# TABLE OF CONTENTS

Michigan Saves ................................................................. 3
Michigan Saves ................................................................. 4
Programs Overview .......................................................... 5
Home Energy Loan Program ............................................. 6
Home Energy Loan Program Language .............................. 7
Public Sector Energy Financing ......................................... 8
Public Sector Energy Financing Language .......................... 9
Business Energy Financing .............................................. 10
Business Energy Financing Language ............................... 11
Multifamily Energy Financing .......................................... 12
Multifamily Energy Financing Language ............................ 13
Logo Usage .................................................................. 14
Unacceptable Logo Usage ............................................... 15
Usage Situations ............................................................. 16
Combined Usage ............................................................ 17
Typographic Treatment ................................................... 18
Web Typography ............................................................ 19
Written References ........................................................ 20
Partner Considerations .................................................... 21
Usage Example ............................................................... 22
Usage Example ............................................................... 23
Usage Example ............................................................... 24
LOGO

This is the primary logo for Michigan Saves.

BRAND VOICE

The Michigan Saves brand lends itself to a voice and tone that is simple, straightforward, helpful, and informational. Much like a conversation between a homeowner and a trusted contractor, the tone should be informative but casual. The brand voice falls somewhere between a sales pitch and a conversation between friends—friendly and helpful, but also professional.

BRAND LANGUAGE SAMPLE

Making energy improvements to your home or operation? Michigan Saves programs provide financing for homeowners, commercial building owners, public sector building operators, and multifamily owners and managers.

Anyone can choose from a list of prequalified measures or get an energy assessment to figure out what you need. Call a Michigan saves authorized contractor to get started.

ELEVATOR SPEECH

Michigan Saves is a nonprofit organization dedicated to making energy improvements easy and affordable.

CAPTION

Easy. Affordable. Smart.
COLOR PALETTE

This color palette is to be used exclusively on elements relating to the primary brand. The primary colors should be used whenever possible. Secondary colors can be used to improve readability or add variety.
MICHIGAN SAVES: PROGRAMS OVERVIEW

BRAND VOICE


It is imperative to ensure that each sub-brand be clearly identified as a program of Michigan Saves, and appear less prominent than the master brand in any mutual presentations.

SUB-BRAND MARKS

Each product category offers its own “badge.”
**SUB-BRAND: HOME ENERGY LOAN PROGRAM**

**PRIMARY SUB-BRAND MARK**

This mark has been designed for use with the main Michigan Saves branding.

**BRAND LANGUAGE SAMPLE**

Michigan Saves believes comfortable homes and low energy costs should go hand in hand. That’s why we’re here to assist as you take control of your energy costs by making easy, affordable, smart choices to make your house an efficient home.

Applying for a Michigan Saves loan is easy, so you can get started on improving your home’s energy use right away. A Michigan Saves authorized contractor will walk you through the process.

**CAPTION**

Making Home Energy Improvements Affordable

**PLACE IN OVERALL BRAND**

Remember that the Home Energy Loan Program is a sub-brand of Michigan Saves. Therefore, it should be positioned as a child of the Michigan Saves brand, not a partner.
SUB-BRAND: HOME ENERGY LOAN PROGRAM LANGUAGE

MINIMUM USAGE SIZE

When used any smaller than 0.75 inches, the sub-brand mark becomes illegible.

0.75 INCHES

SMALL USAGE ICON

This icon is to be used where a sub-brand mark is needed at less than 0.75 inches. Use no larger than 0.75 inches.

MINIMUM ICON SIZE

Use the icon no smaller than 0.1875 inches.

0.1875 INCHES

COLOR PALETTE

This color palette is to be used exclusively on elements relating to the sub-brand. The primary color should be used whenever possible, but secondary colors can be used to improve readability or add variety.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>R:9 G:50 B:102</td>
<td>R:57 G:96 B:122</td>
</tr>
<tr>
<td>PMS: 534 CP</td>
<td>PMS: 5405 CP</td>
</tr>
<tr>
<td></td>
<td>C:45 M:16 Y:9 K:24</td>
</tr>
<tr>
<td></td>
<td>R:112 G:148 B:170</td>
</tr>
<tr>
<td></td>
<td>PMS: 5425 CP</td>
</tr>
</tbody>
</table>
SUB-BRAND: PUBLIC SECTOR ENERGY FINANCING

PRIMARY SUB-BRAND MARK

This mark has been designed for use with the main Michigan Saves branding.

BRAND LANGUAGE SAMPLE

Every building you operate has expenditures associated with energy waste. At Michigan Saves, we want to help you invest in equipment that reduces your exposure to future energy cost increases, maximizes your opportunity to bank excess maintenance costs, and provides savings via smaller, more predictable utility bills.

Participating in the Public Sector Energy Financing program is simple. A Michigan Saves authorized contractor will walk you through the process step by step.

CAPTION

Improving Your Bottom Line with Energy Savings

PLACE IN OVERALL BRAND

Remember that Public Sector Energy Financing is a sub-brand of Michigan Saves. Therefore, it should be positioned as a child of the Michigan Saves brand, not a partner.
SUB-BRAND: PUBLIC SECTOR ENERGY FINANCING LANGUAGE

MINIMUM USAGE SIZE

When used any smaller than 0.75 inches, the sub-brand mark becomes illegible.

SMALL USAGE ICON

This icon is to be used where a sub-brand mark is needed at less than 0.75 inches. Use no larger than 0.75 inches.

MINIMUM ICON SIZE

Use the icon no smaller than 0.1875 inches.

COLOR PALETTE

This color palette is to be used exclusively on elements relating to the sub-brand. The primary color should be used whenever possible, but secondary colors can be used to improve readability or add variety.

<table>
<thead>
<tr>
<th>PRIMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:71 M:4 Y:100 K:45</td>
</tr>
<tr>
<td>R:41 G:113 B:42</td>
</tr>
<tr>
<td>PMS: 364 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:42 M:5 Y:98 K:29</td>
</tr>
<tr>
<td>R:120 G:149 B:44</td>
</tr>
<tr>
<td>PMS: 7495 C</td>
</tr>
</tbody>
</table>

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C:35 M:5 Y:42 K:14</td>
</tr>
<tr>
<td>R:149 G:181 B:147</td>
</tr>
<tr>
<td>PMS: 7494 C</td>
</tr>
</tbody>
</table>
SUB-BRAND: BUSINESS ENERGY FINANCING

PRIMARY SUB-BRAND MARK

This mark has been designed for use with the main Michigan Saves branding.

BRAND SAMPLE LANGUAGE

Taking control of your energy costs can be one of the most effective ways to free up cash in your business. Michigan Saves has made it easier than ever to find where your operation is wasting valuable energy in your business or organization and apply the latest in efficiency solutions to maximize return on investment.

Participating in the Business Energy Financing program is simple. A Michigan Saves authorized contractor will walk you through the process step by step.

Here's what you can plug into today:

- Easy—Time is money in a small business. That’s why we have someone to walk you through the process so you spend less energy on a hassle-free credit approval and more energy on your business.

- Affordable—We understand the margins on your business are never as big as they need to be. That’s why we work hard to make sure the return on your energy investment begins to pay off as fast as possible. In some cases, the return on investment can be as soon as one year.

- Smart—Investing in your business with new equipment means lowering operating costs and utility bills.

Call a Michigan Saves authorized contractor to get started.

CAPTION

Powering Your Business with Less Energy.

PLACE IN OVERALL BRAND

Remember that Organization Energy Financing is a sub-brand of Michigan Saves. Therefore, it should be positioned as a child of the Michigan Saves brand, not a partner.
SUB-BRAND: BUSINESS ENERGY FINANCING LANGUAGE

MINIMUM USAGE SIZE
When used any smaller than 0.75 inches, the sub-brand mark becomes illegible.

SMALL USAGE ICON
This icon is to be used where a sub-brand mark is needed at less than 0.75 inches. Use no larger than 0.75 inches.

MINIMUM ICON SIZE
Use the icon no smaller than 0.1875 inches.

COLOR PALETTE
This color palette is to be used exclusively on elements relating to the sub-brand. The primary color should be used whenever possible, but secondary colors can be used to improve readability or add variety.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C:90 M:9 Y:60 K:15</td>
<td>R:0 G:142 B:119</td>
<td>PMS: 569 CP</td>
</tr>
<tr>
<td>SECONDARY</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SUB-BRAND: MULTIFAMILY ENERGY FINANCING

PRIMARY SUB-BRAND MARK

This mark has been designed for use with the main Michigan Saves branding.

BRAND SAMPLE LANGUAGE

Michigan Saves believes in the power of investing. That’s why we’ve created a program that meets the unique needs of multifamily income properties and their owners. Maximize your investment by making an energy improvement today.

Michigan Saves has partnered with Cinnaire to ensure multifamily housing properties have easy, affordable access to financing for energy upgrades.

CAPTION

Protecting Your Investment with Smart Upgrades!

PLACE IN OVERALL BRAND

Remember that Multifamily Energy Financing is a sub-brand of Michigan Saves. Therefore, it should be positioned as a child of the Michigan Saves brand, not a partner.
**SUB-BRAND: MULTIFAMILY ENERGY FINANCING LANGUAGE**

**MINIMUM USAGE SIZE**
When used any smaller than 0.75 inches, the sub-brand mark becomes illegible.

**SMALL USAGE ICON**
This icon is to be used where a sub-brand mark is needed at less than 0.75 inches. Use no larger than 0.75 inches.

**MINIMUM ICON SIZE**
Use the icon no smaller than 0.1875 inches.

**COLOR PALETTE**
This color palette is to be used exclusively on elements relating to the sub-brand. The primary color should be used whenever possible, but secondary colors can be used to improve readability or add variety.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C:2 M:1 Y:45 K:2</td>
<td>R:245 G:235 B:158</td>
<td>461 CP</td>
</tr>
</tbody>
</table>
PRIMARY BRAND: LOGO USAGE

CLEAR SPACE

“X” is equal to the height of the “n” in “Michigan”. Leave a perimeter of “X” around the mark. Only the service mark may intrude this space.

MINIMUM SIZE

The primary logo should never be used smaller than 1 inch wide.

BLACK AND WHITE

The black and white logo is to be used only for faxes.

GRAYSCALE

The grayscale logo is to be used only when constrained to one color, such as newspapers, black/white digital prints, and photocopies.

REVERSED

The primary logo may be used in white on the primary dark green.
PRIMARY BRAND: UNACCEPTABLE LOGO USAGE

COLORS
Do not change the logo colors or convert to single color.

FONTS
Do not try to recreate elements with any other typeface.

SERVICE MARK
Do not remove service mark.

DISTORTION
Do not scale, tilt, rearrange, or otherwise distort any elements.
**SUB-BRAND: USAGE SITUATIONS**

**DARK BACKGROUND USAGE**

The sub-brand mark should be set in the primary gray when used on dark backgrounds.

![Sub-brand mark example](image)

**WHITE BACKGROUND USAGE**

When used on a white background, mark may be used in the primary gray, primary sub-brand color, or black.

![Usage examples](image)

**CROPPED AND/ORrotated USAGE**

Marks may be rotated and/or cropped as long as the primary program title remains visible.

![Usage examples](image)

**UNACCEPTABLE USAGE**

Do not use sub-brand marks in white or unspecified colors.

![Unacceptable usage examples](image)
COMBINED SUB-BRAND MARKS

When two or more sub-brand marks are used together, do not use a dark background. Instead, set the mark in the sub-brand’s primary color.

ADDING DESCRIPTIONS

Use Helvetica Neue 75 Bold, at an appropriate size in 85 percent black to add categorizations to the logo when necessary.
# OVERALL BRAND: TYPOGRAPHIC TREATMENT

## HEADLINE TREATMENT

Headlines should be set in Geometric Slabserif 712 Medium (GeoSlb712 Md BT).

---

<table>
<thead>
<tr>
<th>Geometric Slabserif 712 Medium (GeoSlb712 Md BT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ”</td>
</tr>
<tr>
<td>: ! @ # % $ &amp; * ?</td>
</tr>
</tbody>
</table>

## TEXT AND SUBHEADS

General text and subheads should be set in Helvetica.

---

<table>
<thead>
<tr>
<th>Helvetica Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ”</td>
</tr>
<tr>
<td>: ! @ # % $ &amp; * ?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Helvetica Light Oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ”</td>
</tr>
<tr>
<td>: ! @ # % $ &amp; * ?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Helvetica Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M</td>
</tr>
<tr>
<td>N O P Q R S T U V W X Y Z</td>
</tr>
<tr>
<td>a b c d e f g h i j k l m</td>
</tr>
<tr>
<td>n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ”</td>
</tr>
<tr>
<td>: ! @ # % $ &amp; * ?</td>
</tr>
</tbody>
</table>
OVERALL BRAND: WEB TYPOGRAPHY

HEADLINE LEVEL 1
Font Family: Crete Round
Size: 28.8px
Color: R:0 G:112 B:84
Heading Level 1

HEADLINE LEVEL 2
Font Family: Crete Round
Size: 20px
Color: R:0 G:112 B:84
Heading Level 2

HEADLINE LEVEL 3
Font Family: Helvetica (bold)
Size: 14.4px
Color: R:0 G:112 B:84
Heading Level 3

BASIC PARAGRAPH
Font Family: Crete Round (regular)
Size: 14.4px
Color: R:77 G:77 B:77
Basic Paragraph
OVERALL BRAND: WRITTEN REFERENCES

MAIN WRITTEN REFERENCES

1. Do not insert the logo or any portion of the logo in copy.

2. When the name appears in copy, it should be written as, “Michigan Saves” in upper and lower case.

3. Other approved references:
   Michigan Saves Financing
   Michigan Saves Home Energy Loan Program

4. The SM mark should not appear in written references.

5. Do not replace the “S” in Saves with a $ symbol.

6. Do not use SAVES (all caps). All previous uses have been retired.

7. Do not abbreviate Michigan Saves. Do not use “Mi Saves,” “Mi Saves,” “Mi SAVES,” or any other shortened version.

8. Do not use “Michigan Saves Inc.” for branding or marketing purposes.

9. Do not abbreviate the brand or sub-brands. Spell out program names fully.

WEBSITE

When referencing the website in print, follow these guidelines:

- Always omit the preceding “http://”
- When possible, use title case to distinguish between words (www.MichiganSaves.org)

PHONE NUMBERS

Phone numbers occurring in print and digitally should be in the following format:

- ####-####-####
OVERALL BRAND: PARTNER CONSIDERATIONS

LOGO USAGE

When using the primary or sub-brand logos with partner logos, be careful to maintain a visual separation between organizations.

PRIMARY BRAND USAGE

BRAND SUITE USAGE

SUB-BRAND USAGE
OVERALL BRAND: USAGE EXAMPLE

“We’re doing the right thing.”

“This project did a lot for us. It saved us money and improved the retail space for our customers and the work environment for our staff—it was a real value add.”

— Brian Jones, co-owner

PLAYMAKERS

It’s about more than money—it’s also about our people and our community.

In greater Lansing, Playmakers is an institution. Since 1981, this fitness store has gone above and beyond selling great athletic shoes and active wear—it has helped an entire region of people reach their fitness goals and improve their health. The business took the same above-and-beyond approach when the time came to upgrade their historic Okemos facility. Tackling a complicated and wasteful HVAC system, installing new economizers, and swapping out huge, noisy condensers was an ambitious scope that Playmakers co-owner Brian Jones just had to accomplish. “We’ve always been a business committed to doing what’s right, even when it’s hard—this energy project was no different.”

michigansaves.org
We’re Saving More Than Energy!

Utility bills down. Bottom line UP.

Playmakers was able to finance $50,000 of the $200,000 project with special 0% APR Michigan Saves financing through a partnership with Consumers Energy. The incentive helped them achieve a faster return on their investment and improve cash flow—the lifeblood of every balance sheet. Contact a Michigan Saves contractor today to help you access all of the incentives and benefits available to you. Take control of your energy costs. Give us a call.

This project not only saved Playmakers money, it has improved the shopping experience for their customers.

Lender: Ascentium Capital
Contractor: Doty Mechanical Inc.
Annual Savings Estimate: $26,295/year
Special Incentive: 0% APR financing Consumers Energy
When it comes to your budget, don’t just **SAVE**... **INVEST**!

**Achieve a handsome return on your energy infrastructure.**

Every building you operate has expenditures associated with energy waste. At Michigan Saves, we want to help you invest in equipment that reduces your exposure to future energy cost increases, maximizes your opportunity to bank excess maintenance costs, and provides savings via smaller, more predictable utility bills.

**Easy. Affordable. Smart.**

Participating in the Public Sector Energy Financing program is simple. A Michigan Saves authorized contractor will walk you through the process step by step. Utility rebates and other incentives* on qualifying improvements are offered for a limited time only, so get started now!

* Check for availability.