Brand Management
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Through innovative policy and ambitious leadership, California has set its sights on a prosperous, low-carbon future fueled by clean and efficient energy solutions.

To get from here to there, the state must engage its residents and businesses as partners in paving the path to net-zero energy new buildings, cutting energy use in existing buildings by almost half, and capturing the power of its famous sunshine with a dramatic increase in solar generation. Such a major change in how energy is used and considered is bound to cause confusion and encounter challenges. The state must also work diligently with its utilities and local governments to help people understand their energy rates and the tools and resources available to them, as well as the important connection between their energy use and that of their communities to limitations of the electricity grid and stewardship of California's natural resources and famous quality of life.
Energy Upgrade California™ is a singular statewide brand for energy management education and engagement coordinated by the nonprofit California Center for Sustainable Energy under the leadership of the California Energy Commission (CEC) and the California Public Utilities Commission (CPUC), in partnership with the state’s investor-owned and municipal utilities, regional energy networks and cities, counties, and community-based organizations.

One name, one brand and one website portal—Energy Upgrade California is a hub of information and resources for California’s residents and small businesses to save money and get help with energy choices while also learning about and participating in building California’s clean energy future.

Currently, Energy Upgrade California continues its emphasis on deep residential energy reduction through bundled energy improvements, featuring its whole house program on its website and in marketing materials while details of the brand transition are finalized. This statewide brand usage and graphic standards guide will ensure long-term continuity of the Energy Upgrade California brand and is to be used in the interim period pending a CPUC Decision on the launch of the statewide marketing, education and outreach campaign for 2013-2014.
2 | strategy
brand strategy

HISTORY

In March 2011, the state launched the nation’s largest home performance program funded in part by the American Recovery and Reinvestment Act and in part by ratepayers, and carrying the brand Energy Upgrade California, which was developed under leadership of the California Energy Commission (CEC) to address both residential and commercial comprehensive energy improvements.

The state’s programs using Energy Upgrade California were designed to leverage Property Assessed Clean Energy financing (PACE) and suffered setbacks due to the challenges in launching that PACE endured as well as the continuing slow recovery in the economy that precipitated ARRA funding in the first place.

The CEC spent $23 million in ARRA funds on statewide marketing, education and outreach supporting the Energy Upgrade California brand in 2011 and 2012, and that funding was supplemented substantially by the IOUs and other related programs that chose to
support the brand, such as California’s $30 million grantee in the Department of Energy Better Buildings Neighborhood program.

Marketing support of Energy Upgrade California was dramatically decentralized with local governments, utilities and community-based organizations executing local marketing plans in support of this statewide brand that varied by regional need and program differences.

The CEC provided a statewide radio campaign and some outdoor advertising in the state’s two largest media markets as well as statewide public relations support, while local programs placed ads in local papers, online and on radio and, in a few markets, even on television. Local government teams also provided comprehensive outreach with workshops, mobile displays, neighborhood events and door-to-door canvassing.

The momentum of local government and community support for Energy Upgrade California and the related budgets eclipsed Engage 360, which spent about $12 million before being halted in October 2011. With its primary focus on comprehensive home performance assessments and bundled improvements known as “whole home retrofits” that cost an average $10,000 post rebate across the state, the many implementers of Energy Upgrade California have struggled to motivate the mass market to conduct an upgrade due to the high cost and confusion associated with the program.

The goals set by the California Energy Efficiency Strategic Plan remain necessary and important—a 40% reduction in existing home energy use by 2020, a 50% reduction in commercial building energy use by 2030 and the path to net zero buildings for all new construction. Thus, California is providing a better, more inclusive path forward with a transition of the Energy Upgrade California brand to encompass more opportunities for consumer and small business participation and development of a comprehensive energy efficiency program for existing buildings with AB758.
VISION

In late 2011, the CPUC directed that Engage 360 activities be halted and determined subsequently that statewide marketing, education and outreach would continue with only one umbrella brand, Energy Upgrade California. CPUC Decision D. 12-05-015 directs that the Energy Upgrade California brand will transition from its current focus primarily on whole home retrofits to serve as the statewide brand for residential and small business consumers to learn about energy management concepts and find information and programs that will assist them in taking a host of energy efficiency and other demand-side management and clean energy actions. This expanded mandate for the brand enables the state to be more inclusive in its engagement of residential and small business consumers in the range of actions available to them to meet the state’s short and long-term energy goals, thereby bringing them along a path of energy management and supporting the shift toward integrated demand side management (IDSM) and the state’s ambitious market transformation goals.

The CPUC has directed that the brand “must also continue to build its usefulness in prompting home and building owners to take immediate steps to achieve deep energy retrofits” and also directs that “the messages that come under the Energy Upgrade California umbrella should not be limited to energy efficiency, and should also include generalized energy education and awareness, such as information related to demand response, dynamic rate options, enabling technologies, climate change impacts, the Energy Savings Assistance Program (low-income energy efficiency program), distributed generation investment, smart grid upgrades, and any other general impacts of energy use for individuals or for the state as a whole.”
POSITIONING

A positioning statement describes: who the brand is for, what we want our target audience to do, and why.

The current Energy Upgrade California positioning statement is:

For California residents and small businesses that want to improve their quality of life, save money, and get help to manage their energy use to secure a more prosperous future, we are the source for practical information and innovative solutions—we make it simple.

Our unique positioning must be reflected in all communications.
V O C A B U L A R Y

The Energy Upgrade California image and messaging must be consistent to insure stability, recognition and credibility.

While each county and utility is unique, it is important that we speak about Energy Upgrade California with one voice.

Here are a few tips to follow when communicating about the Energy Upgrade California and its related building performance program:

- Use “Energy Upgrade California” or “Energy Upgrade California in ________ County.” On a second reference continue to use “Energy Upgrade California” and NOT EUC, EUCA, Energy Upgrade or any other shortening.

- When referring to the Energy Upgrade California building performance program, avoid using terms such as “retrofit,” “remodel” or “whole-house retrofit.” These terms are associated with more extensive and expensive projects or seismic work.

- Use “home” or “house” instead of “residence” or “property” which sound less personal.

- Use “building” or “property” and “property owner” when describing a commercial, multifamily or industrial property.

- Use all initial caps to denote titles including “Energy Upgrade California Participating Contractor” and “Participating Contractor.” The terms “authorized,” “endorsed,” “certified” and “qualified” are not allowed. The exception is for the related “Whole-House Home Energy Rating” program; Raters are called “certified.”

- Do not use “satisfaction” or “homeowner satisfaction guaranteed.”
• Participating Contractors should avoid using terms such as “audit” or “inspector” as research shows negative reaction to these. Instead, use “home energy assessment” or “comprehensive assessment” or “technical assessment.”

• Participating Raters should avoid using the terms “test-in” and “test out” when describing energy assessments. Instead, use “initial assessment” and “final rating.”

• Use “Participating Contractor” or “Whole House Rater” to describe the person who is doing the assessment, not “auditor” or “assessor.” These terms imply an association with income and property taxes.

• Use “rebates and incentives” to cover both utility and county/city programs, if available. These are technically called incentives, not rebates, although homeowners more readily understand rebates.

• Use “utility bills” instead of “electric bill” or “gas bill.”

For sample media messages, talking points and FAQs, visit the Resource Library—www.EnergyUpgradeCA.org/Resources.
USING THE GUIDELINES

The Brand Usage and Graphic Standards Guide provides a foundation for clear and consistent communication of the program’s identity.

Adherence to the brand standards benefits all participating utilities, cities and counties, partners and affiliates. By consistently presenting the Energy Upgrade California image, we build stability and raise the level of recognition and credibility among target audiences and the community at large.

This document includes a description of the Energy Upgrade California brand and guidelines for use—such as required colors and typefaces, as well as taglines and use of imagery. Specific content includes:

- **Identity**
  Logos, colors, typography and imagery are all central elements of branding. It is critical that all Energy Upgrade California marketing materials follow these guidelines.

- **Applications**
  The Energy Upgrade California identity should be used on all program-related media. The examples in this section provide ideas on ways to brand promotional materials and events, as well as template examples for letterhead (Microsoft Word), poster (PDF) and slide presentations (PowerPoint).

- **Co-Branding**
  Program partners play a vital role in marketing Energy Upgrade California. The appendices of this document include guidance on ways for partners to market themselves using the brand.

If you have questions about the usage and application of the Energy Upgrade California brand, or the design of the collateral, please contact mitch.moore@enegycenter.org.
USING THE ENERGY UPGRADE CALIFORNIA BRAND

To ensure the success of the Energy Upgrade California brand, it is important that co-branded marketing highlight the unique services and strengths of program partners while presenting the Energy Upgrade California brand appropriately and consistently, and accurately representing the relationship between brands.

The Energy Upgrade California brand assets (logo, colors, graphic elements) may be used by any authorized partner including state agency, city or county, or independent- or municipal-owned utility.

Participating Contractors and Raters have access to Energy Upgrade California templates and logos for their marketing materials. Partner companies, including realtors, retail outlets and other commercial organizations, may use the brand only with permission from CCSE.

Energy Upgrade California offers two ways to market the brand.

1) Use pre-designed Energy Upgrade California marketing materials.

Several marketing pieces have already been designed for the Energy Upgrade California program such as informational brochures, fact sheets and PowerPoint templates. These pieces have not been updated to reflect the changes in rebates, the new disclaimer or the revised tagline. If you would like to use these materials, please contact Jeff Blanton at jeff.blanton@energycenter.org.

2) Design your own Energy Upgrade California marketing materials with authorized use of the Energy Upgrade California brand assets.

All co-branded collateral must adhere to color, size and clearance guidelines described in the “Identity” section of this document.

The guidelines, as well as collateral, graphics, photography and templates for program communications, are available in the Resource Library—www.EnergyUpgradeCA.org/Resources.

For specific co-branding information and how to access the Resource Library, see Appendix A: Cities and Counties and Appendix B: Participating Contractors.
ACCESSING THE RESOURCE LIBRARY

The following are the instructions to access the Resource Library:

• **Step 1**
  Go to https://energyupgradeca.org/overview or the homepage

• **Step 2**
  Click on Resources

• **Step 3**
  Enter your Username and Password

• **Step 4**
  If you need these, contact California Center for Sustainable Energy at 858-244-1177. Contact Jeff Blanton, Brand Steward - jeff.blanton@energycenter.org

• **Step 5**
  You may download documents or save them to a “drop box” that you set up.
USING THE OFFICIAL ENERGY UPGRADE CALIFORNIA DISCLAIMER

The following is the current Energy Upgrade California disclaimer language as approved by the California Energy Commission, California Public Utilities Commission and the Investor Owned Utilities in October 2012.

Energy Upgrade California™ is a program of the California Public Utilities Commission in collaboration with the California Energy Commission, California counties, cities, nonprofit organizations, and the state’s investor-owned utilities. Funding comes from the utilities’ ratepayers under the auspices of the California Public Utilities Commission in addition to incremental funding from the Department of Energy. © 2013 Energy Upgrade California. Trademarks are property of their respective owners. All rights reserved.

Usage of the Energy Upgrade California Disclaimer

The disclaimer must be used in all materials as listed below. If space for the disclaimer is not available or you have any questions about its use, please contact Jeff Blanton at jeff.blanton@energycenter.org.

- **Marketing Collateral**: brochures, flyers, pamphlets, door hangers, rebate forms etc..
- **Print Ads**: Newspaper, magazine, weekly publications etc...
- **Broadcast**: TV and radio
- **Outdoor**: Billboards, Bus Shelter ads, Lawn signs, events signs etc.
- **On-line**: If space permits; must be on landing page.
- **Homeowner Presentations**

Graphic Standards for the Use of the Disclaimer

The intention is to communicate this disclaimer. It should not compete with the marketing message and also not be so tiny that people are not able to read it.

- **Font size** – Must at least 30% of the largest font on the ad and not smaller than 10pt font.
- **Location on Ad** – generally place at the bottom third of the ad
HANDLING FRAUDULENT ACTIVITIES

Fraudulent Marketing

In 2012, several incidents of unauthorized use of the Energy Upgrade California brand have occurred. Specifically entities were cold calling homeowners. In response to this, consumer information was placed on the statewide website and the process for reporting fraudulent use is outlined below.

As a Program Implementer please forward any issues of suspected phony telemarketing or other potential fraudulent marketing via an e-mail to: Ke Hao Ouyang at kehao.ouyang@cpuc.ca.gov and please copy Jennifer Caron at Jennifer.Caron@cpuc.ca.gov and Jeff Blanton at jeff.blanton@energycenter.org.

FACEBOOK AND TWITTER

California Center for Sustainable Energy will manage the Energy Upgrade California Facebook and Twitter accounts on behalf of the statewide brand.

If you have any questions, comments or suggestions please contact:

Jeff Blanton
California Center for Sustainable Energy
Brand Steward
Jeff.blanton@energycenter.org
858-244-1177
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brand identity

INTRODUCTION

This Brand Usage and Graphic Standards Guide provides a foundation for clear and consistent communication of the brand identity. Adhering to common standards ensures that the correct name and mark of Energy Upgrade California™ appears on all communications and collateral.

The brand usage and graphic standards have been carefully developed through detailed consideration of many factors, both functional and aesthetic.

In media—publications, websites, advertising, signage, online, letterhead, or business cards—layout, color and typography are orchestrated to impart a unified “signature.” This document includes a description of the Energy Upgrade California brand and guidelines for use—including required colors and typefaces, as well as taglines and use of imagery.

The goal of this guide is to add consistency to all media over time. Each piece of communication builds upon and complements the established image, and creates a clear and positive impression of Energy Upgrade California and its partners.
The look and feel of the Energy Upgrade California identity is determined by three basic components: the logo icon, color and typography. These elements have been carefully designed and selected to project a coherent, pleasing and meaningful image of Energy Upgrade California to our audiences. Intelligent application across a wide variety of media, from grant applications to signage, will ensure the continued strength of our visual presence.

The logo is designed to represent the message, not send it. The clean and simple building shape and turning leaf convey the idea of nature and changing our relationship with energy in buildings. The colors are light and lively and the typography is designed so that it complements the icon. The wordmark (typography without the icon) also can be presented on its own and still retain the brand identity.

Approved logos and wordmarks are included in the Energy Upgrade California brand assets package available on the Resource Library—www.EnergyUpgradeCA.org/Resources.

Proper and improper applications of the logo are described on the following pages.
ELEMENTS OF THE LOGO

The logo

The logo is the icon combined with the wordmark, in full color. Always use the original approved art. Never alter any aspect of it.

The wordmark

This type-only element of the logo is to be used when a participating organization cannot use the full logo in close relationship to their own logo.

Wordmark guidelines begin on page 29.
The Energy Upgrade California logo is not to appear smaller than 1 inch in width.

The Energy Upgrade California wordmark is not to appear smaller than 3/4 inch in width.
LOGO CLEARSPACE

Clearspace provides a protective area surrounding the logo within which no other graphic elements such as another logo, typography, pictures, art or borders may intrude. The clearspace must equal 2 times (or more) of the height of the letter “u” in the logo. Never allow any other elements within the clearspace.
**LOGO RELATIONSHIPS**

**Logo with single partner logo**

The Energy Upgrade California logo should be placed on the front of materials. It can be centered and stacked above a partner logo, or the partner logo may be placed on the back of materials.

The Energy Upgrade California logo is shown approximately 50% larger than the partner logo in the example below.

**Logo with multiple partner logos**

The Energy Upgrade California logo should be placed on the front of materials. When shown with more than one partner logo, the Energy Upgrade California logo can be placed at the top with the partner logos shown side-by-side at the bottom. Or the partner logos may be placed on the back of materials.

The Energy Upgrade California logo is shown at approximately the same size as the partner logos in the example below.
BRANDED EXTENSION LOGOS

How to use the logo

Cities and counties can use the logo with their city or county name. See Appendix A for examples of logo placement on city and county collateral.

The building performance program does not require a sub-heading of this kind at this time. In the case of other residential or commercial programs (e.g., Low Income) the program name is placed underneath the Energy Upgrade California logo as shown below.
How to use the logo for partnership programs

In some cases, residential programs will co-brand with other public or private entities. Energy Upgrade California and partner logos can be treated in one of two ways:

**Option 1**: Pair the Energy Upgrade California logo and the partner logo with a thin line in between, and center the text “An Energy Upgrade California™ Partnership” below the logos.

Option 1: Sample flyer with partnership logo
Option 2: Place the text “An Energy Upgrade California™ Partner” below the partner logo.
WORDMARK

The wordmark is the type-only version of the brand. It should only appear in one color: either black, white or blue. It should not appear within a headline, subhead or body text.

Approved logos and wordmarks are included in the Energy Upgrade California brand assets package available on the Resource Library—www.EnergyUpgradeCA.org/Resources.
WORDMARK RELATIONSHIPS

Wordmark with multiple partner logos

The Energy Upgrade California workmark should be placed on the front of materials. It can be centered and stacked above partner logos, or the partner logos may be placed on the back of materials.

The Energy Upgrade California wordmark is shown approximately 50% larger than the partner logo in the example below.

Wordmark with single partner logo

The text “in partnership with” may be added above the wordmark.

The Energy Upgrade California wordmark is shown at approximately the same size as the partner logo in the example below.
THE NAME IN TEXT

In text within a document, other printed material or on a webpage, the name is to appear as shown (use the “™” on first reference):

Energy Upgrade California™

After first reference, the name may be abbreviated in text as:

Energy Upgrade CA

Do not use the acronym EUC or EUCA.

THE NAME IN TRANSLATION

The name may be translated once in text, after the official name in English. For instance, in Spanish it should appear as Energy Upgrade California™ (Mejoras para ahorrar energía). Thereafter the name Energy Upgrade California should be used in English.

For use in radio spots (without visuals) the name should be Energy Upgrade California in English, followed by the name translated.

See examples below.

The logo should only be used in English in both print and online collateral. The tagline, headlines and all other information may be translated into appropriate languages. See pages 46 and 49 for examples.

spanish

Mejoras para ahorrar energía

chinese

加州能源更新

danish

energi, niet og grade, Caliifornia

tagalog

Pagbubutihan ng Kuryente sa
COLOR PALETTE

A Pantone® color palette has been selected to create a distinctive look for all Energy Upgrade materials. The preferred primary color is Pantone® 7691.

Process CMYK color builds of the Pantone colors are acceptable for print. RGB color builds may be used for monitor viewing. CMYK and RGB values are listed below. See Appendix C for a complementary color palette for Multifamily Program materials.

<table>
<thead>
<tr>
<th>Pantone® 7691</th>
<th>Pantone® 3265</th>
<th>Pantone® 2725</th>
<th>Pantone® 377</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone® 1788</td>
<td>Pantone® 123</td>
<td>Pantone® 555</td>
<td>Black</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>7691</td>
<td>91</td>
<td>58</td>
<td>13</td>
<td>0</td>
<td>18</td>
<td>105</td>
</tr>
<tr>
<td>3265</td>
<td>70</td>
<td>0</td>
<td>37</td>
<td>0</td>
<td>39</td>
<td>189</td>
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<tr>
<td>2725</td>
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<td>0</td>
<td>98</td>
<td>91</td>
</tr>
<tr>
<td>377</td>
<td>45</td>
<td>0</td>
<td>100</td>
<td>24</td>
<td>120</td>
<td>162</td>
</tr>
<tr>
<td>1788</td>
<td>0</td>
<td>83</td>
<td>88</td>
<td>0</td>
<td>240</td>
<td>81</td>
</tr>
<tr>
<td>123</td>
<td>0</td>
<td>24</td>
<td>94</td>
<td>0</td>
<td>255</td>
<td>195</td>
</tr>
<tr>
<td>555</td>
<td>85</td>
<td>34</td>
<td>81</td>
<td>24</td>
<td>34</td>
<td>107</td>
</tr>
</tbody>
</table>
Using these preferred graphic elements in collateral further strengthens Energy Upgrade California’s brand identity.

Graphic elements, such as the sail and leaf, are included in the Energy Upgrade California brand assets package available on the Resource Library—www.EnergyUpgradeCA.org/Resources.

**Sail and semi-circle**

The “sail” creating a semi-circle is the preferred graphic element that should be displayed on promotional collateral. It must be a solid-colored image, using one of the colors from the palette. This element contains title text. It is sized to touch the top, left and right sides of the collateral piece. The semi-circle may be reduced to allow for a larger “sail” in order to incorporate more text. It is recommended that text place in the sail be kept to a minimum. The “sail” can contain the “leaf” image or remain a solid block of color.

**Lower arc**

The white space below the “sail” must be kept clear for the Energy Upgrade California logo and tagline. No other headlines, logos or art elements should appear in this space.

**Leaf**

The “leaf” is another graphic element that can be used in a variety of ways. It must be a one-color image, using one of the required colors from the palette, black, white or a percentage of one of these colors. It can be displayed as a solid graphic or a percentage of a color. Sizing can vary from a small bullet, to a large “ghosted back” background image. This graphic element should never be used in place of the logo, icon or logotype; it is to be used only as a complementary art element.
Pop-up box

The “pop-up box” is an element that gives prominence to one key message in a promotional piece. The box should be a single color from the palette. The type should be white or a color from the palette that has good contrast; and there should be ample space around the text. The box has rounded corners and a drop shadow.

Tagline

Taglines are valuable and indispensable. They reflect positioning, brand personality, core values and the brand message of the program. They are short and to the point. A single line communicates the core message of Energy Upgrade California, which would have otherwise been difficult to communicate through any other channel or mode of communication.

The ARRA-related tagline “Reduce energy use. Save money. Create jobs.” is no longer recommended as the job creation aspect of the initiative is not a core goal. Please discontinue its use. Customized taglines for regional use are still acceptable as is, using the brand without a tagline. One or more new statewide tagline may be developed for future use. In the interim, please notify CCSE of taglines you would like to use for approval.

Preferred placement of the tagline is to the left of or below the Energy Upgrade logo.

Opportunities for customization

You may develop one or more locally specific taglines for use with the brand. These must be approved and documented by CCSE. Ideally the tagline should be three short “sentences,” totaling about six to eight words. However, a short single phrase is also acceptable, as long as it contains a call-to-action and does not exceed eight words. Taglines may be translated as appropriate.

Customized tagline examples

“Improve your home. Use less. Save money.”

“Improve your home. Save money. Go green.”

“Save money. Get rebates. Improve your home.”
TYPOGRAPHY

The Alright Sans font is preferred for most of the typography for Energy Upgrade California. This includes taglines, headlines, subheads, etc. The Alright Sans font may also be used for body text.

**Alright Sans Light**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Alright Sans Regular**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Alright Sans Medium**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Alright Sans Bold**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

The Georgia font is preferred for body copy in mostly business collateral, documents and letters. Georgia may also be used as body text in promotional material. The Calibri font is preferred for body copy for any material that is to be displayed on the Internet. Calibri may be used on print collateral if the Alright Sans font is unavailable.

**Georgia Regular**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Georgia Italic**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Georgia Bold**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Calibri Regular**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Calibri Bold**

```text
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
PHOTOGRAPHY

Style

The preferred images for Energy Upgrade California are photographs. These images offer viewers a glimpse of what they hope to be, how they hope to live and what to strive for. They portray a sense of style, intelligence and energy.

Attributes and characteristics

The images chosen for most Energy Upgrade California collateral should be in full color. They should be professionally shot, or can be purchased stock images. They should portray an energetic and active lifestyle, and should connect people with their homes. The images should be dynamic and creatively cropped so that they are visually appealing.

Images of people should be candid, diverse in heritage and look like everyday people, not models. They should be involved in an activity. Overall, they should look happy.

Product images—or images that show what type of upgrades are eligible for the Energy Upgrade program—should be focused on the product with the least amount of background clutter possible. This can be achieved by a close, zoomed-in crop.

Photography libraries and rights

To support your marketing efforts, pre-approved, professional photographs are available for Energy Upgrade California partners in the Resource Library—www.EnergyUpgradeCA.org/Resources.

The single-family collection of photographs captures aspects of the measures, diagnostic testing and improvements associated with the Energy Upgrade California program. See Appendix D.

The multifamily collection of photographs captures the measure and improvements associated with the Multifamily Program. See Appendix E.
Photography style examples

Below are photographs that demonstrate the preferred photography style for Energy Upgrade California. See Appendices D and E for actual photographs available for download and use in marketing materials.

Lifestyle

Dynamic, creatively cropped, focus on the feeling of happiness and comfort. People are included, but not the focus of the photo.

People

Diverse, non-typical, everyday people images. Focus on people involved in an activity.

Products

Clean, uncluttered images with interesting angles and close crops. Direct focus on the particular product.
Photography color variations

Black and white (grayscale), one-color (from the approved palette) and two-color (palette color and black) photos may appear on Energy Upgrade California collateral when necessary. Black and white, one-color and two-color photos should be used in media where full color is not available.

When producing one-color photos, a color from the color palette should be used—with the exception of Pantone® 123 and Pantone® 1788 which may not be legible. When producing two-color photos, 100% black should be used for the image and a 50% tint of one of the colors from the palette should be the background.

one-color photo using Pantone® 7691

one-color photo using Pantone® 3265

one-color photo using Pantone® 555

one-color photo using Pantone® 2725

two-color photo using black for image and 50% tint of Pantone® 7691 for background

two-color photo using black for image and 50% tint of Pantone® 3265 for background

two-color photo using black for image and 50% tint of Pantone® 555 for background

two-color photo using black for image and 50% tint of Pantone® 2725 for background
ILLUSTRATION

Style

Though the main imagery of Energy Upgrade California collateral is photography, there are instances where illustrations may be needed. Spot illustrations (small illustrations not contained within a border) may be used to impart a quick visual understanding of a section of text. Illustrated icons, such as the “leaf” graphic element, may be used for web buttons and text bullets.

The preferred Energy Upgrade California illustration style conveys a positive feeling, is hip and intelligent and has a sense of humor. The style of illustration should be simple, not overdrawn. The modernist or mid-century style of illustration best suits this.

Through illustration, we can portray Energy Upgrade California as a friendly, down-to-earth, approachable program.

Attributes and characteristics

Hip, bold, colorful illustrations with a sense of style best represent the program. Illustrations should be hand-drawn or computer-generated using a drawing application such as Adobe Illustrator. The illustrations should be either one- or two-color with no background, and contain colors from the palette. Do not deviate dramatically from the graphic styles seen below.

hand-drawn house illustration

computer-generated illustrated icons
4 | applications
High utility bills?

Get up to $4,500 for energy efficiency improvements!

energy upgrade
CALIFORNIA

Improve your home. Get rebates. Save more.
brand applications

INTRODUCTION

The following pages show the brand applied to sample collateral pieces: brochures, fact sheets, print ads, online ads and more. They all follow the preferences set forth in this guide in regards to logo application, color, typography, and photo and illustration usage. These sample materials have not been updated with the new rebate amounts and disclaimer. If you would like to use these sample materials, please contact Jeff Blanton at jeff.blanton@energycenter.org.

In creating any piece of collateral it is important to understand what you are trying to achieve:

- **Know your audience.** Who are your viewers and what do you want them to feel or do?
- **Allow for breathing room.** Do not try to fill pages with lots of information, much of which may not be read.
- **Be critical when selecting images.** Photos, illustrations and graphics should adhere to the style set forth in this guide.
- **Give a clear “call to action.”** Include full contact details, website and email address to connect the customer to more information.
BROCHURE EXAMPLES
These are samples only, not for public use.
FACT SHEET EXAMPLES
These are samples only, not for public use.
PRINT ADVERTISING EXAMPLES: NEWSPAPER ADS

These are samples only, not for public use.

---

Get up to $8,000 back for home energy upgrades!
You might be losing half your heated air through leaky ducts!
Energy Upgrade California can help you:
• Lower your utility bills
• Save energy
• Increase your home's comfort
• Get a greener home

Go to: EnergyUpgradeCA.org/LACounty
877-785-2237

---

您可以獲得高達 $4,000 的能源更新退款！

歡迎屋主前來參加我們的免費講座！有意者請上網報名！
報名網址: EnergyUpgradeAlamedaCounty.EventBrite.com
www.EnergyUpgradeCA.org
(855) 464-8484

---

newspaper ad with county co-branding

chinese language newspaper ad with county co-branding
PRINT ADVERTISING EXAMPLE: BUS EXTERIOR
These are samples only, not for public use.
ONLINE ADVERTISING EXAMPLES: WEBSITE BANNERS

These are samples only, not for public use.

REBATES
for home energy upgrades at EnergyUpgradeCA.gov

REBATES
www.EnergyUpgradeCA.gov

energy upgrade
CALIFORNIA

Get a Whole House Rating!
Find out how to make your home more comfortable. Visit EnergyUpgradeCA.org

For a limited time
Rebates available!

skyscraper, rectangle and leaderboard ads
ONLINE ADVERTISING EXAMPLE: PANDORA ADS

These are samples only, not for public use.
PROMOTIONAL ITEM EXAMPLES

The Energy Upgrade California logo may be applied to promotional items and leisure wear following the guidelines set forth in this style guide. Note: Special art may have to be created in cases such as embroidery and other unique processes.

The color of the logo cannot be changed to match the color of any garment trim or piping (unless it is one of the approved colors as shown in the color palette of this guide).

notepads pens refrigerator magnets
t-shirt tote bag
EVENT MATERIAL EXAMPLES
These are samples only, not for public use.

banners

Interested in upgrading your home?
You could get up to $4,000 back for energy-saving improvements!

event tent with county co-branding
Main Headline
Goes Here

Subhead can appear here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Date:
Time:
Location:

• Bullet text
• Bullet text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
TEMPLATE EXAMPLE: POWERPOINT

Title of Presentation

Slide title here: text and image

- Bulleted lists are formatted like this
  - Bullet
  - Bullet
  - Bullet
  - Bullet

Slide title here

Slide subtitle here

- Bullet
- Bullet
- Bullet
- Bullet
- Bullet

Slide title with images only
5 | appendices
APPENDIX A
Brand Memorandum of Understanding

TRADEMARK LICENSE

The California Public Utilities Commission (“CPUC”) and the California Energy Commission (“CEC”), as joint owners of the Energy Upgrade California™ brand (the “Mark”) have licensed the exclusive rights to sublicense the Mark to the California Center For Sustainable Energy (“CCSE” or Licensor).

Licensor grants to [company name] (“---” or “Licensee”) a non-exclusive, royalty-free sub-license to use the trademark ENERGY UPGRADE CALIFORNIA™ in the approved form(s) provided by CCSE in Exhibit A only in connection with promoting sustainable energy programs of the CPUC, CEC, CCSE, their affiliates and Licensee (the “Programs”) during the term of this Agreement.

A. Permitted Uses

Licensee may use, reproduce, display, and publish the Mark only for purposes of marketing or promoting the Programs.

B. Limitation on Uses

1. Licensee may not use the Mark in a manner that expresses or implies CPUC’s, CEC’s or CCSE’s endorsement, approval, favoring, or sponsorship of products, services, or websites.

2. Licensee may not use the Mark in a manner that suggests that Licensee’s products, services, or websites are CPUC’s, CEC’s or CCSE’s products, services, or websites.

3. Licensee may not use the Mark in a manner that damages, disparages, or diminishes the State of California, CPUC, CEC, CCSE or any of their programs or projects, including but not limited to uses that could be deemed obscene or that encourage unlawful activities.

4. Licensee may not authorize any other party to use the Mark without prior written permission from CCSE.

5. Licensee may not use the Mark as a feature or design element of any other logo. CCSE may not use the Mark in any trademark, service mark, service name, or other indicia of origin.
6. Licensee may not alter the Mark in any manner, including proportions, colors, or elements, except as otherwise permitted in writing by CCSE.

7. Licensee agrees that its use of the Mark will at all times be in accordance with the guidelines set out in Licensor's Trademark Usage Guidelines, attached as Exhibit B.

8. Licensee hereby acknowledges CPUC’s and CEC’s exclusive right, title and interest in and to the Mark, and will not do anything to impair their exclusive rights in and to the Mark. Licensee shall not represent that Licensee has any ownership or other rights in the Mark and acknowledges that its use of the mark will not create in Licensee's favor any right, title or interest in or to the Mark.

9. Licensee will not seek to register the Mark or any confusingly similar variations in any jurisdiction without the express written permission of Licensor.

10. Licensee may not use any other CPUC, CEC or CCSE marks or logos without written permission.

11. Licensor may revoke Licensee's right to use the Mark at any time without prior notice and Licensee agrees that upon termination of this Agreement, Licensee shall cease and desist from all further use of the Mark.

C. Quality Control

Licensee shall maintain the distinctiveness of the Mark, the image of the brand, and the high quality of the services offered under the Mark. Licensee shall provide copies of its marketing materials displaying the Mark upon written request by CCSE, or if not requested, every 6 months. The purpose of this request is to maintain the quality of the services provided under the Mark. To the extent representative material is publically available on the Internet, providing a list of web addresses will meet this requirement.

EXHIBIT A

I. Guidelines for Proper Use of ENERGY UPGRADE CALIFORNIA™ Trademark

Please follow these guidelines whenever you use ENERGY UPGRADE CALIFORNIA™ in internal and external marketing materials. These materials include all advertising and promotional materials, including online materials.
A. Use the ENERGY UPGRADE CALIFORNIA™ Trademark As Proper Adjective Followed by a Generic Term. Trademarks should be used as adjectives followed by a generic modifier, and not as nouns or verbs. For example:

- Correct: ENERGY UPGRADE CALIFORNIA™ home energy improvements are important and good for the environment.
- Incorrect: ENERGY UPGRADE CALIFORNIA™ is important.

B. Do Not Use the ENERGY UPGRADE CALIFORNIA™ Trademark in the Possessive Form. Because trademarks are not nouns they should not be used in the possessive form, unless the trademark itself is in possessive form. For example:

- Correct: We are increasing the advertising budget for ENERGY UPGRADE CALIFORNIA™ home energy improvement services.
- Incorrect: We are increasing ENERGY UPGRADE CALIFORNIA™’s advertising budget.

C. Make the ENERGY UPGRADE CALIFORNIA™ Trademark Stand Out. Trademarks should be separate from surrounding text to emphasize their brand name significance. Options include:

- Presenting the trademark in all capital letters (for example, ENERGY UPGRADE CALIFORNIA™).
- Capitalizing the first letter of the trademark (for example, Energy Upgrade California™).
- Presenting the trademark in bold typeface (for example, ENERGY UPGRADE CALIFORNIA™ or Energy Upgrade California™).
- Presenting the trademark in its logo form, for example:

```
energy
upgrade
CALIFORNIA
```

D. Do Not Alter the ENERGY UPGRADE CALIFORNIA™ Trademark. Trademarks should be used consistently and should not be altered. For example, do not:

- Abbreviate the trademarks.
- Change the colors or typeface of the trademarks.
- Add words or design elements to the trademarks.
- Hyphenate the marks unless the trademark itself is hyphenated.
E. Use Proper Trademark Notice Symbols. Proper trademark notice symbols should be used with the ENERGY UPGRADE CALIFORNIA™ trademark. In the U.S., the proper symbol to use depends on whether the trademark is registered with the U.S. Patent and Trademark Office (“USPTO”) for the specific products or services for which the mark is used:

- The ENERGY UPGRADE CALIFORNIA™ trademark is currently not registered with the USPTO so use the symbol “TM”.
- Use the registered trademark symbol ® once the ENERGY UPGRADE CALIFORNIA™ trademark is registered with the USPTO.

[Please see the attached Exhibit A for a list showing how the ENERGY UPGRADE CALIFORNIA™ trademark should be displayed.]

II. Guidelines for Protecting the ENERGY UPGRADE CALIFORNIA™ Trademark Against Infringement and Misuse by Others

In addition to using the ENERGY UPGRADE CALIFORNIA™ trademark properly, it is equally important that you protect the ENERGY UPGRADE CALIFORNIA™ trademark from infringement or misuse by others. Please follow these guidelines to help ensure that this brand remains protected.

A. Report Suspected Infringements or Misuse of the ENERGY UPGRADE CALIFORNIA™ Trademark to Jeff Blanton at jeff.blanton@energycenter.org. Trademarks can be weakened or lost if a trademark owner does not take appropriate action against infringements or other misuses of his/her marks. It is important that action be taken quickly because undue delay can potentially limit legal remedies. Please immediately contact Jeff Blanton at jeff.blanton@energycenter.org if you become aware of:

- Any third-party use of the ENERGY UPGRADE CALIFORNIA™ trademark, or any similar trademarks, that you believe may violate CPUC/CEC trademark rights.
- Any third-party use of the ENERGY UPGRADE CALIFORNIA™ trademark in a generic sense, for example, by using the ENERGY UPGRADE CALIFORNIA™ trademark to refer to services generally and not services offered under the ENERGY UPGRADE CALIFORNIA™ trademark.

B. Do Not Allow Others to Use the ENERGY UPGRADE CALIFORNIA™ Trademark Without Appropriate Internal Approval. Allowing third parties to use the ENERGY UPGRADE CALIFORNIA™ trademark without proper control over the nature and quality of the use can jeopardize the marks and expose CCSE and its partners to potential liability.

If a third party requests a license or permission to use the ENERGY UPGRADE CALIFORNIA™ trademark please contact Jeff Blanton at jeff.blanton@energycenter.org.
C. Maintain Documents and Records Showing Use and Promotion of the ENERGY UPGRADE CALIFORNIA™ Trademark. Documents showing the use and promotion of the ENERGY UPGRADE CALIFORNIA™ trademark are important:
  • In enforcement actions against third parties that infringe or misuse the trademarks.
  • In connection with registration and renewal of the trademarks.

Important documents to keep include:
  • Representative samples of product packaging displaying the ENERGY UPGRADE CALIFORNIA™ trademark.
  • Representative samples of advertising and promotional materials displaying the ENERGY UPGRADE CALIFORNIA™ trademark.
  • Invoices, purchase orders and other records documenting the dates that the ENERGY UPGRADE CALIFORNIA™ trademark were first used.
  • Market research showing consumer recognition of the ENERGY UPGRADE CALIFORNIA™ trademarks.

If you have any questions about the maintenance of these documents, please contact:

Jeff Blanton, Brand Steward
California Center for Sustainable Energy
858-244-1177
jeff.blanton@energycenter.org

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
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</table>
Cities and counties are valuable program partners and play a vital role in marketing Energy Upgrade California™ and generating energy awareness locally.

Using the Energy Upgrade California brand allows cities and counties to benefit from the branded marketing efforts all across the state.

To capitalize on this co-branding opportunity, Energy Upgrade California offers two ways for cities and counties to market themselves using the Energy Upgrade California brand.

1. **Use pre-designed Energy Upgrade California marketing materials.**

   Energy Upgrade California has already designed several marketing pieces such as informational brochures, posters and PowerPoint templates.

   Use these official program materials to promote the program.

   If you would like to use these materials, please contact Jeff Blanton at jeff.blanton@energy-center.org.

   Consider this option if...
   - **You want a cost-effective way to produce your marketing materials.** With this option, you do not need to direct resources toward copywriting and design.
   - **You need a quick turnaround time for production.** Print these on your office printer or send to your local printer.

2. **Design your own Energy Upgrade California marketing materials with authorized use of the Energy Upgrade California brand assets.**

   Customize your message for your local audience while maintaining the Energy Upgrade California look and feel.

   Download the Brand Usage and Graphic Standards Guide and brand asset package from the Resource Library. With these, your designer will have what he/she needs to create branded Energy Upgrade California marketing materials for your city or county.

   Consider this option if...
   - **You have city- or county-specific incentives or simply want to customize your marketing message.** This option allows you to write your own copy.
   - **You have the resources to design your own Energy Upgrade California-branded materials while adhering to the established brand guidelines.**
Use pre-designed Energy Upgrade California marketing materials.

Where to access Energy Upgrade California designs

As a participating city or county, you have access (with your assigned username and password) to the Energy Upgrade California Resource Library—www.EnergyUpgradeCA.org/Resources.

From the Resource Library, you can review the available Energy Upgrade California marketing materials. Designs include an informational brochure and fact sheet. See Resource Library for complete list. These materials have not been updated to reflect the new rebates or disclaimer. If you would like to use these materials, please contact Jeff Blanton at jeff.blanton@energycenter.org and he will provide you the updated materials for your use.
2 Design your own Energy Upgrade California marketing materials with authorized use of the Energy Upgrade California brand assets.

Examples of Energy Upgrade California designed marketing materials

The preferred placement of your city or county logo is always on the back page of any collateral, with the city or county name underneath the Energy Upgrade California logo on the front (see page 24 of the brand guidelines).

Where to access the Energy Upgrade California brand guidelines and branding assets

As a participating city or county, you have access (with your assigned username and password) to the Energy Upgrade California brand guidelines and brand assets package available on the Resource Library—www.EnergyUpgradeCA.org/Resources.
Co-branding for existing county programs

In some cases, counties created their own home energy programs and associated brands before the Energy Upgrade California brand was established.

These pre-Energy Upgrade California programs have invested brand equity and program recognition in their existing brands—and now will find it advantageous to connect with and leverage marketing activities of the statewide Energy Upgrade California brand.

The guidelines below specifically apply to program brands that were established before the Energy Upgrade California brand was launched. In all other cases, county programs are directed to solely use the Energy Upgrade California brand to promote their programs. This will limit multi-program confusion for customers and provide an opportunity to share in coordinated Energy Upgrade California marketing efforts across the state.

The preferred placement of the Energy Upgrade California logo is bottom right corner. In the rare instance that the Energy Upgrade California logo is to be placed with multiple partner logos, placement position preference still applies, and clearspace requirements must be adhered to as well. Size of the logo is never to be smaller than logos that appear next to it.
As an Energy Upgrade California™ Participating Contractor, you provide energy upgrade services to property owners and play a vital role in marketing this program and recruiting participants.

To encourage and facilitate marketing partnerships with contractors across the state, Energy Upgrade California offers two ways for Participating Contractors to market themselves using the Energy Upgrade California brand.*

<table>
<thead>
<tr>
<th>1</th>
<th>Use your own brand and get authorized use of the Energy Upgrade California logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Write your own copy.</strong> Design your marketing materials with your own look and feel.</td>
<td></td>
</tr>
<tr>
<td><strong>Identify yourself as a Participating Contractor by placing the Energy Upgrade California Participating Contractor logo</strong> on your marketing materials.</td>
<td></td>
</tr>
</tbody>
</table>

**Consider this option if...**

- **You want to create and control** how your company is described and promoted. This option allows you to write your own copy to promote your business.
- **You already have a consistent look and feel** for your marketing materials. This option allows you to maintain your own visual design and leverage the brand recognition and awareness you already have.
- **You have the resources to write and design** your own marketing materials.

<table>
<thead>
<tr>
<th>2</th>
<th>Use Energy Upgrade California designs and include your logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Use the Energy Upgrade California program descriptions and visual design to generate leads.</strong> Select from a library of Energy Upgrade California-branded marketing materials. If you want to use these materials, please contact Jeff Blanton at <a href="mailto:jeff.blanton@energycenter.org">jeff.blanton@energycenter.org</a></td>
<td></td>
</tr>
<tr>
<td><strong>Identify yourself as a Participating Contractor by placing your logo</strong> on these official Energy Upgrade California marketing materials.</td>
<td></td>
</tr>
</tbody>
</table>

**Consider this option if...**

- **You want a cost-effective way to produce your marketing materials.** With this option, you do not need to direct resources to copywriting and design. Print these on your office printer or send to your local printer.
- **You want to capitalize on the prominence of the Energy Upgrade California brand** by connecting your company more closely with the program and leveraging its statewide marketing effort and advertising campaigns.

---

*Note: The Energy Upgrade California visual identity consists of several brand elements—including the logo, sail and leaf graphics, specified colors and fonts. Any use of elements other than the logos shown in this document needs to be authorized in writing by the Energy Upgrade California program.*
Use your own brand and get authorized use of the Energy Upgrade California logo

Writing and designing your own marketing materials is a great opportunity to promote your business and your “Participating Contractor” status, and to secure energy-efficiency improvement projects through Energy Upgrade California. With this option, keep your established look and feel or develop something new and proprietary to attract potential customers—while getting the added recognition and credibility that comes from authorized use of the official Energy Upgrade California Participating Contractor logo.

There are four Energy Upgrade California Participating Contractor logos available:

- **PARTICIPATING CONTRACTOR**
  - Horizontal option, full color logo on a white background

- **PARTICIPATING CONTRACTOR**
  - Horizontal option, black and white logo on a white background

- **PARTICIPATING CONTRACTOR**
  - Wordmark in blue

- **PARTICIPATING CONTRACTOR**
  - Wordmark in black

In cases where the marketing piece being produced is landscape or horizontal in orientation, it is advisable to choose the horizontal logo option—either in full-color or black and white, depending on the type of printing. In cases where the marketing piece is portrait or vertical in orientation or when the Energy Upgrade California Participating Contractor logo will be used at a small size, the wordmark in either solid blue or black is preferred. Please note: The wordmark logo should be no smaller than one inch in width.

**Where to access Energy Upgrade California logos**

As a Participating Contractor, you have access (with username and password) to these logos, available for download from the Resource Library—[www.EnergyUpgradeCA.org/Resources](http://www.EnergyUpgradeCA.org/Resources).
Co-branded marketing material examples

The following marketing material examples show how you can co-brand with Energy Upgrade California while maintaining your established look and feel. Please use these examples as a guide for logo placement and use.

Postcard

[Image of postcard]

front

Upgrade your home NOW!
You can take advantage of up to $4,000 in rebates when you complete energy upgrades to your home.

We are an Energy Upgrade Participating Contractor in your area. Funding is available for a limited time and incentives and rebates are first come, first serve. Contact us to begin your energy upgrade today!

(510) 555-1234
www.cornerstone.com
CA LICENSE #824674

Why upgrade your home?
An energy-efficient home has a lot of benefits:
• An efficient home can help save you money.
• An efficient home is a more comfortable home.
• An efficient home helps the environment.

back
Door hanger

Considering a Home Energy Assessment?

For a limited time, get up to $4,000 in rebates and incentives for home energy-efficiency upgrades!

Why Upgrade?
Your entire house works as a system: insulation, air ducts, windows, roofs, heating and air conditioning all contribute to your comfort—and energy bills.

Contact us today to:
- Get more than $4,000 back on your upgrades
- Save money on utility bills
- Increase your comfort
- Improve indoor air quality
- Help the environment

Call us today!
(650) 555-1234
RHC-Builders.com

Energy Upgrade California™ Participating Contractor!

Take advantage of limited-time federal, state and local incentives. Incentives from your local utility, plus federal tax credits and other options, can save you thousands of dollars on your upgrade!

We are your Energy Upgrade California™ Participating Contractor. Funding is available for a limited time and rebates and incentives are first come, first serve.

So, call us today to get your home energy upgrade started!

(650) 555-1234
RHC-Builders.com
FREE Home Energy Performance Assessment—now available for San Rafael homeowners!

Considering a home energy audit? We offer guaranteed home performance solutions for a comfortable, healthy and efficient home.

**HOMEPRO INSPECTIONS**

(415) 555-1234
HomeProInspections.com

By conducting a thorough energy audit we identify the areas for greatest improvement in the energy efficiency of your home and create a work package that is tailored to the unique issues of your house.

And now, for a limited time, **get up to $4,000** in rebates and incentives for home energy-efficiency upgrades!

**Hurry!** Funding available for a limited time and rebates and incentives are **first come, first serve**. We are your Energy Upgrade California™ Participating Contractor.
Use Energy Upgrade California designs and include your logo

You don’t need a big budget to market your business as an Energy Upgrade California Participating Contractor. Energy Upgrade California has made a number of its branded marketing materials available for use by Participating Contractors. Place your logo and contact information on these pre-designed materials and distribute them widely in your service area and to your clientele. Not only is this option cost-effective and easy to turnaround, but you’ll be associated with all the Energy Upgrade California promotional efforts across the state, including advertising.

Where to access Energy Upgrade California designs

As a Participating Contractor, you have access (with username and password) to materials in the Energy Upgrade California Resource Library—www.EnergyUpgradeCA.org/Resources. These materials have not been updated to reflect new rebates or disclaimer. Please contact jeff.blanton@energycenter.org prior to using these materials.

Example of Energy Upgrade California designed brochure

Call us today!
510-555-1234
www.tmg-group.com
The Energy Upgrade California™ Multifamily Program offered technical assistance and incentives to encourage multifamily property owners, operators and managers to make energy upgrades to their properties.

To appeal to this audience and promote positive awareness of the Multifamily Program, Energy Upgrade California implemented a consistent and identifiable extension of the existing Energy Upgrade California brand—distinct from the single-family (residential) program.

Multifamily Program branding distinguishes itself through use of a unique bright gold color applied to the sail element, buffered by a secondary arcing sail in blue. Additional colors have been added to the palette to accent collateral materials.

This appendix highlights key elements of the identity developed specifically for the Multifamily Program including required logos, color palette, illustration style and photography resources. These elements complement the Energy Upgrade California graphic standards; they do not replace them.

**LOGO VARIATIONS**

These logo variations are designed for multifamily properties. The program name is placed underneath the Energy Upgrade California logo as shown below. See page 20 for Energy Upgrade California logo guidelines.


<table>
<thead>
<tr>
<th>Preferred: White against Pantone® 1245 background</th>
<th>Acceptable: One-color against white background</th>
<th>Acceptable: White against Pantone® 7691</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Multifamily Program Preferred Logo" /></td>
<td><img src="image2" alt="Multifamily Program Acceptable Logo" /></td>
<td><img src="image3" alt="Multifamily Program Acceptable Logo" /></td>
</tr>
</tbody>
</table>
ALTERNATE COLOR PALETTE

An alternate Pantone® color palette creates a distinctive look for Multifamily Program materials as part of the Energy Upgrade California brand. These colors complement the primary color palette preferred for use in Energy Upgrade California collateral (see page 33).

Process CMYK color builds of the Pantone colors are acceptable for print. RGB color builds may be used for monitor viewing. CMYK and RGB values are listed below.

Existing Energy Upgrade California palette colors for use in Multifamily materials

![Pantone® 7691](image)

![Pantone® 1788](image)

![Pantone® 3265](image)

Additional palette colors for use in Multifamily materials

![Pantone® 1245](image)

![Pantone® 525](image)

![Pantone® 336](image)

![Cool Gray 10](image)

<table>
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<th>M</th>
<th>Y</th>
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<tr>
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<table>
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<th>G</th>
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<td>99</td>
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<tr>
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<tr>
<td>10</td>
<td>128</td>
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<td>131</td>
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</tbody>
</table>
ILLUSTRATION

Sample icon illustrations are included in the Energy Upgrade California brand assets package available on the Resource Library—www.EnergyUpgradeCA.org/Resources.

sample icon illustrations
APPLICATIONS

brochure

savings, free technical assistance and incentives!

ENERGY EFFICIENCY FOR MULTIFAMILY PROPERTIES

case study, fact sheet and frequently asked questions
APPENDIX E

Single-Family Photography Library
Usage and Standards

As Participating Contractors and Raters, city and county staff, and program partners and affiliates, you play a vital role in promoting the Energy Upgrade California™ program and generating homeowner awareness. To support your marketing efforts, pre-approved, professional photographs are available for Energy Upgrade California partners.

Using a consistent photography style that meets Energy Upgrade California's guidelines builds a recognizable brand identity and supports the overall marketing message. It can also increase homeowner awareness of the brand and their confidence in the program.

This collection of photographs captures the technical aspects of the measures, diagnostic testing and improvements associated with the Energy Upgrade California program. Images include ducts and insulation, blower door and combustion safety testing, homeowner-contractor consultations and more.

**Access**

Photographs are available on the Resource Library—[www.energyupgradeCA.org/Resources](http://www.energyupgradeCA.org/Resources). To access the library, use your assigned user name and password. (If you are an eligible user and have not received access to the library, please email library@energyupgradeCA.org.) The collection is located in the “Photography” folder. For a quick thumbnail reference of the images, see “Single-family photography at-a-glance” on the following pages.

Non-stock-sourced photographs (most of those in this library) are available as 300 dpi JPEG files. This resolution is ideal for printed materials, such as advertisements, brochures and banners. For digital pieces, such as online advertisements and e-newsletters, down-size the files to 72 dpi.

**Usage and rights**

Images in the Energy Upgrade California photography library may be used by any Participating Contractor or Rater, state agency, city or county, or independent- or municipal-owned utility for the promotion of Energy Upgrade California. Images can be reproduced in any medium for purposes of advertising, trade, display, exhibition or editorial use. Any use of this photography for purposes other than promotion of the Energy Upgrade California program must be authorized in writing by Energy Upgrade California.

Some images in this collection are sourced from professional stock photography libraries. Thumbnail-sized images (with accompanying stock company watermark) are available for comping in the “Photography” folder. To legally use these images in any printed materials, they must be purchased from the stock company. If an image is stock-sourced, its website address and corresponding image numbers are provided in its catalog description.
## Single-Family photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMBUSTION SAFETY TESTING</strong></td>
<td></td>
</tr>
<tr>
<td>001_XL_168</td>
<td>Combustion safety test. Contractor using a monoxor to conduct combustion safety test on water heater.</td>
</tr>
<tr>
<td>002_XL_140a</td>
<td>Combustion safety test. Close-up of diagnostic smoke pencil test on a water heater diverter.</td>
</tr>
<tr>
<td>003_XO_277a</td>
<td>Combustion safety test. Contractor performing combustion safety test with monoxor on furnace.</td>
</tr>
<tr>
<td>004_XO_253a</td>
<td>Combustion safety test. Furnace with burners exposed.</td>
</tr>
<tr>
<td>005_XO_303a</td>
<td>Combustion safety test. Contractor performing combustion safety test on gas stove/oven.</td>
</tr>
</tbody>
</table>
## Single-Family photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>COMBUSTION SAFETY TESTING (cont’d)</strong></td>
<td></td>
</tr>
<tr>
<td>006_XO_282a</td>
<td>Combustion safety test. Close-up of combustion safety test performed on gas stove/oven exhaust. High carbon monoxide reading is shown.</td>
</tr>
<tr>
<td>007_XO_283a</td>
<td>Combustion safety test. Close-up of monoxor during combustion safety test on stove. Carbon monoxide reading is dropping as oven approaches steady state.</td>
</tr>
<tr>
<td><strong>BLOWER DOOR TESTING</strong></td>
<td></td>
</tr>
<tr>
<td>008_XO_113a</td>
<td>Blower door test. Contractor educating homeowner in front of blower door.</td>
</tr>
<tr>
<td>009_XO_119a</td>
<td>Blower door test. Contractor educating homeowner in front of blower door.</td>
</tr>
<tr>
<td>010_XO_121a</td>
<td>Blower door test. Contractor operating blower door, adjusting manometer, fan exposed.</td>
</tr>
</tbody>
</table>
# Single-Family photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>BLOWER DOOR TESTING (cont’d)</strong></td>
<td></td>
</tr>
<tr>
<td>011_X0_098a</td>
<td>Blower door test. Blower door equipment in place, fan covered, with manometer.</td>
</tr>
<tr>
<td>012_X0_103a</td>
<td>Close-up of manometer attached to blower door frame with hoses in place.</td>
</tr>
<tr>
<td><strong>INFRARED IMAGING</strong></td>
<td></td>
</tr>
<tr>
<td>013_X0_190a</td>
<td>Infrared imaging. Infrared camera in homeowner's hands. Contractor points to and explains air leakage and unnecessary energy loss.</td>
</tr>
<tr>
<td>014_X0_218a</td>
<td>Infrared imaging. Through window, homeowner with thermal imaging camera, contractor pointing out energy inefficiencies around window frame.</td>
</tr>
<tr>
<td>015_X0_194a</td>
<td>Infrared imaging. Discovering phantom energy use among plugged-in adapters using thermal imaging camera.</td>
</tr>
</tbody>
</table>
### Single-Family photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>INFRARED IMAGING (cont’d)</strong></td>
<td></td>
</tr>
<tr>
<td>016_XO_138a</td>
<td>Infrared imaging. Image of infrared camera reading of floor vent. Shows cold air coming in from uninsulated duct in background.</td>
</tr>
<tr>
<td>017_XO_361a</td>
<td>Infrared imaging. Infrared camera showing cold air transmitting through window frame, but not through window.</td>
</tr>
<tr>
<td><strong>DUCT INSPECTION</strong></td>
<td></td>
</tr>
<tr>
<td>018_XL_187</td>
<td>Duct inspection in attic. Contractor with proper protection equipment positioning an attic duct.</td>
</tr>
<tr>
<td>019_XL_202a</td>
<td>Duct inspection in attic. Contractor with proper protection equipment stepping up into an uninsulated attic.</td>
</tr>
<tr>
<td>020_XL_213a</td>
<td>Duct inspection in attic. Contractor stepping up into an uninsulated attic.</td>
</tr>
</tbody>
</table>
### Single-Family photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>DUCT INSPECTION (cont’d)</strong></td>
<td></td>
</tr>
<tr>
<td>O21_XL_231a</td>
<td>Duct inspection in attic. View looking up into attic, contractor with proper protection equipment inspecting uninsulated attic.</td>
</tr>
<tr>
<td>O22_XL_243a</td>
<td>Duct inspection in attic. Venting through ceiling with massive thermal bypass through attic floor. No fireblock in place. No air sealing completed. These are the things you want to fix!</td>
</tr>
<tr>
<td>O23_XL_276a</td>
<td>Duct inspection in crawlspace. Contractor in crawlspace preparing to attach duct support and improve duct insulation.</td>
</tr>
<tr>
<td>O24_XL_282a</td>
<td>Duct inspection in crawlspace. Contractor in crawlspace with flashlight to inspect duct strapping.</td>
</tr>
<tr>
<td>O25_XL_002a</td>
<td>Duct inspection in crawlspace. Close-up of insulated flex duct in crawlspace.</td>
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# Single-Family photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
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<tbody>
<tr>
<td><strong>DUCT BLASTER TESTING</strong></td>
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<tr>
<td>026_XL_091a</td>
<td>Duct blaster test. Close-up of manometer with duct blaster and testing fog in background.</td>
</tr>
<tr>
<td>027_XL_096a</td>
<td>Duct blaster test. Manometer with duct blaster and testing fog in background.</td>
</tr>
<tr>
<td>028_XO_326a</td>
<td>Duct blaster test. Duct blaster attached to ceiling air return, contractor holding manometer in foreground.</td>
</tr>
<tr>
<td>029_XO_332</td>
<td>Duct blaster test. Duct blaster attached to ceiling air return, contractor holding manometer in foreground.</td>
</tr>
<tr>
<td><strong>INSULATION</strong></td>
<td></td>
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<tr>
<td>03O_NB_ATTIC</td>
<td>Insulated attic with duct.</td>
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## Single-Family photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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<tr>
<td><strong>INSULATION (cont’d)</strong></td>
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<tr>
<td>O31_IS_12437193</td>
<td>Contractor spraying insulation into wall.</td>
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<td></td>
<td><strong>Note:</strong> This image is sourced from a professional stock photography library. A thumbnail-sized image is available for comp-ing only. To legally use this image in publication, it must be purchased from iStock.com, image number 12437193.</td>
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<tr>
<td>O32_PC_93125249</td>
<td>Contractor insulating walls with batted insulation.</td>
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<tr>
<td></td>
<td><strong>Note:</strong> This image is sourced from a professional stock photography library. A thumbnail-sized image is available for comp-ing only. To legally use this image in publication, it must be purchased from Photos.com, image number 93125249.</td>
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<tr>
<td>O33_PC_E000349</td>
<td>Contractor insulating walls with batted insulation.</td>
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<td><strong>Note:</strong> This image is sourced from a professional stock photography library. A thumbnail-sized image is available for comp-ing only. To legally use this image in publication, it must be purchased from Photos.com, image number E000349.</td>
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<tr>
<td>O34_PC104102877</td>
<td>Duct inspection in crawlspace. Contractor insulating hot water pipes.</td>
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<td></td>
<td><strong>Note:</strong> This image is sourced from a professional stock photography library. A thumbnail-sized image is available for comp-ing only. To legally use this image in publication, it must be purchased from Photos.com, image number 104102877.</td>
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<tr>
<td><strong>EXTERIORS</strong></td>
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<td>O35_PC_98703180</td>
<td>Exterior of second-story of California home.</td>
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<td><strong>Note:</strong> This image is sourced from a professional stock photography library. A thumbnail-sized image is available for comp-ing only. To legally use this image in publication, it must be purchased from Photos.com, image number 98703180.</td>
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APPENDIX F
Multifamily Photography Library
Usage and Standards

As Participating Contractors and Raters, city and county staff, and program partners and affiliates, you play a vital role in promoting the Energy Upgrade California™ Multifamily Program and generating awareness among property owners. To support your marketing efforts, pre-approved, professional photographs are available for Energy Upgrade partners.

Using a consistent photography style that meets the Energy Upgrade California guidelines, builds a recognizable brand identity and supports the overall marketing message. It can also increase property owner awareness of the brand and their confidence in the program.

This collection of photographs captures the measures and improvements associated with the Multifamily Program. Images include exteriors, HVAC, plumbing fixtures, solar panels, landscaping and more.

Access
Photographs are available on the Resource Library—www.EnergyUpgradeCA.org/Resources. To access the library, use your assigned user name and password. (If you are an eligible user and have not received access to the library, please email library@energyupgrade.ca.org.) The collection is located in the “Multifamily/Photography” folder. For a quick thumbnail reference of the images, see “Multifamily photography at-a-glance” on the following pages.

Photographs are available as 300 dpi JPEG files. This resolution is ideal for printed materials, such as advertisements, brochures and banners. For digital pieces, such as online advertisements and e-newsletters, down-size the files to 72 dpi.

Usage and rights
Images in the Energy Upgrade California photography library may be used by any Participating Contractor or Rater, state agency, city or county, or independent- or municipal-owned utility for the promotion of Energy Upgrade. Images can be reproduced in any medium for purposes of advertising, trade, display, exhibition or editorial use. Any use of this photography for purposes other than the Energy Upgrade California promotion of the program must be authorized in writing by Energy Upgrade California.
### Multifamily photography at-a-glance

<table>
<thead>
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<td><img src="image1.png" alt="Image" /></td>
<td>MFO01_ TL_123a</td>
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<td><img src="image2.png" alt="Image" /></td>
<td>MFO02_ TL_137a</td>
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<td><img src="image3.png" alt="Image" /></td>
<td>MFO03_ YD_280_rt</td>
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<td><img src="image4.png" alt="Image" /></td>
<td>MFO04_ YD_172</td>
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<tr>
<td><img src="image5.png" alt="Image" /></td>
<td>MFO05_ YD_350</td>
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## Multifamily photography at-a-glance

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<tr>
<td><strong>EXTERIORS (cont’d)</strong></td>
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<tr>
<td>MFO06_YD_348a</td>
<td>Exterior of single building, multi-story multifamily property, street view.</td>
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<tr>
<td><strong>HVAC</strong></td>
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<tr>
<td>MFO07_TL_022a</td>
<td>Energy-efficient air conditioning wall unit installed in apartment.</td>
</tr>
<tr>
<td>MFO08_TL_039a</td>
<td>Energy-efficient air conditioning wall unit installed in apartment. Shown below large window.</td>
</tr>
<tr>
<td>MFO09_TL_046</td>
<td>Control panel on energy-efficient air conditioning wall unit installed in apartment. Set to an energy-saving 70 degrees fahrenheit.</td>
</tr>
<tr>
<td>MFO10_YD_119a_rt</td>
<td>Energy-efficient wall-mounted heater with window.</td>
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## Multifamily photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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<tbody>
<tr>
<td>MFO11_ YD_130</td>
<td>Side view of energy-efficient wall-mounted heater with dial control.</td>
</tr>
<tr>
<td>MFO12_ YD_450</td>
<td>Energy-efficient heating units in multifamily building boiler room.</td>
</tr>
<tr>
<td>MFO13_ YD_263a</td>
<td>High-efficiency water heaters with insulated hot water pipes.</td>
</tr>
<tr>
<td>MFO14_ YD_255</td>
<td>View inside boiler room of high-efficiency water heaters with insulated hot water pipes.</td>
</tr>
<tr>
<td>MFO15_ YD_200a</td>
<td>Close-up of high-efficiency water heater.</td>
</tr>
</tbody>
</table>
## Multifamily photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>HVAC (cont'd)</strong></td>
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</tr>
<tr>
<td>MFO16_YD_232</td>
<td>View of insulated hot water pipes in multifamily building boiler room.</td>
</tr>
<tr>
<td>MFO17_YD_223a</td>
<td>Close-up of insulated hot water pipes.</td>
</tr>
<tr>
<td>MFO18_YD_372</td>
<td>An energy-efficient air conditioning unit for multifamily building.</td>
</tr>
<tr>
<td><strong>LIGHTING AND WINDOWS</strong></td>
<td></td>
</tr>
<tr>
<td>MFO19_YD_141a</td>
<td>Energy-efficient lighting, ceiling fixture.</td>
</tr>
<tr>
<td>MFO20_YD_304</td>
<td>Energy-efficient lighting, ceiling fixtures in common space.</td>
</tr>
</tbody>
</table>
## Multifamily photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>LIGHTING AND WINDOWS (cont’d)</strong></td>
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</tr>
<tr>
<td>MF021_YD_293</td>
<td>Close-up on canned light fixture with energy-efficient bulb.</td>
</tr>
<tr>
<td>MF022_YD_166a</td>
<td>Energy-efficient double-paned windows, hinged.</td>
</tr>
<tr>
<td>MF023_TL_094a</td>
<td>Energy-efficient double-paned windows, sliding.</td>
</tr>
<tr>
<td>MF024_TL_054</td>
<td>Close-up of energy-efficient double-paned windows.</td>
</tr>
<tr>
<td><strong>PLUMBING FIXTURES AND APPLIANCES</strong></td>
<td></td>
</tr>
<tr>
<td>MF025_TL_068a</td>
<td>Water-efficient toilet.</td>
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## Multifamily photography at-a-glance

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<thead>
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<th>Image Number</th>
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<tbody>
<tr>
<td>MFO26_TL_074a</td>
<td>Close-up of water-efficient toilet.</td>
</tr>
<tr>
<td>MFO27_YD_410</td>
<td>Close-up of water-efficient dual-flush toilet.</td>
</tr>
<tr>
<td>MFO28_YD_391</td>
<td>Water-efficient, sensor-controlled faucets and recycled-material countertop-sink. Installation is ADA-compliant, universal design.</td>
</tr>
<tr>
<td>MFO29_YD_404a</td>
<td>Water-efficient, sensor-controlled faucet in use.</td>
</tr>
<tr>
<td>MFO30_YD_092a_rt</td>
<td>Water-efficient shower fixture.</td>
</tr>
</tbody>
</table>
## Multifamily photography at-a-glance

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<tbody>
<tr>
<td><strong>PLUMBING FIXTURES AND APPLIANCES (cont’d)</strong></td>
<td></td>
</tr>
<tr>
<td>MFO31_YD_081a</td>
<td>Close-up of water-efficient, low-flow showerhead.</td>
</tr>
<tr>
<td>MFO32_YD_181a</td>
<td>Energy-efficient common-use laundry machines.</td>
</tr>
<tr>
<td><strong>COOL ROOF AND SOLAR PANELS</strong></td>
<td></td>
</tr>
<tr>
<td>MFO33_YD_041a</td>
<td>Cool roof application.</td>
</tr>
<tr>
<td>MFO34_YD_056a</td>
<td>Close-up of cool roof tiles.</td>
</tr>
<tr>
<td>MFO35_YD_003</td>
<td>Wide angle shot of cool roof with solar panels.</td>
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</tbody>
</table>
## Multifamily photography at-a-glance

<table>
<thead>
<tr>
<th>Image Number</th>
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<tbody>
<tr>
<td>MF036_ YD_005</td>
<td>Solar panels.</td>
</tr>
<tr>
<td>MF037_ YD_330a</td>
<td>Solar panels on roof at sunset.</td>
</tr>
<tr>
<td>MF038_TL_234a</td>
<td>Close-up of drought-tolerant plant (wispy).</td>
</tr>
<tr>
<td>MF039_TL_195</td>
<td>Close-up of drought-tolerant plant (stiff leaves).</td>
</tr>
<tr>
<td>MF040_TL_225</td>
<td>Wide angle shot of drought-tolerant, bay-friendly landscaping.</td>
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