



THIS IS YOUR LIGHTBULB MOMENT

A Style Guide and Overview of the **T8** Lighting Project.

T8
LIGHTING
PROJECT

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THE T8 LIGHTING PROJECT

The Bonneville Power Association (BPA) created the T8 Lighting Project to support the T12 lighting retrofit program. The campaign consists of direct mail pieces, bill inserts, emails, and supporting copy for use in newsletters and online. The materials are all designed to motivate and inform commercial end users about the time

sensitive T12 lighting retrofit program. The T8 Lighting Project's campaign position is "proactive investment." Three key messages support the campaign position. The three messages, in order of importance, are financial benefit, business benefit, and greater good. The campaign materials are organized into eight themes that lead up to July

2012, the expiration date for program incentives. The T8 Lighting Project themes are as follows: 1) Program Overview, 2) Earth Day, 3) Program Urgency, 4) Warehouse Benefits, 5) Improve Lighting Quality, 6) Increase Property Value, 7) October is Energy Month, and 8) Time is Running Out.

COLOR PALETTE

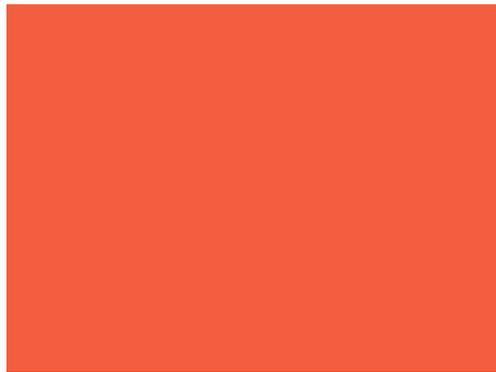
The T8 Lighting Project primarily uses the colors blue and bright orange, shown below, in addition to white and black. The blue in particular is used over large areas as a key part of the T8 Lighting Project look and feel.

Light orange is not used in print materials. It is provided here as an optional background color to use in email campaigns and other online presences for the T8 Lighting Project where a third color is needed.



BLUE

PMS 2985 U
RGB 0/169/209
CMYK 75/13/10/0



BRIGHT ORANGE

PMS 7417 U
RGB 241/95/64
CMYK 0/78/80/0



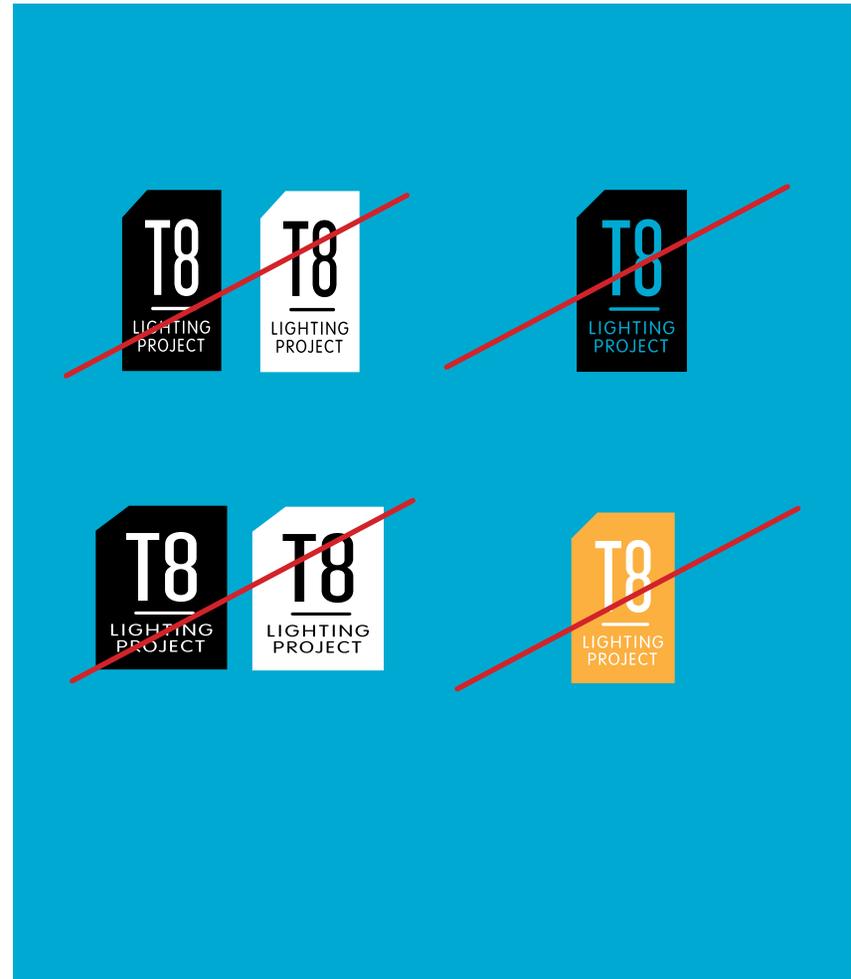
LIGHT ORANGE

PMS N/A
RGB 253/187/99
CMYK 0/20/70/0

SIGNATURE

The T8 Lighting Project signature is used on all project materials. Two versions exist that can be used interchangeably in some cases. The version with the best background contrast and visibility should always be selected. The blue background shown here is for example only.

The signature should never be distorted or used in any other color or opacity. It should not be shown in one color except in rare cases where one color printing requires it. The signature should not be used at a size smaller than .65 inches high.



SIGNATURE PLACEMENT

The T8 Lighting Project signature is generally placed in the bottom right corner as a layout anchor. When used with the program's banner the signature should appear to be spotlighted by the notch in the banner's lower right corner.



BANNER AND ARROW TAG

The banner and arrow tag, shown below, are important elements in the T8 Lighting Project campaign. Both elements should always be white, positioned on an image so that the best contrast is achieved, and never distorted or otherwise altered. The left edge of the banner should always bleed off the left edge of the image. In general, the banner is positioned in the lower left

area. Certain exceptions may be made where the banner is positioned in the left top area (see cover of this guide). The banner should always read “This is Your Lightbulb Moment” in the same type treatment shown below and detailed on page 9 of this guide. The subhead copy may vary in content but should never vary in type treatment.

The arrow tags should always point to a light fixture or source. Their content should never be altered and the asterisk should be accounted for with the following disclaimer: “Savings vary by utility and project.” The banner may be used without the arrow tag but the arrow tags should not appear without the banner.



TYPOGRAPHY

Three fonts are used in the T8 Lighting Project materials: Knockout HTF28 Junior Bantamweight, VAG Rounded Light, and Berthold Akzidenz Grotesk Regular. Knockout is also occasionally used at HTF27 Junior FeatherWeight and VAG Rounded in a bold weight. Knockout is only used

in all capitals, while VAG Rounded and Berthold Akzidenz Grotesk are never used in all caps. They only appear in sentence case. Knockout may be purchased here: www.typography.com; Berthold Akzidenz Grotesk may be purchased here: www.bertholdtypes.com; and VAG rounded may be

purchased here: www.adobe.com/type. Please be sure to purchase to correct usage rights for these fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Knockout HTF28 Junior Bantamweight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VAG Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Berthold Akzidenz Grotesk Regular

TYPOGRAPHY APPLICATION

Knockout HTF28 Junior Bantamweight is always used for the headline “This is Your Lightbulb Moment,” in all uppercase at approximately 54pt. VAG Rounded Light is always used for the subhead in sentence case at 11-13pt, shown

here as “Good News for Property Owners...” The subhead should appear as two colors, with blue first and orange second. The orange generally functions as a call-to-action or way to add extra emphasis.



Pay as little as
30%
of project costs. *

THIS IS YOUR LIGHTBULB MOMENT

Good News for Property Owners. Boost Property Values with Energy Efficient T8 Lighting.

T8
LIGHTING
PROJECT

TYPOGRAPHY APPLICATION

VAG Rounded Light is always used for body content, generally in 9/13 or in some cases 8/12, while call outs are shown in Knockout HTF27 Junior FeatherWeight, ~16pt.

Customizable contact information should always remain in Knockout HTF27 Junior FeatherWeight, uppercase, 14-15pt, black type. Do not delete white arrows or change content within them.

ARE YOU RELYING ON OLD FLUORESCENT LIGHTING TO LIGHT YOUR BUSINESS?

Not only are T12 lamps inefficient by today's standards, they will also no longer be available as replacement lamps, per a federal mandate, beginning July 14, 2012.

When you do move from T12 to T8 Lighting, you can see as much as a 50% reduction in energy use. Now imagine your utility bill shrinking as a result — something you can achieve without breaking the bank on the installation, thanks to the amazing incentives available now. Contact us today, for help finding a lighting contractor to bid on your T8 Lighting upgrade. / *Savings vary by utility and project.



place your logo here (the white box remains)

CALL

XXX-XXX-XXX

or

EMAIL

EMAIL@UTILITY.COM

or

WEB

UTILITYWEBSITE.COM

but

HURRY

INCENTIVES EXPIRE
JULY 2012

TOPIC | PROGRAM OVERVIEW

Topic one materials consist of one direct mail postcard, double-sided with full bleeds and a finished size of 10" x 5.5", one bill insert double-sided with full bleeds and a finished size of 9" x 3.75", email images and newsletter and email copy. Items are not shown at full size here.

Do not add any additional content to these campaign pieces with the exception of your logo, the customizable contact information, postage permits and mailing addresses. Adding any additional content may cause your mail piece to be rejected by the USPS.

Keep mailing addresses entirely within the white box provided. Do not add any content to the white box in the bottom right corner of the direct mail piece as this is where the postage barcode will be printed.

THIS IS YOUR LIGHTBULB MOMENT
For a Limited Time, Get Paid to Save Energy and Money.

T8 LIGHTING PROJECT

ARE YOU RELYING ON OLD FLUORESCENT LIGHTING TO LIGHT YOUR BUSINESS?
Not only are T12 lamps inefficient by today's standards, they will also no longer be available as replacement lamps, per a federal mandate, beginning July 14, 2012.

When you do move from T12 to T8 Lighting, you can see as much as a 50% reduction in energy use. Now imagine your utility bill shrinking as a result — something you can achieve without breaking the bank on the installation, thanks to the amazing incentives available now. Contact us today, for help finding a lighting contractor to bid on your T8 Lighting upgrade. / *Savings vary by utility and project.

CALL XXX-XXX-XXX
or
EMAIL EMAIL@UTILITY.COM
or
WEB UTILITYWEBSITE.COM
but
HURRY INCENTIVES EXPIRE JULY 2012

T8 LIGHTING PROJECT place your logo here (the white box remains)

Topic 1 Bill Insert



Topic 1 Email Images

THIS IS YOUR LIGHTBULB MOMENT
T8 Lighting Saves Valuable Energy and Money.

T8 LIGHTING PROJECT

Save up to **70%** on better lighting.*

According to the Department of Energy, electric lighting accounts for nearly 40% of all the energy consumed in U.S. commercial buildings each year. That's a lot of energy, and we all pay for it in resources depleted, plus the real costs associated with our monthly energy bill.

The good news is that's all changing. Old T12 lamps and ballasts are being replaced with energy efficient T8 lighting at a rapid pace, especially now thanks to the incredible incentives available on T8 lamp and ballast installation. When you upgrade today, you can pay as little as 30%* of the installed cost.

It's important to note that T12 lamps and ballasts will no longer be commercially available after July 14, 2012. So the move to T8 is coming. You can upgrade now and save on the installation, or you can pay full price later. Plus, the sooner you upgrade, the sooner you start to see significant savings on your monthly utility bills. Please contact us today for help finding a lighting contractor to assess your needs, bid on your T8 lighting upgrade and get all the work done in time to save.

*Savings vary by utility and project.

FIND THE RIGHT LIGHTING CONTRACTOR
Contact us today for help finding the right lighting contractor to handle your T8 lighting upgrade without disrupting your day-to-day business.

EMAIL EMAIL@UTILITYNAME.COM
WEB UTILITYWEBSITE.COM
CALL XXX-XXX-XXXX
but
HURRY INCENTIVES EXPIRE JULY 2012

Utility Name
Address
City, State, Zip

T8 LIGHTING PROJECT place your logo here (the white box remains)

Topic 1 Direct Mail

TOPIC 2 EARTH DAY

Topic two materials consist of email images and newsletter and email copy. Items are not shown at full size here.



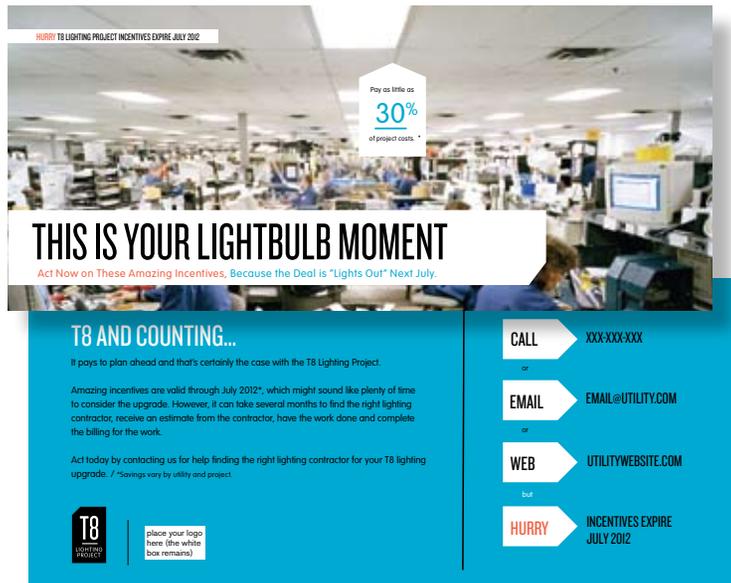
Topic 2 Email Images

TOPIC 3 PROGRAM URGENCY

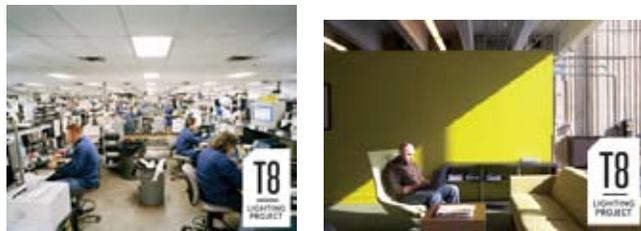
Topic three materials consist of one direct mail folding postcard, double-sided with full bleeds and a finished size of 10" x 5.5" (this is the only direct mail piece that folds to accommodate a July 2011-July 2012 calendar), one bill insert double-sided with full bleeds and a finished size

of 9" x 3.75", email images and newsletter and email copy. Items are not shown at full size here. Do not add any additional content to these campaign pieces with the exception of your logo, the customizable contact information, postage permits and mailing addresses.

Adding any additional content may cause your mail piece to be rejected by the USPS. Keep mailing addresses entirely within the blue lines provided on the direct mail piece. Do not add any content to the white area below the bottom blue line to allow room for barcode printing.



Topic 3 Bill Insert



Topic 3 Email Images



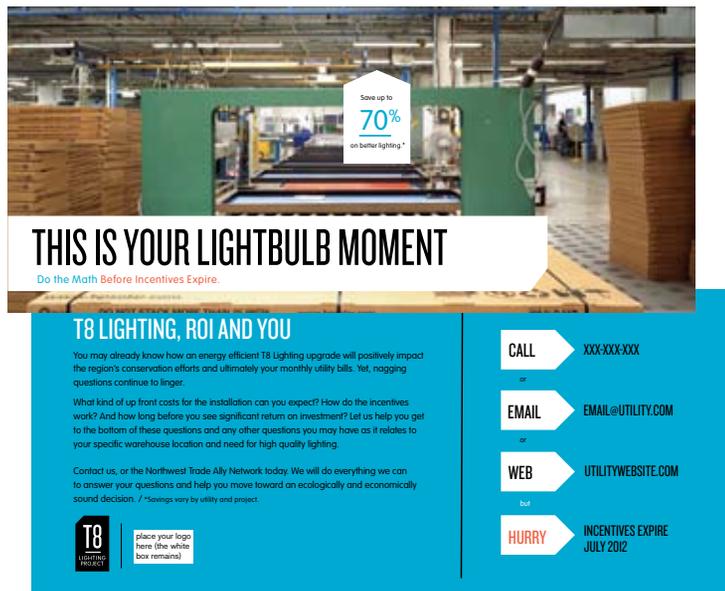
Topic 3 Direct Mail, folding postcard

TOPIC 4 WAREHOUSE BENEFITS

Topic four materials consist of one direct mail postcard, double-sided with full bleeds and a finished size of 10" x 5.5", one bill insert double-sided with full bleeds and a finished size of 9" x 3.75", email images and newsletter and email copy. Items are not shown at full size here.

Do not add any additional content to these campaign pieces with the exception of your logo, the customizable contact information, postage permits and mailing addresses. Adding any additional content may cause your mail piece to be rejected by the USPS.

Keep mailing addresses entirely within the white box provided. Do not add any content to the white box in the bottom right corner of the direct mail piece as this is where the postage barcode will be printed.



Topic 4 Bill Insert



Topic 4 Email Images



Topic 4 Direct Mail

TOPIC 5 IMPROVE LIGHT QUALITY

Topic five materials consist of one direct mail postcard, double-sided with full bleeds and a finished size of 10" x 5.5", one bill insert double-sided with full bleeds and a finished size of 9" x 3.75", email images and newsletter and email copy. Items are not shown at full size here.

Do not add any additional content to these campaign pieces with the exception of your logo, the customizable contact information, postage permits and mailing addresses. Adding any additional content may cause your mail piece to be rejected by the USPS.

Keep mailing addresses entirely within the white box provided. Do not add any content to the white box in the bottom right corner of the direct mail piece as this is where the postage barcode will be printed.

Save up to **70%** on better lighting.*

THIS IS YOUR LIGHTBULB MOMENT

Bad Lighting is Bad for Business. Let the Light Shine on Your Store.

UPGRADE TO T8 TODAY AND SAVE

Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

No need to worry. T8 Lighting is not only highly efficient, the lamps provide better light than the old T12 lamps (which will no longer be available after July 2012).

Incentives expire by July 2012 so contact us for help finding the right lighting contractor to handle your T8 lighting upgrade without disrupting your day-to-day business.

*Savings vary by utility and project.

CALL XXX-XXX-XXXX
or
EMAIL EMAIL@UTILITY.COM
or
WEB UTILITYWEBSITE.COM
but
HURRY INCENTIVES EXPIRE JULY 2012

T8 LIGHTING PROJECT

place your logo here (the white box remains)

Save up to **70%** on better lighting.*

THIS IS YOUR LIGHTBULB MOMENT

Bad Lighting is Bad for Business. Let the Light Shine on Your Store.

SWITCH TO HIGH QUALITY T8 LIGHTING WHILE INCENTIVES LAST

Do you want to save money on your future utility bills, but you're concerned about what an energy efficient lighting upgrade might do to the quality of light in your store?

No need to worry. T8 Lighting is not only highly efficient, the lamps provide better and brighter light than the old T12 lamps—which will no longer be available after July 2012.

Over time all lamps begin to lose their intensity and brightness. But T8 lamps have a slower period of decrease, losing only 10% of their initial brightness after 7,000 hours of use. By comparison T12 lamps can lose 20% after the same number of hours.

A move to T8 Lighting conserves energy, but that's not all you save. When you upgrade now, you pay as little as 30%* of the installation thanks to our current incentives. But like T12 lamps, the incentives expire next year. / *Savings vary by utility and project.

FIND THE RIGHT LIGHTING CONTRACTOR
Contact us today for help finding the right lighting contractor to handle your T8 lighting upgrade without disrupting your day-to-day business.

EMAIL EMAIL@UTILITYNAME.COM
WEB UTILITYWEBSITE.COM
CALL XXX-XXX-XXXX
but
HURRY INCENTIVES EXPIRE JULY 2012

Utility Name
Address
City, State Zip

T8 LIGHTING PROJECT

place your logo here (the white box remains)

Topic 5 Bill Insert



Topic 5 Email Images

Topic 5 Direct Mail

TOPIC 7 OCTOBER IS ENERGY MONTH

Topic seven materials consist of email images and newsletter and email copy. Items are not shown at full size here.



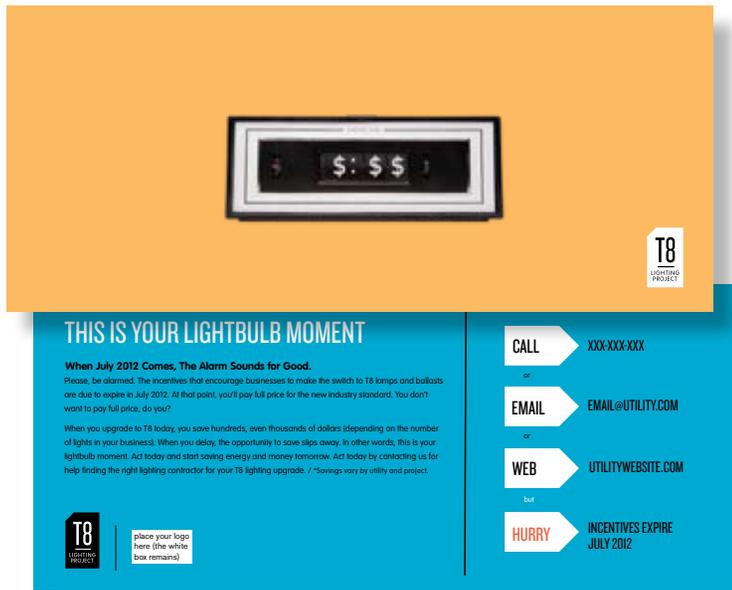
Topic 7 Email Images

TOPIC 8 TIME IS RUNNING OUT

Topic eight materials consist of one direct mail postcard, double-sided with full bleeds and a finished size of 10" x 5.5", one bill insert double-sided with full bleeds and a finished size of 9" x 3.75", email images and newsletter and email copy. Items are not shown at full size here.

Do not add any additional content to these campaign pieces with the exception of your logo, the customizable contact information, postage permits and mailing addresses. Adding any additional content may cause your mail piece to be rejected by the USPS.

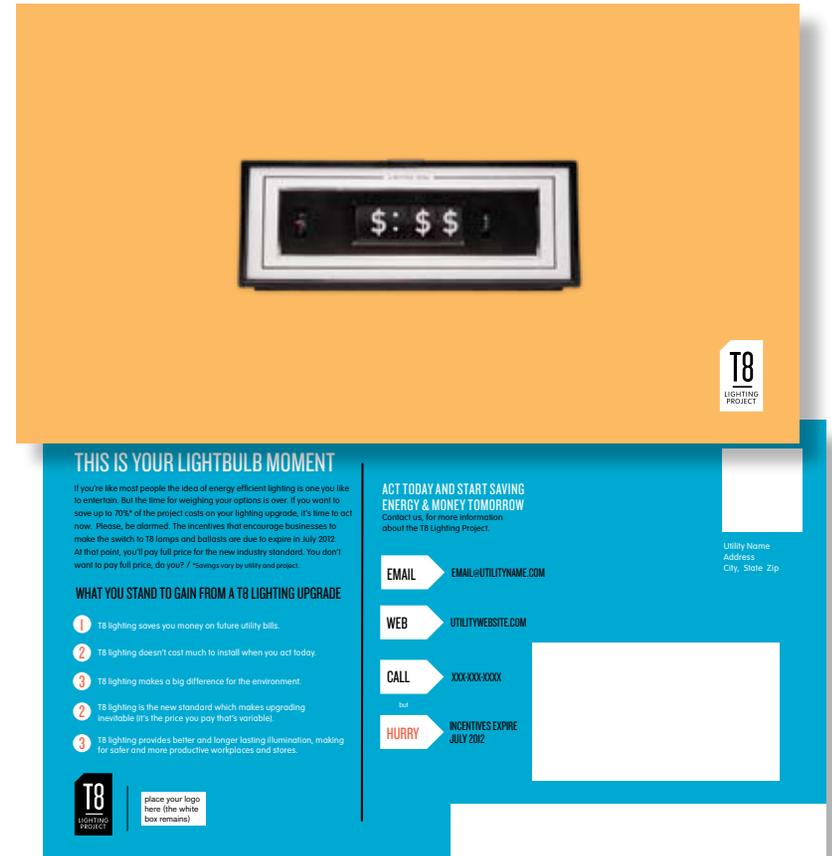
Keep mailing addresses entirely within the white box provided. Do not add any content to the white box in the bottom right corner of the direct mail piece as this is where the postage barcode will be printed.



Topic 8 Bill Insert



Topic 8 Email Images



Topic 8 Direct Mail

IMAGE ASSETS



warehouse_worker.jpg



warehouse_pallets.jpg



warehouse_machinery.jpg



North_lobby_041_©bittermann.jpg



North_white_254_©bittermann_lights.jpg



North_entry-N_550_©bittermann.jpg



UPS_20870_FF.jpg



Kiva_10_FF.jpg



Brown4_12_FF_edit.jpg



bp.solar.interior1_FF_edit.jpg



apple.14E_FF.jpg

IMAGE ASSETS



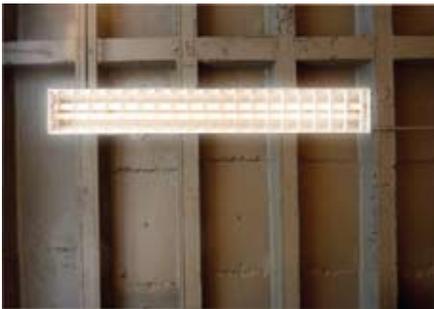
office_building_night.jpg



office_cubicles.JPG



florist_edit.jpg



ceiling.jpg



alarm.jpg

PRINTING OPTIONS

Consistent high image quality will help this collateral be effective. Offset printing produces sharp, clean images and type with excellent color accuracy. High quality digital printing is also a reasonable and cost-effective choice for these materials.

When printing the direct mail postcards use a 100-120lb cover weight uncoated white paper stock with a minimum of 30% post-consumer recycled content. Neenah Environment PC 100 White 100C or 120C are both excellent choices made from 100% post consumer fiber.

Bill inserts should be printed on 70-80lb text weight uncoated white paper stock with a minimum of 30% post-consumer recycled content. Neenah Environment PC 180T White is a good choice. These papers are compatible with both offset and digital printing.