Build Your BetterBuildings Brand

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Welcome!

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  - Kathleen Brady + Team
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  - 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”

- **R&D**
  - Advance innovative technologies for appliances, equipment, and other products
  - Integrated building approaches

- **Codes & Standards**
  - Leverage market priming and advanced technologies
  - Broaden coverage and update frequently to capture energy saving opportunities

- **Market Priming**
  - Pull new products, practices and services into market faster
  - Technical support to ENERGY STAR / new higher tier
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 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.
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.
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.”
# Language Do’s and Don’ts

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Home energy evaluation</td>
<td>• Audit</td>
<td>“Audit” is a term normally used to check for illegal activity, and “assessment” often refers to a tax or fees assessed on property</td>
</tr>
<tr>
<td>• Home energy analysis</td>
<td>• Assessment</td>
<td></td>
</tr>
<tr>
<td>• Energy check-up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Upgrade</td>
<td>• Retrofit</td>
<td>More easily understood</td>
</tr>
<tr>
<td>• Improvements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Energy</td>
<td>• Electricity</td>
<td>Need to be careful to be fuel neutral</td>
</tr>
<tr>
<td>• Energy efficiency</td>
<td>• Natural Gas</td>
<td></td>
</tr>
<tr>
<td>• Energy savings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Significant energy savings</td>
<td>• Energy Conservation</td>
<td>Conservation is turning down the heat or putting on a blanket, rather than using technology to ensure comfort and savings</td>
</tr>
<tr>
<td>• Energy equivalents (e.g, enough energy to power your home for XX days)</td>
<td>• Btus</td>
<td>• Consumers don’t think in terms of energy units</td>
</tr>
<tr>
<td></td>
<td>• Kilowatt hours</td>
<td>• Give consumers a frame of reference for thinking about energy savings</td>
</tr>
<tr>
<td></td>
<td>• Therms</td>
<td></td>
</tr>
</tbody>
</table>
## Language Do’s and Don’ts (cont’d)

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>NOTES</th>
</tr>
</thead>
</table>
| • Energy professionals  
• Home energy experts  
• Energy improvement workforce | • Contractors  
• Auditor | • Contractor is a broad term  
• Could have a negative connotation to some  
• “Auditor” conjures up taxes |
| • Making home more comfortable  
• Reducing drafts  
• Improving the temperature | • Weatherization | • Always focus on benefits, not features  
• Sell what they get, not what the contractors will do |
| • Seed funding | • Grants | Want to convey the idea that programs will be self-sustaining |
| • BetterBuildings communities  
• BetterBuildings partnerships | • Grantees | Conveys a sense of local, long-term sustainability and community ownership |
| • Energy savings incentives | • Prizes | Where appropriate, can refer to rebates, discounts, low-interest loans, or other specifics. |
BetterBuildings Logo

- DOE has enhanced colors to improve the BetterBuildings logo

Contact 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 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

Name A. Person  
Title Here  
1000 Independence Avenue SW  
Mailstop EE-2J  
Washington DC 20585  
email@email.com  
800-555-5555

back

betterbuildings.energy.gov
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
BetterBuildings has created a program fact sheet that can be used as is or customized to include program-specific text.
The BetterBuildings website is being redesigned and will feature marketing tools including:

- Profiles for each program
- Stories
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
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

We're improving lives, communities, and the economy. This Energy Awareness Month learn what BetterBuildings can do for you.
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 27th

Sample BetterBuildings Press Release Template

Note: The following template can be used by BetterBuildings program administrators in promoting energy-efficiency upgrades in conjunction with Energy Awareness Month in October. Fill in the blanks with information and contacts from your program. You can also link to the press release on BetterBuildings website for added visibility using your program’s brand. Please do not change the quote from Secretary Chu.

DOE, [Program Name] Encourage Energy Evaluations and Upgrades During Energy Awareness Month

(Washington, DC) – Indoor and commercial buildings account for about 40 percent of U.S. energy use and are responsible for nearly 40 percent of the country’s greenhouse gas emissions. During Energy Awareness Month in October, U.S. Department of Energy (DOE) Secretary Steven Chu is urging American homeowners and businesses to take advantage of DOE’s BetterBuildings program, the first step in ensuring energy-efficient and environmental impact.

DOE’s BetterBuildings program is working to advance the market for energy evaluations in American homes, commercial buildings, and institutions. With a cost of BetterBuildings, hundreds of communities across the country are offering energy evaluations, financing options for energy upgrade, and a move toward a growing, greener, and more energy-efficient way of life.

“Each block by block, neighborhood by neighborhood, we will make our communities more energy efficient and help them save money,” Secretary Chu said.

A few homes and commercial buildings are in the top tier of the energy efficiency ranking, energy consumption by 30 percent, that consume less than 40 percent of the country’s annual greenhouse gas emissions by an amount equal to removing 2 million cars from the roads, and then cars in the states of Washington, Oregon, Idaho, and Montana combined.

The average American home spends nearly $3,800 per year on utility bills, but DOE pointed out that energy efficient homes save on costs, heating and cooling issues, and other energy-related problems. Energy efficiency evaluations help homeowners and building owners take the next step out of energy inefficiency. [Insert information about specific energy evaluations] (insert contact information about your program)”

[End]
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 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
    - The DOE website: www.energy.gov
    - DOE’s Energy Blog: 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
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?