

# Brand Guidelines

**Solar on Multifamily Affordable Housing**



*March 2019*

# Solar on Multifamily Affordable Housing

The Solar on Multifamily Affordable Housing (SOMAH) program brand is a collection of visual and written concepts that together help convey the experience and benefits of interacting with SOMAH.

- It is a concise, memorable approach that functions as a shortcut to understanding the overall program.
- It reflects what SOMAH is and is not and sets it apart from other industry participants.
- It communicates compelling benefits, social justice and community well-being.
- It improves the reach, frequency and impact of our key messages by being consistent.

The purpose of these brand guidelines is to clearly define the words and images we use to communicate about SOMAH. With many partners collaborating on communicating SOMAH's benefits, it's important that we align on our messaging and are united in how we present the program.



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# Story

Name

What is SOMAH?

Brand promise

Brand personality

Mission statement

Voice

Tone

Key messaging

A large, bold white number '1' is centered on a bright yellow background. The background is a large, irregular shape that tapers towards the top right, resembling a stylized arrow or a modern architectural element. The number '1' is simple and sans-serif.

# Story

## Name

- Official name: **Solar on Multifamily Affordable Housing program**
- Acronym: **SOMAH**

## What is SOMAH?

The Solar on Multifamily Affordable Housing (SOMAH) program provides financial incentives for installing photovoltaic (PV) energy systems on multifamily affordable housing. The program will deliver clean power and credits on energy bills to hundreds of thousands of California's affordable housing residents. SOMAH's unique, community-based approach ensures long-term, direct economic benefits for low-income households, helps catalyze the market for solar on multifamily housing and creates jobs.

The SOMAH program serves multifamily affordable housing in the Pacific Gas & Electric Company, Southern California Edison Company, San Diego Gas & Electric Company, Liberty Utilities Company and PacifiCorp utility territories. Funded through greenhouse gas allowance auction proceeds, SOMAH has a program budget of up to \$100 million annually and an overall target to install 300 megawatts of generating capacity by 2031.

The program is designed to be transparent and accountable to the communities it serves. It is administered by a team of nonprofit organizations, which provides a host of no-cost services to maximize participation and community benefit. Services include comprehensive technical assistance for housing owners, tenant education resources and job training. The SOMAH program also has robust local hiring requirements for contractors. A community advisory council oversees program impact.

## Brand promise

Equitable solar access for tenants of multifamily affordable housing in California.

## Brand personality

Knowledgeable | Efficient | Collaborative | Inclusive  
Accessible | Transparent

## Mission statement

Provide clean power and energy cost savings to California multifamily affordable housing residents by incentivizing installation of 300 MW of solar in low-income and disadvantaged communities by 2031.

## Voice

SOMAH's voice

- Is friendly, conversational
- Is knowledgeable without being condescending
- Is clear and concise
- Avoids sounding bureaucratic or too technical
- Is accessible to English-language learners
- Uses contractions where appropriate

## Tone

Tone provides further guidance for which brand personality traits to emphasize when speaking to particular audiences.

## DECISION-MAKING AUDIENCES

Key SOMAH personality traits for this audience are knowledgeable, efficient, collaborative and accessible. They need to know that SOMAH is there to help them by providing clear communication, resources, and individualized support. They are very sophisticated about their core business, but may not have a deep understanding of each other's business. The tone for these audiences should be colleague-to-colleague, informative and persuasive.

### ***This audience includes***

#### **Housing owners/operators**

- Affordable housing property owners and operators consisting of nonprofits, public housing authorities and for-profit entities
- Affordable housing associations and networks of nonprofit housing owners/operators
- Government/nonprofit housing agencies that regulate deed-restricted low-income multifamily rental housing

#### **Job training organizations**

- Community colleges and other organizations that have SOMAH-eligible training programs

#### **Solar contractors**

- Solar companies or individual solar contractors
- Other types of contractors with or seeking to grow a solar business
- May be representing a housing owner, or seeking new business
- May be acting independently or as a subcontractor

### **Key messaging**

- *SOMAH makes it easy for multifamily affordable housing owners to reduce and stabilize electricity costs for their operations and tenants with solar.*
- *SOMAH brings direct financial benefits to residents of multifamily affordable housing.*
- *SOMAH creates pathways to clean energy jobs.*
- *SOMAH provides a host of services to participating property owners, contractors and job trainees.*

## **BENEFICIARY AUDIENCES**

Key SOMAH personality traits for this audience are knowledgeable, inclusive and accessible. They need to know that SOMAH is here to help them maximize personal benefit from the program. Tenant audiences may have little to no knowledge about solar, and might not have considered or been educated on their energy use. Language level for this linguistically diverse audience should be 5th grade equivalent. Tone should be friendly, open and supportive, with simple, benefit-oriented framings for more complex concepts.

### ***This audience includes***

#### **Housing residents**

- Tenants of properties receiving solar energy from the SOMAH Program
- Residents of multifamily affordable housing who could benefit from their building's participation in the program

#### **Job trainees**

#### **Job training organizations with SOMAH-eligible programs**

- Eligible job trainees

## **Stakeholder and partner audiences**

Key SOMAH personality traits for this audience are efficient, collaborative and transparent. They want to know that the SOMAH PA is effectively running the program, following program rules, and meeting program impact and budget goals. This audience has a sophisticated understanding of the program and related issue areas, and has a strong stake in program development, launch and evaluation. Tone for this audience should be direct and transparent, with efficient but not oversimplified treatment of complex concepts.

### ***This audience includes:***

- |                                |                |
|--------------------------------|----------------|
| • Advisory council             | • CPUC         |
| • CBOs                         | • IOUs         |
| • Community advocates          | • Policymakers |
| • Community resource audiences |                |

# Written Elements

Style guide

Headline and heading style

Vocabulary

Key term usage

Foreign language usage

Website URL

Phone numbers

Boilerplate

A large, white, sans-serif number '2' is centered on a solid orange background. The orange background is a vertical rectangle that is slightly wider than it is tall, and it is positioned on the right side of the page.

# Written elements

## Style guide

SOMAH follows the Associated Press “AP Stylebook,” available for purchase at [www.apstylebook.com](http://www.apstylebook.com).

The stylebook provides English spelling, capitalization and punctuation guidance, as well as other grammar style and usage standards.

## Headline and heading style

Per the “AP Stylebook,” only the first word and proper nouns are capitalized in headlines and headings.

## Vocabulary

### INVESTOR-OWNED UTILITIES

The term investor-owned utility, abbreviated IOU, is not broadly recognized outside the energy industry. On first reference, write it out and include the abbreviation in parentheses. When referring to the program’s five participating IOUs, use their full name at first occurrence and include their abbreviated name in parentheses. Following are the acceptable names and abbreviations for the energy companies.

- Liberty Utilities Company (Liberty Utilities)
- PacifiCorp
- Pacific Gas and Electric Company (PG&E®)
- San Diego Gas & Electric Company (SDG&E®)
- Southern California Edison Company (SCE®)

### LOW INCOME

Used as an adjective, hyphenate low income, otherwise do not.

- This low-income property qualifies for SOMAH.
- The tenants have low incomes.

### MULTIFAMILY

Always write as a single unhyphenated word.

### PROGRAM ADMINISTRATOR

The SOMAH Program Administrator (SOMAH PA) is a collaboration of the Association for Energy Affordability (AEA), Center for Sustainable Energy (CSE) and GRID Alternatives (GRID) as well as subcontractors, including the California Housing Partnership Corporation (CHPC), Rising Sun Energy Center and rotating community-based organizations.

### PROGRAM HANDBOOK

The SOMAH Program Handbook details complete program guidelines, rules and documents required for participation.

### ENERGY SAVINGS ASSISTANCE PROGRAM

When referring to a specific energy savings assistance program administered by a utility, use the utility’s name and their specific assistance program’s name.

e.g., Southern California Edison’s Energy Savings Assistance Program helps you conserve energy and save money.

If referring to an energy savings assistance program in general, do not capitalize.

### VIRTUAL NET METERING (VNEM)

The terms virtual net metering (VNM) and virtual net energy metering (VNEM and NEMV) are interchangeable. For SOMAH, use virtual net energy metering (VNEM).



## Key term usage

- Use the full name, the Solar on Multifamily Affordable Housing (SOMAH) program, for the first mention and abbreviate thereafter.
- Both SOMAH and the SOMAH program are acceptable. Do not capitalize the T in *the* or the P in *program*.
- Use the term SOMAH when referring to the program and its benefits.
- Use the term SOMAH Program Administrator team (SOMAH PA team) when referring to an organization or person working on the SOMAH program.
- Use the term SOMAH Program Administrator (SOMAH PA) when referring to the administrators as a group.

Do not use the term Solar Nonprofit Administration Partnership (SNAP). This was a term used in the proposal and has been replaced by SOMAH PA.

### ***Do not use any iterations of the following phrases:***

- direct energy bill savings
- reduced energy bills

### ***Instead, use:***

- bill credits
- credits on energy bills
- direct financial benefits

## EXAMPLES

- The Solar on Multifamily Affordable Housing (SOMAH) program will provide up to \$100 million annually for 10 years to fund solar energy installations on multifamily housing serving low-income and disadvantaged communities.
- Jae Berg is a senior project manager on the SOMAH PA team.
- The SOMAH PA is responsible for implementing the SOMAH program directed by Assembly Bill 693 (Eggman).

## Foreign language usage

Follow these guidelines when translating SOMAH terms to other languages.

- Do not translate the program's name or acronym. Use a translated phrase that means solar on multifamily housing but is not necessarily a word-for-word translation. This phrase is not capitalized.
- The translation of Solar on Multifamily Solar Housing should not be capitalized.
- The translation of California Public Utilities Commission should not be capitalized.
- For terms such as virtual net metering (VNEM) and time of use (TOU), use a translated phrase followed by the English acronym.
- Use the word tenant(s) not resident(s) to avoid confusion with legal residency.

### Website URL Format: **CalSOMAH.org**

- Capitalize all letters except for the al in Cal
- Do not use "www" in front of the URL

### Phone numbers Format: **555-555-5555**

- Always include the area code
- Use hyphens, not parentheses

## Boilerplate

### FOR PRESS MATERIALS

**About the SOMAH program** - The Solar on Multifamily Affordable Housing (SOMAH) program provides up to \$100 million annually in financial incentives for installing photovoltaic (PV) energy systems on multifamily affordable housing in California. The program's unique, community-based approach ensures long-term, direct economic benefits for low-income households, helps catalyze the market for solar on multifamily housing and creates jobs. SOMAH is funded through the greenhouse gas allowance auction proceeds of Pacific Gas and Electric Company, San Diego Gas & Electric Company, Southern California Edison Company, Liberty Utilities Company and PacifiCorp. SOMAH aims to install 300 megawatts of generating capacity by 2030.

### ALL OTHER MATERIALS

**About the SOMAH program** - The Solar on Multifamily Affordable Housing (SOMAH) program provides financial incentives for installing photovoltaic (PV) energy systems on multifamily affordable housing. The program will deliver clean power and credits on energy bills to hundreds of thousands of California's affordable housing residents. SOMAH's unique, community-based approach ensures long-term, direct economic benefits for low-income households, helps catalyze the market for solar on multifamily housing and creates jobs. The SOMAH program is overseen by the California Public Utilities Commission.

# Creative Elements

## Color palette

- Primary colors
- Secondary colors

## Logo

- Logo specifications
- Incorrect logo usage
- Minimum size
- Clear space

## Typography

- Primary font
- Supporting fonts
- Web accessibility compliance

## Photography

A large, bold, white number '3' is centered on a bright yellow background. The background is a solid yellow rectangle that is slightly tilted to the right, creating a dynamic, asymmetrical shape. The number '3' is a simple, clean, sans-serif font.

# Color Palette

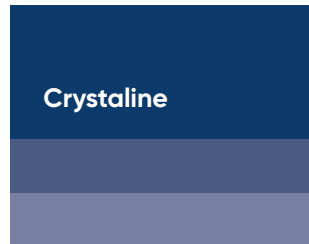
## Primary colors

Blue array is the primary brand color and should be used as often as possible to help drive a consistent feel across all communications.



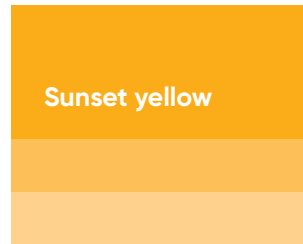
Blue array

93 / 59 / 18 / 2  
2 / 102 / 154  
#02669a



Crystalline

100 / 80 / 25 / 25  
15 / 60 / 108  
#0f3c6c



Sunset yellow

0 / 36 / 100 / 0  
251 / 173 / 24  
#fbad18



Silver

15 / 0 / 0 / 40  
140 / 160 / 170  
#8ca0aa

100%  
75%  
50%

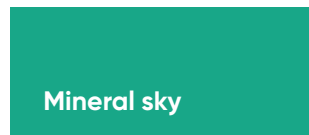
## Secondary colors

Secondary colors should only be used as accents, small elements and calls to action.



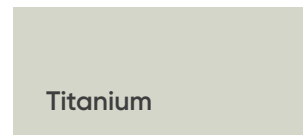
Chloro green

70 / 5 / 85 / 0  
82 / 176 / 95  
#52b05f



Mineral sky

80 / 9 / 60 / 0  
0 / 167 / 136  
#00a788



Titanium

17 / 10 / 20 / 0  
211 / 214 / 201  
#d3d6c9

# Logo

The SOMAH logo must be accompanied by text with the full name written out. The accompanying text does not have to be located immediately next to the logo. For instance, the logo can be in a header and the written text can be in a headline.

The SOMAH logo will sometimes be used in combination with other marks, including the CPUC seal.

## Logo specifications

### PRIMARY LOGO



SOMAH

*Primary logo on a white background*



SOMAH

*Primary logo on a dark background with white text*



SOMAH

*White logo on a black background*



SOMAH

*One color (black) logo on a white background*

### STACKED LOGO

The stacked version of the logo may be utilized on applications due to space constraints or when determined it is most effective for particular applications.



SOMAH

*Stacked logo on a white background*

## Incorrect logo usage

The logo is the primary visual representation of the brand. Changing any part of the logo will jeopardize consistency and weaken its impact.



*Do not stretch or alter the logo in any way.*



*Do not use graphic effects (drop shadows) on the logo.*



*Do not apply any one color (even another palette color) to the logo.*



*Do not add graphics to the logo.*



*Do not place the logo in a busy background.*



*Do not place logo in holding shapes.*



*Do not use certain elements of the logo on their own.*



*Do not rearrange elements of the logo.*

## Minimum size

The logo reproduces well at almost any size. Going too small, however, can damage the logo's visibility and effectiveness.



Print minimum size – 1"

Digital minimum size – 150 pixels

## Eligible Contractor and Job Training Program logos

These logos are available by request to eligible organizations. Please contact us for digital files and questions regarding use.

The same guidelines apply to these logos as to the main SOMAH logo, particularly with respect to ensuring the full SOMAH program name is spelled out whenever the logo is used. Please review all logo guidelines on the preceding pages.

Additionally, no one will use these logos in a way that would indicate, directly or indirectly, that SOMAH has endorsed or is endorsing any product or service offered by the eligible contractor or job training program using the logo.



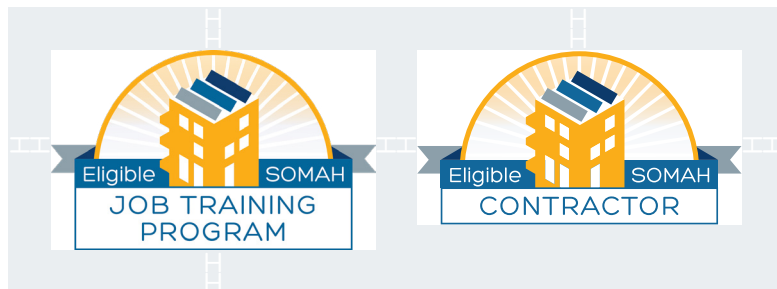
## Clear space

Always maintain a clear space around the logo to protect it from distracting graphics or typography. Use the height of the "H" in "SOMAH" for vertical space and turn the "H" on its side for horizontal space.



## Additional logos clear space

Always maintain a clear space around the logo to protect it from distracting graphics or typography. Use the height of two stacked "H"s from "SOMAH" for vertical space and turn the stacked "H"s on their side for horizontal space.



# Typography

## Primary font

**Gilroy** is the primary typeface for SOMAH materials. It is an open type font that offers a wide variety of weights for use in print and digital media.

Anyone creating materials for SOMAH will need to acquire the Gilroy font family, available through a font supplier such as [MyFonts.com](https://myfonts.com).

## Gilroy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*

## *Gilroy Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*

## Gilroy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*

## *Gilroy Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*

## Gilroy SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*

## *Gilroy SemiBold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*

## Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*

## *Gilroy Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?"!"(%)[#{@}/&\<-+÷×=>®©\$;,:.\*



## Print accessibility

Follow these American Printing House for the Blind (APH) guidelines for publicly facing printed documents.

- Use minimum 12 pt. size font and avoid italics, all caps and all bold for large amounts of text.
- Incorporate ample white space by using
  - one-inch margins
  - headings and subheadings
  - bulleted lists
- Justify the left margin and unjustify the right margin.
- Use block paragraph style with no indents.
- Use light colored backgrounds for alternate lines on tables.
- Print on light-colored paper.
- Use plain backgrounds for text.

## Web accessibility compliance

To ensure compliance with the Americans with Disabilities Act, SOMAH adheres to the Web Content Accessibility Guidelines (WCAG 2.0).

- Make sure the contrast ratio between your text and background is at least 4.5:1. Use a light background and dark text or a dark background and light text.
- Text that is 18 points or larger (or 14 points or larger, if bold) must have a contrast of at least 3:1.
- Use [WebAim's color contrast checker](#) to verify your choice.

## Supporting fonts: email & PowerPoint

Use websafe fonts when you can't use Gilroy in your work. Preferred websafe fonts available natively on Mac and Windows platforms are

- **ITC Avant Garde (Mac)**
- **Century Gothic (PC)**



# Photography

Photographs should address the following considerations.

- Can our target audiences relate to the individuals portrayed in the images?
- Is the technology/housing/geography being portrayed an accurate representation of the SOMAH program?
- Does the image portray SOMAH in a positive light?
- Do we have the full rights required to use the photos?

These photographs are intended to provide inspiration and are not an exhaustive representation of the kinds of photos that are appropriate. Enhance with your own collection by following the guidelines and using professional photography.

# Example Collateral

Flyer  
Email

Report cover  
PowerPoint

A large, white, sans-serif number '4' is centered on a solid orange background. The orange background is a vertical rectangle that is slightly wider than it is tall, with a thin white border on its left side.

# Example collateral

## Flyer

Solar on  
Multifamily  
Affordable  
Housing

Lorem Ipsum des Endiasp  
letusam et Harum Ditet



**Itas que Nihicipsum Repuda cus Doloria**

Voluptas am ditibusam is et ratem quid ut plibusam quos sinciam is abo. Obitate cessimil ium nate officae nusdae vendamusam quia dis andit omnis vid qui sequam, solorit lignimint.

Untium fugiatur? Ut quod quaeptatur mosam ati voluptata necscides milis exceprovide liqas est, sequist, cones sequame debit velisit accum quis inveliqui apiscip sapeditia quas as conmiel, nonsequeae voluptae nobitatestem niendit quae magni doloribus, ilia volupcion reprene aut aut quam nam quae si int.

**It Voloremporum Fuga**

Sed mo quisqui consequi assitio culleum rest omnis eum lia de re niatur aut ent idntem sum volorenda perspedit ut dis eicit, consequam re, si re omnim nonsedit fugit quam, si delectur, consequae aut quo omnia dolor accabore voluptatem exero ipsam alia conse pro essint ratquia ntionsecur?

**PUDIGNATE SINTECTESED QUE PRATEM EXPLABOR**

Ressit laboria voluptatem harchic totaspit quae con paruptatem dunt, et fuga. Voluptatem essinim usdandicoe. Tatur, imus, cus, ommo tem faceperum estinimetur sumquod quodici maximpur alibus sequisit et reheniendant alignataero omnis.

**Lorem Ipsum Sepuda**


- ✔ Voluptas am ditibusam is et ratem quid ut plibusam quos sinciam is abo.
- ✔ Obitate cessimil ium nate officae nusdae vendamusam quia dis andit omnis vid qui sequam, solorit lignimint.
- ✔ Untium fugiatur? Ut quod quaeptatur mosam ati voluptata necscides milis exceprovide.
- ✔ Liqas est, sequist, cones sequame debit velisit accum quis inveliqui apiscip sapediti.
- ✔ Aquas as conmiel, nonsequeae voluptae nobitatestem niendit quae magni doloribus, ilia volupcion reprene aut aut quam nam quae si int.




CalSOMAH.org  
1-800-555-1234

SOMAH is administered by the SOMAH Program Administration Team under the auspices of the California Public Utilities Commission. © 2018 California Public Utilities Commission. All rights reserved.

## Email



Solar on Multifamily Affordable Housing



**Lorem ipsum dolor**

*Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

READ MORE

**LOREM IPSUM DOLOR**

- Duis aute irure dolor



## Report cover



## PowerPoint



## Questions?

These brand guidelines may be updated periodically as the SOMAH brand evolves.  
For the most current version and other questions, please contact the SOMAH marketing team at [contact@CalSOMAH.org](mailto:contact@CalSOMAH.org).