

# Brand Standards Tool Kit



Version 2.0  
November 11, 2010  
Approved by the Steering Committee on November 10, 2010.

## Introduction

To maintain and reinforce the desired perception of the BetterBuildings for Michigan brand, utilize this Brand Standards tool kit. These guidelines will help distinguish the program in the marketplace and ensure that all program stakeholders communicate the brand consistently in materials. This tool kit also provides guidance on correct and incorrect use of the BetterBuildings for Michigan logo. This document also refers to the Department of Energy Branding Guide for BetterBuildings.

***Please see the Communications Protocol document for details on use of the Key Messages and Attribution Statement.***

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## Proper Logo Usage

### Logo

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#### Preferred logo usage

The two-color PMS 370, and PMS 2728 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 e-mail. 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.

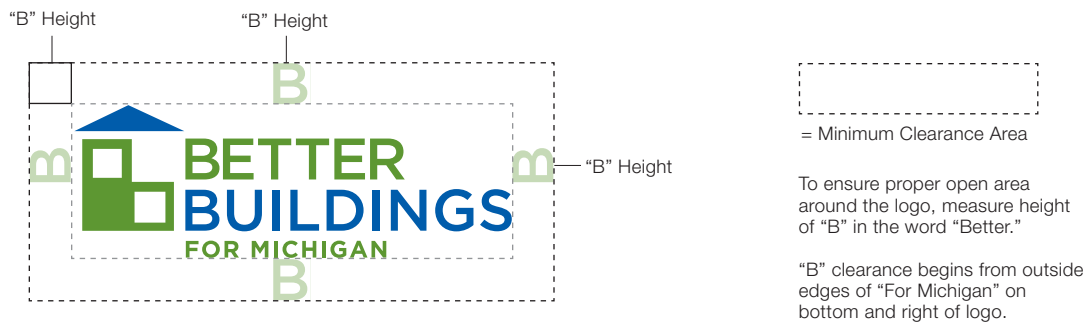


#### Reverse logo

When a reverse logo is necessary, a reverse version has been developed.

## Proper Logo Usage

### Clear Space



### Minimum Logo Size

To ensure the BetterBuildings for Michigan 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.



## Color Palette

### Primary Color Palette



**PMS 2728**

**C** 96  
**M** 69  
**Y** 0  
**K** 0  
**R** 5  
**G** 94  
**B** 170

**Hex** 055eaa



**PMS 370**

**C** 56  
**M** 0  
**Y** 100  
**K** 27  
**R** 93  
**G** 151  
**B** 65

**Hex** 5d9741

**Preferred Color Usage:** Whenever possible, it is preferred that PMS colors are used for printed material.

The Primary Color Palette must be used in all printed materials. The Secondary Color Palette is only to be used for accent colors. One or all secondary colors may be utilized in materials to add emphasis. These rules apply to BetterBuildings for Michigan branded materials. Regional Coordinator materials may use their individual branding palette.

*Please see the Department of Energy Branding Guide for BetterBuildings for a list of secondary color options.*

## Logo Misuse



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



The logo should never be manipulated by moving elements.



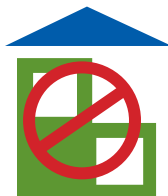
The logo should never be tilted. It should always be shown on a horizontal axis. The logo should never be scaled or skewed.



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 placed in front of a busy pattern. Whenever possible the logo should be placed on a solid background.



The BetterBuildings for Michigan symbol cannot be separated from the logo and used as a separate element. The symbol must always be associated with the word mark "BetterBuildings for Michigan."



Do not substitute the words "for" or "Michigan."

## Typography Usage for Desktop Publishing Applications

The following fonts have been chosen for the BetterBuildings for Michigan brand to help establish a feeling of stability, strength, and longevity. In addition, the font choices help ensure legibility in the written word while giving the brand a consistent and recognizable look and feel. Use of the selected font family includes, but is not limited to, programs, brochures, newsletters, signage, and posters. ***For InDesign, Adobe Illustrator, or other graphic design applications, please use the font types listed below when possible.***

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### Gotham Family

Gotham Light - Main headline and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*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.*

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***

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## Typography Usage for Microsoft Office Applications

### PowerPoint Presentations

Calibri is the font standard for title slides and secondary slides in branded PowerPoint presentations.

### Word Documents

When using a Word document, Calibri is the font standard for copy to help ensure brand consistency.

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## Written References

Do not insert the logo or any portion of the logo in copy.

When the name appears in copy it should be written as: “BetterBuildings for Michigan.”

Do not separate or add a space between the words “Better” and “Buildings.”

Do not abbreviate BetterBuildings for Michigan. Do not use “BBFM” or any other shortened version.

Do not substitute the words “for Michigan” in BetterBuildings for Michigan with any other text.

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## Logo Placement On Materials

This page demonstrates the placement of the BetterBuildings for Michigan logo relative to Regional Coordinator logos and other supporting messengers.

### Proper usage

The lead logo on all marketing materials will be the logo of the Regional Coordinator.

The Regional Coordinator logo will appear in the largest size relative to other logos.

The second largest logo will be the BetterBuildings for Michigan logo.

***Please see the Communications Protocol document for details on use of the Key Messages and Attribution Statement.***

### Usage of additional logos

Additional logos can appear on materials. We recommend that these appear when they represent a credible messenger that will resonate with the target audience. We encourage you to consider listing these messengers in text format rather than logo format. When logos are used they shall always appear smaller than the BetterBuildings for Michigan logo.

**Regional Coordinator Logo**

ARTWORK

ARTWORK

**Additional credible messengers**

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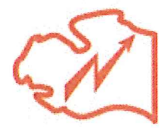
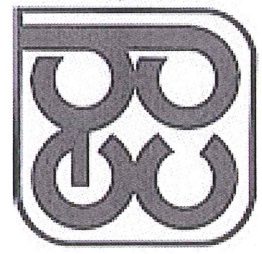
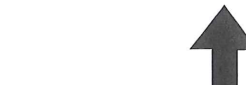
**BETTER BUILDINGS FOR MICHIGAN**

BetterBuildings for Michigan uses a community approach to deliver energy efficiency improvements for homes and businesses by providing access to incentives and affordable loans. The program is supported by the American Recovery and Reinvestment Act (ARRA) and developed by the Michigan Department of Energy, Labor & Economic Growth (DELEG); Michigan Saves; the City of Grand Rapids; the Economic Development Corporation of the City of Detroit; and the Southeast Michigan Regional Energy Office.



# BetterBuildings for Michigan

## Communications Protocols



southeast michigan regional  
**energy office**



(For Non-Entitlement Communities)

BetterBuildings for Michigan Communications Team Responsibilities

**Principal Investigators:**

**Michigan Saves/Michigan Department of Energy, Labor & Economic Growth (DELEG)** – Responsibilities include collaborating with program communications team and program regional coordinators to approve all materials related to BetterBuildings for Michigan, as well as distributing materials as needed. The BetterBuildings for Michigan project manager facilitates the feedback process on all materials related to BetterBuildings for Michigan.

**Program Communications Team:**

**The Rossmann Group (TRG)/ Power Marketing and Research (PMR)** – Responsibilities include strategic planning, direction and execution of communications strategy and protocols, collaborating with principal investigators and regional coordinators to develop and execute communications tools and tactics related to BetterBuildings for Michigan, as well as working directly with the project manager for feedback on all materials, as required.

**Program Regional Coordinators:**

**Economic Development Corporation of the City of Detroit (EDC)/ DELEG (Non-Entitlement Communities) /Southeast Michigan Regional Energy Office/City of Grand Rapids** – Responsibilities include developing and executing communications tools and tactics related to BetterBuildings for Michigan regional marketing and outreach activities. Program regional coordinators work directly with the project manager for feedback on all materials to ensure consistency on all program objectives and guidelines.

- It is recommended that materials for be submitted to the project manager no later than **48 hours** before approval to ensure feedback.
- It is recommended that notification for upcoming materials for the program that need feedback be communicated to the project manager **72 hours** before feedback is needed.

## BetterBuildings for Michigan Messaging Hierarchy

### **Key messages:**

It is recommended that all communications related to BetterBuilding for Michigan contain the following statements about the program:

- Delivers energy efficiency improvements to homes and business
- Provides access to incentives and affordable loans
- Uses a community approach

### **Attribution Statement:**

BetterBuildings for Michigan uses a community approach to deliver energy efficiency improvements for homes and businesses by providing access to incentives and affordable loans. The program is supported by the American Recovery and Reinvestment Act (ARRA) and developed by the Michigan Department of Energy, Labor & Economic Growth (DELEG); Michigan Saves; the City of Grand Rapids; the Economic Development Corporation of the City of Detroit; and the Southeast Michigan Regional Energy Office.

### **Attribution Statement Recommendations:**

1. It is recommended that the attribution statement be included in all BetterBuildings for Michigan communications.
2. Any use of the attribution statement by any other organization that is not a partner of BetterBuildings for Michigan is not allowed.
3. The attribution statement should never be altered or rewritten without feedback from the BetterBuildings for Michigan principal investigators through the project manager. If additional organizations seek attribution, they can through use of the following bolded statement:

BetterBuildings for Michigan uses a community approach to deliver energy efficiency improvements for homes and businesses by providing access to incentives and affordable loans. The program is supported by the American Recovery and Reinvestment Act (ARRA) and developed by the Michigan Department of Energy, Labor & Economic Growth (DELEG); Michigan Saves; the City of Grand Rapids; the Economic Development Corporation of the City of Detroit; and the Southeast Michigan Regional Energy Office. **Additional partners include <INSERT ORGANIZATION 1>; <INSERT ORGANIZATION 2>; etc.**