betterbricks/

brand handbook

betterbricks/table of contents

The purpose of the BetterBricks brand handbook is to provide:

a. Guidance to ensure a consistent voice, tone, look, and feel for the brand across all internal and external touchpoints.

b. A reference guide where all standards and key information for the BetterBricks brand can be referenced by all programs and parties – internally and externally – that use the BetterBricks platform to communicate with their target audiences.

c. Clear visual direction for the BetterBricks brand identity through the easy-to-use and easily accessible templates and resources for all programs and partners that use the BetterBricks platform to communicate with their target audiences.

BetterBricks is a user-centric resource for integrated and efficient building design, and exists to:

1
Support the relationship between BetterBricks and its audiences by reducing barriers and providing opportunities for alliance programs and partnerships to thrive.

2
Facilitate coordinated engagement in the commercial building market, emphasizing shared benefits and community.

3
Maximize the impact, relevance, and visibility of BetterBricks content and resources by ensuring we're the trusted, go-to source of information for our target audiences when they need to make informed energy efficiency decisions.

Every brand touchpoint should be designed with empathy to deliver what our audiences need, including by considering the following:

1
What kind of information our audiences want.

2
How our audiences prefer the information be presented.

3
The implications that energy efficiency solutions may have on other decisions our audiences need to make.

Promise

BetterBricks will deliver relevant, credible, and useful resources and tools to empower building professionals to adopt energy-efficient technologies and techniques.

Position

BetterBricks is a go-to, comprehensive and easy-to-use content hub for building professionals to access the information they need to incorporate efficient and integrated building design into their business practices.

Personality

BetterBricks is:

- a thought leader
- reputable/credible
- influential
- inclusive
- helpful

The BetterBricks Visual Identity

Much like the buildings that incorporate advanced design principles, the BetterBricks visual identity is built for efficiency. Bold, simple, and impactful, the visual identity works across all platforms to convey large amounts of information in an engaging and organized manner.

Use these standards when creating BetterBricks materials to ensure that the brand remains consistent across all customer touchpoints.

betterbricks/
logo elements

The primary logo – consisting of the wordmark and the slash – is the core of the brand identity.

logo

betterbricks/slash

The slash is a versatile device that can be used in different ways. In general, it serves to highlight energy solutions, but can also be used as a graphic device to reinforce the brand.

Navigation and informational context
In web applications, the slash can be used to indicate which section or page the user has navigated to. Additionally, the slash can be used to indicate the general subject matter of case studies, articles, whitepapers, etc.

betterbricks/lighting
betterbricks/windows
betterbricks/HVAC

Section heads
For increased brand presence, the slash can be used after copy such as section heads and headlines.

featured event/
featured articles/
in other news/

betterbricks/ logo variations

Use the primary logo whenever possible. When the logo must be on a black background, use the secondary logo. In instances where using the primary or secondary logo will cause readability issues, use the one-color logo.

Primary logo

Secondary logo

One-color logo

betterbricks/icon

The BetterBricks icon is a more compact and visual distillation of the primary logo. Use it when decreasing the size of the primary logo makes it too hard to read. The same application rules for the logo apply to the icon.

Primary icon

Secondary icon

One-color icon

betterbricks/logo usage

Follow these guidelines to maintain the integrity of the BetterBricks logo.

Clear Space
To ensure legibility and prevent overcrowding, keep a minimum clear space around the logo equal to the height of the letter ‘b’ in the logo.

To maintain the integrity of the brand and the logo, don’t do the following:

Distorting or warping the logo in any way

Rotating the logo

Placing the logo on distracting backgrounds

Changing the logo colors

Changing the typeface or capitalization of the wordmark

betterbricks/colors

The color system establishes BetterBricks as a bold, efficient, contemporary brand.

Primary green

RGB	82, 180, 72
HEX	52B448
CMYK	71, 2, 100, 0
PANTONE	PMS 361 C

Background white

RGB	247, 247, 244
HEX	F7F7F4
CMYK	2, 1, 3, 0
PANTONE	PMS Warm Gray 1 C: 18% tint

Text black

RGB	0, 0, 0
HEX	000000
CMYK	0, 0, 0, 100
PANTONE	PMS Processs Black C

Action green

RGB	135, 203, 51
HEX	87CB33
CMYK	51, 0, 100, 0
PANTONE	PMS 375 C

Background green

RGB	235, 245, 223
HEX	EBF5DF
CMYK	7, 0, 14, 0
PANTONE	PMS 7485 C

betterbricks/ brand typeface

The BetterBricks brand typeface is Neue Haas Grotesk. Its construction is balanced and modern, providing clarity across all messaging.

Text
For text, use Neue Haas Grotesk Text Pro 55 Roman for body copy and Neue Haas Grotesk Text Pro 75 Bold for subheads.

Neue Haas Grotesk Text Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neue Haas Grotesk Text Pro 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headlines
For headlines, use Neue Haas Grotesk Display Pro 65 Medium.

Note: if using a slash in a headline, the slash should be Neue Haas Grotesk Display Pro 75 Bold.

Neue Haas Grotesk Display Pro 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neue Haas Grotesk Display Pro 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

betterbricks/ secondary typeface

When Neue Haas Grotesk is unavailable, such as in Microsoft Office documents, use Helvetica.

Usage
For text, use Helvetica Regular. For headlines, use Helvetica Bold

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

betterbricks/content formatting

The following are general guidelines for content styling and hierarchy. When using a specific brand template, you should defer to that template's established styles.

Document label
Neue Haas Grotesk Text Pro 55 Roman
14-16 pt font

Document title
Neue Haas Grotesk Display Pro 65 Medium
26-28 pt font / 28 pt leading

Primary headline
Neue Haas Grotesk Display Pro 75 Bold
15 pt font / 16 pt leading / primary green

Body copy
Neue Haas Grotesk Text Pro 55 Roman
9 pt font / 12 pt leading

Secondary headline
Neue Haas Grotesk Display Pro 75 Bold
11 pt font / 14 pt leading / black

Body copy with bullets
Neue Haas Grotesk Text Pro 55 Roman
9 pt font / 12 pt leading / bullets: primary green

Hyperlinks
Neue Haas Grotesk Text Pro 55 Roman
8.5-9 pt font / primary green

Legalize and citations
Neue Haas Grotesk Text Pro 55 Roman
7 pt font / 9 pt leading / black 50%

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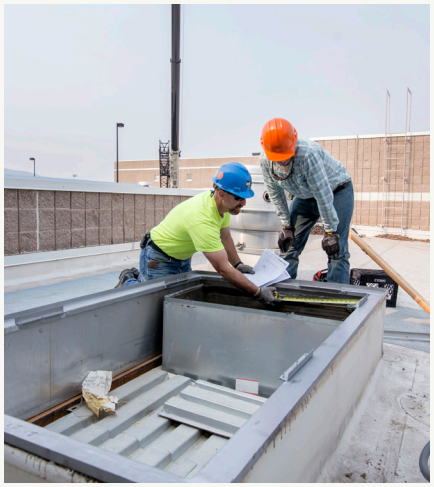
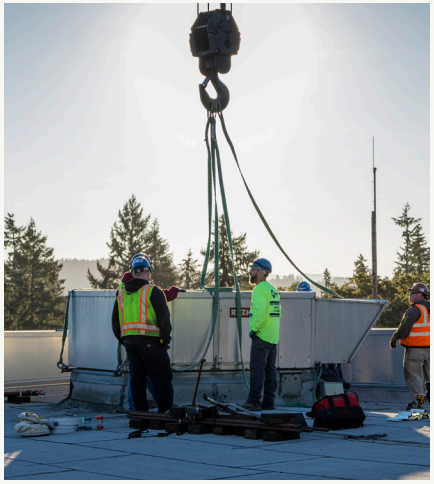
betterbricks/ photography

BetterBricks photography should inspire action by highlighting human connections to buildings and/or energy efficiency technologies and solutions whenever possible. Photos with people should be colorful and kinetic, showing professionals enacting efficient solutions through collaboration, design, and installation.

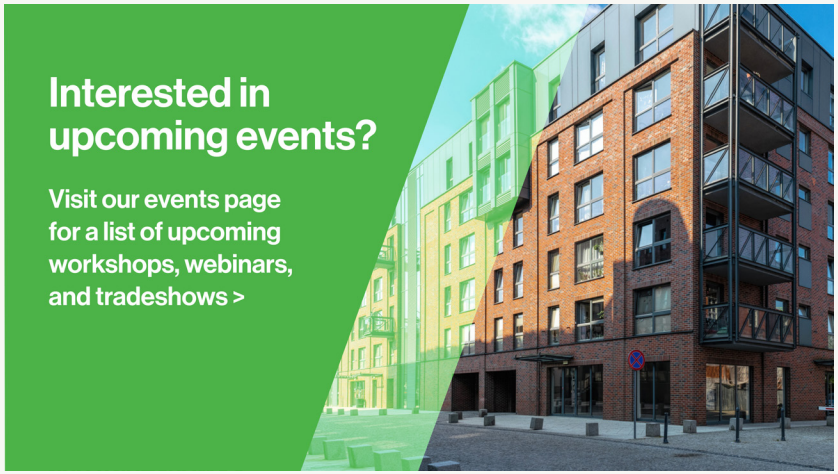




betterbricks/ angled picture box

The angled picture box – which replicates the angle of the slash – and the action green color screen effect are unique brand elements that bring additional visual interest to an asset.

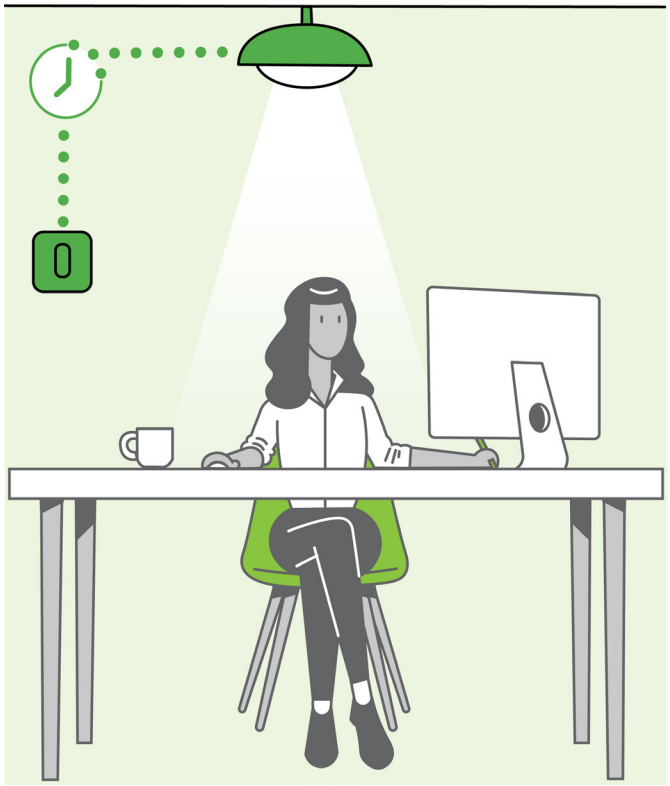
Include the BetterBricks logo if the asset is being used outside of a BetterBricks channel (e.g., a partner newsletter or a paid ad). The logo is not required if the asset is being delivered through a BetterBricks channel (e.g., LinkedIn, email) where the BetterBricks name and/or logo are already present.



Combined with the slash, implement this effect by applying an accent screen over **no more than 15%** of a photo.

betterbricks/ illustrations & icons

The brand's clean, uncluttered and modern aeshetic is further reflected in its illustration and iconography styles. While photography should be used when possible, illustrations and icons can help reinforce concepts and messages for which photos don't readily exist.



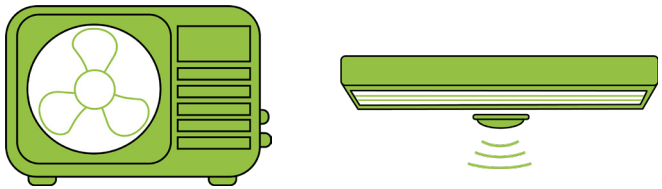


Illustration notes and best practices:

- The focal point of each illustration is the efficient technology being spotlighted, with any people and/or setting providing context without distracting from the illustration's intended purpose. The BetterBricks **primary green** should be reserved for the technology, further drawing the eye to the illustration's subject.
- Everything in the illustration is less saturated than the technology to quickly and effectively communicate the central point of the illustration. The use of black/gray outlines (2 pt stroke), solid fills, halftones and simple shading serve to add interest without creating too much noise or distraction.
- Humans that appear in illustrations should be expressionless and without actual human skin tones. This will allow the humans to serve as universal and inconspicuous backdrops, not as diverting focal points.
- The illustration should integrate comfortably within a print or digital context to highlight a specific technological point without dominating the accompanying text or content.
- Inset spot illustrations are preferred over full-bleed illustrations, with the exception of full-page infographics.
- When possible, use of photography is preferred over illustration.

Iconography notes:

- Icons use the action green with a black outline to stand out alongside text. In addition to the black outline, primary green is used sparingly to add visual interest and variety to the finer details.
- For less complex or small-in-scale icons, action green only can be used.

betterbricks/brand templates & samples

The following pages illustrate how the BetterBricks brand should be executed across a variety of every day materials. You can request these design template files from your marketing or program manager to use as a guide when creating your own materials.

If you're developing material for which a template does not already exist, please submit a draft to the BetterBricks brand manager for review prior to publication or distribution.

To download the latest brand guidelines and templates, visit: **betterbricks.com/brand**.

betterbricks/product overview & case study template

betterbricks/

HVAC CASE STUDY

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PROJECT NAME:
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LOCATION:
Lorem Ipsum Dolor, Inc.

BUILDING TYPE:
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BUILDING SIZE:
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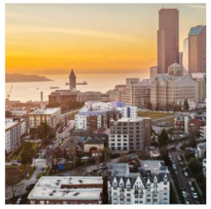

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Project Overview

Building Type
Office

Year Built
1943

Energy Utility/Program
Portland General Electric

Total Project Cost
$13.94

Reduction in Total Buildilng Energy Use
66%

betterbricks/product overview & case study template (cont'd)

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Reduction in total HVAC energy use[2]

Reduction in building energy use[2]

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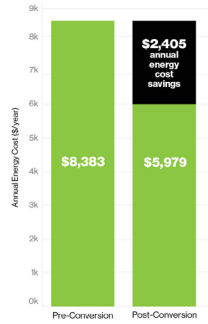

Results

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>
> *— Firstname, Lastname, Title, Company*

[1] The project costs may be lower than typical due to Energy 350 performing much of the mechanical engineering design.

[2] Compared to a pre-conversion system with code-minimum equipment (gas-packaged rooftop units).

[3] According to ASHRAE 62.1 Addendum D, a ventilation rate of 15 cfm per person will result in a steady-state CO2 concentration of 700 ppm above outdoor levels (roughly 1100 ppm totals, as outdoor CO2 levels tend to be a little above 400 ppm). This level has been found to keep a substantial majority (80%) of people in a space satisfied with respect to body odor. However, CO2 alone is not a good indicator of IAQ.

For more information on Lorem Ipsum Dolor Sit Amet, visit **betterbricks.com/xyz**

betterbricks/ template guidelines

Using the correct document templates and labeling documents in a consistent way across all programs and technologies will help provide our readers with a dependable brand experience. Use the following guide to choose the correct template and label for your document.

Product overview and case study template:

This template is reserved for product overviews and case studies. The first page header treatment should remain consistent with only the text and photo changing. Brand elements can be mixed and matched to best meet the content needs of each individual piece; however, non-copy elements (e.g., photos, sidebars, and quotes) should be limited to no more than three per page.

1) Product/solution overview:
Solution-specific overviews should use the following label and headline convention:

Label: [PRODUCT CATEGORY] OVERVIEW
Headline: [Product Name]

Example:
Label: LIGHTING OVERVIEW
Headline: Luminaire Level Lighting Controls

2) Case study:
Case studies should use the following label and headline convention:

Label: [PRODUCT CATEGORY] CASE STUDY

Example:
Label: HVAC CASE STUDY
Headline: Portland firm engineers thermal comfort and HVAC efficiency

betterbricks/fact sheet template (option a)

betterbricks/

PUMPS FACT SHEET

Smart domestic hot water circulation pumps

This high-efficiency product uses variable speed motors and integrated controls to reduce the amount of energy used to circulate hot water in a commercial building. They are easy to install and have programmable controls to automatically adjust flow in response to hot water demand. They can be used in new construction or to replace existing circulation pumps.

- DHW circulation systems are required to have controls that turn off circulation pumps when there is no demand for hot water.
- Automatic controls are required to manage the water temperature within the circulation system.
- Controls turn off the pump when the water in the circula-tion loop reaches the desired temperature and does not turn the pump back on until the water temperature is at least 10 F lower than the desired temperature.
- These controls typically require connection to external temperature sensors, flow sensors, and timers.
- Smart circulation pumps offer a better than code strategy that simplifies installation and operation with integrated sensors, programmable control logic, and electronically commutated motors (ECMs).

Opportunities to save

- Multi-family with central DHW systems
- Hotels and motels
- Health clubs and spas
- Healthcare, nursing, and assisted living
- Restaurants, cafeterias, and food prep
- Laundry facilities

Lifecycle cost calculator

The Hydraulic Institute has a handy tool that can be used to calculate the savings of a smart circulation pump.

View the Pump Savings Calculator >

Use smart circulation pumps to easily comply with the 2018 Washington State Energy Code (WSEC).

Learn more about the 2018 WSEC >

Additional benefits of smart circulation pump technology

- **Easy to install** – no balancing valves or external sensors required.
- **Integrated controls** make it easy to program the sequence of operation and adapt to changing conditions.
- **ECMs** offer 20% energy savings over regular A/C induction motors by utilizing permanent magnet (PM) technology.
- **Variable flow control** increases the lifespan of circulation pumps and piping.
- **Product manufacturers use standard pumps sizes** and flange dimensions that simplify existing circulation pump replacement projects.
- **Building owners save energy** and can monitor energy consumption data.
- **Building occupants won't have to wait** for hot water and they'll enjoy lower energy costs if they pay the bill.
- **ECM eliminates the need for a custom trim impeller** and offers an off the shelf solution which is more readily available.

Success story

Bellwether Housing is a large nonprofit affordable housing provider. Their buildings consist of new construction and century-old apartments. Bellwether has used Seattle City Light's Homewise programs for other upgrades. When they were offered a chance to upgrade aging domestic water heating circulation pumps in some of their buildings, their Facilities Manager jumped on it. They installed four new Smart circulation pumps. Since then, the maintenance staff have registered no complaints about reduced service, colder water, or longer wait time for hot water.

FOR MORE INFORMATION:

- Hydraulic Institute's Circulator Energy Rating Label >
- Green Proving Ground (GSA) High Performance Circulator Pump Demo Findings >
- National Renewable Energy Laboratory High Performance Circulator Pump Demo >
- Washington State Commercial Energy Code >
  - » Technical support: 360.539.5300
  - » com.techsupport@waenergycodes.com

"We're always excited to save money, both for Bellwether and for our tenants"

— Marty Gleaves, Bellwether Sr. Facilities Manager

betterbricks/

For more information, visit **betterbricks.com/solutions/pumps-motors.**

betterbricks/fact sheet template (option b)

PUMPS FACT SHEET

betterbricks/

What are smart circulation pumps?

Where do smart pumps offer the best opportunity for savings?

- Multifamily with central DHW systems
- Hotels and motels
- Health clubs and spas
- Healthcare, nursing, and assisted living
- Restaurants, cafeterias, and food prep
- Laundry facilities

Lifecycle cost calculator

The Hydraulic Institute has a handy tool that can be used to calculate the savings of a smart circulation pump.

View the Pump Savings Calculator >

Smart circulation pumps are an easy way to comply with the 2018 WSEC commercial requirements!

Learn more about the 2018 Washington State Energy Code >

Smart domestic hot water (DHW) circulation pumps

use high efficiency variable speed motors and integrated controls to reduce the amount of energy used to circulate hot water in a commercial building. They are easy to install and have programmable controls to automatically adjust flow in response to hot water demand. They can be used in new construction or to replace existing circulation pumps.

- DHW circulation systems are required to have controls that turn off circulation pumps when there is no demand for hot water.
- Automatic controls are required to manage the water temperature within the circulation system.
- Controls turn off the pump when the water in the circula-tion loop reaches the desired temperature and does not turn the pump back on until the water temperature is at least 10 F lower than the desired temperature.
- These controls typically require connection to external temperature sensors, flow sensors, and timers.
- Smart circulation pumps offer a better than code strategy that simplifies installation and operation with integrated sensors, programmable control logic, and electronically commutated motors (ECMs).

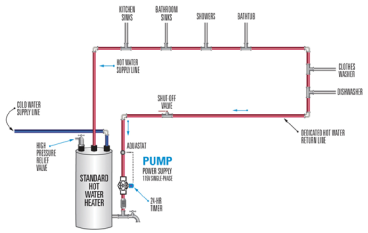
FOR MORE INFORMATION:

- Hydraulic Institute's Circulator Energy Rating Label >
- Green Proving Ground (GSA) High Performance Circulator Pump Demo Findings >
- National Renewable Energy Laboratory High Performance Circulator Pump Demo >
- Washington State Commercial Energy Code >
  - » Technical support: 360.539.5300
  - » com.techsupport@waenergycodes.com

> "We're always excited to save money, both for Bellwether and for our tenants"
>
> — *Marty Gleaves, Bellwether Sr. Facilities Manager*

Additional benefits of smart circulation pump technology

- **Easy to install** – no balancing valves or external sensors required.
- **Integrated controls** make it easy to program the sequence of operation and adapt to changing conditions.
- **ECMs** offer 20% energy savings over regular A/C induction motors by utilizing permanent magnet (PM) technology.
- **Variable flow control** increases the lifespan of circulation pumps and piping.
- **Product manufacturers use standard pumps sizes** and flange dimensions that simplify existing circulation pump replacement projects.
- **Building owners save energy** and can monitor energy consumption data.
- **Building occupants won't have to wait** for hot water and they'll enjoy lower energy costs if they pay the bill.
- **ECM eliminates the need for a custom trim impeller** and offers an off the shelf solution which is more readily available.



Success story

Bellwether Housing is a large nonprofit affordable housing provider. Their buildings consist of new construction and century-old apartments. Bellwether has used Seattle City Light's Homewise programs for other upgrades. When they were offered a chance to upgrade aging domestic water heating circulation pumps in some of their buildings, their Facilities Manager jumped on it. They installed four new Smart circulation pumps. Since then, the maintenance staff have registered no complaints about reduced service, colder water, or longer wait time for hot water.

For more information, visit **betterbricks.com/solutions/pumps-motors.**

betterbricks/ template guidelines

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PUMPS FACT SHEET

Smart domestic hot water circulation pumps

This high-efficiency product uses variable speed motors and integrated controls to reduce the amount of energy used to circulate hot water in a commercial building. They are easy to install and have programmable controls to automatically adjust flow in response to hot water demand. They can be used in new construction or to replace existing circulation pumps.

- DHW circulation systems are required to have controls that turn off circulation pumps when there is no demand for hot water.
- Automatic controls are required to manage the water temperature within the circulation system.
- Controls turn off the pump when the water in the circula-tion loop reaches the desired temperature and does not turn the pump back on until the water temperature is at least 10 F lower than the desired temperature.
- These controls typically require connection to external temperature sensors, flow sensors, and timers.
- Smart circulation pumps offer a better than code strategy that simplifies installation and operation with integrated sensors, programmable control logic, and electronically commutated motors (ECMs).

Opportunities to save

- Multi-family with central DHW systems
- Hotels and motels
- Health clubs and spas
- Healthcare, nursing, and assisted living
- Restaurants, cafeterias, and food prep
- Laundry facilities

Lifecycle cost calculator

The Hydraulic Institute has a handy tool that can be used to calculate the savings of a smart circulation pump.

View the Pump Savings Calculator >

Use smart circulation pumps to easily comply with the 2018 Washington State Energy Code (WSEC).

Learn more about the 2018 WSEC >

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Fact sheet template:

1) Fact sheet:
The fact sheet template should be used when providing information on a sub-topic of a product or solution and should use the following label and headline convention:

Label: [PRODUCT CATEGORY] FACT SHEET

Example:
Label: LIGHTING FACT SHEET
Title: Luminaire Level Lighting Controls in schools

2) Technical guides:
The fact sheet template can also be used for more in-depth technical guides and how-to documents and should use the following label and headline convention:

Label: [PRODUCT CATEGORY] GUIDE

Example:
Label: HVAC GUIDE
Title: Efficient rooftop unit installation best practices

betterbricks/article template

Smart pumps:
Go with the flow

When you look at a commercial building you notice the same thing everyone else does: its façade. But what lies beneath that brick, concrete, and glass is an intricate network of technology that works together to keep a building operating at all times. We talk about the big things, such as HVAC and lighting, but we rarely discuss *how* water in buildings is used and how it gets to its final destination. So let's talk about pumps.

Pumps are at the heart of many buildings. Traditional, constant-load pumps are common in older systems and use valves to control the flow of water. These pump motors work around the clock at one speed, on or off, regardless of water needs in the building. With this type of system, water is ready to be delivered at any time—but you don't always need it all. A valve removes water that isn't needed and pumps it back to the water tank. Not only can this method be inefficient and cause unnecessary wear and tear on your system, it can also add to operational costs incurred by the pump motor running at a set speed at all times, and energy needed to reheat water that has cooled off in the pipe run.

The equation: more time in use + more energy used to operate = higher operational costs, wasted water, and reduced efficiency.

Enter Smart Pumps, the latest technological innovation in variable speed pumping. These pumps typically feature electronically commutated motors (ECM), which use permanent magnets and electronics to spin the motor. These advanced electronics deliver more precise power impulses to move the stator in the rotor, creating greater control and peak efficiency. In fact, they are the most efficient motors on the market. ECM technology engages internal systems that control the speed of the pump, adjusting it based on changes in demand driven by various factors such as temperature, pressure, and overall activity. Internal sensors act as a brain by monitoring motor-shaft speed to determine system conditions within the building and regulating the pump's behavior in the most energy efficient way possible. As a result, this type of intelligent adjustment can drive substantial energy savings.

Smart Pumps are also significantly smaller and lighter than conventional, induction-type motors, allowing maintenance to generally be performed by one person—which may reduce costs associated with installation time and labor.

betterbricks/ article

Other benefits

Ready to install: Total integration of the pump, motor, and controls during factory production makes the task of setting up and commissioning the unit in the field much simpler and more straightforward. In some cases, you will not need to use an external sensor to sense water pressure and/or temperature, which can mean less wiring, conduit, and mounting hardware compared to a similar setup using a wall-mounted drive.

Performance tools: Some Smart Pumps use their internal mechanisms to pinpoint optimal operation and adjust its speed in real time to match pressure and flow conditions. They also connect directly to building automation systems and often come with easy-to-use control screens or options for operating and monitoring your system via smartphone.

Purchasing a Smart Pump

Pumps are behind many buildings and processes used throughout the world, including drinking water, industrial settings, irrigation, and many HVAC systems. If the existing pumps in your building are more than five years old, consider upgrading to a Smart Pump. If they are at the end of their useful life—typically around 15 years or older—you most likely need new pump or at least a major rebuild or replacement of key parts; getting a new Smart Pump system is slam dunk. Many people decide what to buy based on initial first cost but take note: your energy spend will be the highest cost item over the entire lifetime of your pump.

Use the Energy Rating Label when you've narrowed down your selection of prospective pumps. This tool—created in collaboration between NEEA, Hydraulic Institute, pump manufacturers, U.S. Department of Energy, and utilities—is used to quickly identify the lab-tested efficiency level of any pump and uses a numerical efficient the pump, compared to others on the market. Smart Pumps typically save 50% or more on energy compared to minimally compliant pumps, giving them an Energy Rating score of 50+.

To find the right Smart Pump for your building, reach out to a manufacturer's representative, contract engineer, or your building engineer. They can also help determine how to:

Minimize oversizing: Typically, to avoid specifying or installing a pump system that has insufficient horsepower, some decisionmakers will purposely oversize their system—which causes pump systems to perform inefficiently.

Determine curve fit: Find a good fit between your system curve and the pump curves of the models you are considering. Because pumps are running in your building much of the time, make sure your pump will be operating at or near to its Best Efficiency Point for as much of the year as possible, not just on a few days a year, also known as Design Days.

The Hydraulic Institute provides helpful tools to help pump decisionmakers understand and make comparisons of the upfront costs and the lifetime cost of ownership of various products. Learn more about the Energy Rating Label, Pump Savings Calculator, and available trainings from Hydraulic Institute.

Did you know Smart Pumps can help increase tenant comfort?

Smart Pumps with variable speed controls are quieter than conventional systems that constantly over-pump and have noisier on/off cycling. Read the Tower 333 case study to learn how a Smart Pump reduced system noise and boosted tenant comfort, while saving energy and reducing the need for maintenance.

To learn more about smart pumps, visit **betterbricks.com/solutions/pumps-motors** 2

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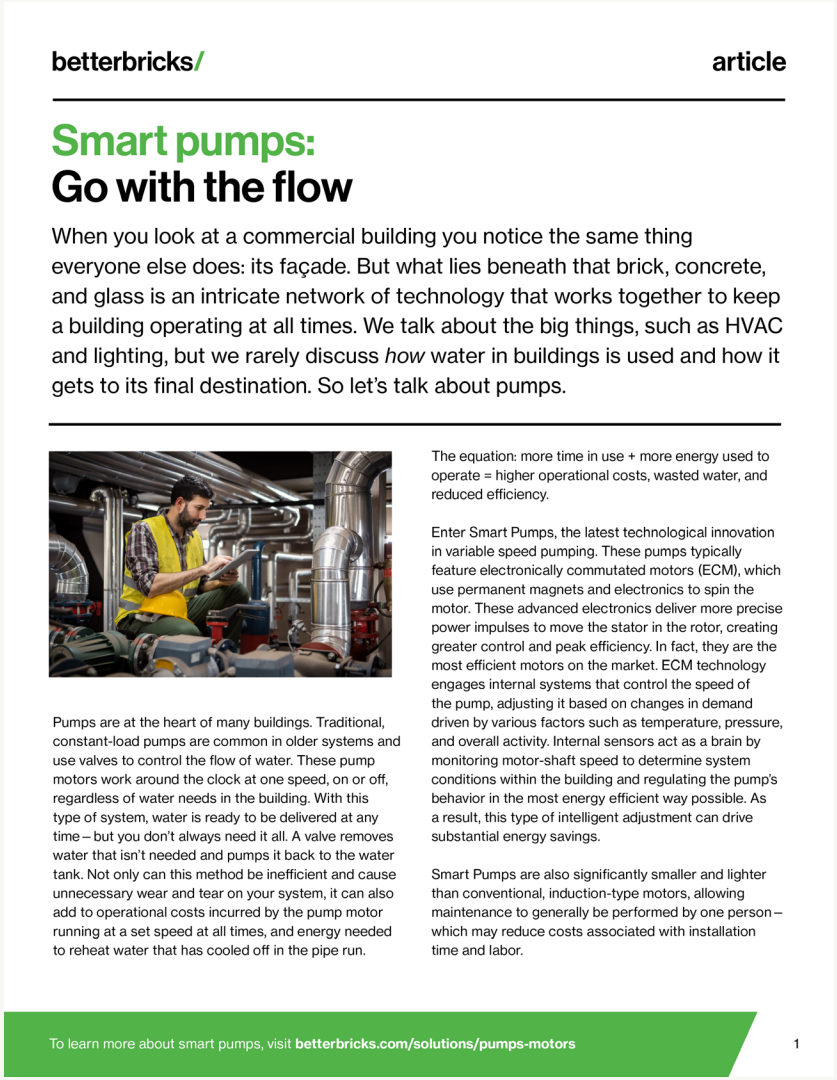

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Go with the flow

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To learn more about smart pumps, visit **betterbricks.com/solutions/pumps-motors**

1

Article template:

The article template is exclusively reserved for long-form writing and editorial-style content, including BetterBricks Industry Voices, frequently asked questions documents, and short reports or papers.

This template should use the following label and headline convention:

Top right label: "article" or "report"

Green headline: [Technology/solution] or [Article type/series title]
Black headline: [Article headline]

Example 1:
Green headline: High-performance HVAC
Black headline: Keep 'em separated: The many benefits of decoupling.

Example 2:
Green headline: BetterBricks Industry Voices
Black headline: John Doe

betterbricks/PowerPoint template

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Firstname Lastname, Company Name
September 14, 2023

Cover Page

Headline to introduce different sections of presentation

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Section Divider

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Slide w/Image

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Slide w/Two Columns

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Project Overview

Building Type
Office

Year Built
1943

Energy Utility/ Program
Portland General Electric

Total Project Cost
$13.94

Slide w/Side-Bar

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Description	Column Title	Column Title	Column Title	Column Title
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Slide w/bullets

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When it comes to truly intelligent, flexible lighting with non-energy benefits, such as cost savings and utility incentives, the future may be Luminaire Level Lighting Controls (LLLC). Read this G ...see more

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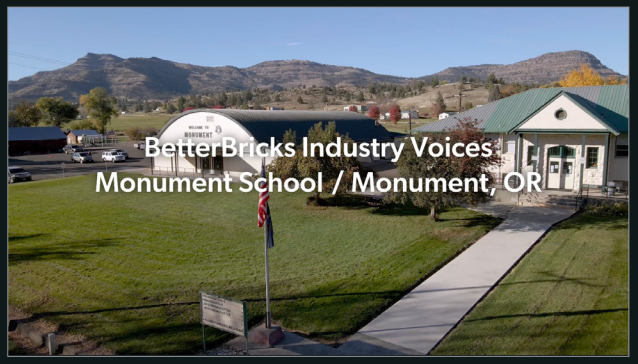
betterbricks/industry voices social template

betterbricks/video treatment

The BetterBricks wordmark should appear at the very start of the video, entering the frame one letter at a time. The text should be vertically and horizontally centered in the frame at a total width of 920 px (based on a 1920 x 1080 screen size). When filming, factor in shots with enough contrast for white text.

After the full wordmark has appeared on screen, the wordmark should rest for ~2 seconds before fading out.



After the wordmark fades away entirely, the series title (80 pt medium font), and the video title and location (86 pt medium font), should appear on screen one line at a time (110 pt leading). A subtle dropshadow can be added behind the text to aid in contrast.

Speaker name cards should enter from the bottom left side of the screen and include: 1) name in green), 2) title in black, and 3) company in black. All speaker cards should use the white and green slash treatment.

At the end of the video, the wordmark once again enters one letter at a time and rests on the screen for ~1 seond before the call-to-action appears below it all at once.

For examples of video intro/outro and name card treatments, visit:

https://youtu.be/CfMZ2Jdxsvl?si=n2d7cMs5d0tqnPCX

betterbricks/newsletter template

betterbricks/

featured event/

The BOMA Oregon Expo is back! Join BOMA Oregon from 3:30 –6 p.m., on Thursday, Oct. 6, for food, drinks, prizes, and networking with some of the best vendors in Portland. The event is free for members, and an excellent opportunity for Allied Members to meet and mingle with building owners and property managers.

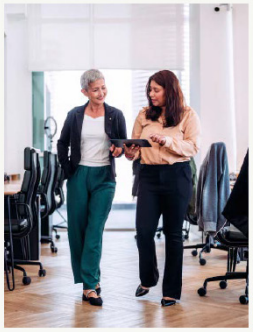
register today

Q&A series/

The future of intelligent lighting

When it comes to truly intelligent, flexible lighting with non-energy benefits – such as cost savings and utility incentives – the future may be Luminaire Level Lighting Controls (LLLC). **Read this Q&A series** where industry experts break down the technology, and provide informative use cases and advice for architects and building owners considering LLLC for their next project.

read more

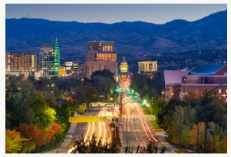


featured articles/

Clean pumps poised to be 'next big thing' to increase building performance

When it comes to whole-building energy efficiency and sustainability, pumps are increasingly front and center in helping facilities reach their goals. Read this article from FacilitiesNet to understand how a closer look at your building's pumps and pump system could lead to increased energy and cost savings.

read more



Healthier building creates happier tenants in Boise

It's no secret that a healthy, happy workforce is more productive. So it makes sense that building owners and managers want to create a healthy environment for their tenants. But how do you do it? Watch this case study on Capitol Gateway Plaza II, and see how simple changes led to the improved health of its occupants – with impressive results.

watch now

Interested in upcoming events?

Visit our events page for a list of upcoming workshops, webinars, and tradeshows you won't want to miss.

in other news/

case study

Old building comes with age-old indoor comfort problem

Legal firm objects to older building inefficiencies

Read this case study to learn how Oregon law firm Immix Law Group transformed their aging building while significantly reducing their heating and cooling costs – and improving occupant comfort and air quality. read now

tools

Explore utility incentives

Search for available utility incentive programs near you

Type your ZIP code into our Utility Incentive Program Finder to learn about available programs offered in your region. search now

resource

Secondary windows screener

Find out if your building could benefit from secondary windows

This easy-to-use resource will help identify if your building is a good fit for secondary windows and provide valuable information to navigate your next steps. read more

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BetterBricks is a commercial resource of the Northwest Energy Efficiency Alliance.

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