



## Build Your BetterBuildings Brand

Erin Jackson, Energetics Incorporated

Julie Colehour, Colehour+Cohen

Kathleen Brady, ERG

Cassie Goldstein, Energetics Incorporated



# Welcome!

---



- Energetics on site at Department of Energy in Washington
  - Erin Jackson
  - Cassie Goldstein
- Eastern Research Group (ERG) in Arlington, VA
  - Kathleen Brady + Team
- Colehour+Cohen in Seattle, WA
  - Julie Colehour + Team

# Agenda

---



- Welcome and Agenda Overview 5 minutes
- What is BetterBuildings? 10 minutes
- Branding 20 minutes
  - Why Build a Brand?
  - The BetterBuildings Brand
  - Sample Brand Elements and Materials
- Marketing Tools 20 minutes
  - Online Tools
  - Media Tools
  - How to Work With DOE
- Questions/Discussion 20 minutes

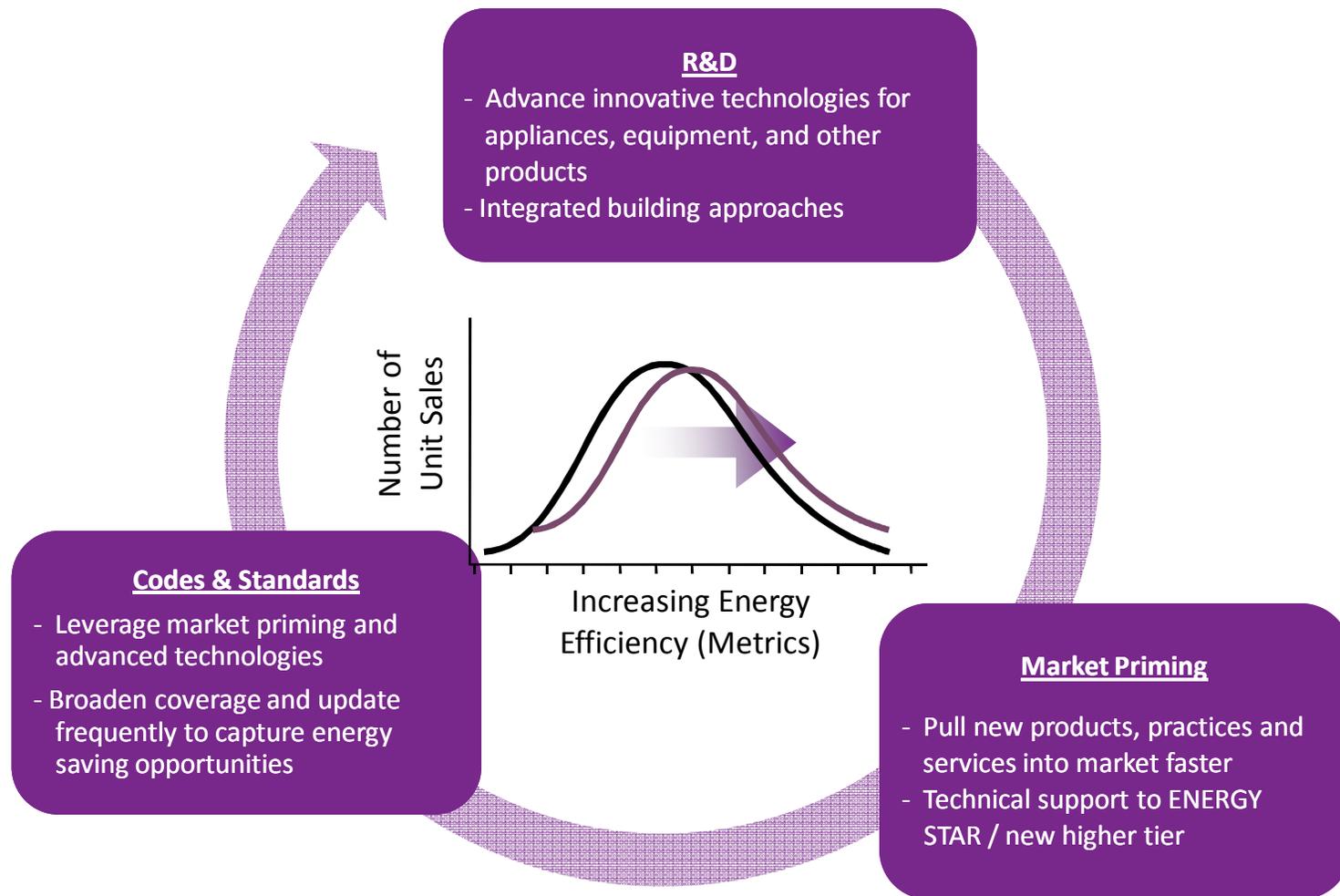
# What is BetterBuildings?

---



- Part of a DOE's Building Technologies Program (BTP) Integrated Efforts
- BTP Vision:
  - The program improves efficiency of existing and new buildings through the development of energy efficiency technologies, strategies, and practices
- Mission:
  - BTP's mission is to develop technologies, techniques, and tools for making residential and commercial buildings more energy efficient, productive, and affordable

# The BTP “Eco-System”



# BTP Goals Help Steer BetterBuildings



## Strategically Focus on High Opportunity Technologies

Maximize potential energy savings (timing, quantitative results, market acceptance)  
Accelerate the speed and increase the breadth and savings opportunities of codes and standards improvements  
Leverage R&D results to accelerate codes and standards results

## Achieve Speed and Scale by Implementing New Innovative Programs

## Capture Hearts and Minds by Focusing on Energy Users

Incorporate economics, markets, and behaviors into all BTP Programs  
Communicate effectively to build demand for new technologies, products, and markets

## Expand Capability

Build technical and leadership skills to sustain long term momentum

# What is BetterBuildings?

---



- BetterBuildings is a U.S. Department of Energy program that is transforming the market and changing the way people think about energy efficiency
- It supports job growth by promoting energy efficiency upgrades in all types of buildings: homes, commercial buildings, schools, hospitals, and more
- Using federal funding and local resources, BetterBuildings is providing hundreds of neighborhoods across the country with easy access to cost-effective energy efficiency improvements
- It offers you a better, more comfortable home, a better business with a stronger bottom line, and a better community

# The BetterBuildings Portfolio



- The grant program will ultimately be part of an integrated effort to make buildings across the country better:
  - President Obama's Better Buildings Initiative:
    - Aims to achieve a 20 percent improvement in commercial energy efficiency by 2020, reduce companies' and business owners' energy bills by about \$40 billion per year, and save energy by reforming outdated incentives and challenging the private sector to act
  - Leverage Home Performance with ENERGY STAR®

*"Block by block, neighborhood by neighborhood, we will make our communities more energy efficient and help families save money."*

Dr. Steven Chu, Secretary  
U.S. Department of Energy

# Why Build a Brand?

---



- A brand is a way of presenting, positioning, and talking about a program, product, or concept in order to evoke a certain feeling, action, or behavior among target audiences
- A strong, consistent brand helps ensure that outreach resources are used efficiently to help change behaviors by presenting key stakeholders with clear messaging about the benefits of a program
- The BetterBuildings brand is more than a logo you can put on promotional materials
- BetterBuildings is a concept, a way of thinking about how to use energy efficiency to better our homes, commercial buildings, workforce, communities, and lives

# Why Engage With the National Brand?

---



- Overall, the BetterBuildings brand will build a strong, widespread energy efficiency presence nationwide
- The BetterBuildings brand is a value-add to existing, local branding efforts
  - Can help leverage your marketing budget
  - Association with a national brand devoted to energy efficiency
  - Cost-effective marketing materials to enhance consumer education efforts
  - Facts that help make the case for homeowners and businesses to invest in energy efficiency
  - A smart, helpful, skilled brand that supports a self-sustaining market for building upgrades

# BetterBuildings Brand Pillars

---



- BetterBuildings is about helping people improve their lives
- Find the “Ah Hah”
  - Most people don’t know they have a problem. Find the “Ah Hah” that makes a connection with your audience and establishes the need
- The brand sells benefits, not features
  - Comfort, indoor air quality, and saving money trump caulk and insulation any day

# BetterBuildings Brand: Key Insight



- Homeowners:
  - 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 realize the ‘status quo’ is not the norm and will want to fix the problem. They will feel smart about what they’ve done, confident about the process, and want to tell others.
- Business Owners/CEOs:
  - Business owners/CEOs want to be smart. They do not want to be wasteful. They also want to save money where possible. If we help them discover that their buildings are leaky and unnecessarily wasting energy (and money), they will realize the ‘status quo’ is not smart business and want to fix the problem. They will feel smart about what they’ve done, confident about the process, and want to tell others.

# The BetterBuildings Brand

---



- What do we do?
  - We help people improve the energy efficiency, comfort, and air quality of their homes and businesses
- What do we believe?
  - Upgrading the energy efficiency of homes is a smart way to create jobs, save energy, and help protect the environment
- Personality:
  - Smart, leader, helpful, skilled
- Visual style:
  - Clean; simple
  - Show people in or outside their homes doing real-life, 'smart' things
  - Show diversity to cover various program targets

# The Brand Promise

---



## **BetterBuildings will:**

- Create a self-sustaining market for energy efficiency upgrades in buildings that results in energy, economic, environmental, and life benefits
- Communicate the benefits of energy efficiency in a compelling, accessible way:
  - Job growth
  - A better life via improved comfort and monetary savings
  - Better energy security, competitiveness, healthy environment, etc.
- Expand the building improvement industry and pave the way for a cleaner energy future
- Make it easier for businesses and homeowners to improve their energy efficiency by providing resources and solutions

# Using the Brand

---



- We encourage all BetterBuildings programs to reference or use the BetterBuildings identity in their own branding and energy efficiency education efforts
  - Use the brand platform to craft messaging and materials
  - Incorporate the BetterBuildings logo somewhere on websites, in promotional materials, during events, or in other forms of outreach
  - Reference the BetterBuildings name in program documents or Web pages that mention what the program is, where it gets its funding, and how it is part of a national movement/effort
  - Use the BetterBuildings messages and factoids in outreach efforts
  - Tailor the branded marketing tools provided by DOE as your own
  - Use the media outreach templates for seasonal outreach and background materials
  - Incorporate Web banners and widgets into online outreach

# Using the Brand

---



- DOE has developed a suite of customizable materials for grantees to use to co-brand their local programs
  - Refined messaging to work into your own outreach
  - Promotional language for websites or brochures
  - Updated logo and color palette
  - Graphic icons and document templates
  - Rewriteable fact sheet with national information about the program
  - Media outreach materials
  - Web tools and more to come
- Using these templates allows you to easily communicate consistent information about the national program and leverage the BetterBuildings brand recognition and credibility

# Updated Elevator Pitch

---



- Brief description of your program
- Most important aspects of the brand

***“BetterBuildings is a U.S. Department of Energy program that is transforming the market and changing the way people think about energy efficiency. It supports job growth by promoting energy efficiency upgrades in all types of buildings: homes, commercial buildings, schools, hospitals, and more. Using federal funding and local resources, BetterBuildings is providing hundreds of neighborhoods across the country with easy access to cost-effective energy efficiency improvements. It offers you a better, more comfortable home, a better business with a stronger bottom line, and a better community.”***

# Key Messaging

---



- BetterBuildings is both a national energy efficiency program and a smart way of improving your home or business
- Homes and buildings consume 40 percent of U.S. energy and are responsible for 40 percent of greenhouse gas emissions
- Homeowners and businesses don't realize how much money they throw away from wasted energy due to inefficiency
- BetterBuildings helps homes and business save energy, be more comfortable, and improve air quality
- Visit [www.betterbuildings.energy.gov](http://www.betterbuildings.energy.gov) for information about energy efficiency in buildings

# Consumer Messages

---



- BetterBuildings is helping consumers make their homes more comfortable and reduce their energy use by making home energy improvements easy and more accessible
- Energy efficiency improvements can result in lower energy bills, better air quality, and increased comfort at home
- You can take simple steps to increase the energy efficiency of your home now; get a home energy evaluation to help identify the next steps for saving energy and improving the comfort and value of your home
- With support from BetterBuildings, we make it easy to make energy efficiency improvements in your home by providing reasonably priced energy evaluations, access to qualified service providers, and financing options and incentives

# Business Messages

---



- Many building owners are paying for energy they don't need due to inefficient mechanical systems and building leaks
- BetterBuildings is helping businesses reduce operating costs by finding cost-effective energy solutions that improve commercial, institutional, and multi-family buildings
- BetterBuildings is helping to create and support jobs in our community by promoting energy efficiency evaluations and improvements to homes and businesses
- BetterBuildings (or program or business name) is a model for other communities (or businesses) interested in promoting energy efficiency

# Sample Promotional Text



- BetterBuildings created sample text that program managers can use in websites and other promotional efforts:

*“(Name of program) is part of BetterBuildings, which is supported by the U.S. Department of Energy to promote energy efficiency in homes and commercial buildings across the country. Through BetterBuildings, (program name) helps consumers and building owners use energy more efficiently to better our homes, communities, lives, and the economy.*

*“Did you know that 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? Our BetterBuildings program, (program name), helps (community name) residents and businesses save money, reduce their energy use, and support local jobs by making smart investments in energy efficiency.*

*“For more information about getting a home energy evaluation and financial incentives to help you make energy improvements to your home, visit (program URL). For more information about BetterBuildings, visit [www.betterbuildings.energy.gov](http://www.betterbuildings.energy.gov).”*

# Language Do's and Don'ts

YES	NO	NOTES
<ul style="list-style-type: none"> <li>• Home energy evaluation</li> <li>• Home energy analysis</li> <li>• Energy check-up</li> </ul>	<ul style="list-style-type: none"> <li>• Audit</li> <li>• Assessment</li> </ul>	<p>“Audit” is a term normally used to check for illegal activity, and “assessment” often refers to a tax or fees assessed on property</p>
<ul style="list-style-type: none"> <li>• Upgrade</li> <li>• Improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Retrofit</li> </ul>	<p>More easily understood</p>
<ul style="list-style-type: none"> <li>• Energy</li> </ul>	<ul style="list-style-type: none"> <li>• Electricity</li> <li>• Natural Gas</li> </ul>	<p>Need to be careful to be fuel neutral</p>
<ul style="list-style-type: none"> <li>• Energy efficiency</li> <li>• Energy savings</li> </ul>	<ul style="list-style-type: none"> <li>• Energy Conservation</li> </ul>	<p>Conservation is turning down the heat or putting on a blanket, rather than using technology to ensure comfort and savings</p>
<ul style="list-style-type: none"> <li>• Significant energy savings</li> <li>• Energy equivalents (e.g, enough energy to power your home for XX days)</li> </ul>	<ul style="list-style-type: none"> <li>• Btus</li> <li>• Kilowatt hours</li> <li>• Therms</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers don't think in terms of energy units</li> <li>• Give consumers a frame of reference for thinking about energy savings</li> </ul>

# Language Do's and Don'ts (cont'd)



YES	NO	NOTES
<ul style="list-style-type: none"> <li>• Energy professionals</li> <li>• Home energy experts</li> <li>• Energy improvement workforce</li> </ul>	<ul style="list-style-type: none"> <li>• Contractors</li> <li>• Auditor</li> </ul>	<ul style="list-style-type: none"> <li>• Contractor is a broad term</li> <li>• Could have a negative connotation to some</li> <li>• “Auditor” conjures up taxes</li> </ul>
<ul style="list-style-type: none"> <li>• Making home more comfortable</li> <li>• Reducing drafts</li> <li>• Improving the temperature</li> </ul>	<ul style="list-style-type: none"> <li>• Weatherization</li> </ul>	<ul style="list-style-type: none"> <li>• Always focus on benefits, not features</li> <li>• Sell what they get, not what the contractors will do</li> </ul>
<ul style="list-style-type: none"> <li>• Seed funding</li> </ul>	<ul style="list-style-type: none"> <li>• Grants</li> </ul>	<p>Want to convey the idea that programs will be self-sustaining</p>
<ul style="list-style-type: none"> <li>• BetterBuildings communities</li> <li>• BetterBuildings partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Grantees</li> </ul>	<p>Conveys a sense of local, long-term sustainability and community ownership</p>
<ul style="list-style-type: none"> <li>• Energy savings incentives</li> </ul>	<ul style="list-style-type: none"> <li>• Prizes</li> </ul>	<p>Where appropriate, can refer to rebates, discounts, low-interest loans, or other specifics.</p>

# BetterBuildings Logo

---



- DOE has enhanced colors to improve the BetterBuildings logo



Contact [BetterBuildings@ee.doe.gov](mailto:BetterBuildings@ee.doe.gov) to request the new logo for your materials

# Proper Logo Usage



## Preferred Logo

Two-color PMS 364 and PMS 2748 logo is the preferred usage whenever possible



## Black Logo

The one-color black logo is to be used when black is the only available color selection



## Reverse Logo

If the logo appears on a colored or black background, it should be reversed as shown



# Proper Logo Usage



- The BetterBuildings logo should have “air space” built in around the logo, not touch other copy or graphics directly



- Only the approved logo is acceptable for use; it should not be scaled or skewed, shown without all of its elements, cut off, placed in front of a busy pattern, or recreated with new fonts, colors, or symbols

# Sample Program Logo



- Leverage your program's connection to the national program by adding your name to the BetterBuildings logo



Contact [BetterBuildings@ee.doe.gov](mailto:BetterBuildings@ee.doe.gov) to request a logo with your program name

# Color Palette

## Primary Color Palette



### PMS 2748

C 100  
M 88  
Y 0  
K 14

R 25  
G 57  
B 138

Hex 19398a

### PMS 364

C 65  
M 0  
Y 100  
K 42

R 56  
G 124  
B 43

Hex 387c2b

## Accent Color Palette



### PMS 166

C 0  
M 64  
Y 100  
K 0

R 244  
G 123  
B 32

Hex f47b20

### PMS 2602

C 63  
M 100  
Y 0  
K 3

R 120  
G 39  
B 139

Hex 78278b

## Secondary Color Palette



### PMS 368

C 57  
M 0  
Y 100  
K 0

R 122  
G 193  
B 67

Hex 7ac143

### PMS 285

C 89  
M 43  
Y 0  
K 0

R 0  
G 125  
B 195

Hex 007dc3

### PMS Cool Gray 3

C 0  
M 0  
Y 0  
K 17

R 216  
G 217  
B 218

Hex d8d9da

### PMS Warm Gray 5

C 26  
M 24  
Y 30  
K 0

R 191  
G 183  
B 172

Hex BFB7AC

# Graphic Icons

- Use these elements within text, in signature lines, or in margins on a document page to add color and identity



House icon from logo



Color blocks



Simple template header



Simple template footer

# Fonts



- Gotham is the font of record for the BetterBuildings logo and design elements that will not be tailored or changed by program managers
- For template materials, BetterBuildings uses Calibri to ensure all users have access to this common font
  - Microsoft Word documents
  - PowerPoint presentations

## 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***

# Photos

- Show people doing “smart things” such as using a laptop and working in a business setting, as well as being active outdoors with buildings visible



- Show unposed people in diverse, real living situations—no smiling faces looking directly into the camera



# Photos

- Abstract shots of exteriors or home interiors related to energy (attic, window) can be accents



- Contractors can be shown interacting with home or business owners



# Sample Branded Products



- Business cards, letterhead, and envelopes featuring the BetterBuildings brand are available

Front



Back



# Marketing Tools

---



- BetterBuildings fact sheets
  - Standard fact sheet
  - Customizable
- Revised website coming soon
- New E-newsletter
- Other materials to come
  - Website banner, widgets, etc.
  - Brochure
  - Videos

# Fact Sheets



- BetterBuildings has created a program fact sheet that can be used as is or customized to include program-specific text



## BetterBuildings for a Better Future

**"Block by block, neighborhood by neighborhood, we will make our communities more energy efficient and help families save money."**

Dr. Steven Chu, Secretary, U.S. Department of Energy

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. Performing energy upgrades helps create BetterBuildings and is a smart way to create jobs, save energy, and help protect the environment.

**What is BetterBuildings?**

BetterBuildings is supporting 41 communities across the country in developing smart energy efficiency programs. Each community is making it easier for consumers to upgrade a home or business with energy efficiency and is expanding the energy improvement workforce.

**Making Progress**

As of December 2010, more than 2,000 building efficiency upgrades have been completed through the BetterBuildings program, and that's just the beginning. By late 2013, BetterBuildings communities are expected to:

- Conduct energy efficiency improvements in **170,000 buildings**
- Create or retain approximately **30,000 jobs**
- Achieve **15 to 30 percent** energy savings
- Save Americans approximately **\$50 million** annually on their energy bills

**Building a Brighter Future**

The average American home spends nearly \$2,000 per year on utility bills, but 10 to 20 percent of that energy goes to waste from drafts, leaks, and other heating and cooling problems. Energy efficiency evaluations help homeowners and building operators take the guesswork out of energy improvements.



DOE's BetterBuildings program is working to transform the market for energy evaluations in American homes, commercial buildings, and institutions. With support from BetterBuildings, hundreds of communities across the country now offer discounted energy evaluations, financing options for energy upgrades, and support for a growing, qualified energy efficiency workforce.



[betterbuildings.energy.gov](http://betterbuildings.energy.gov)

### BetterBuildings Impact Across the U.S.



**41 communities** across the country are supported by BetterBuildings.

■ States with BetterBuilding Communities

BetterBuildings	Better Workforce	Better Communities
<p>Consumers are learning how their homes and businesses can be more energy efficient, safe, and comfortable through:</p> <ul style="list-style-type: none"> <li>Enhanced insulation</li> <li>Air sealing</li> <li>Duct sealing</li> <li>Heating and cooling system upgrades</li> <li>Lighting improvements</li> <li>Home energy monitors</li> </ul>	<p>BetterBuildings will help support the energy improvement workforce by creating or sustaining 30,000 jobs:</p> <ul style="list-style-type: none"> <li>Heating, ventilation, and air conditioning</li> <li>Insulation</li> <li>Window installation</li> </ul>	<p>BetterBuildings communities will pilot numerous approaches to increase interest in and simplify energy efficiency improvements such as:</p> <ul style="list-style-type: none"> <li>Discounted home energy assessments</li> <li>Low-interest financing</li> <li>Neighborhood-based canvassing</li> <li>Social marketing strategies</li> <li>Partnerships with community groups, libraries, building contractors, utilities, local schools, universities, churches, and others</li> </ul>

**Connect With (Program Name)**

Through BetterBuildings, (program name) helps consumers and building owners use energy more efficiently to better our homes, communities, lives, and the economy. BetterBuildings communities make it easy for homeowners to undertake home energy efficiency improvements, by providing energy evaluations, access to qualified service providers, and financing options and incentives to complete upgrades. Contact (program name) to find a qualified energy professional to give your home an energy check-up. A home energy evaluation will identify the next steps for saving energy and provide recommendations for improving the comfort and value of your home, including costs and options for financing them. These energy efficiency upgrades might include adding insulation, sealing cracks, investing in more efficient windows, and improving your home's heating or cooling systems—all improvements that will increase the comfort and value of your home. Visit (program website) for information about (program name).

Program Name	Contact
Contact Name Contact Number/Email URL	U.S. Department of Energy BetterBuildings <a href="mailto:BetterBuildings@ee.doe.gov">BetterBuildings@ee.doe.gov</a> <a href="http://betterbuildings.energy.gov">betterbuildings.energy.gov</a>



# E-newsletters

- *The Insider Blast*
  - Internal, weekly newsletter with important information on grant deadlines, program grant administration, and upcoming events
- *BetterBuildings in Action*
  - New public, bi-monthly newsletter promoting energy efficiency achievements through program activities

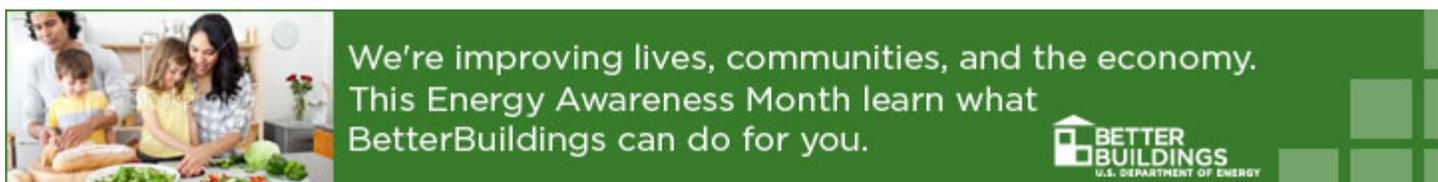


Share your success stories with the BetterBuildings community.  
E-mail story ideas to [BetterBuildingsSupport@erg.com](mailto:BetterBuildingsSupport@erg.com)

# Web Banners

- BetterBuildings will provide branded online content to help you promote your connection to the BetterBuildings program and brand
  - Promotional text
  - Website banners
  - Widgets
  - Videos

## Sample Web Banner



# Media Tools



- Sample press release
  - Seasonal events, program milestones
  - Energy Awareness Month example
- Media backgrounder
  - Use in press kits during events
- Facts and tips
  - Quotable statistics
  - Helpful tips for consumers
- Q&A
  - Use to answer media questions
  - Post on program website
- How to Work with the Media Webinar April 27<sup>th</sup>



# How to Work With DOE

---



- Let DOE help you integrate your program individuality into the BetterBuildings brand
- Learn how to most effectively use the branded templates
- Help DOE understand how your program is using the brand to help maintain an accurate perspective of the brand community as a whole
- Contact [BetterBuildings@ee.doe.gov](mailto:BetterBuildings@ee.doe.gov) for logo and template approval or for strategic marketing guidance related to these templates

# How to Work with DOE

---



- There are a variety of outlets through which DOE is able to promote your events and achievements
  - Formal announcements
  - Online resources
    - The BetterBuildings website: [www.betterbuildings.energy.gov](http://www.betterbuildings.energy.gov)
    - The DOE website: [www.energy.gov](http://www.energy.gov)
    - DOE's Energy Blog: [blog.energy.gov](http://blog.energy.gov)
      - Features relatable personal interest stories
    - DOE Twitter accounts
    - Energy bloggers
- Submit material for formal announcements or blog features to [BetterBuildings@ee.doe.gov](mailto:BetterBuildings@ee.doe.gov)

# How to Work with DOE

---



- Press Releases\*
  - Major announcements, funding opportunities, milestones, etc.
  - Written from DOE perspective and issued by Public Affairs Office
- Progress Alerts\*
  - Brief release for smaller milestones or funding opportunities
  - Generally do not include a quote from a DOE official
  - Office of Energy Efficiency and Renewable Energy subscriber list
    - Stakeholders and trade publications
    - General public
- Local Statements
  - DOE releases to local media on day of event
  - Includes reusable quote from Secretary Chu or other DOE official

\*DOE Office of Public Affairs decides whether announcement is a press release or a progress alert.

# Questions?