



CREATIVE DESIGN PORTFOLIO



BRANDING



CORRECT LOGO USAGE

Financial Services Institute logo text and flag graphic colors for this logo are: PMS 103-16 (C: 100 M: 0 Y: 0), PMS 103-16 (C: 100 M: 0 Y: 0) reversed white (paper color). Logo distributed for Financial Services

VOICE OF INDEPENDENT FINANCIAL SERVICES FIRMS AND INDEPENDENT FINANCIAL ADVISORS



BRAND IDENTITY GUIDE

Rev. July 2024

USAGE GUIDELINES

PLACEMENT AND SIZE:

- The primary logo should be placed in a prominent position, ensuring clear visibility and impact.
- Maintain a minimum clear space around the logo equivalent to the height of the logo itself to avoid clutter and ensure legibility.
- Do not scale the logo below a width of 1 inch for print or 72 pixels for digital use to maintain clarity and detail.

COLOR USAGE:

- Use the primary logo in its approved color variations only. The primary color palette should be used for color applications, and a monochrome version (black or white) may be used for single-color applications.
- Ensure sufficient contrast between the logo and the background to maintain visibility and legibility.

BACKGROUNDS:

- The primary logo should be placed on solid backgrounds that provide sufficient contrast. Avoid placing the logo over complex patterns or images that hinder readability.
- When using the logo on a dark background, utilize the white or light monochrome version to ensure visibility.

FILE FORMATS AND QUALITY:

- Use high-resolution files provided in the official brand assets for all applications. Acceptable formats include PNG, JPEG, SVG, and EPS.
- Ensure the logo is always displayed at the highest quality and resolution appropriate for the medium.
- By following these guidelines, we ensure that our primary logo is used consistently and effectively, reinforcing our brand identity across all touchpoints.

Logo Usage | FI Branding Guidelines

PRINT



MAXIMIZING INCENTIVES AND VALUE FOR ENERGY EFFICIENT NEW HOMES

Now, more than ever builder's have the opportunity to capture significant incentives for energy efficiency.



- ▶ **45L energy efficient new home tax credits available through 2032**
 - Up to \$2,500 for ENERGY STAR Certification
 - Up to \$5,000 for DOE's Zero Energy Ready Home Certification
- ▶ **Fannie Mae and Freddie Mac Green Mortgage-Backed Securities**
 - Mortgage companies can sell their compliant mortgages for a premium
 - Fannie Mae requires ENERGY STAR Certification
 - Freddie Mac requires a HERS® Score of 60 or less
- ▶ **Local Utility Incentives**
 - Incentives available to meet HERS target scores
 - Incentives for efficient heating, cooling or water heating equipment
- ▶ **Environmental and Sustainability Reporting**
 - Investors have increasing requirements for their investments to demonstrate environmental stewardship
 - Ratings and Certifications like: HERS Index, HERSi20® Index, HERS Carbon Index, ENERGY STAR, Zero Energy Ready Home and WaterSense Labeled Homes help quantify a home's environmental impact
 - RESNET®'s National Buildings Registry provides a central location for builders of HERS Rated homes to access their data

Added Value for Energy Efficiency

- A 2019 study by Freddie Mac determined that HERS Rated homes, on average, sold for 2.7 percent more than comparable unrated homes.
- New appraisal forms will include more energy efficiency and green building features, including the HERS Index
- RESNET's Appraisal Portal gives appraisers access to HERS Rated homes
- RESNET's Appraisal Software API gives appraisal software companies access to HERS Rating data

Visit www.resnet.us for more information.



ATTENDEE NAME
Organization



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ACCOUNT EXECUTIVE

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QR Code

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Wild Bird Feeding Institute
22640 Hazel Lane
Rapid City, SD 57702

Birds of a feather, flock together.

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Mindfulness in Action

Annual Conference & General Meeting
Salt Lake City
July 10-14, 2024



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RESNET
RESIDENTIAL ENERGY SERVICES NETWORK

2024 Policy Forum

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WASHINGTON, DC



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Conference Sponsorship Packages
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WEB/SOCIAL GRAPHICS



The Art of **ATTRACTING BIRDS** to Your Yard

FINDING BIRDS IN YOUR AREA

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- 3 Manual J/D/S Design Packages
- 4 AutoCAD HVAC Design Packages... and more!



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MINNEAPOLIS, MN | AUG. 26-30, 2024

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Human Resources Coordinator

Senior Staff Accountant

Staff Accountant

Events Coordinator

