



# *Brand Guide*

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Updated March 2026



# Introduction

## About the Northwest Energy Efficiency Alliance

Nearly 30 years ago, utilities and energy efficiency organizations around the Northwest established the Northwest Energy Efficiency Alliance (NEEA) to share the costs and benefits of coordinating efforts to transform markets for energy efficiency.

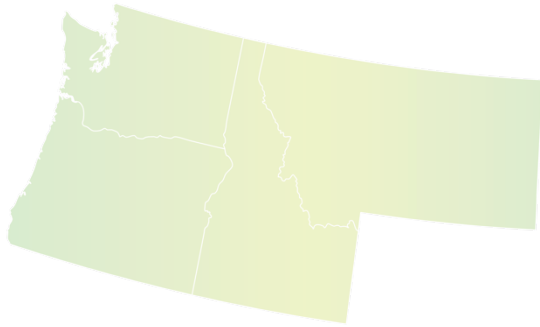
NEEA is a collaboration of more than 140 utilities and efficiency organizations working together to advance energy efficiency in the Northwest on behalf of more than 14.5 million consumers.

The alliance aggregates the power of the region to effect both long-term market change and to deliver near-term benefits, like increasing the availability and affordability of energy-efficient products for Northwest customers.

NEEA operates in five-year cycles. From 2025-2029, the alliance's funding is \$211.8 million for electric and \$35.3 million for natural gas Market Transformation, with optional special funding opportunities for end-use load flexibility, whole building efficiency and future areas.



# Alliance Funders



CHELAN COUNTY





## ⇒ *Mission + Purpose*

**Mission:** NEEA catalyzes the most efficient use of energy for a thriving Northwest.

**Purpose:** NEEA is an alliance of utilities and partners that pool resources and share risks to transform the market for energy efficiency to the benefit of all consumers in the Northwest.

# Key Messages

## What are the Benefits of Market Transformation?

As an alliance of utilities and energy efficiency organizations, NEEA is uniquely equipped to act as a neutral bridge between private sector investment and Northwest customer needs, helping industry partners identify and align around market signals.

NEEA's work delivers measurable benefits for Northwest customers, including efficient products that perform well and save energy, making homes and businesses more affordable to power. NEEA is an alliance of utilities and partners that pools resources and shares risks to transform the market for energy efficiency to the benefit of all consumers in the Northwest.

## Better Together: Delivering Market-based Choices

NEEA aggregates and leverages the power of the region, creating economies of scale to identify and vet emerging technologies, bringing forward new products that are proven to perform well and save energy.

Increasing the availability of high-performing efficient technologies in the market gives customers more and better options when it comes to the products and technologies they can purchase.

By identifying and developing emerging energy efficiency technologies, NEEA creates a continuous pipeline of long-term energy savings for the region's utilities, increasing the availability and affordability of energy-efficient products for Northwest customers.

# Key Messages

## Supporting Affordable, Resilient and Secure Natural Gas and Electric Efficiency

Energy efficiency is a proven tool for reducing energy waste, making homes more affordable to power and helping businesses thrive. NEEA accelerates the development and advancement of more energy-efficient products and technologies for homeowners and businesses, as well as commercial building owners and operators, to help support the whole supply chain through training, education and awareness activities, ultimately creating more efficient homes and businesses.

Reducing energy waste ensures the overall economy and energy system operates efficiently, allowing consumers and businesses to thrive and helps the energy system.

As a dual-fuel alliance, NEEA plays an important role in finding integrated fuel opportunities that provide affordable, reliable energy options so that all Northwest customers—both electric and natural gas—can benefit from proven energy-efficient technologies and innovative solutions.

## Market-based, Northwest Solutions for Northwest customers

The alliance supports Northwest businesses through ongoing workforce development, offering training, tools and resources that prepare local contractors to install, test and maintain energy-efficient products, services and practices.

The alliance's work translates to these day-to-day benefits for the Northwest:

- More knowledgeable contractors, better customer experience.
- Higher consumer awareness about efficient technologies to expand customer choice in the buying process.
- More efficient products available to consumers through more local stores across the Northwest.
- Accelerated opportunities for customers to participate in local utility programs that reduce energy waste and help them save money.
- Homes and commercial buildings that are more comfortable and affordable to power and operate.

# Key Messages

## The Power of the Alliance

As an alliance of utilities and energy efficiency organizations, NEEA is uniquely equipped to act as a neutral bridge between private sector investment and Northwest customer needs, helping industry partners identify and align around market signals.

NEEA's breadth of market data, expert analysis and unique convening power helps the industry bring forward new product options for consumers that have been tested to make sure they perform well and save energy.

NEEA works at a regional and national level to support the supply chain and increase the market's ability to deliver lasting energy-efficient market solutions, resulting in more available and affordable energy-saving products in the market with market infrastructure that can support Northwest consumers and businesses.

At its core, energy efficiency enables the region to meet its energy needs and do so in low cost and affordable ways that benefit consumers and businesses. And today, more than ever, energy efficiency is a uniting force that delivers multiple dimensions of value across the region: It reduces peak demand, supports grid resilience and reliability, helps reduce energy waste, improves health outcomes, supports workforce development, helps the region withstand increasing unpredictability events, and more.

## Boilerplate Description

If asked for an official description of NEEA and its work, please use the following:

*The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of over 13 million energy consumers across the four Northwest states.*

*Since 1996, NEEA has taken a market-driven approach to energy efficiency that is grounded in data, collaboration and rigorous evaluation. NEEA works to transform markets by filling information gaps and identifying and removing barriers so that the market can align around evolving electric and natural gas energy efficiency needs.*

# *NEEA Brand Usage*





# NEEA's Corporate Brand

NEEA's corporate (or internal) brand is most commonly used with utilities, efficiency organizations and other entities who have long-term relationships with the alliance across programs and sectors. The brand is primarily used with upstream and midstream audiences to ensure the alliance has a relationship with manufacturers and other upstream partners across multiple programs and sectors.



NEEA's corporate brand strategy is a business-to-business one, meaning that the alliance will not build an end-use customer-facing corporate brand.

# Market-Facing Brands

## Market Facing Brands

Market partner brands influence downstream audiences. Product-specific brands are created for specific programs (i.e. Hot Water Solutions). Co-branding with market partners or utilities is pursued whenever possible and customizable templates are created to encourage uniform messaging to downstream audiences.

*\*\*Please note that any co-branding with funding entities needs to be coordinated in advance with the utility or NEEA's internal marketing lead on the program.\*\**

- Using these market-facing brands serves to:
- Provide an unbiased, third-party entity to educate and inform midstream and downstream audiences and enables co-branding by market partners and utilities;
- Prevent the NEEA brand from being a consumer-facing brand, which creates competition with funders' brands and their communications to their end-use customers; and
- Create a standalone product-oriented, efficiency focused—rather than entity focused—brand that is not associated with any utility unless that utility desires the association.

## Usage of Market Facing Brands by Audience

- **Upstream:** Communications using market-facing brands are targeted to midstream and downstream market actors; manufacturers are aware of them as their products are being promoted.
- **Midstream:** Communications leveraging market-facing brands to midstream audiences include trainings for the supply chain, listings of trained installers on program websites, distribution of customizable templates, email communications, etc.
- **Downstream:** Communications that leverage market-facing brands to downstream audiences include customer-facing websites and communications to build awareness, educate and drive traffic to funder and supply chain partners' incentives and offers.

# Websites

## Purpose and Differentiation

<i>Websites</i>	<i>Description</i>	<i>What is housed there?</i>
<b>nea.org</b>	nea.org is the alliance's corporate website and is home to NEEA branded documents that are in their final state. The site also houses advisory and coordinating committee meeting materials.	Examples include: Business and Operations Planning documents, Market Research & Evaluation, Emerging Technology and Codes & Standards Reports, and Specification/Qualified Products Lists. Includes committee meeting materials such as charters, packets notes and slides.
<b>Market facing websites:</b> <ul style="list-style-type: none"><li>• BetterBricks</li><li>• BetterBuiltNW</li><li>• HotWaterSolutionsNW</li></ul>	These websites were created to: <ol style="list-style-type: none"><li>1. Provide an unbiased, third-party entity to educate and inform midstream and downstream audiences and enables co-branding by market partners and utilities when they choose;</li><li>2. Prevent the NEEA brand from being a consumer-facing brand which creates competition with funders' brands and their communications to their end-use customers;</li><li>3. Create a standalone product-oriented, efficiency focused—rather than entity focused—brand that is not associated with any utility unless that utility desires the association.</li></ol>	Final, non-working documents pertaining to programs that have a market facing website and that don't belong in the neea.org advisory and coordinating committee library may need to be placed on one of NEEA's market facing websites. This includes marketing and collateral pieces, case studies, and program/product specific resources.



# NEEA Logos

## NEEA Primary Mark

The NEEA logo is used to indicate that the given intellectual property is exclusively owned and/or developed by NEEA.

When space allows, the NEEA funder logos (aka, the funder lockup) should be used in addition to the NEEA logo.

Use-case examples include assets created by or for NEEA, such as:

- NEEA website
- Presentations
- NEEA success stories
- Primary research and reports
- Logic models
- Qualified product lists



## NEEA + Partner Logo Lockup

This logo lockup is used by funders or non-funder partners to indicate that NEEA has contributed to intellectual property that is co-owned by both/all parties.

Use-case examples include co-owned and/or co-developed assets such as:

- Research materials, white papers or presentations

## Brought To You By NEEA Logo

This logo is used by NEEA staff and funders to indicate that intellectual property has been developed by NEEA on behalf of its funders.

Use-case examples:

- Program websites (e.g., BetterBricks.com, BetterBuiltNW.com)
- Program training materials and presentations
- Program/product installation guides
- NEEA research published by a NEEA funder



PARTNER  
LOGO



# Using the NEEA Copyright



REPORT#E26-510

## Luminaire Level Lighting Controls: 2025 Review of Key Assumptions

Prepared For NEEA:  
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All Market Transformation presentations/materials from NEEA/NEEA staff and materials that NEEA produces or is produced on NEEA's behalf should be copyrighted as:

## ©YEAR Northwest Energy Efficiency Alliance

Examples: logic models, research, baselines, etc.



**No one can sell, reproduce, or distribute, all or any part of the Data without the express, prior written permission of NEEA.**

The YEAR should be the year that the content was released.

The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of the 14.5+ million energy consumers across Idaho, Montana, Oregon and Washington.

<a href="#">About NEEA</a>	<a href="#">Market Transformation Portfolio</a>	<a href="#">Research + Data Commercial Building Stock Assessment</a>	<a href="#">Committees + Contracting Committees</a>
<a href="#">Market Transformation Portfolio</a>	<a href="#">What is Market Transformation?</a>	<a href="#">Motor System Stock Assessment</a>	<a href="#">Product Council Requests for Proposals &amp; Qualifications</a>
<a href="#">News</a>	<a href="#">Product Specifications + Qualified Products Lists</a>	<a href="#">Northwest End-Use Load Research Project</a>	
<a href="#">Careers</a>		<a href="#">Residential Building Stock Assessment</a>	
<a href="#">Contact Us</a>			

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# *Writing Guidelines*



# Language, Tone + 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 should support funders feeling heard, understood, valued, energized, appreciated and inspired.

## Personality: *Collaborative*

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

## Messaging: *Direct*

Messages should be communicated as simply and clearly as possible. To ensure connection with stakeholders, all messages should very clearly focus on benefits and be in plain language. Avoid a lot of jargon, acronyms, technical language or industry-speak. And when applicable, messages should include clear paths to action.

## 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.

# Style + Voice

The alliance follows writing guidelines established by the Associated Press (AP) Style Guide to encourage consistency across all communications.

## 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:

- Keep messaging clear in intent and concise in nature.
- Demonstrate the alliance's actions and how it provides value to the region through messaging.
- Place emphasis on collaboration with funders, partners and stakeholders; NEEA staff should not claim responsibility for the alliance's successes.
- Use fundamental information over details and specifics—readers are always able to ask for more detailed information.
- Limit use of technical terminology or industry jargon, or cite unfamiliar sources 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 referred to is clear, to avoid the perception that NEEA staff are taking ownership of alliance activities. Use active voice.



# General Guidelines

## 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 “Energy Trust of Oregon or Energy Trust”; never shorten to ETO and never use “The” before Energy Trust.
- 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.

## Language Guidance

Please emphasize the following attributes of NEEA’s Market Transformation approach in external communications and engagements:

- Affordability
- Data-driven
- Economic efficiency
- Energy efficiency/efficient
- Grid-stability
- Innovation
- Integrated approach between gas and electric
- Lowered energy costs for consumers and businesses
- Market-based choice/consumer choice
- Market efficiency
- Neutral/unbiased
- Reduced energy waste
- Reliability
- Removing barriers to market progress
- Resilience



# General Guidelines

## Usage guidelines: Market Transformation

Always use title case (i.e., Market Transformation) whether referencing NEEA's specific, formalized process and approach to enacting permanent market change or in the context of efforts enacted by entities other than NEEA.

The following examples, as respectively taken from neea.org, NEEA corporate materials and a NEEA conference proposal, demonstrate when to use "Market Transformation" in the title case format.

- *NEEA's Market Transformation success stems from a dynamic group of employees from a variety of backgrounds who share a passion for building a more efficient Northwest.*
- *Since 1996, the alliance has cost-effectively delivered more than 959 average Megawatts (aMW) of co-created energy savings through Market Transformation.*
- *Through NEEA's Market Transformation work with manufacturers, utilities and market partners, the alliance is recognized as a national leader in transforming the water-heating market.*

## Press Requests

If you are contacted by the press or receive requests from the general public regarding NEEA activities, please forward the request to Corporate Communications.

## Typography

### Fonts

NEEA's primary brand font Trade Gothic LT Std should be used in all written communication.

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

## Photography

The photography used 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 can evoke a regional picture. Some guidelines for photography include:

- Show people in action and faces.
- Avoid images that appear staged or artificial; choose images that show authentic people, environments and actions.
- Market Transformation in action.
- Emerging technologies in action.
- Local stories.
- Highlight actual projects and successes.
- Show collaboration between funders.
- Occasionally utilize color, gradient and pattern overlays to create visual interest.

All photos used in NEEA materials should be owned by NEEA or rights-free images. If you need access to owned photos or are unsure if a photo is okay to use, please reach out to your program marketing lead or Corporate Communications.

# Funder Lockup

NEEA represents third parties in its communications. The most common scenario is representing its funders.

Use of this lockup is recommended for all NEEA communications. Do not rearrange logos or modify lockup. The lockup is updated for each funding cycle.

Permission should be obtained before using funder logos. Please contact Corporate Strategy and Communications with questions.



**NEEA BOARD OF DIRECTORS**

<p><b>Jim Boggs</b> Board Director (Elected in 2019) Director, Facilities and Construction Services</p> <p><b>Dan Bealery</b> Clark PUD's Director (elected in 2020) Director, Energy Resources</p> <p><b>Stephen Bickler</b> Tacoma Power Sr. Manager, Customer Energy Programs</p> <p><b>Larry Blahos</b> NEEA Board Treasurer Elected in 2019 Clark Public Utilities Director Manager, Energy Technologies and Services</p> <p><b>Holly Braun</b> NW Natural Manager, Energy Policy &amp; Sustainability</p> <p><b>John Charlton</b> State Office of Energy and Mineral Resources Administrator</p> <p><b>Scott Coe</b> TriMet's Public Utility District General Manager</p> <p><b>Michael Cotgrove</b> NEEA Board Secretary Energy Trust of Oregon Executive Director</p> <p><b>Merica Covilloux</b> Cascade Natural Gas Manager, Energy Efficiency and Community Service</p>	<p><b>Theresa Drake</b> NEEA Board Treasurer (Elected in 2019) Vice President, Customer Relations and Energy Efficiency</p> <p><b>Suzanne Frew</b> Snohomish County PUD (Elected in 2019) Sr. Program Manager</p> <p><b>Jason Eisendler</b> Oregon Governor's Representative, Oregon Public Utility Commission (Elected in 2017) Director, Energy Programs</p> <p><b>Andrew Brussell</b> NEEA Board Chair Clark County PUD Manager, Energy Development and Construction</p> <p><b>Sam Johnson</b> Astoria PUD (Elected in 2019) Director of Energy Efficiency</p> <p><b>Lauren McCloy</b> Washington State's Representative, Washington State's Office Energy Program Advisor</p> <p><b>Lori Olson</b> Seattle City Light Manager, Technical Design</p> <p><b>Jessica Mitchell</b> Yacoma PUD (Elected in 2019) Manager, Customer Relations</p>	<p><b>Ben Otis</b> Public Interest Representative, Public Conservation League Advisor</p> <p><b>Bonnie Rouse</b> Washington Governor's Representative, Washington Energy Office Associate, Energy and Infrastructure Association</p> <p><b>Ruchi Sachin</b> Oregon Governor's Representative, Oregon Department of Energy (Elected in 2019) Assistant Director, Strategic Planning</p> <p><b>Anna Scudetti</b> Astoria PUD Director, Energy Efficiency</p> <p><b>Cory Scott</b> NEEA Board Vice Chair PacifiCorp Director, Customer Services</p> <p><b>Rob Stolarick</b> Puget Sound Energy Executive, Customer Energy Management</p> <p><b>Kim Thorson</b> Director for Energy Administration Energy Efficiency</p> <p><b>Reb Young</b> NorthWestern Energy Program Consultant</p>
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**Thank You!**

Jane Doe, PMP  
Program Manager, NEEA  
j.doe@neea.org

# Color Palette

Nothing differentiates a brand like color. Color creates context and sets mood. It can create a lasting impression and is an instantly recognizable part of a brand.

Using the brand colors correctly is important. But it's also important to use them creatively. Color lends an opportunity to amplify design, depending on the audience and intended message.

	Pantone (spot)	CMYK (print)	RGB (screen)	Hex (web)
	302 C	100 38 0 69	18 53 89	0345b
	368 C	50 0 100 0	140 198 70	8dc63f
	801 C	100 0 0 0	42 169 224	00aeef
	158 C	0 69 100 0	243 108 33	f37121
	7409 C	1 28 93 0	250 188 43	fab2b
	7672 C	88 89 12 2	70 64 138	454089
	297 C	51 0 0 0	127 205 232	6acff6
	7461 C	100 40 0 0	0 131 202	007dc5

In addition, a gradient palette has been created to help liven and add interest to backgrounds.



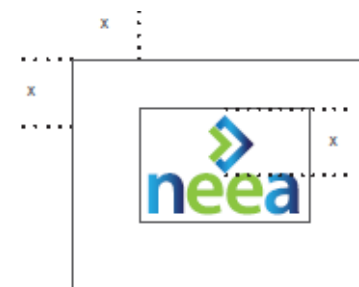


# Logo Usage – NEEA Primary Mark

The identity system is designed to be flexible to communicate effectively with different audiences, but NEEA's logo (symbol and wordmark) always remain the same.

The NEEA logo should never be modified. Do not alter the logo's form or rendering. Do not de-couple the NEEA logo's symbol and wordmark.

Leave plenty of space around the NEEA logo. No graphics, type, or illustrations should violate the mark's clear space. The minimum clear space equals the height of "symbol" the brandmark.



black



grayscale



full name lock-up



reversed - white



two color

When placing the NEEA logo against a solid background (also known as "reversed"), use the designated logo artwork. In situations that require the logo to be placed on a color background, use the Reversed - White logo artwork.

In instances where clean reproduction of the mark's gradients are not possible, such as silk-screen or embroidery, use the two-tone version of the mark.

The NEEA logo's full name lock-up may be used when communicating with audiences who are less familiar with NEEA.

The NEEA logo's full name lock up is discouraged in instances where the audience clearly understands who NEEA is. Think of how and when NASA might actually need to spell out "National Aeronautics and Space Administration."



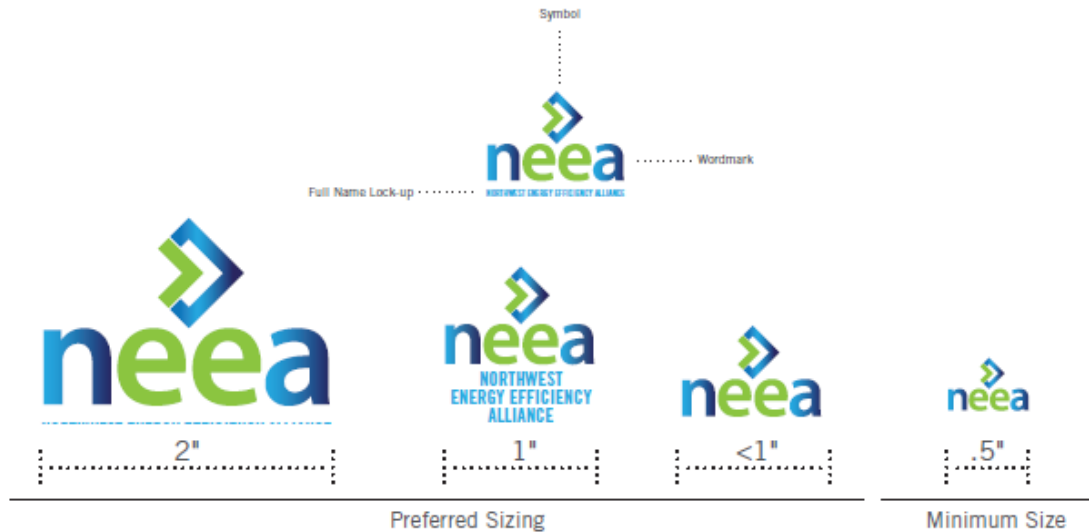


# Logo Usage – NEEA Primary Mark

In instances where the logo's wordmark is reduced below 2" width, the stacked version of the full name lock-up may be used.

In instances where the logo's wordmark is reduced below 1" width, the stacked version of the full name lock-up should be omitted.

Minimum size for logo reproduction is .5" or roughly 40 pixels wide.



## Maintain the integrity of the NEEA logo

The NEEA logo has been carefully designed to reflect the brand personality of NEEA and it should always appear in its original form with sufficient clear space surrounding it.

The NEEA type is a custom design and does not belong to any standard font family. Do not reset the NEEA type or alter it in any way. Do not alter the overall shape of the chevron symbol or the gradient shading. To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited.

The examples below show improper usage of the NEEA logo.





**Thank  
You!**

## NEEA Corporate Communications

[info@neea.org](mailto:info@neea.org) | [neea.org/brand](https://neea.org/brand)

