About the Northwest Energy Efficiency Alliance

NEEA is a collaboration of 140 utilities and efficiency organizations working together to advance energy efficiency in the Northwest on behalf of more than 13 million consumers.

Since 1997, NEEA and its partners have saved enough energy to power more than 985,000 homes each year.

Funding

NEEA operates in five-year cycles. From 2015-2019, its funding is $168.6 million for electric efficiency and $18.3 million for natural gas market transformation.

The alliance is currently funded by the Bonneville Power Administration, the Energy Trust of Oregon and the following utilities: Avista Utilities, Cascade Natural Gas, Chelan County PUD, Clark Public Utilities, Grant PUD, Idaho Power Company, NorthWestern Energy, NW Natural, Pacific Power, Portland General Electric, Puget Sound Energy, Seattle City Light, Snohomish County PUD and Tacoma Power.

Transforming the Energy Efficiency Marketplace

NEEA serves the region in a variety of ways to help its funders and partners meet energy efficiency goals.

- **Emerging Technology**: By investing in, developing, and validating new and emerging energy efficiency technologies, the alliance helps identify and refine technologies that perform well and save energy for Northwest consumers, while decreasing risks for the region.

- **Market Relationships**: The alliance collaborates with regional and national partners to remove market barriers for energy efficiency, paving the way for increased market growth and opportunity.

- **Codes and Standards**: The alliance encourages the adoption of increasingly effective energy codes and federal equipment and appliance standards.

- **Infrastructure**: By offering targeted training, tools and other resources, the alliance reduces marketplace confusion, increases information sharing and strengthens regional and local capabilities.

- **Regional Convener**: Uniquely positioned as a regional organization with national reach, the alliance provides benefits to the Northwest by sharing best practices, creating economies of scale, and collaborating on energy efficiency activities.

- **Research and Data**: The alliance engages in region-wide market research, program evaluation and other data gathering and analysis efforts to provide partners with market insights that aid with program strategy, design, outreach and implementation.
Key Messages

Who is NEEA?
NEEA is a collaboration of more than 140 utilities and efficiency organizations working together to advance energy efficiency in the Northwest.

What does energy efficiency mean to the Northwest?
Energy efficiency benefits Northwest energy consumers through lower utility bills and new products, services and practices that help improve the value and comfort of homes; the number of family-wage jobs; and the profitability and competitiveness of businesses.

Ultimately, the region’s long-term commitment and collaborative action to energy efficiency through NEEA contributes to an economically vibrant and more sustainable Northwest.

What do we mean by market transformation?
NEEA looks for new products or services that have the potential to save energy, then works with manufacturers to test and refine those products. Once they’re ready, Northwest utilities and retailers offer them as a more efficient choice to consumers and businesses - transforming the market for energy efficiency.

What’s our purpose?
NEEA is an organization through which funders organize resources and share the cost risks, and rewards of transforming markets to accelerate opportunities for a more energy efficient Northwest.

Savings
Since 1996, the alliance has cost-effectively delivered more than 1,400 average Megawatts (aMW) of energy savings through market transformation. Energy efficiency is the cornerstone of a vibrant and sustainable Northwest. Together, the energy the Northwest has saved is equivalent to...

Source: EPA.gov
Language, Tone and Structure

Tone, language and communications structures should demonstrate the alliance’s literal purpose while embracing partnership and togetherness. Funders value collaboration and partnership, and all communications moving forward should support funders feeling heard, understood, valued, energized, appreciated and inspired.

**Our Personality: Collaborative**
Efficiency advances in the region are only as good as what we can accomplish together. The personality we communicate when speaking about NEEA as an organization should be friendly and approachable, yet professional and accountable.

**Our Messaging: Direct**
Messages should be communicated as simply and clearly as possible. To ensure we’re able to connect with stakeholders, all messages should very clearly focus on benefits and be inclusive. We should be careful to avoid a lot of jargon, acronyms, technical language or industry-speak. And when applicable, messages should include clear paths to action.

**Our Style: Demonstrating Action**
Illustrations and examples should focus on the results and successes of the region, not the successes of NEEA staff. Use of photography should embody the region and the people that make it up – showing big cities, small towns and rural landscapes, our stakeholders, customers and funders. It should highlight actual projects, successes and collaboration between funders.
Writing Guidelines

NEEA staff is frequently tasked with explaining complex, technical topics or initiatives. This may be via emails, presentations, sales sheets, via our website or any other variety of written communication. Because the alliance operates in many capacities and supports numerous projects at any given time, writers must always work to communicate accurately and efficiently, encourage engagement, and increase understanding of the alliance’s benefits and regional impact. These guidelines have been developed to assist in communicating our work and value in simple and straightforward terms.

Style
The alliance follows writing guidelines established by the Associated Press (AP) Style Guide to encourage consistency across all communications. The most recent version of the AP Style Guide should be referenced when writing and editing any collateral intended to be distributed to funders, staff or stakeholders. In general, all writing should incorporate these rules:

- Messaging should be clear in intent and concise in nature.
- Where appropriate, messaging should demonstrate the alliance’s actions and how we are providing value to the region and our funders.
- Collaboration with funders, partners and stakeholders should be emphasized; NEEA staff should never claim responsibility for the alliance’s successes.
- Fundamental information is favored over details and specifics – do not stray from the immediate topic – readers are always able to ask for more detailed information.
- Do not use technical terminology or industry jargon, or cite unfamiliar sources, any of which may muddle the main message or serve to confuse, distract or overload the reader.

Voice
When necessary, the writer may adopt a first-person plural point of view. While “we” or “us” are acceptable on occasion, “the alliance,” “NEEA” or “the region” is preferred in most instances. If you are referring to actions of NEEA employees versus the actions of the alliance, explicitly state “NEEA staff.” Watch personal pronouns, to make sure the intended meaning and that the person/s you are referring to is clear, to avoid the perception that NEEA staff are taking ownership of alliance activities.
Names and Abbreviations

- Reference any regional market transformation collaboration work as being conducted by “the alliance.”
- Reference the specific organization facilitating market transformation activities as “the Northwest Energy Efficiency Alliance” on first use, and “NEEA” after that.
- Reference specific employees of the organization as “NEEA staff.”
- Always place “alliance” in lowercase, unless being used in a title or page/section header.
- Always place “funders” in lowercase, unless being used in a title or page/section header.
- Always spell out “Bonneville Power Administration”; never shorten to BPA.
- Always spell out and capitalize “Northwest”; never shorten to NW.

Spell out all acronyms and abbreviations upon their first usage in a document to avoid subsequent confusion. “NEEA” is the only exception to this rule. Do not use periods when writing acronyms.

Common Abbreviations

- **aMW** - Average megawatts
- **BTUs** - British Thermal Units
- **HPWH** - Heat Pump Water Heaters
- **kWh** - Kilowatt hours
- **MRE** - Market Research Evaluation
- **NEEA** - Northwest Energy Efficiency Alliance
  
  *(spell out on first usage for external communications only)*

- **NEEL** - Northwest Energy Efficiency Leadership Forum
- **RWLR** - Reduced Wattage Lamp Replacement
- **SEM** - Strategic Energy Management
Overall, the quality of the information we provide is valued over quantity. Here are some suggestions for composing our most common methods of communication:

**Emails**
Lead emails with clear subject lines and explain the email’s main idea early in the body copy. If the point of an email takes more than 60 to 90 seconds to grasp, it is too long. Rather than explain a subject at length within the email itself, consider using another format or including a link to more detailed information.

**Presentations**
The alliance often makes use of PowerPoint presentations. When creating one, keep in mind that each slide should include only the key points of a topic. As a rule of thumb, there should be no more than three bullet points or one graphic per slide. Do not write in paragraph form – the presenter will have ample time to explain the topic vocally.

**Print and Web**
As with emails, the subject of print and web communications should be easy to ascertain. Headlines and subheads can provide immediate introductions to a topic, while callouts, sidebars and supporting graphics are effective ways to present additional details or key points.

Paragraphs should be minimal in length and serve to move the reader fluidly through the document or webpage. All writing should clearly outline the background or need, followed by the alliance’s actions or intent, and finally, the outcome or impact.

---

**Formatting**

- Trade Gothic is the approved font for all uses. If Trade Gothic is unavailable or the document will be in Word versus a PDF format, Arial may be used in its place.

- All document titles, headings and subheads should be set in initial caps/title case, while body copy should be set in sentence case. All caps should never be used, unless for acronyms and in accordance with partners’ and funders’ established brand standards, e.g. ENERGY STAR®.

- Titles, headers and subheads should be descriptive, straightforward and minimal in length.
Language to Use/Avoid

Presenting a unified voice to the region is important as we describe ourselves and what we’re doing to transform the energy efficiency marketplace. By speaking as one, we are doing more to enhance our reach and influence in the Northwest markets. In speech or in writing, use language that supports the region as a whole in place of language favoring NEEA as an outside organization, group or office versus an alliance. Doing so will reduce confusion about what NEEA stands for and will help to align our messaging for our various audiences.

<table>
<thead>
<tr>
<th>Instead of Saying This:</th>
<th>Say This:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Alliance</td>
<td>The alliance</td>
</tr>
<tr>
<td>Members of NEEA</td>
<td>Regional partners</td>
</tr>
<tr>
<td>Utilities of the alliance</td>
<td>Energy efficiency community; stakeholders</td>
</tr>
<tr>
<td>NEEA’s efforts</td>
<td>The region’s efforts</td>
</tr>
<tr>
<td>NEEA’s effectiveness</td>
<td>The region’s effectiveness</td>
</tr>
<tr>
<td>NEEA’s success</td>
<td>The region’s success</td>
</tr>
<tr>
<td>NEEA-did/does</td>
<td>Together; we; through collaboration</td>
</tr>
<tr>
<td>Inventing new technologies</td>
<td>Identifying applications for new technologies; Testing and promoting new technologies</td>
</tr>
<tr>
<td>Agents, as agents in advancing</td>
<td>A catalyst; as a catalyst in advancing</td>
</tr>
<tr>
<td>Heard at state and local levels</td>
<td>Research and data</td>
</tr>
<tr>
<td>NEEA (specific to the Portland office)</td>
<td>NEEA staff; NEEA employees (See page 5)</td>
</tr>
</tbody>
</table>

Other key words and phrases:

- Accelerating Market Transformation
- Market Transformation
- Collaborative
- Cost-Effective
- Removing Barriers
- Accelerating Energy Efficiency
- Accountable
- Filling the Pipeline
- Innovative
- Market Strategists
- Opportunistic
- Proving Ground
- Regional Partners
- Together we are Stronger
Brand Identity

A **tagline** is a short, powerful phrase that is associated with your company name. It represents the tone and feeling you want for your products or services.

**TOGETHER We Are Transforming the Northwest**

We are a diverse group of individuals, utilities and energy efficiency organizations working together to advance energy efficiency to create a vibrant and sustainable Northwest. Together, we play an important role in making this vision a reality. The successes of the alliance are due to the high level of collaboration demonstrated by each funder, employee, contractor/implementer and stakeholder. Each participant brings a different skill to the table and is an important piece in making market transformation a reality for the region and its 13 million energy consumers. In any setting, our contributions multiply when we work collaboratively to advance common goals.

The “Together” graphic treatment affirms this collaboration and inspires commitment and unity. Use the mark on any internal communications when addressing another member of the alliance, and especially when communicating successes in the marketplace.

NEEA staff includes this tagline at the end of most corporate collateral and slide presentations. It is important to use the mark as a subtle means of affirming mutual ownership of any materials, findings or programs that advanced due to or resulted from our actions.
A **slogan** is a “battle cry” – it is less formal than a tagline and can be a frequently used line or a motto to describe the company or its mindset.

### Innovation to Action

“Innovation to Action” is the outward-facing message used to reinforce the organization’s mission and help audiences understand what we’re all about: transforming Northwest markets by moving innovative energy efficiency technologies and efficiency standards into action.

The “Innovation to Action” mark is a visual element to more simply and visually draw connections between the innovations and actions the region is accomplishing together. The NEEA logo is being used to symbolize forward momentum, allowing us to more subtly brand NEEA communications.

This slogan is typically used in reporting program or savings results and as slide dividers in staff presentations. Pair this mark with a demonstration of innovation, collaboration, emerging technology, progress, etc. Write supporting copy to be inclusive of what the region together is accomplishing with a simple and straightforward demonstration of the action.
Visual Application

Color Palette
The color palette recommended for the Innovation to Action theme uses seven core colors. These bold core colors showcase an updated, modern feel while maintaining NEEA’s brand identity.

In addition, a gradient palette has been created to help “liven” backgrounds. These gradients work really well to add interest behind some of our innovations. The color palette and family of gradients are located in the shared Adobe Creative Cloud library.

For files using RGB, use these:

Fonts
NEEA’s primary brand font Trade Gothic LT Std should be used in all written communication. We emphasize using Trade Gothic LT Std Bold Oblique for headlines to be consistent with the typeface of the Innovation to Action graphic.

If Trade Gothic is unavailable, or the document will be in Word versus a PDF format, Arial may be used in its place.
**Photography**

The photography we use should portray innovations and actions – the people, places and things that are transforming the region. While human interaction brings more interest to a photo, a landscape image reminds us of the larger environmental impact we are making. Some guidelines for photography include:

- Show people in action and faces
- Market transformation in action
- Emerging technologies in action
- Local stories
**Icons**
The use of icons is encouraged when building reports and presentations. Corporate Communications’ library of icons is available upon request for the use of NEEA staff and contractors. These can be used as way finders and to help explain concepts.
**Presentations**

PowerPoint decks and other presentation templates incorporate NEEA colors and backgrounds. Text items should be kept minimal and supported in speech.

---

**Handouts and Printed Materials**

---

**Executive Director Update**

Board of Directors Meeting

Susan E. Stratton

---

**Innovation ➔ Action**

- Heat pump water heater initiative is progressing as planned
- Building remediation plan regarding manufacturer

---

**Raising the Bar for the Region’s Energy Codes**

Northwest Energy Efficiency Alliance (NEEA) is a nonprofit organization employing a full-time staff and governed by a board of directors that spans the region’s Northwest utilities, public interest groups, energy service professionals and industry associations, working together on behalf of more than 13 million energy customers to transform markets by accelerating and sustaining the adoption of emerging energy efficiency products, services and practices. Our nonprofit organization employs a full-time staff and is governed by a board of directors that spans the region’s Northwest utilities, public interest groups, energy service professionals and industry associations.

MISSION

Our mission is to work on behalf of the more than 13 million energy consumers in Idaho, Montana, Oregon and Washington to accelerate and sustain the adoption of emerging energy efficiency products, services and practices.

OUR ROLE IN MARKET TRANSFORMATION

We work on behalf of the more than 13 million energy consumers in Idaho, Montana, Oregon and Washington to accelerate and sustain the adoption of emerging energy efficiency products, services and practices.

SUCCESS STORY

THE PROMOTIONS WERE SO SUCCESSFUL THAT THEY WERE DUPLICATED BY UTILITIES ACROSS THE COUNTRY.

---

**Transforming the Natural Gas Market**

We work on behalf of the more than 13 million energy consumers in Idaho, Montana, Oregon and Washington to accelerate and sustain the adoption of emerging energy efficiency products, services and practices.

SUCCESS STORY

THE PROMOTIONS WERE SO SUCCESSFUL THAT THEY WERE DUPLICATED BY UTILITIES ACROSS THE COUNTRY.
Funder Lockup Usage
NEEA represents third parties in its communication. The most common scenario is representing our funders. The illustration below represents the preferred language and visual lockup for representing NEEA's funders in communications produced by NEEA. Use of this lockup is recommended for all NEEA communications. Do not rearrange logos or modify lockup. Please contact Corporate Communications if you have questions.

Sample of lockup in use
## Table of Content

Section 01 ........................................ 3  
About the Northwest Energy  
Efficiency Alliance  

Section 02 ................................. 4  
Why Communications Matter  

Section 03 ................................. 6  
Language, Tone and Structure  

Section 04 .................................... 7  
Writing Guidelines  

Section 05 .................................... 11  
Brand Identity  

Section 06 .................................... 13  
Visual Application
Why Communications Matter

As we work on behalf of our funders and stakeholders, NEEA is tasked with communicating our actions and demonstrating the value and impact of our work. When we communicate effectively and consistently, we are not only increasing the perception of this value, but are helping to advance the mission of the alliance by encouraging an efficient and beneficial exchange of information. Simply put, when the alliance is better understood, our work becomes easier.