

A guide to using the Northern Ireland Sustainable Energy Programme brand

September 2009



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Introduction

NISEP Background

On the 1st August 2008 the Utility Regulator carried out a review of the Energy Efficiency Levy Programme. Following this process a number of high level decisions for reform were made. One key decision included a name change; the programme was renamed the Northern Ireland Sustainable Energy Programme (NISEP).

Since its inception in 1997/8 the NISEP (formerly the EEL Programme) has represented an important element of the Utility Regulator's response to its duty to protect customers and its duty to have regard for the environment. The importance of the programme has increased over the years as issues such as fuel poverty and fuel security and environmental sustainability have increased in importance. The strategic objectives of the programme are to contribute to:

- ❖ The achievement of efficiency in the use of energy
- ❖ The achievement of socially and environmentally sustainable long term energy supplies
- ❖ The achievement of the above at best value to consumers while also having due regard for vulnerable groups.

The Importance of Branding

As organisations seek to engage effectively with their stakeholders in a crowded communications environment, the need to convey brand distinctiveness becomes more acute.

The NISEP brand is more than a logo, it also brings with it a set of expectations about how the programme will be delivered. To help build a clear understanding of what the NI sustainable Energy Programme is about it is important that users of the NISEP logo ensure the brand is applied consistently across different settings.

Who should use the NISEP Brand?

The NISEP brand should be used by:

- ❖ primary bidders,
- ❖ scheme partners,
- ❖ scheme bidders and
- ❖ Programme Administrator.

Use of the NISEP logo is paramount in ensuring energy customers that are benefitting from NISEP schemes are aware of the origin of their funding.

How to apply NISEP Brand

The NISEP logo should be used on all literature, application forms and publications produced by those listed above in respect of sustainable energy schemes and programmes, which are wholly or jointly funded by NISEP.

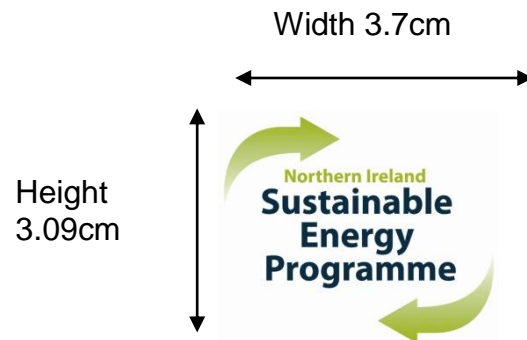
The NISEP logo must be used with **equal prominence** when used in conjunction with other logos.

Logo

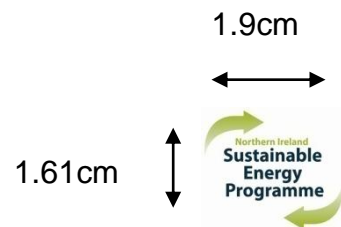
Logo Size

The preferred logo size is:

Height: 3.09 cm Width: 3.7 cm



If adjusting logo size you should note that recommended minimum size for logo is 1.9cm wide as demonstrated below:



Logo Placement

As previously stated, the NISEP logo should be prominently placed on all documents and should be used with **equal prominence** when used in conjunction with other logos.

To keep the logo clear and legible there should be an adequate amount of clear space around it. Clear space is the area around the logo that no other graphic or type can encroach.

Colours

There are two colours in the NISEP logo, to be used in both print and digital media for consistent presentation.

Blue

Print
Pantone PMS 548

Digital Media
RGB R0 G67 B100

Green

Print
Pantone PMS 383

Digital Media
RGB R159 G189 B7

Things to avoid

To create a recognisable brand it is important that the NISEP logo is applied in the right way, everywhere it is used.

Some common mistakes which have been made when using logos are illustrated here.

Do not distort the proportions of the logo



X

Do not change the colours



X