

The Better Buildings Neighborhood Program Branding Guide



Table of Contents

Better Buildings Background..... 2

Better Buildings Neighborhood Program History 2

The Better Buildings Brand 3

Why Are Branding Guidelines Necessary? 3

How Should This Guide Be Used? 4

Working With the Department of Energy..... 4

Better Buildings Brand Platform 5

Better Buildings Messaging..... 8

Language Do’s and Don’ts..... 11

Better Buildings Logo 12

Graphic Elements 15

Branding Elements 17

Photography Guidelines..... 17

Sample Templates..... 19

The Better Buildings Neighborhood Program is part of a national Better Buildings initiative led by the U.S. Department of Energy (DOE) that is improving comfort, decreasing costs, and supporting U.S. job growth by transforming the market for energy efficiency upgrades in homes and businesses.

Vision

A self-sustaining energy efficiency market for building upgrades that results in economic, environmental, and energy benefits across the United States.

Goal

Upgrade more than 150,000 homes and commercial buildings to be more energy efficient by 2013.

Better Buildings Background

Homes and commercial buildings consume 40% of our energy in the United States. Approximately 73% of our nation's electricity and 55% of natural gas use goes to buildings. Unfortunately, approximately \$200 to \$400 of the average household's energy costs are wasted due to drafts, leaks, and outdated heating and cooling systems.

Limited financing options, lack of information about energy efficiency benefits, and lack of access to a skilled workforce are all barriers that keep home and building owners from investing in energy efficiency improvements. Better Buildings is helping to overcome these barriers by catalyzing a building upgrade industry that will be sustainable in the future, increase demand for whole-building energy upgrades, support development of qualified local energy efficiency workforces, and make financing options easy and more accessible to home and building owners.

Better Buildings is working at the national level to promote the concept of energy efficiency upgrades, providing added value to local outreach efforts. At the local level, the Better Buildings Neighborhood Program has provided seed funding to energy efficiency programs across the country that are helping consumers and businesses reduce their energy use, save money, and support the development of local jobs. By integrating with Better Buildings nationally, local programs can associate their work with a strong and credible brand for energy efficiency, gain access to cost-effective marketing materials to enhance outreach, and make the smart case for energy efficiency.

Better Buildings Neighborhood Program History

The Better Buildings Neighborhood Program is demonstrating potential business models for making energy efficiency improvements more accessible. As DOE launches other energy efficiency programs and initiatives, Better Buildings is expanding its reach to cover those areas.

The Better Buildings Neighborhood Program was created in 2010 with funds from DOE's State Energy Program and the American Recovery and Reinvestment Act (ARRA) through DOE's Energy Efficiency Conservation Block Grant Program. In June and August 2010, DOE awarded a total of \$482 million to 34 grant recipients whose projects represented a diverse portfolio of energy efficiency strategies and approaches. In November 2010, DOE awarded \$21 million from annual appropriations to six state energy program grant recipients.

The Better Buildings Brand

“Better Buildings” is a way of thinking about how to better our homes, commercial buildings, workforce, neighborhoods, and lives through energy efficiency. DOE has created a brand identity for the Better Buildings Neighborhood Program and its constituents to take advantage of this idea when developing marketing strategies and outreach materials.

A brand is not simply a logo on promotional materials. It is a way of presenting, positioning, and talking about a program, product, or concept to evoke a certain feeling, action, or behavior among target audiences. This branding guide contains a variety of compelling messages, graphic design parameters, and other branding elements created to ensure a consistent personality for the Better Buildings Neighborhood Program and a coherent concept of how we can all have better buildings, better homes, and better lives through energy efficiency.

Brands are used to promote products and/or services to an end user. In the case of Better Buildings, the product is a better home, business, or life through energy efficiency. What makes the Better Buildings Neighborhood Program unique is the local focus on existing homes and businesses—supported by DOE seed funding and technical expertise—to help buildings improve and create or support clean energy jobs.

Better Buildings believes improving buildings is a smart way to save energy, create jobs, and help protect the environment. The “personality” of our brand is innovative, unique, smart, helpful, skilled, and a leader in the community. This means our programs are innovative in their approach to energy efficiency; partners are helpful; contractors have professional skills; and participants are leading the way to better homes, businesses, and neighborhoods. Once people are educated on how innovative it is to improve energy efficiency in their homes or businesses, combined with the right positioning, they will be motivated to make the choice for upgrades. Our promise is to help them make this progressive choice.

Why Are Branding Guidelines Necessary?

Americans are increasingly bombarded with competing messages, products, services, and social causes. The average citizen encounters thousands of media and promotional messages daily. To be heard above all the noise, Better Buildings must simplify energy efficiency and articulate strong value messages.

To do this, DOE has developed a uniform, easily recognizable national identity that can help communicate to broad audiences the importance of energy efficiency in homes, businesses, schools, hospitals, government offices, and other community buildings. The Better Buildings brand will not only help increase awareness and buy-in of energy efficiency upgrades, but also can synthesize local messages from various markets under a national umbrella. A strong, consistent brand helps maximize outreach resources by presenting clear messaging, images, and materials that convey the program benefits program.

Our goals are to continually build the Better Buildings identity; establish and promote message consistency; avoid confusion in the marketplace; and provide standard, easy-to-use best practices for communicating Better Buildings to various audiences.

DOE is committed to developing and strengthening this brand to increase demand for Better Buildings and ensure that millions of Americans recognize the value of improving their homes and businesses, now and in the future. To do so requires consistent adherence to DOE's guidelines in these areas:

- Style, tone, and voice of content
- Specific terminology when referring to the program
- Logo and other program marks
- Color palette, photography, and graphic treatments on printed and online materials
- Fonts and typography treatments
- Appropriate use of the program name, message, facts, and statistics

How Should This Guide Be Used?

Better Buildings Neighborhood Program managers, partners, support teams, and consultants will use these guidelines to ensure that the basic brand elements are incorporated into messages and marketing materials. It is not meant to limit individual program creativity, but rather to create clarity and visual harmony among Better Buildings Neighborhood Program partners. Following the recommendations in this guide will promote public recognition of Better Buildings in communities across the country.

This easy-to-use reference will support consistent use of Better Buildings messages, graphics, and other program identifying elements among the national program and Better Buildings communities, in both internal and external applications. For more information about how to use the Better Buildings brand or any of the elements included in this guide, send an email to BetterBuildings@ee.doe.gov.

Working With DOE

To share tools and resources with Better Buildings partners, DOE created a password-protected Google Site where users can share information and download various file types. Program managers can visit the Better Buildings Neighborhood Program Google site to download brand templates and other tools: <https://sites.google.com/a/betterbuildingsnetwork.doe.gov/betterbuildings-collaboration-forum/>. A username and password are required and can be requested by emailing BetterBuildingsSupport@erg.com.

It is important to work with DOE while promoting and executing a Better Buildings Neighborhood Program, so as to become familiar with the tools available and to reach your program's maximum potential. Expert marketing professionals are available, courtesy of DOE, to provide support using the templates. DOE also is interested in learning how your local program is using the brand, in an effort to ensure that all Better Buildings marketing efforts are of value to program partners.

Please email BetterBuildings@ee.doe.gov to request a logo, have a customized Better Buildings logo created, inquire about branded materials, or share your program highlights and successes.

Better Buildings Brand Platform

The Better Buildings brand platform is a tool that partners can use to ensure that your outreach is effective, strategic, and consistent. It should guide the development of program messages and materials and confirm that the tone, style, look, and feel represent the Better Buildings brand.

What is the essence of the Better Buildings brand?

People can live better, more comfortable lives by using energy more efficiently.

What do we do?

We help improve people’s lives and businesses by making them more comfortable and money-saving.

How do we do this?

By helping people upgrade the energy efficiency of their homes and buildings.

What is our brand promise?

A more comfortable, safer home or workplace and reduced energy costs.

What do we believe in?

- Upgrading the energy efficiency of homes is a smart way to make homes more comfortable and safe, save energy, and help protect the environment.
- Upgrading the energy efficiency of businesses is a smart way to create jobs, save energy, and save money.

What is our personality?

- Innovative
- Unique
- Smart
- Leader
- Helpful
- Skilled

What key insight should be the focus of the brand?

Homeowners	Business/Building Owners and CEOs
<p>People want to be smart. They do not want to be wasteful. There is power in helping them to “discover” things that allow them to improve their lives and live up to these aspirations. If we help people discover that their homes are leaky and unnecessarily wasting energy, they will want to fix the problem. They will feel smart about what they’ve done, will be more comfortable in their homes, and will tell others.</p>	<p>Business owners and managers want to save money and run their businesses efficiently. They want to be smart, not wasteful. If we help them discover that their buildings are leaky and unnecessarily wasting energy and money, they will want to fix the problem. They will feel smart about what they’ve done and want to tell others.</p>

Who are our target audiences?

Primary	Strategic Partners	Influencers
<ul style="list-style-type: none"> • Homeowners • Business owners/CEOs • Building operators/managers 	<ul style="list-style-type: none"> • Grant recipients • Building contractors (energy professionals) 	<ul style="list-style-type: none"> • State and local governments • Congress • Nongovernmental organizations • Retailers/manufacturers • Utilities • Regional energy efficiency organizations • Financial institutions • Facility and property managers

Audience characteristics vary by partner, but those with most potential/receptivity include:

- Single-family homeowners/families
- Living in homes built before 1985
- Male and female heads of household
- Age 25 to 54
- Mid- to upper income
- Environmentally receptive/minded
- Active in their community

What action do we want people to take?

Homeowners	Business/Building Owners and CEOs
<ul style="list-style-type: none"> • Discover that the energy efficiency of their home is important and most likely could be improved • Sign up for an energy efficiency evaluation • Upgrade their home • Tell others 	<ul style="list-style-type: none"> • Discover that the energy efficiency of their business is important and most likely could be improved • Understand they can save money on operating costs by completing an energy upgrade • Sign up for an energy efficiency evaluation • Upgrade their business • Tell others

What are the barriers preventing the audience from taking action?

Homeowners	Business/Building Owners and CEOs
<ul style="list-style-type: none"> • Don't know they have a problem • Complexity of process • Timing and cost • Competing and more aesthetically pleasing priorities for home improvement budget 	<ul style="list-style-type: none"> • Don't know they have a problem • Upfront investment • Busy schedules and perceived lack of time • Complexity of process • Energy efficiency is not a top business priority

Which benefits will most likely motivate the target audience to change behavior?

Homeowners	Business/Building Owners and CEOs
<ul style="list-style-type: none"> • Comfort <ul style="list-style-type: none"> ○ Reduced drafts ○ More consistent temperatures at home • Indoor air quality <ul style="list-style-type: none"> ○ Decreased asthma triggers ○ Improved air flow • Save energy <ul style="list-style-type: none"> ○ Reduced waste ○ Reduced energy bills • Protect investment in home 	<ul style="list-style-type: none"> • Improve comfort for employees/customers • Reduce drafts/keep building temperature consistent • Increase operational efficiency • Reduce operating costs • Chance to upgrade old equipment • Save energy • Reduce waste

Why are we unique in the marketplace? What are our points of difference?

- The program is helping to create jobs in local markets and is designed to become self-sustaining so that jobs stay when the program ends.
- We make the process of providing access to home and business energy upgrades easier.
- The focus is on existing homes and businesses rather than new construction.
- The brand is administered by local entities that know the unique characteristics of their markets.
- The brand is credible and backed by DOE.

What is the visual style of the brand?

- Clean—simple images without a lot of busy backgrounds
- Active—people in or outside their homes doing things that look fun or busy, but not stressed
- Real—not posed, actual living situations
- Pleasant—people in comfortable, positive situations
- Diversity—people represent a range of ages and ethnicities
- Bold—colors that are vivid and engaging

How do we articulate the brand?

- Better Buildings is making your home, life, and business better.
- Your home/business can be more comfortable and safe.
- Your business could reduce operating costs through energy upgrades.
- Energy efficiency is the smart thing to do.

What are our marketing objectives?

- Raise awareness about the importance of energy efficiency in buildings
- Establish why it's beneficial to increase the energy efficiency of our homes and businesses
- Help create a receptive national marketplace for energy efficiency among homeowners and contractors
- Support program partners in their marketing efforts by providing assistance, resources, and tools

Better Buildings Messaging

Elevator Pitch

An “elevator pitch” is a brief description of a program, initiative, or effort that gives an uneducated person the most important aspects in a minimal amount of time (i.e., the time you have with a stranger in an elevator). Use the following language to describe Better Buildings in 30 seconds or less:

“Better Buildings is finding innovative ways to improve people’s lives through energy efficiency. Most people don’t realize how much energy their homes can waste—it’s like leaving a window open all day. By improving the buildings we live and work in, we can get rid of drafts, stop wasting energy, and save money. Better Buildings is working to make our lives more efficient, our homes more comfortable, our businesses stronger, and our neighborhoods better by supporting green jobs that will last in the future.”

Key Messages

As part of a national energy efficiency program, local energy efficiency programs can use Better Buildings branded messages to support their own program. These messages about Better Buildings can be used in promotional and educational materials to explain the national program or your local efforts:

- Better Buildings is helping people improve their lives while saving energy and money.
- Better Buildings is a new, innovative way of improving your home, building, or business by being smarter about using energy.
- By upgrading homes and other buildings, people will be more comfortable and pay less for energy.

Consumer Messages:

- Americans spend nearly \$2,000 per year on average for home energy; \$200 to \$400 of that could be going to waste from drafts, air leaks around openings, and outdated heating and cooling systems. It’s like leaving a window open all day long!
- By making upgrades that improve a home's heating, cooling, and air quality, families can reduce their annual energy use by 15 to 30% and make their homes more comfortable.
- Better Buildings is helping consumers make their homes more comfortable and reduce their energy use by making home energy improvements easy and more accessible to the public.
- Better Buildings improvements can result in lower energy bills, better indoor air quality, and increased comfort at home and work.
- You can take simple steps to improve your home now. Getting a home energy evaluation will help you identify steps for saving energy and improving the comfort and value of your home.
- Better Buildings helps (program name) make it easier to afford energy improvements in your home. With support from Better Buildings, we provide reasonably priced energy evaluations, access to quality service providers, affordable financing options, and other financial incentives.

Business Messages:

- Commercial buildings account for 20% of all the energy used in the United States. Many businesses are paying for energy they don't need due to inefficient mechanical systems and building leaks.
- Better Buildings is helping businesses reduce operating costs by finding cost-effective energy solutions that improve commercial, institutional, and multifamily buildings.
- Better Buildings is helping to create and support jobs in our community by promoting energy efficiency evaluations and improvements in businesses.
- Better Buildings (program or business name) is a model for other communities (or businesses) interested in promoting energy efficiency.

Secondary Messages

Following are some statistics and facts that support Better Buildings outreach:

- Homes and commercial buildings consume 40% of our energy in the United States and are responsible for nearly 40% of the country's greenhouse gas emissions.
- Better Buildings helps homes and businesses be more energy efficient, safe, and comfortable:
 - Insulating walls and attics reduces heat loss, regulates temperature, and increases comfort.
 - Sealing holes and cracks reduces drafts, dust, moisture, pollen, and noise. A well-sealed home improves air quality and reduces the indoor pollutants that can cause asthma.
 - More efficient heating and cooling systems make the indoor air less humid and prevent wasting time and resources while waiting for hot water to reach the tap.
 - Energy-efficient light bulbs save electricity and last longer than traditional bulbs.
 - ENERGY STAR® qualified clothes washers use about 37% less energy and use more than 50% less water than regular washers.
- Increased demand for home energy evaluations and energy services in Better Buildings communities like (program name) will support jobs in (community name) and encourage the growth of tens of thousands of jobs across the country.
- If just one out of every 10 homes and commercial buildings in the United States reduced their energy consumption by 25%, this could save \$8 billion per year and reduce our country's annual greenhouse gas emissions by an amount equal to removing 12 million cars from the road, or all the cars in the states of Washington, Oregon, Idaho, and Nevada combined.

Call to Action:

- Visit www.betterbuildings.energy.gov/neighborhoods for more information about improving homes and businesses through Better Buildings.

Sample Promotional Content

The Better Buildings Neighborhood Program created sample content that program managers can use on websites and in other promotional efforts:

“(Name of program) is part of the Better Buildings Neighborhood Program, which is an innovative new effort to improve homes and commercial buildings across the country. Supported by the U.S. Department of Energy, Better Buildings helps consumers and building owners save energy and money to better their homes, neighborhoods, lives, and the economy.

“Did you know that homes and other buildings leak so much energy through unsealed openings and inefficient heating and cooling systems, it’s like leaving a window open all day long? Our Better Buildings Neighborhood Program helps residents and businesses save money, be more comfortable, and support local jobs by making smart investments in improving homes and buildings with the latest technologies to save energy.

“For more information about how Better Buildings helps you find qualified contractors and financial incentives to make energy improvements to your home or business, visit betterbuildings.energy.gov/neighborhoods.”

Describing Better Buildings

Better Buildings is the national entity that supports local programs and business leaders in their market transformation efforts. The Better Buildings Neighborhood Program is part of a national Better Buildings initiative led by DOE. A local program may have its own name, or it may be called Better Buildings for (State/Local Name). As a general rule, use the following terminology when referring to the Better Buildings Neighborhood Program:

Program Term	Rule
Better Buildings the Better Buildings Neighborhood Program	Use to refer to the Better Buildings general program or the idea of making smart energy improvements. The name should be two words and never singular or abbreviated.
“better building”	Use to refer to a home or other building that has benefitted from energy improvements.
Grant recipient	Entity that received Better Buildings Neighborhood Program seed funding from DOE. Use sparingly/only in internal program documents.
Program partner	Use to refer to the community organizations and individuals associated with a local Better Buildings Neighborhood Program.
Better Buildings neighborhood	Use to describe areas served by Better Buildings grant programs, including your neighborhood, as appropriate.
Better Buildings (City) Better Buildings (State) Better Buildings in (City, State)	First, define the program by its location (city, state), and then refer to it by its formal program name, if applicable (e.g., Energize Bedford).

Language Do's and Don'ts

The following preferred language for describing Better Buildings efforts in communities and nationally is based on extensive research about promoting energy improvements to consumers:

YES	NO	NOTES
<ul style="list-style-type: none"> • Home energy evaluation • Home energy analysis • Energy check-up 	<ul style="list-style-type: none"> • Audit 	<p>“Audit” is a term normally used to check for illegal activity</p>
<ul style="list-style-type: none"> • Upgrade • Improvements 	<ul style="list-style-type: none"> • Retrofit 	<p>More easily understood</p>
<ul style="list-style-type: none"> • Energy 	<ul style="list-style-type: none"> • Electricity • Natural gas 	<p>Need to be careful to be fuel neutral</p>
<ul style="list-style-type: none"> • Energy efficiency • Energy savings 	<ul style="list-style-type: none"> • Energy conservation 	<p>Conservation is turning down heat or using a blanket rather than using technology to ensure comfort/savings</p>
<ul style="list-style-type: none"> • Significant energy savings • Energy equivalents (e.g., enough energy to power your home for XX days) 	<ul style="list-style-type: none"> • Btus • Kilowatt hours • Therms 	<ul style="list-style-type: none"> • Consumers don't think in terms of energy units • Give consumers a frame of reference for thinking about energy savings
<ul style="list-style-type: none"> • Energy professionals • Home energy experts • Energy improvement workforce 	<ul style="list-style-type: none"> • Auditor 	<ul style="list-style-type: none"> • Could have a negative connotation to some • “Auditor” conjures up taxes
<ul style="list-style-type: none"> • Making home more comfortable • Reducing drafts • Improving the temperature 	<ul style="list-style-type: none"> • Weatherization 	<ul style="list-style-type: none"> • Always focus on benefits, not features • Sell what they get, not what the contractors will do
<ul style="list-style-type: none"> • Seed funding 	<ul style="list-style-type: none"> • Grants 	<ul style="list-style-type: none"> • Want to convey the idea that programs will ultimately be self-sustaining
<ul style="list-style-type: none"> • Better Buildings neighborhoods • Better Buildings partnerships 	<ul style="list-style-type: none"> • Grantees 	<ul style="list-style-type: none"> • Conveys a sense of local, long-term sustainability and community ownership
<ul style="list-style-type: none"> • Energy savings incentives 	<ul style="list-style-type: none"> • Prizes 	<p>Where appropriate, refer to rebates, discounts, low-interest loans, etc.</p>

Better Buildings Logo

Proper Logo Usage

The complete Better Buildings logo integrates a strong tie to DOE through complementary color usage (blue and green). The entire Better Buildings logo must appear on all promotional materials (print, electronic, or other). The following shows proper use of the Better Buildings logo. The preferred logo usages also apply when the Better Buildings logo includes a program name.

Logo



Preferred logo usage

The two-color PMS 364 and PMS 2748 logo is the preferred usage whenever possible.



CMYK logo

The four-color process logo is only to be used when the addition of PMS colors is unavailable. *This usage should not be used when PMS colors are available.*



RGB logo

The RGB logo is only to be used for online usage such as Web or email. *This usage should not be used when PMS colors are available.*



Black logo

The one-color black logo is to be used when black is the only available color selection. *This usage should not be used when PMS or 4-color is possible.*



Reverse logo

When placing the logo on a full-color background, the reversed version in white may be used, but please make sure the white is shown where indicated. For a reverse logo, email BetterBuildings@ee.doe.gov.

Sample Program Logo



DOE can modify the Better Buildings logo to incorporate a local program name. For a specific logo, email BetterBuildings@ee.doe.gov.

Minimum Clearance Area

The Better Buildings logo requires a minimum clearance area to ensure that the message stays clear and doesn't interfere with other design elements. Text or graphics should not come closer than the indicated clearance area.




= Minimum Clearance Area

To ensure proper open area around the logo, measure the height of half of the "B" in the word "Better."

NOTE: When Better Buildings logo has a subsidiary, half "B" clearance begins from outside edges of program name on bottom and right of logo.

Minimum Logo Size

To ensure the Better Buildings logo is highlighted and the message is still legible, a minimum logo size has been established. The minimum established size is only for printed material. When a smaller version of the Better Buildings logo is required (on branded gifts, for instance) it is recommended that you email BetterBuildings@ee.doe.gov for approval of usage. *If at all possible, usage of the Better Buildings logo smaller than the recommended minimum logo usage should be avoided.*



NOTE: When Better Buildings logo has a subsidiary, the minimum size is increased to 1.25" to ensure legibility of program name.

Also note that the 1.25" size does not include the program name. The 1.25" minimum is measured from left of the logo to right of the word "Buildings".

Applying the Logo

Program partners and their consulting firms may use the logo when presenting Better Buildings program information. This includes presentations, websites, print materials, and other applications. Organizations not associated with a Better Buildings partner program and building contractors currently may not use the logo. Please email BetterBuildings@ee.doe.gov with specific questions about logo usage.

Improper Logo Usage

The following are just a few examples of improper logo usage. To avoid these errors, DOE requires that designers download proper logos for placement.



The logo should never be recreated or shown featuring any new fonts. Only the approved logo is acceptable in all instances.



The logo should never be manipulated by moving elements.



The logo should never be shown in any colors other than the approved brand colors.



The logo should never be tilted. It should always be shown on a horizontal axis.



The logo should never be scaled or skewed.



The logo should never be shown without all elements. To ensure brand consistency, the logo must always be shown in its entirety.



The logo should never be shown cut off. To ensure brand consistency, the logo must always be shown in its entirety.







The logo should never be placed in front of a busy pattern. Whenever possible, the reverse logo (see page 14) should be placed on a solid background.

Graphic Elements



Color Palette

The Better Buildings color palette has been selected to enhance messages and communicate the brand values. The Primary Color Palette has been selected specifically to work with the DOE logo. The Secondary Color Palette uses bold, bright color options to complement the Primary Color Palette, and the Accent Color Palette offers vivid, eye-catching hues to offset the primary and secondary colors.





Primary Color Palette

	
	
PMS 2748	PMS 364
C 100	C 65
M 88	M 0
Y 0	Y 100
K 14	K 42
R 25	R 56
G 57	G 124
B 138	B 43
Hex 19398a	Hex 387c2b

Accent Color Palette

	
PMS 166	PMS 2602
C 0	C 63
M 64	M 100
Y 100	Y 0
K 0	K 3
R 244	R 120
G 123	G 39
B 32	B 139
Hex f47b20	Hex 78278b

Secondary Color Palette

			
PMS 368	PMS 285	PMS Cool Gray 3	PMS Warm Gray 5
C 57	C 89	C 0	C 26
M 0	M 43	M 0	M 24
Y 100	Y 0	Y 0	Y 30
K 0	K 0	K 17	K 0
R 122	R 0	R 216	R 191
G 193	G 125	G 217	G 183
B 67	B 195	B 218	B 172
Hex 7ac143	Hex 007dc3	Hex d8d9da	Hex BFB7AC

Fonts

For Microsoft Word and PowerPoint documents that can be customized by program managers, Better Buildings uses the common Calibri font to ensure consistency among all users. Gotham is the font of record for the Better Buildings logo and designed items that will not be changed directly by program managers. Gotham can be purchased from www.typography.com. Gotham should be used as described below.

Gotham Family

Gotham Light - Main headline and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium - Used for subheads and
body copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book Italic - Used for body copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium Italic - Used for body copy emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative

Gotham Narrow Book - Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whenever possible, the selected family of fonts should not be kerned, scaled vertically, or scaled horizontally. Preferred usage is to utilize the font choices in their original state.

In the instances where copy is tight, an alternative font, Gotham Narrow Book, may be used for body copy only.

Branding Elements

Better Buildings Symbols

The Better Buildings brand includes some elements that can be used as accent artwork in program-related materials when a logo alone doesn't suffice. Use these items sparingly, but incorporate them to add a splash of color or emphasize the brand identity in brochures, reports, or other documents that may already have a logo, or that have the words Better Buildings already featured prominently.

Icons: Use these elements within text, in signature lines, or in margins on a document page.



House icon from logo Color blocks

Signature Lines: Use these at the bottom of the page of reports, fact sheets, and other documents.



Photography Guidelines

Because the Better Buildings Neighborhood Program focuses on how to improve the homes, workplaces, and lives of people, people-centric photography is a key graphic element of the Better Buildings brand. DOE is developing a photo gallery of images that program managers can use to develop marketing materials.

The photos on the following pages have been purchased for use by DOE and its consultants from stock photo houses iStockphoto and Dreamstime. The content used according to the licensing agreements of these photos does not infringe on any copyright, trademark, or other intellectual property right once purchased. These photos can only be used or altered by DOE and its consultants on Better Buildings materials to serve Better Buildings' needs; **they are included here just for reference.**

Program managers will have to purchase rights to these or other photos if they wish to use them in some format other than the customizable marketing tools provided by DOE for the Better Buildings Neighborhood Program. Rights can be purchased directly by visiting the websites www.istockphoto.com and www.dreamstime.com.

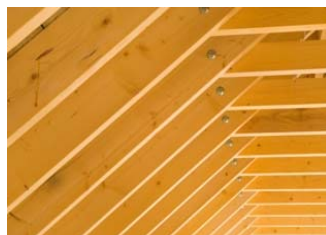
When photographs are taken or purchased, they should adhere to the following guidelines:

- Show people doing “smart things” such as using a laptop, checking a thermostat, or shutting off a light, as well as being active outdoors with buildings visible.
- Use unposed people in real situations—no canned, smiling faces looking directly at the camera.
- Show diversity of race, age, and income level; have people in focus with buildings behind them.
- Show pleasant, comfortable, positive situations (e.g., no one sweating or wearing a blanket).
- Lighting should be bright and sunny (e.g., sun streaming in a window).
- Imagery of homes or businesses should be clean, simple, and not too busy.
- Abstract shots of exteriors or home interiors related to energy (attic, window) can be accents.
- Contractors should be interacting with home or business owners, doing work that looks professional, not technical, complicated, or uninviting (e.g., no blower door tests or caulking).

Following are just a few examples of acceptable photos for Better Buildings branded materials:



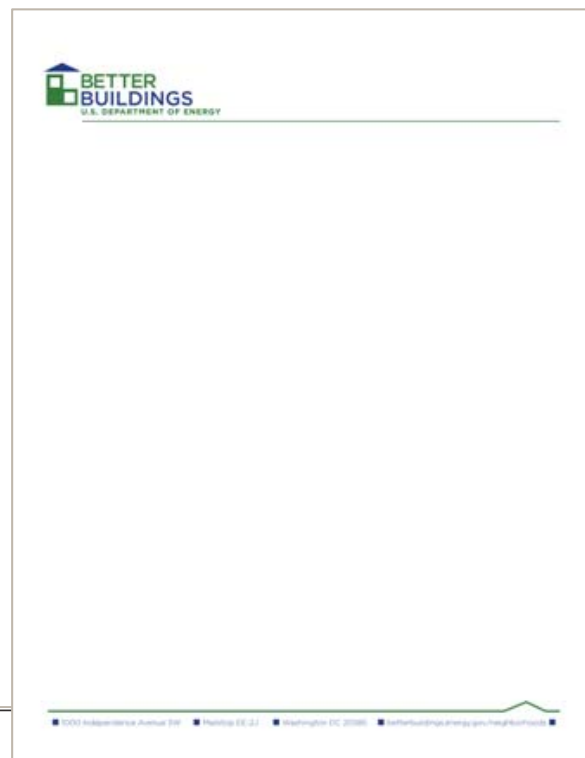
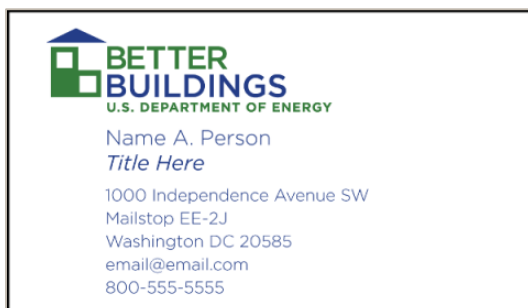
Accent photos such as these can be used to add a splash of color to documents that already have plenty of people photos:



Sample Templates

DOE has developed a suite of standard and customizable templates for program managers and designers to use as is or to co-brand with local outreach efforts. Using these templates allows local programs to easily communicate consistent information about the Better Buildings Neighborhood Program and leverage the Better Buildings brand in a specific location to add recognition and credibility.

Business Cards, Letterhead, and Envelopes



Fact Sheet

Better Buildings for a Better Future

Homes and commercial buildings consume 40 percent of our energy in the United States and are responsible for nearly 40 percent of the country's greenhouse gas emissions. The Better Buildings Neighborhood Program helps consumers and building owners use energy more efficiently to better our homes, neighborhoods, lives, and the economy.

What is the Better Buildings Neighborhood Program?
The Better Buildings Neighborhood Program is part of a national Better Buildings Initiative led by the U.S. Department of Energy working with hundreds of neighborhoods across the country to promote energy efficiency upgrades in homes and other buildings. Better Buildings partners are making it easier for home and business owners to access energy efficiency experts and complete building upgrades while supporting a growing energy improvement workforce. Partners are using a variety of innovative approaches to deliver the message to consumers that energy efficiency improvements can make their buildings more comfortable while saving them money.

Making Progress
Thousands of building efficiency upgrades have already been completed through the Better Buildings Neighborhood Program, and that's just the beginning. By late 2013, Better Buildings neighborhoods are expected to:

- Conduct energy efficiency improvements in more than 150,000 buildings
- Create or retain approximately 80,000 jobs
- Achieve 15 to 30 percent energy savings per upgraded building
- Save Americans approximately \$65 million annually on their energy bills

Building a Brighter Future
The average American household spends nearly \$2,000 per year on energy used in the home, but \$200 to \$400 of that could be going to waste due to drafts, air leaks around openings, and outdated heating and cooling systems. By making upgrades that improve a home's heating, cooling, and air quality, families can reduce their annual energy use, save money, and make their homes more comfortable.

"Black by black, neighborhood by neighborhood, we will make our communities more energy efficient and help families save money!"
— Dr. Warren Ch. Williams, U.S. Department of Energy

betterbuildings.energy.gov/neighborhood

The Better Buildings Neighborhood Program's Impact Across the United States

41 partners across the country are supporting hundreds of Better Buildings neighborhoods.

Better Buildings	Better Workforce	Better Neighborhoods
Home and business owners are learning how their homes and businesses can be more energy efficient, safer, and comfortable through:	Better Buildings will help support the energy improvement workforce by creating or sustaining 80,000 jobs through:	Better Buildings partners are improving the lives of home and business owners in their neighborhoods by:
<ul style="list-style-type: none"> • Encouraged insulation • Air sealing • Duct sealing • Heating and cooling system upgrades • Lighting improvements • Home energy monitors 	<ul style="list-style-type: none"> • Building science training • Business development support • Building performance certifications • Increased demand for energy upgrade services 	<ul style="list-style-type: none"> • Making energy evaluations more accessible • Providing access to high quality service providers • Offering affordable financing options • Educating community members on the value of saving energy in their homes or businesses

Better Buildings is supporting job growth by promoting energy efficiency upgrades in all types of buildings, including homes, commercial buildings, schools, and hospitals. Using federal funding and local resources, Better Buildings is helping to provide hundreds of neighborhoods across the country with easy access to cost effective energy efficiency improvements.

Connect With Your Local Better Buildings Program
Are you ready to learn how Better Buildings can help you? Visit betterbuildings.energy.gov/neighborhood to find a Better Buildings program near you. If your home or business could benefit from an energy upgrade, take the first step and request a home energy evaluation from your local Better Buildings program. An energy evaluation will identify the next steps for saving energy and provide recommendations for improving the comfort and value of your home or business, including costs and options for financing them. These energy efficiency upgrades might include adding insulation, sealing drafts, installing in more efficient windows, and improving your heating or cooling systems—all improvements that will increase the comfort and value of your home or business.

Contact:
U.S. Department of Energy Better Buildings Neighborhood Program
bbnpp@ee.doe.gov

betterbuildings.energy.gov/neighborhood

Partner Program Profiles

Rutland County, Vermont

H.E.A.T. Squad Warm Homeowners up to Energy Efficiency

Results as of 09/2012

- 2,000 requests for home energy audits
- 12 homeowners leading to 100 more improvements
- 7,300 homes to be visited by H.E.A.T. Squad
- 356 jobs supported or generated
- \$8.7 million in energy cost savings

Neighbors-to-Neighbor Approach
The H.E.A.T. Squad is a group of local homeowners who have been trained to provide energy audits and energy efficiency upgrades to their neighbors. This approach allows homeowners to help their neighbors save money and reduce their carbon footprint while also earning extra income. The H.E.A.T. Squad is a great example of how homeowners can work together to improve their community's energy efficiency.

H.E.A.T. Squad Warm Homeowners up to Energy Efficiency

Before the H.E.A.T. squad leaves, they install a Smart Meter, which is part of a pilot sponsored by Central Vermont Public Services that helps homeowners better understand their energy use on a real time basis.

"With the H.E.A.T. squad making house calls, homeowners not only get the feeling they are talking to a trusted neighbor, but they gain increased awareness of their energy use, receive concrete suggestions to significantly reduce their consumption, and learn about the benefits of implementing substantial energy efficiency upgrades," said Lady Biddle, RWVVT's executive director. By increasing customer service through the H.E.A.T. Squad, RWVVT is trying to reduce dependence on costly incentive programs and empower residents to make energy efficiency upgrades to their homes.

The program had also tapped volunteers to serve as "energy advocates" in each town to help spread the word. The town of Stowebury, for example, hosted a phone-a-thon paying the interest of 25 residents for a \$50 home energy evaluation that usually costs \$250.

Efficiency That Pays for Itself
With the program targeting households located in a climate with a seven-month heating season that results in hefty electricity bills, the program is focused on heating financing as accessible as possible. In addition to the \$300 discount offered to energy professionals for home energy evaluations, Rutland County's Better Buildings program offers a 4.8 percent interest rate for loans up to 10 years. With the average home needing \$164 per year, typical monthly loan payments are less than the estimated energy savings homeowners realize each month.

Vermont is one of a handful of states with an approved PACE (property assessed clean energy) financing statute, which allows homeowners to spread the cost of upgrades over 20 years by adding it to their property tax bill. Using PACE, along with RWVVT's long-term, low-cost financing and flexible underwriting, will help ensure customers save more on energy than they pay for upgrades.

Sustaining Jobs
Since the program began, 15 energy efficiency improvement companies signed up. With more than 2,000 requests for home energy evaluations as of 12 of these 15 companies have already had to hire more employees to meet increased demand. The program expects to generate more than 100 sustainable jobs in three years.

Program Name	Financing Tools	Contact
Location: Rutland County, VT	Website: www.rvt.org	Lady Biddle U.S. Department of Energy Better Buildings Program bbnpp@ee.doe.gov
Target Building Types		