

BC Energy Step Code

Brand Handbook

VOLUME 1 OF 2
Design Guidelines

Version: 01 January 2018





Photo: North Park Passive House, Victoria BC,
photo by Ryan Hamilton (Part 9, Step 5).

Introduction

The Energy Step Code Council developed the BC Energy Step Code under the guidance of and in partnership with the Buildings and Safety Standards Branch at the Province of British Columbia's Office of Housing and Construction Standards.

The Council works in part to increase awareness of the regulation – as well as understanding of how it works and how it might be implemented. Local government staff and elected officials, companies and industry associations, utilities, civil society organizations, and research bodies are de facto partners in this effort. All need clear and accurate information and resources to explain the standard to constituents, partners, customers, and others.

To support these efforts, the Energy Step Code Council has developed and is making available a variety of **BC Energy Step Code** brand assets. Examples of brand assets include the standard's logo, explanatory graphics, and presentation templates. We have produced this **Brand Handbook** to provide guidance on how these parties may use these resources and tools in their work.

This **Brand Handbook** consists of two sections. They are distributed as separate files, but intended to be used together:

- **Design Guidelines:** This section specifies colours, fonts, and logo usage in designed documents. It also includes a key of available graphics.
- **Style and Brand Asset Usage Guidelines:** This section outlines style conventions, defines terminology, and offers standard definitions. It also clarifies expectations with respect to appropriate usage and representations of the brand assets.

About this Document: The Energy Step Code Council's Communications and Training Subcommittee produced this **Brand Handbook** with financial support from BC Hydro's Sustainable Communities Program. It aims to increase awareness and understanding of the **BC Energy Step Code**. The Energy Step Code Council is an unincorporated advisory body comprised of representatives from utilities, governments, and industry. We hope this resource will prove useful in your work.

Logo

The BC Energy Step Code logo is based on a “fan” motif. To some, it evokes a wall being lifted into place on a construction site, while others have seen a spiral staircase viewed from above. The design signals the standard’s progression of fixed steps, while its bright colours celebrate the collaboration that gave rise to it.

As communities grow increasingly familiar with the BC Energy Step Code, it is important to maintain the integrity of the brand that represents it.



ALIGNMENT & SPACING



Leave at least the minimum amount of space between the logo and any other elements or type. The minimum amount of space should be the height of the small type (ENERGY) in the logo in all directions.

PROHIBITIVE USE

Don't change the elements in the logo.

Don't place the logo atop a busy or colourful background, unless it is used as part of a branded asset. Examples on page 7.

Don't change the fonts or typographic elements.

Don't change the spacing, or proportions.

Don't add effects, like dropshadows.

Don't make it too small: ensure the text is always legible.

Colours

The BC Energy Step Code brand uses a friendly, colourful palette to reflect the variety of BC communities, government and industry partners who are coming together to make an impact in BC.

The colours are typically used individually as highlight colours against a white back-drop, and only combined together in the fan visual. There are some instances where the primary or supplementary colours can be used as backgrounds in simpler promotional materials.

PRIMARY (TEXT & BACKGROUNDS)



LIGHT GREY
C2C2C0

C: 24%
M: 18%
Y: 20%
K: 0%



TURQUOISE
47C0C8

C: 64%
M: 1%
Y: 23%
K: 0%



DARK TEAL
06818E

C: 86%
M: 34%
Y: 39%
K: 5%



YELLOW
F9D132

C: 3%
M: 15%
Y: 91%
K: 0%



ORANGE
EF9921

C: 4%
M: 46%
Y: 99%
K: 0%



LIME GREEN
B7CD5E

C: 32%
M: 4%
Y: 80%
K: 0%

SUPPLEMENTARY (TEXT & BACKGROUNDS)



DARK GREY
939597

C: 0%
M: 0%
Y: 0%
K: 50%



L. TURQUOISE
69C8CC

C: 55%
M: 0%
Y: 22%
K: 0%



GREEN
34B9A5

C: 71%
M: 1%
Y: 45%
K: 0%



DARK GREEN
93C94F

C: 82%
M: 21%
Y: 54%
K: 3%

Fonts

The BC Energy Step Code brand uses two font families across all materials. The Roboto font family is used for titles and larger text, while the Lato family is used in body copy and for smaller text callouts. Both families are available as web fonts.

TITLES AND LARGER TEXT

Roboto Slab regular

ABCDEFGHIJKLMN OP abcdefghijklmnop

Roboto Slab bold

ABCDEFGHIJKLMN OP abcdefghijklmnop

BODY COPY AND SMALLER TEXT

Lato Regular

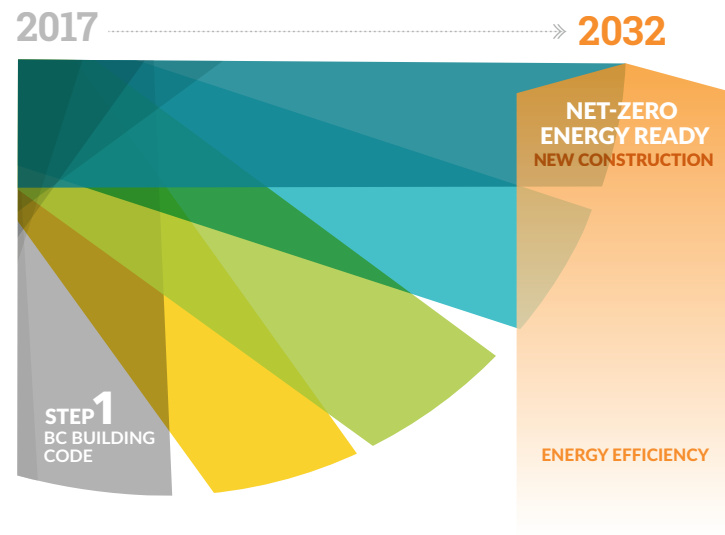
ABCDEFGHIJKLMN OP abcdefghijklmnop

Lato Heavy

ABCDEFGHIJKLMN OP abcdefghijklmnop

Brand Illustrations

The Energy Step Code Council offers a variety of branded assets, including diagrams that explain how the standard works, and a presentation template. We make these available under a Creative Commons license, as detailed in Volume 2, of this Brand Handbook.



Simplified Graphic

This simplified steps graphic conveys at a high level how the standard works.



Part 3 / Part 9 Diagram

This bar diagram is available for Part 9 and Part 3.

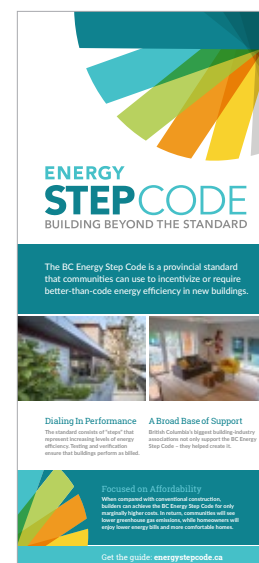
Brand Graphic Elements

When promoting the BC Energy Step Code, there are several ways to include the logo, or branded graphics in marketing materials. These elements are included in the asset library, provided by the Energy Step Code Council.



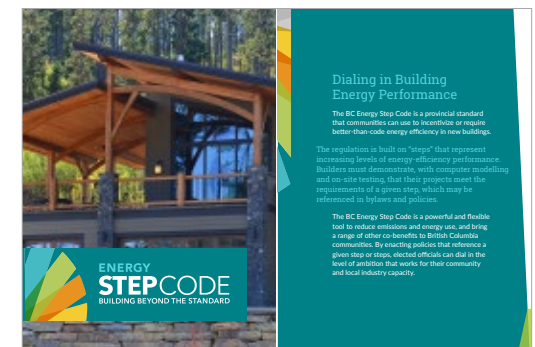
Branded header example

This fact sheet uses a branded BC Energy Step Code header to promote the code. This style of header can be used to brand online event templates, emails, printed materials or presentations.



Vertical design formats

This stand up printed banner, uses the logo in a stacked format, to support a vertical design.



Alternate logo uses

This cover for the mini-brochure supports a large photo as the main visual element, and a reverse version of the logo, so that the logo is not competing with a busy visual background.

Photography

Imagery can be a powerful tool to help tell the BC Energy Step Code story. We encourage parties to depict both finished and under-construction homes and buildings that meet the full range of steps. Many high-performance homes built to the Lower Steps look like a “typical” home built to the requirements of the BC Building Code; this helps build comfort and familiarity in the market.



The Energy Step Code Council does not offer a library of royalty-free photographs. We urge any party wishing to use images to source and secure reproduction rights for original photography and video from the holder of those rights.

When captioning images, use the style convention outlined in the companion to this document, “Style and Brand Asset Usage Guidelines.” That is, reference both the relevant section of the code and the performance level. Reference the building code section first and the step second, as in these examples:



Photos (left top): Energy efficient home in Langley BC that participated in the Township’s program.

(Left bottom): Thickness of a wall from a pre-fabricated panel built in Agassiz BC to Passive House standards, photo by Monte Paulsen (Part 9, Step 5).

(Above): Kwayatsut concrete high-rise apartment building at Broadway and Fraser, Vancouver BC (Part 3, Step 3).



Conclusion & Feedback

The BC Energy Step Code is not just a regulation, it is a market transformation tool that a diverse group developed through a deeply collaborative process. If it is to succeed, a variety of actors will need ready access to good information, so they can understand it and explain it to others.

For this reason, the Council provides graphical assets and tools to explain the standard, and supports any good-faith effort to get them into circulation.

However, the integrity of the brand is as important as the integrity of the technical metrics that the standard is built upon. We encourage parties using the brand assets do so in good faith in adherence with this handbook's recommendations.

Available Printed and Digital Resources

Beyond the Brand Assets, the Energy Step Code Council makes available a variety of resources to interested parties to use or borrow in adherence with this document's guidelines. These include:

- A Microsoft PowerPoint presentation template.
- A mini-brochure, square format in three panels, available as a high-resolution, print-ready file.
- A roll-up vertical banner sign with the logo, that many be useful signage at events and workshops.

For questions, comments, or feedback please contact us via the Buildings and Safety Standards Branch at the Office of Housing and Construction Standards, via Building.Safety@gov.bc.ca