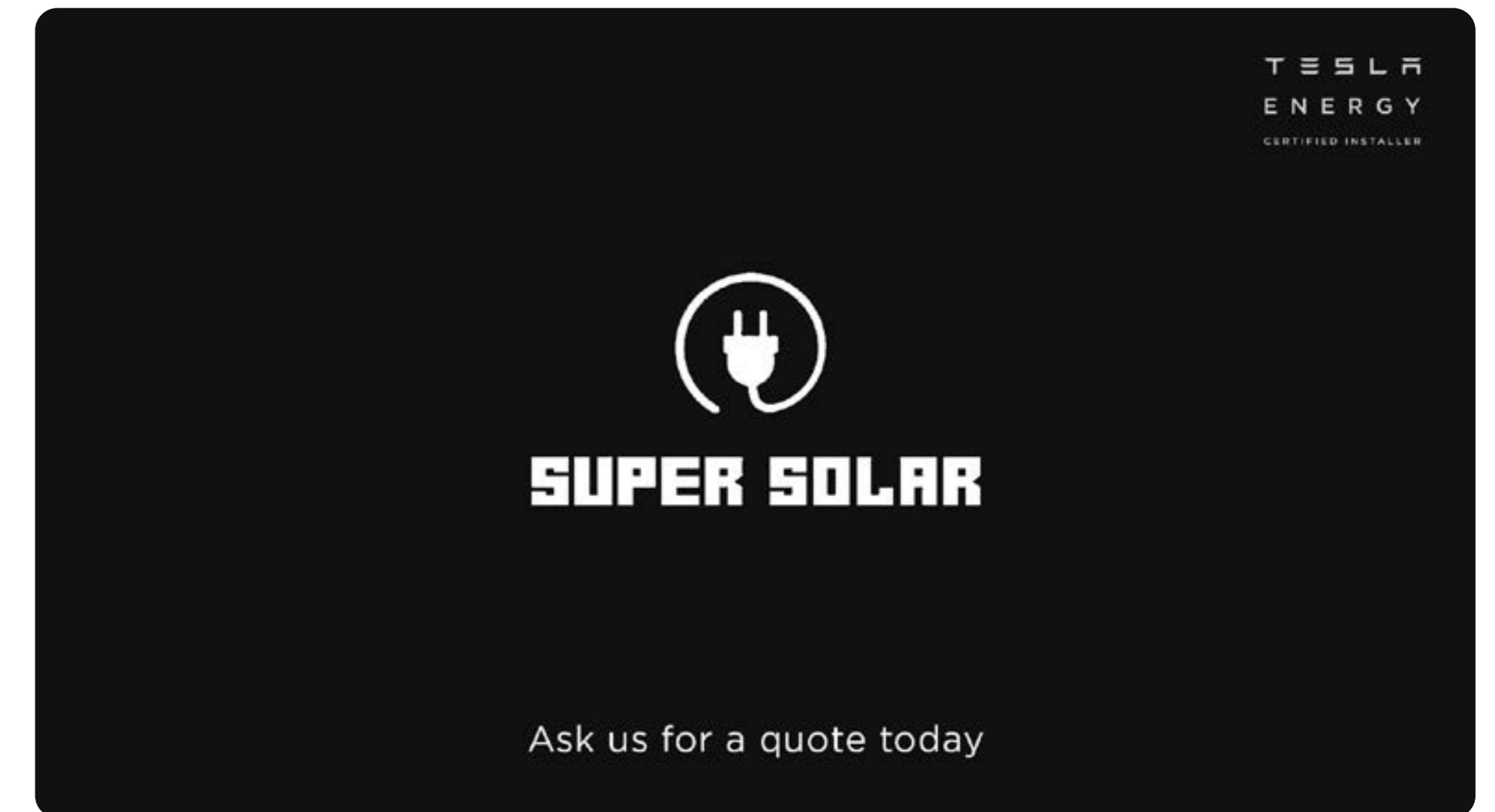
If you have any interesting Customer Stories you would like us to promote, please share them via [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com)

## Video Guidelines

Always show Tesla-supplied videos in full. Do not edit or manipulate Tesla videos in any way – this includes cutting, cropping, adding filters or effects, or montaging with other content.

Title frames can be added at the start and end of Tesla-supplied videos to add your company branding, your Tesla Energy Certified Installer logo and a call-to-action. Do not overlay your logo directly over Tesla video content.

[Download Videos](#)



Example: Title frame with company logo, Tesla Energy Certified Installer logo and a call-to-action.

## Media and Press Releases

### Communication Guidelines

At Tesla, we believe that customer testimonials are the best form of publicity. We support the use of press releases that focus on the positive impact that our products have on consumers.

The Tesla Press team can help answer any questions you have about the process. When drafting your press release copy, we ask that you:

- Focus on your company and not the Tesla brand
- Focus on the benefits offered by Powerwall instead of Tesla technology
- **Do not** use the Tesla brand name in any headlines or supporting headlines
- **Do not** use words such as "partnership," or "sponsorship" in relation to Tesla
- **Do not** speak on behalf of the Tesla brand or quote a member of Tesla staff without explicit approval from the Tesla press team

When to contact [EnergyProductsMarketing@Tesla.com](mailto:EnergyProductsMarketing@Tesla.com):

- If you have any questions about whether the article is appropriate
- To share all media communications for approval prior to release
- If you are contacted by media outlets asking questions about the Tesla brand

## Legal Notices

### Copyright

Copyright 2002-2024 Tesla, Inc. All Rights Reserved. Copyrights owned by Tesla and subject to copyright and other intellectual property protection include its logos, website designs and content, videos, sound files, its proprietary code, promotional materials, guides, manuals, and all other content contained within this document. Partners may not use any copyright asset owned by Tesla without written authorization, or unless explicitly authorized in these guidelines.

### Trademarks

Unless otherwise indicated, all marks displayed in these guidelines are subject to the trademark rights of Tesla, Inc., including, but not limited to, model name plates and corporate logos and emblems. Tesla's trademarks may only be used as provided in these guidelines or with Tesla's permission. You may not use or register, or otherwise claim rights in any Tesla trademark, including as or as part of any trademark, service mark, company name, trade name, username or domain registration. You should not use or claim rights in any trademark in a way that is confusingly similar to or dilutive of Tesla's trademarks, including as, or as any part of, a trademark. We may revoke permission to use Tesla's trademarks at any time. Tesla reserves the right to withhold approval of content that it considers inconsistent with the Tesla brand.