

PARTNERS FOR
ENERGY EFFICIENCY

Umbrella Brand Guidelines

2024

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Section 1: Purpose

Welcome statement from the partners

This guide was developed collaboratively by the northern Illinois utility energy efficiency programs to create consistency of how our brands are jointly presented. ComEd, Nicor Gas, Peoples Gas and North Shore Gas have partnered under the Partners for Energy Efficiency (PFEE) brand umbrella to help our collective customer base save money and energy in a comprehensive way. We offer a variety of resources that focus on both electric and natural gas savings, including free assessments, energy-saving products, customized recommendation reports and more to help customers better manage energy use and reduce monthly costs.

The Partners for Energy Efficiency visual and graphic elements are powerful tools for shaping the way we are identified in the marketplace. Layout, typography, images, graphics, colors, logos and other visuals all convey our identity in the communities we serve. This joint branding guide has been designed to simplify the co-branding of marketing materials with the use of a new identity mark and supported by individual utility brands.

Brand partnership goal

The brand partnership is a collaborative relationship established amongst utilities operating in the northern Illinois region.

In this partnership, the utilities will work together to enhance the overall customer experience and energy efficiency program awareness through uniformly branded marketing efforts. Overall, the partnership aims to combine resources to seamlessly meet the energy efficiency needs of both electric and natural gas customers in Illinois and enhance efficiency of outreach and communication materials.

When to use these guidelines

Types of situations where dual branding is used:

- a. Marketing materials and communications that are specific to utility service areas, including city or community targeted communications
- b. Examples of approved dual-branding executions:
 - Direct mail
 - Appointment communications (e-mail confirmations/reminders, SMS, etc.)
 - Customer reports
 - Surveys
 - Community newsletters

Types of situations where PFEE branding is used:

- a. General education and awareness; overview informational pieces
- b. Examples of approved PFEE branding executions:
 - Apparel
 - Applications
 - Fact sheets/flyers
 - E-mails
 - Advertising and social media
 - Joint websites and scheduling tools
 - Customer and school kits

Types of situations where statewide branding is used:

- a. Programs including the current PFEE collaborative (ComEd, Nicor Gas, Peoples Gas and North Shore Gas) plus Ameren Illinois
- b. Examples of statewide branding executions:
 - Illinois Commerce Commission (ICC) presentations
 - Conferences
 - Commercial Food Service
 - Illinois Loan

Section 2: Vision, image and voice

Our collective vision

Our people-focused imagery always remains authentic and relatable, capturing the essence of everyday behavior, along with activities that resonate with our customers and the communities we serve. Imagery should emphasize customer interactions with relevant products and energy efficiency actions that connects to the messaging. Whether in a still image or video, our vision, image and voice embody simplicity and reflect an optimistic outlook and collaborative spirit.

- Consider how the focal subject interacts with the overlay graphics (i.e, chevron, titles, captions) to create a visually compelling composition.
- For situations where an image is used independently (without overlay graphics), use scale, cropping and placement to create a dynamic composition.

Refer to [Section 3: Look and feel](#) for more detail.

Our collective image

- The image should have a strong focal subject.
- Consider a focal subject with a sense of movement and vivid colors to add energy and optimism.
- Natural lighting and a straight-on or eye-level view are preferred.
- The surrounding environment should be simple and have a light color tone to provide quiet space for other visual elements (such as our logo and messaging) to reside with clear legibility.

Our collective voice

Our purpose endures as a clear articulation of what we stand for and is widely embraced by our joint utility team. The language, written with input from the joint utility marketing teams, is more direct, more actionable and more relevant to our customers and the communities we serve.

With our collective voice, we strive to communicate using simple and conversational, customer-centric language that can be easily understood by all.

Refer to [Section 4: Messaging](#) for more detail.

Section 3: Look and feel

Our joint aesthetic is a powerful means of visual identification. As a primary communicator of our identity, we must maintain a consistent and cohesive look and feel to promote our distinct brand. Visually, we want to evoke the positive emotion we are trying to trigger through consideration of diversity, sensitivity, warmth, encouragement and optimism.

The logo

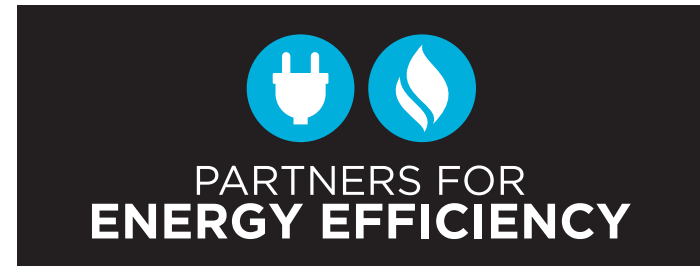
Full color logo

This is the preferred use of the logo.



Reversed color logo

For use of logo to stand out over color or dark images.



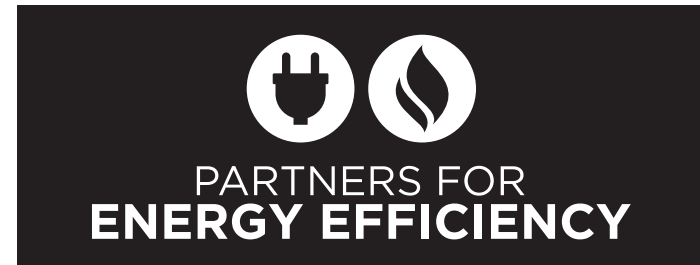
One color logo

For use in one color applications such as faxes.



Reversed one color logo

For use of logo to stand out over color or dark images.



Clear space

The minimum clear space on all sides of the logo should be equal to the width of the plug icon.



Minimum allowable size

Minimum size is the smallest size to safely reproduce the logo for either print or digital applications. To ensure quality reproduction, do not reproduce the logo with the height of the symbol smaller than 0.25 inches.



Umbrella logo with partner logos

Accepted configurations

Two row configuration



Three row configuration
Only to be used when space constrained.



Three column configuration with vertical rule (line)



Two column configuration with vertical rule (line)



Logo best practices

Restrictions



Do not change the logo to have icons and partners name on one line.



Do not change the color of the icons. The only accepted colors are black and white.



Do not change the color of the text unless using black or white.



Do not use a color other than black or white for one color or one color reversal.

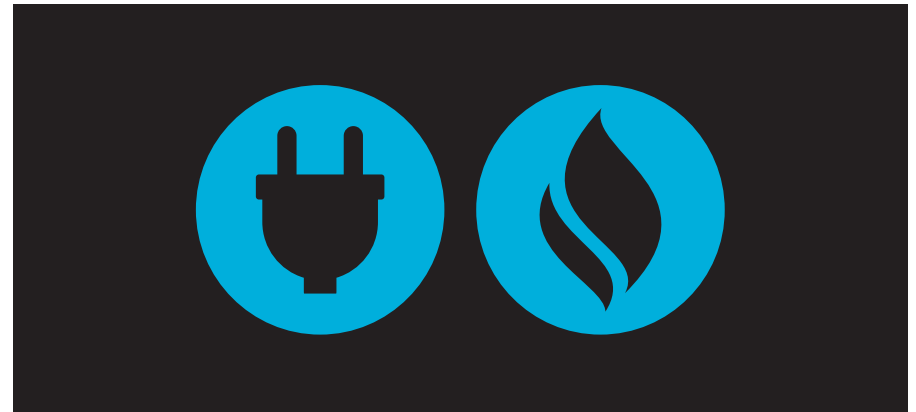
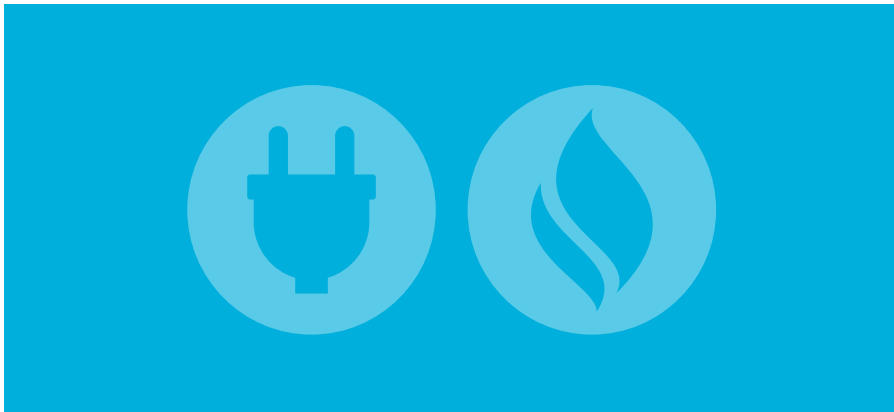
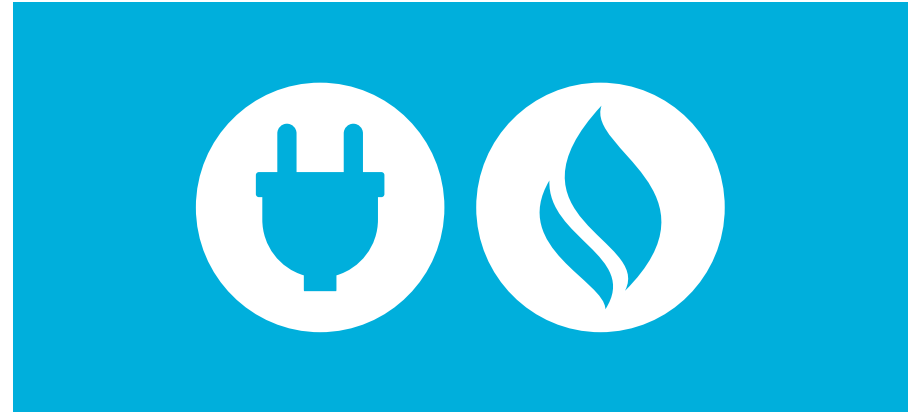
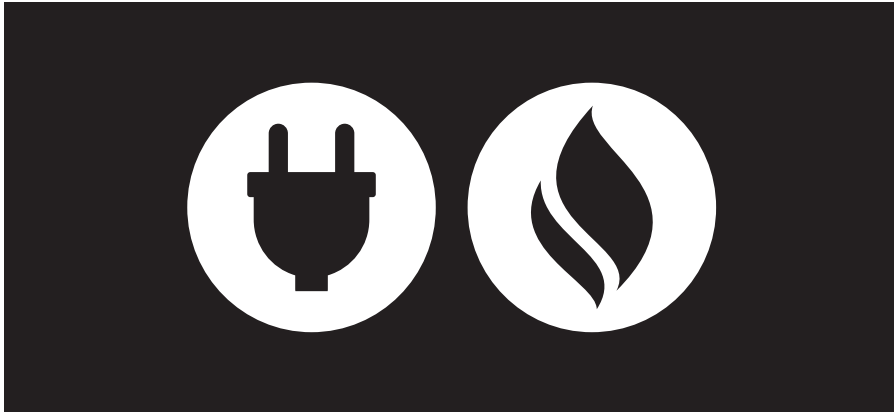


Refrain from using effects such as drop shadows or glows.

The icons

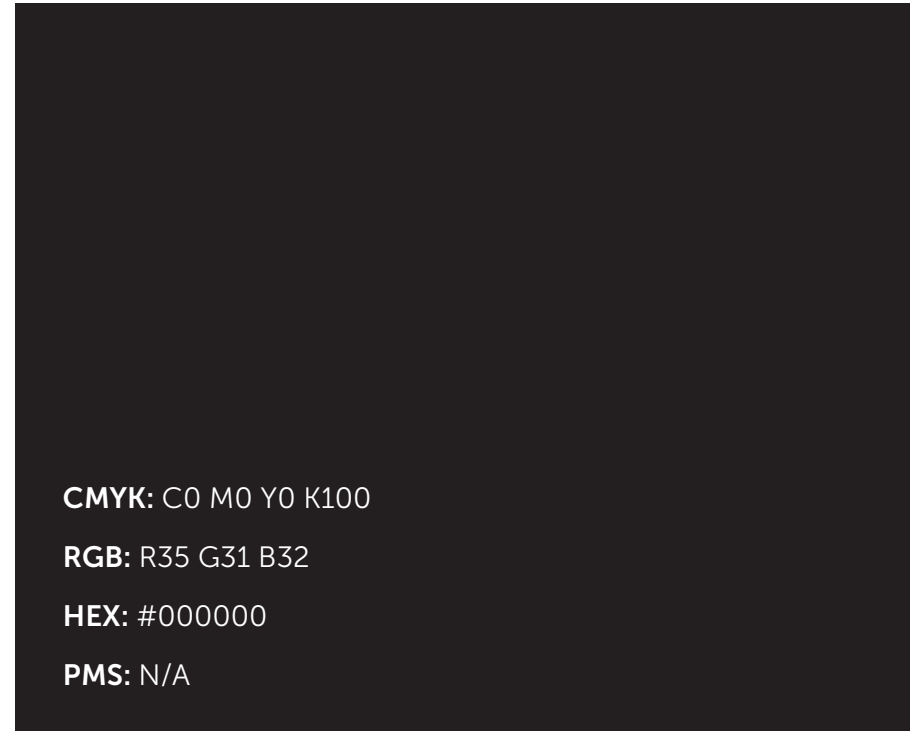
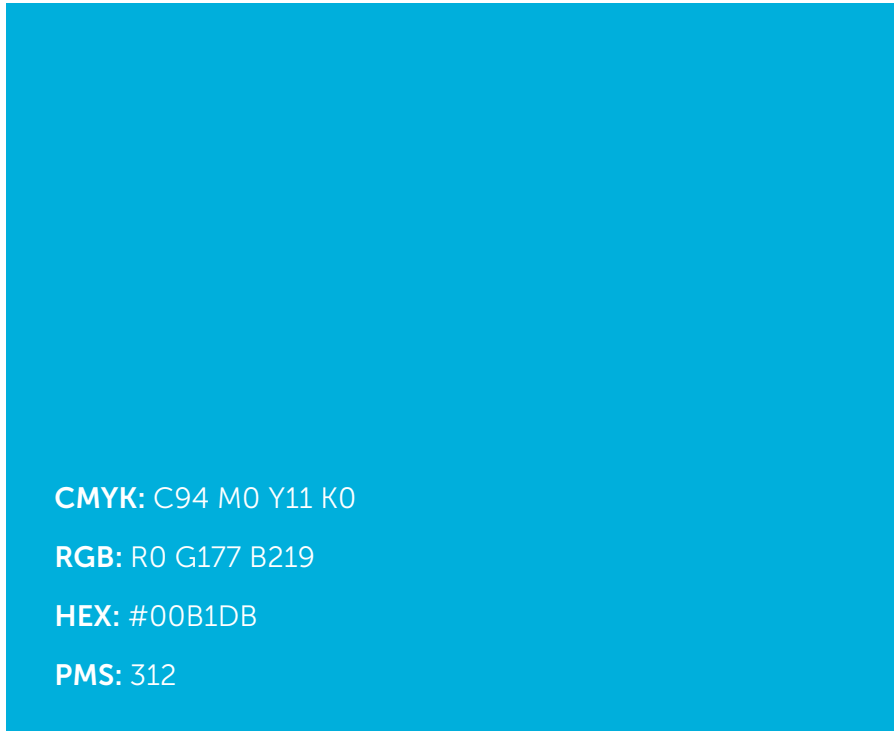
The icons can be used as a design element. Best used on stationary templates and PowerPoint presentations.

Correct uses



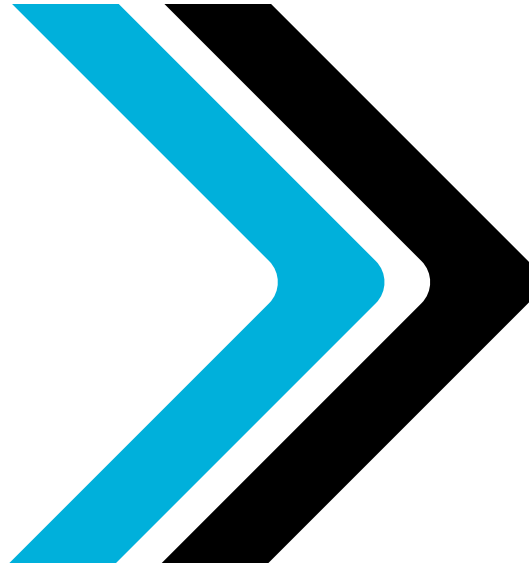
Color usage

Primary palette



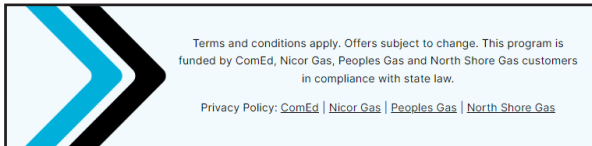
The chevron

The blue and black chevron is meant to complement the logo and add visual interest to the layout. Best used in the top heading section of documents or collateral. Please use sparingly. For guidance, refer to the [“Materials, assets and templates”](#) section.



Use cases

Example website footer



Example header/banner



Example footer/ad



Note: This use case is specific to applications with space constraints. Ideally, the chevron will have ample space around it in a less-crowded setting.

Typography

Museo Sans is the chosen brand font. The font is available for download via Adobe Fonts (<https://fonts.adobe.com/fonts/museosans>). A valid license is required for downloading. When Museo Sans is not available or compatible (in Word documents and PowerPoint presentations, for example), please use Source Sans Pro, an open-source font that is also available via Adobe Fonts (<https://fonts.adobe.com/fonts/source-sans>).

Museo
Sans 300

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,";?!\$&%@*) 0123456789

Museo
Sans 500

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,";?!\$&%@*) 0123456789

Museo
Sans 700

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,";?!\$&%@*) 0123456789

Secondary typography

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,";?!\$&%@*) 0123456789

Text hierarchy

Title, headers, paragraph and button text styling hierarchy. The text below is the maximum size that most viewers will see. Text should shrink proportionally in size for smaller screens.

Print

H1 Title 48pt 300 wt

H2 Title 26pt 300 wt

H3 Subheader 17pt 700 wt

H4 Subheader 13pt 700 wt

Paragraph 11pt 300 wt

Caption 8pt 500 wt

Digital

H1 Title 60pt 300 wt

H2 Title 48pt 300 wt

H3 Subheader 36pt 700 wt

H4 Subheader 24pt 700 wt

Paragraph 16pt 300 wt

Button 14pt 500 wt

Image application

Avoid using the logo on a busy background or backgrounds of a similar color of the logo. The following are examples of correct logo usages.













Tables and charts

Keep tables and charts consistent by using the approved design below. This format should be used across all collateral and use cases, including Word documents and PowerPoint presentations. Text should not be smaller than 8 point font size. See examples below of correctly formatted tables and charts.

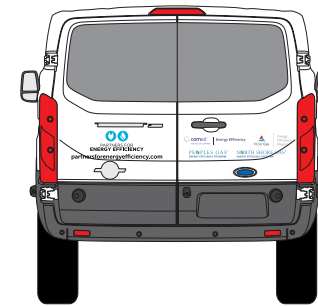
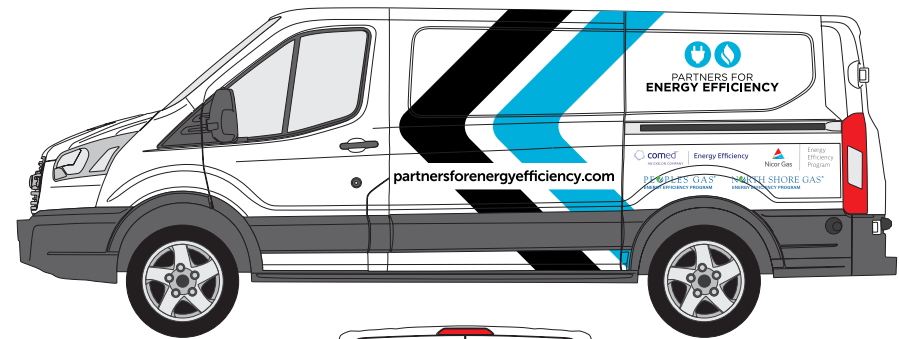
Header	Header	Header	Header
Row Title	Content	Content	✓

Use cases

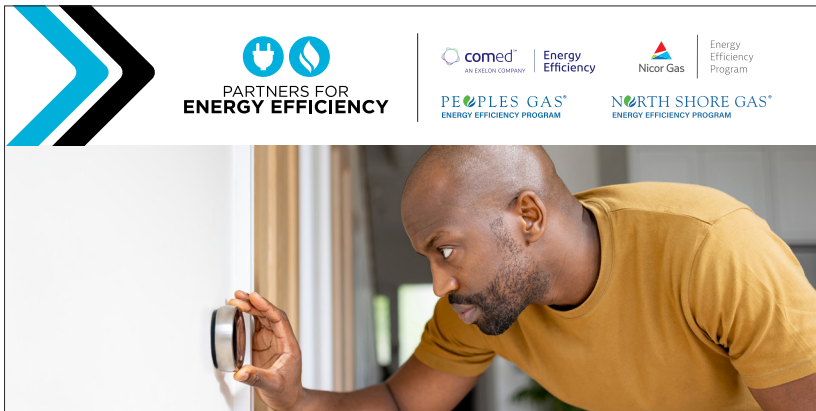
Features		Programmable Thermostats		Smart Thermostats					
									
Comfort	Can turn down automatically to save energy while you are away		✓	✓	✓	✓	✓	✓	✓
Control and Convenience	Senses when you are home or away, optimizing comfort when you're home and conserving energy when you're away			✓	✓	✓	✓	✓	✓
	Notifies you if temperature drops below or rises above your set "safety temperature"				✓			✓	✓
	Provides additional information such as daily and monthly energy use, weather, system operation, and maintenance reminders				✓	✓	✓	✓	✓
	Minimizes runtime by using weather and system performance data to bring your home to the correct temperature					✓	✓	✓	✓
	Farsight shows you time, temperature or weather in a large format that's each to read from across a room						✓		✓
Communicates with other devices	Wi-Fi enabled, allowing you to remotely adjust temperature with a smartphone or another web-enabled device			✓	✓	✓	✓	✓	✓
	Compatible with Amazon Alexa and Google Home products			✓	✓	✓	✓	✓	✓
	ENERGY STAR® Certified			✓	✓	✓	✓	✓	✓

2024 Approved Contractors	DBE Status
ARC Insulation	No
Clean Air Pro	No

Materials, assets and templates








Vehicle wraps



Save Money and Energy at Home!

A free and convenient Home Energy Savings assessment will help you manage energy and reduce monthly costs! By participating in this offering, you will receive additional recommendations and free and discounted energy-saving products to help you save.

Free or discounted energy-saving products


- 
Programmable/smart thermostat
 Save on heating and cooling costs. Automatically raise and lower temperature to control home comfort and limit energy used when you are away or asleep.
- 
Advanced power strips
 Save energy by reducing standby power wasted by your home office and entertainment systems.
- 
Door sweeps
 Install at the bottom of doors to seal the gap between the door and threshold, helping save energy by preventing air leaks.
- 
WaterSense® certified showerheads and faucet aerators
 Save 2,700 gallons of water annually with WaterSense® certified showerheads and save up to 30% with WaterSense® certified faucet aerators, lowering water heating energy costs.
- 
Pipe insulation
 Reduce water consumption and energy use by insulating pipes to retain warmth coming from your water heater.

To get started, call 855-660-9378, visit eesavings.com or scan the QR code.




Terms and conditions apply. Offer subject to change. Installed products may vary. This program is funded by ComEd, Nicor Gas, Peoples Gas and North Shore Gas customers in compliance with state law.

Fact sheet




Energy-efficient thermostats that may help you save

As part of your home assessment, ComEd and Nicor Gas offer a variety of energy-saving options to upgrade your existing thermostat. Your energy advisor can help you choose the one that's best for your home.



Programmable thermostat


Programmable thermostats help you control the heating and cooling temperatures in your home. Program this thermostat to adjust your home's temperature to best fit your schedule and lifestyle. You can program weekdays separately from weekends to increase your comfort and optimize savings each day of the week.



Smart thermostat

ENERGY STAR certified smart thermostats have additional features and advanced functions to offer more benefits. A smart thermostat allows you to monitor and control the temperature in your home remotely from your smartphone or other web-enabled devices. Plus, smart thermostats can save energy and maximize comfort by automatically adjusting the temperature of your home to meet your preferences and activities.

A smart thermostat is an efficient way to save money and energy without sacrificing comfort.



Learn more about the differences between these thermostats on the next page.

Offer subject to change. Installed products may vary.

Promotional postcard

ADA compliance

Americans with Disabilities Act (ADA) compliance

The Partners for Energy Efficiency (ComEd, Nicor Gas, Peoples Gas and North Shore Gas) are required to comply with standards set forth by the U.S. Department of Justice. The Americans with Disabilities Act requires a high visual contrast between typography and backgrounds for on-screen applications.

- All joint utility branded PDF files residing on utility websites and related microsites must be ADA compliant.
- All joint branded videos residing on the utility websites and related microsites must be closed captioned and ADA compliant.
- All utility branded web pages and related microsite pages must be ADA compliant.

Note: ADA contrast compliance is a standard used for online text. It does not apply to artwork online or to any printed materials.

Section 4: Messaging

Introduction

Communicating with customers clearly and effectively requires a consistent message across all channels and marketing efforts. To achieve this, we've developed this guide as a go-to resource for developing any new content.

Our objective is to provide directional messaging to make an emotional connection with our customers by using a single compelling voice, and by regularly using words from this messaging that reinforce our joint commitment to supporting our customers and communities. Inspire action through benefit-focused messaging. Our tone of voice should always be plain-spoken, understandable and empathetic. It is about being consistent in both what we say and how we say it.

Key learnings have been derived from development of past materials, input among the joint marketing team, customer research and customer satisfaction, and when incorporated into marketing communications, will lead to better customer understanding and relationships.

General rules and best practices

In all written collateral and communication, please follow AP Style.

Formatting and capitalization

- Headlines, subheads and copy should be sized appropriately to the piece and proportional to each other. Copy size should never be less than 9 points. The copyright and disclaimer copy should never be less than 6 points.

- The funding disclaimer is as follows:
 - This program is funded by ComEd, Nicor Gas, Peoples Gas and North Shore Gas customers in compliance with state law.
- Use sentence case for all titles

Punctuation

- Dollar signs should appear as "\$"
- Avoid "&"
 - Instead, write out "and"
- "%" after numbers with no space (40%)
 - Never "40 %" or "40 percent"
- "percent" with words (Forty percent)
 - Never "Forty %"
- Dates appear as month (spelled out entirely) then date, year: December 31, 2022
 - Comma after year if date occurs in middle of sentence
 - "Since December 31, 2022,"
- Use the serial (Oxford) comma when necessary to maintain clarity
- Do not add a period to the end of a URL, unless as an ending punctuation mark in the middle of a body of copy
- Time of day should appear as "XX a.m." or "XX p.m."
- Use dashes over parentheses for phone numbers: XXX-XXX-XXXX

Style

“Approved vs. unapproved” terminology and phrasing

- ComEd
 - Never “COMED” or “comed”
- Nicor Gas
 - Never “Nicor”
- Peoples Gas and North Shore Gas
 - Never “People’s”, “NorthShore” or “Peoples and North Shore Gas”
- Discontinue references to “Program Year” or “PY”
 - If necessary, refer to “calendar year”
- The utility Energy Efficiency Programs should be the only offering referred to as a “Program”
 - Everything else within the utility Energy Efficiency Program (such as Home Energy Savings, Multi-Family Energy Savings, Energy Savings Kits) is referred to as an “offering” (lowercase)
- “save money and energy”
 - Not “save energy and money”
- “energy bill”
 - Not “electric or heating bill” or “utility bill,” except when referencing savings that can only be reflected on a ComEd customer’s bill, in which case “electric bill” should be used
- “energy-efficient” when used as a compound adjective
 - Not “energy efficient”
- “energy-efficient products”
 - Not “energy-efficiency products”
- “energy efficiency”
 - Never “energy-efficiency”
- “high-efficiency” when used as a compound adjective
 - Not “high efficiency”
- “energy-saving tips”
 - Not “energy saving tips” or “energy-savings tips”
- “energy use”
 - Not “energy usage”
- When stated money or energy savings are not guaranteed, use “may”
 - Not “will”
- “ENERGY STAR®”
 - Always superscript the “®”
 - Never “Energy Star®”
Note: Include ® after the first appearance in a subhead or body copy on each panel where the name appears.
- “ENERGY STAR® certified”
 - Always superscript the “®”
 - Not “ENERGY STAR® qualified”
- WaterSense®
 - Always superscript the “®”
 - Never “WaterSense” or “Water Sense”
Note: Include ® after the first appearance in a subhead or body copy on each panel where the name appears.
- “income eligible”
 - Not “low income” or “income-eligible”

- “incentive”
 - Not “rebate” or “cash incentive”
- “additional incentive” or “extra incentive”
 - Not “bonus”
- “energy efficiency project”
 - “Not energy efficient projects”
- “variable speed drive” on first reference
 - “VSD” on subsequent references
- “variable frequency drive” on first reference
 - “VFD” on subsequent references
- “energy advisor” or “contractor”
 - Never “Trade Ally” or “Trade Allies”
 - “Service Provider” or “EESP” not to be used on customer-facing materials
- “HVAC”
 - Never “heating, ventilation and air conditioning”
- “T12” or “T8”
 - Not “Ttwelve” or “Teight”
- “Instant Discounts”
 - Not “BILD” (Business Instant Lighting Discounts)
- “improvements”
 - Not “upgrades” or “measures”
- In materials that address both business and public sector audiences, use “facility” or “organization”
 - Not “business”
- “Home Energy Savings” (HES) when referring to the offering name
 - Not “Home Energy Assessment” (HEA)
- “Home Energy Savings assessment” for first mention
 - “assessment” for subsequent mention in general terms
 - Once customer has scheduled an assessment, we can refer to it as an “appointment”
- Not “audit” or “energy assessment”
- “in-home assessment”
 - Not “in-person assessment” unless using “in-person” to describe the in-home experience
- EE Retrofit/Weatherization terminology
 - Needs qualifier to describe improvements/services that come with it
- “one” not “1”
 - For numbers under nine, write them out to follow AP style. Number 10 and above can be numeric
- Partnersforenergyefficiency.com
 - It’s preferred to spell URLs without “www.”

Program names

- Home Energy Savings
- Multi-Family Energy Savings
- Elementary Education Kits
- Energy Action Team
- Energy-Saving Kits (for income eligible customers)

Section 5: Marketing review and approval process

The following process has been developed to streamline the approval process for all joint marketing items for the northern Illinois residential offerings. These offerings include: Home Energy Savings (HES), Multi-Family Energy Savings (MFES), and Income Eligible and Education Kits (Kits).

Step A: Creative planning (pre-routing)

Responsible: IC Marketing and IC Program teams

IC Marketing and IC Program teams collaborate to ensure the item(s) meet the needs of both the program and the marketing goals. For larger efforts, the Creative Brief should be routed for approval as well as the individual items once designed.

Draft the item and if the item has multiple versions – not PFEE branded – draft one version initially for approval.

Note: Once item is approved, create subsequent versions needed and start a quick approval via Smartsheet. (see Approved section on page 22)

Get IC Program team approval of item; update if needed (program and operation goals and coordination with the utility program teams should be met before starting the utility routing process).

Step B: Smartsheet review (utility routing)

IC Marketing uploads the item via Smartsheet Proof (do not use attachments option unless it is supplemental information and/or to show true look/feel if upload is distorted – also include a proof to comment on).

IC Marketing fills out the following columns in Smartsheet:

- Purpose
- Project Name

- Project Number
- Status
- Notes/Next steps
- Next Review Due Date
- Type of Material

IC Marketing sends an email via Smartsheet to Utility Marketing Reps notifying them an item is ready for review (use the +Invite Reviewers blue button on the Proof page, add reviewers, update the subject line and message, press send).

Utility Marketing Reps will follow internal routing and review processes. When possible, Utility Marketing Reps will review items and provide combined feedback – OR – Utility Marketing Reps may also @ each other during review of the proof if collaboration is needed. When routing internally (for up to 10-day review), @ the IC Marketing person to let them know. If questions for IC arise, Reps may also @ the IC for clarification before moving the review on.

Utility Marketing Reps use the “changes required” or “approve” button when their reviews are complete.

Note: The Utility Marketing Reps may require changes before they route internally, which may add to the “up to 10 business days for internal reviews” time frame.

Changes required:

- IC Marketing reviews comments and edits (with program and/or creative teams as needed) if any reviewer has selected “changes required.”
- Respond to any comments/edits that need more explanation or are written as a question via @ in Smartsheet. Once edits have been confirmed, send to creative team to make updates.
- Start Step A again for newest version (upload as Version 2, etc. so that it is easy to compare past versions) until item is approved (if approved and there are multiple versions [not PFEE branded], create additional versions, upload to Smartsheet and send individually to each Marketing Rep as applicable for Final Logo Approval [ideally Reps are approving within two business days]).

Approved:

- If only one version, IC Marketing ensure the approved version is uploaded, mark the status as with printer as applicable and then complete. If there are multiple versions, create the subsequent versions and route through Smartsheet to Utility Marketing Reps with a two business day due date.

1. Smartsheet required columns

- a. Purpose
- b. Project name
 - Currently on HES: “Material/Brand Version”
 - Currently on MFES and Kits: “Material”
- c. Project number (this will always be the same whereas the row number may change)
- d. Status
 - Planned
 - Coming soon
 - With creative
 - With clients for review
 - Approved
 - With printer
 - Complete
 - On hold
 - Canceled
- e. Notes/next steps
- f. Next review due date
- g. Approved by (automated by approve button – see below)
- h. Changes required by (automated by changes required button – see below)

- i. Pending approval from (automated by changes required button – see below)
- j. Type of material
- k. [Any additional needs by specific program/IC]

2. Adding columns 7-9

Directions on adding the “approved by,” “changes required” and “pending approval from” columns.

Once you have uploaded a proof in your Smartsheet, click into the proof.

Click on the three dots in the upper right-hand corner next to the X, then click on “create proof info column.”

On the right-hand side under “Proof info columns,” click the drop down “Select a proof info type.”

Under contacts, choose “pending approval from.”

Click on the + sign to the right of the box.

You should see the column in the sheet and be able to move it as needed.

Repeat for “approved by.”

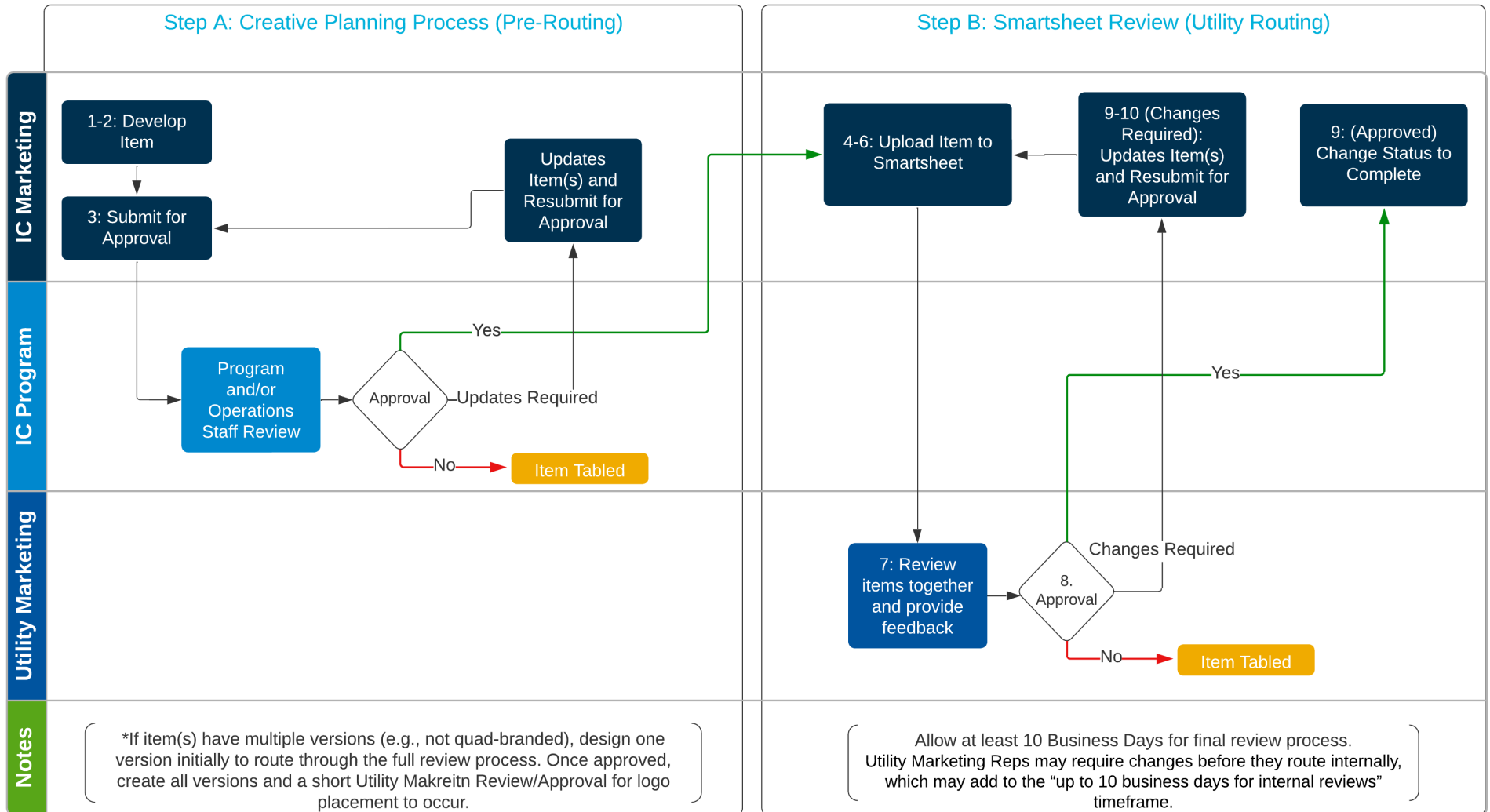
NOTE: Once you do this, it will be in the Smartsheet. You do not have to do it for every proof.

3. Other notes

Ensure all punch lists are sent out by EOD each Monday.

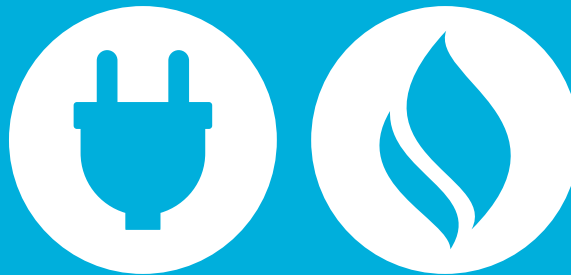
Swag order for any joint branded items should be coordinated with HES and MFES.

Joint Marketing Review Process Diagram



Contacts

Current Joint Offerings	ComEd	Nicor Gas	Peoples Gas and North Shore Gas
Home Energy Savings (HES) (Single-Family)	Matt Binkowski matthew.binkowski@comed.com Giulian Ferruccio giulian.ferruccio@comed.com	Annie Nordhus anordhus@southernco.com Ashley Bennett abennett@southernco.com	Kelly Klopp kelly.klopp@wecenergygroup.com
Multi-Family Energy Savings (MFES) (Multi-Family)	Matt Binkowski matthew.binkowski@comed.com Giulian Ferruccio giulian.ferruccio@comed.com	Annie Nordhus anordhus@southernco.com Ashley Bennett abennett@southernco.com	Kelly Klopp kelly.klopp@wecenergygroup.com
Income Eligible Kits	Alexandra Koliavas alexandra.koliavas@comed.com Giulian Ferruccio giulian.ferruccio@comed.com	Annie Nordhus anordhus@southernco.com Ashley Bennett abennett@southernco.com	Kelly Klopp kelly.klopp@wecenergygroup.com
Elementary Education Kits	Alexandra Koliavas alexandra.koliavas@comed.com Giulian Ferruccio giulian.ferruccio@comed.com	Annie Nordhus anordhus@southernco.com Ashley Bennett abennett@southernco.com	Kelly Klopp kelly.klopp@wecenergygroup.com
Commercial Food Service (CFS)	Lisa Mannella lisa.mannella@comed.com	Lauren Kriz lepirc@southernco.com Ashley Bennett abennett@southernco.com	Kelly Klopp kelly.klopp@wecenergygroup.com



Questions? Please contact:

Matt Binkowski, ComEd
Matthew.Binkowski@ComEd.com

Annie Nordhus, Nicor Gas
anordhus@southernco.com

Kelly Klopp, Peoples Gas and North Shore Gas
kelly.klopp@wecenergygroup.com

This program is funded by ComEd, Nicor Gas, Peoples Gas and North Shore Gas customers in compliance with state law.