

BRAND BOOK FOR:



reEnergize
building energy smart communities

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Brand Overview

Brand Archetype:

Primary: The Caregiver

*Supporter/advisor, Advocate, Nurturer,
Service provider, Altruist*

Secondary: The Sage

*Expert/guru, Philosopher/contemplative,
Mentor/teacher, Investigator, Analyst*

Brand Promises:

reEnergize makes things easier.

reEnergize will make me more comfortable.

reEnergize looks out for my best interest.
(my bottom line, my home, my community)

reEnergize cares about making a difference in my community
and the world.

reEnergize is resource for knowledge on sustainable buildings.

Audiences:

Primary:

- home owners
- business owners
- landlords

Secondary:

- general public
- other communities

Name

“reEnergize”

reEnergize is the proper name of the program. The “re” should always appear in lowercase and “Energize” should always be capitalized. There is never a space between “re” and “Energize.”

“reEnergize {Location}”

The location of the program should be added to the program name when referencing a program specific to a location. This is to give the community ownership over the program.

IE: *reEnergize Omaha* or *reEnergize Lincoln*.

“reEnergize Program”

When referencing the general program, it should be referred to as *reEnergize* or *reEnergize Program*.

Other variations

The name of the program should **never** be written as:

re Energize, *Reenergize*, *REenergize*, *(re)Energize*, *re:Energize* or any other variation of capitalization or punctuation.

Domain names

It is recommended the domain name be written in camelcase for readability and never with “www.” The program domain name is: *reEnergizeProgram.org*. Location domain names are as follows: *reEnergizeOmaha.org* and *reEnergizeLincoln.org*.

Logo

There are a variety of logo layouts for practically every use. Please use logo only as displayed below.

Full lock up (vertical)
knot, type, tagline:



Full lock up (horizontal)
knot, type, tagline:



Logo (vertical)
knot, type:



Logo (horizontal)
knot, type:



Logo

Below are the logo elements (type and knot). The elements may be used in full color or a single non-brand color, but never multiple non-brand colors.

Type:



Knot:



Type:
(one color)



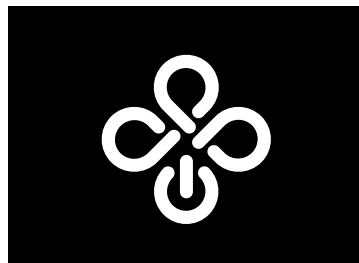
Knot:
(one color)



Type:
(reverse color)



Knot:
(reverse color)



Logo

Logo Clearance

White space is an important part of maintaining an overall clean look and feel. It is important to have enough clearance around the logo. Allow at least one "loop"-length between the logo and other graphical elements.

Clearance on vertical logo:



Clearance on horizontal logo:

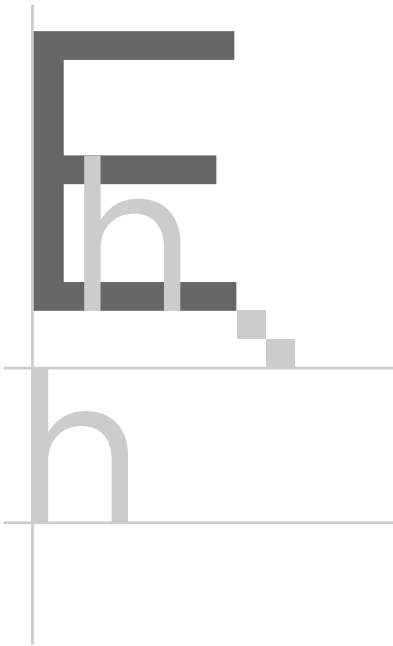


Logo

Location Specific Logo

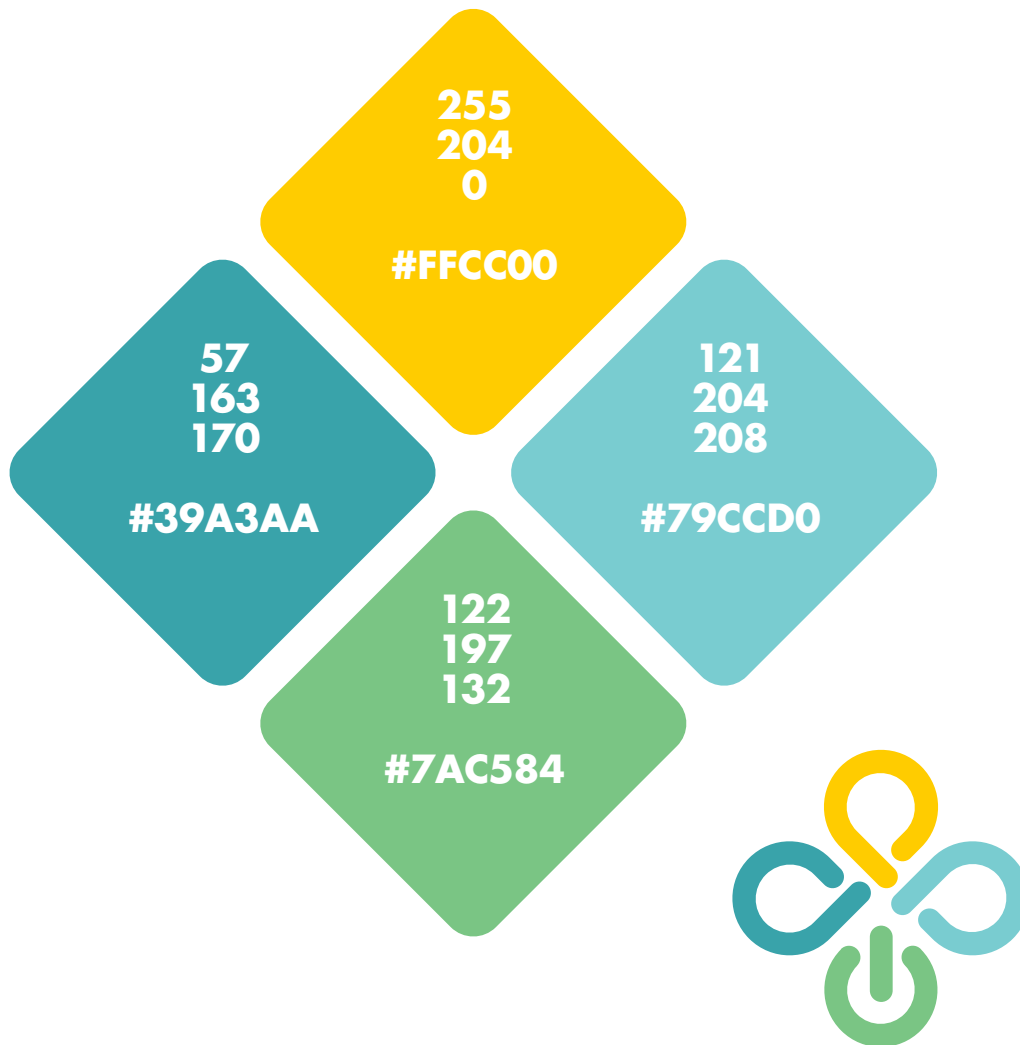
The location name on the location specific logo should be left aligned with the capital "E" of *reEnergize*. The vertical margin is twice the stroke width of the capital "E." The tagline should not be used along with the location specific logo.

Location specific logo spacing



Colors

Below are the RGB and HEX values of the color scheme.



Fonts

Logo and Headlines

The font used in the logo and tagline is Gotham Book. This font can also be used for headlines.

Gotham

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy

Body copy should be set in Helvetica. Arial is a suitable substitute when Helvetica is not available in cases of project documents, Power Point presentations and web use. For all other public-facing marketing pieces Helvetica should be used.

Helvetica

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Supporting Graphics

Informational Graphics

Informational graphics are an important communication aspect to the reEnergize brand. All graphics intended to represent reEnergize should fit into the reEnergize brand look and feel. The graphics will be recognized by their simple bold look, thick curvy and rounded shapes and bright brand color scheme. Stock “clip art” should never be used on public-facing branded materials.



Using “re”

The use of the “re” mark and “re” in written form are powerful brand elements. It is important this element is not used excessively in order to maintain the brand integrity and the “re” strength.

When using “re” in graphic or written form it must pass these guidelines:

- The word has a positive connotation with or without the “re”
- The word must hold up on its own without the word “re”
- The “re” must be lowercase and the word must be capitalized

Good examples: reThink, reInvest, reWork

Bad examples: reTrofit, reBate, reason, result



Brand Book

This brand book was prepared for reEngergize by What Cheer, Inc. If you have questions regarding usage or need graphic resources, please contact What Cheer.

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