

KARSH • HAGAN

# DECARBONIZE DRCOG

PHASE 1: BRANDING

# AGENDA

ELEMENTS + IMPORTANCE OF A BRAND 01

OUR PROCESS 02

BRAND POSITIONING 03

NAME + LOGO 04

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# ELEMENTS + IMPORTANCE OF A BRAND

# WHAT IS A BRAND?

A Brand Is Not:
A Logo
What You Sell
What You Do
Your Attributes
Your Product



# WHAT IS A BRAND?

A Brand Is Not:	A Brand Is:
A Logo	Your Identity
What You Sell	What You Stand For
What You Do	<i>Why</i> You Do It
Your Attributes	Your Inspiration
Your Product	A Purpose

# WHY A BRAND MATTERS

RECOGNITION

TRUST

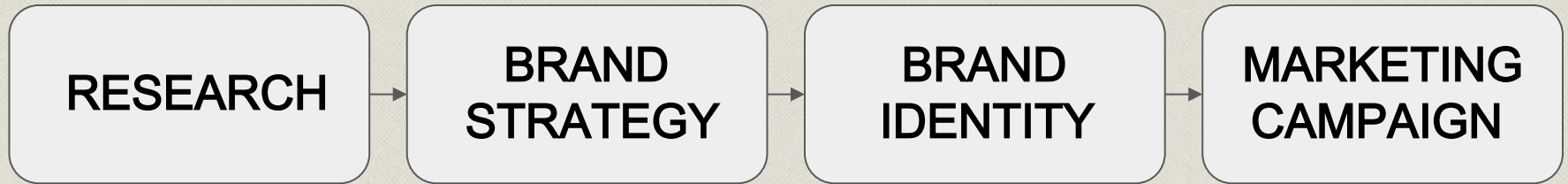
CONNECTION

DIFFERENTIATION



# OUR PROCESS

# OUR PROCESS





# PRIMARY RESEARCH

**Conducted 12 one - on - one interviews with key stakeholders.**

**Facilitated Community Advisory Committee (CAC).**

→ 8 community members representing low - income homeowners

**Designed and moderated online focus group.**

→ 180 DRCOG- region homeowners

# KEY TAKEAWAYS: OUR DESIRED BRAND CHARACTERISTICS

**Aspirational but accessible**  
highlighting efficiency, health,  
safety, and future - proofing.

**Colorado - forward**  
building an identity that feels  
trusted and local.

**Avoid jargon**  
like “decarbonize”, opting for words  
like easy, achievable, smart.

**Empower people**  
Rather than using our brand and  
program to shame them.



# SECONDARY RESEARCH

Reviewed current heat pump, electrification, and energy rebate messaging and campaigns, locally and nationally.

Developed personas for each audience segment and identified mindsets, motivations, and barriers.

# KEY TAKEAWAYS: TOP MINDSET RECOMMENDATIONS

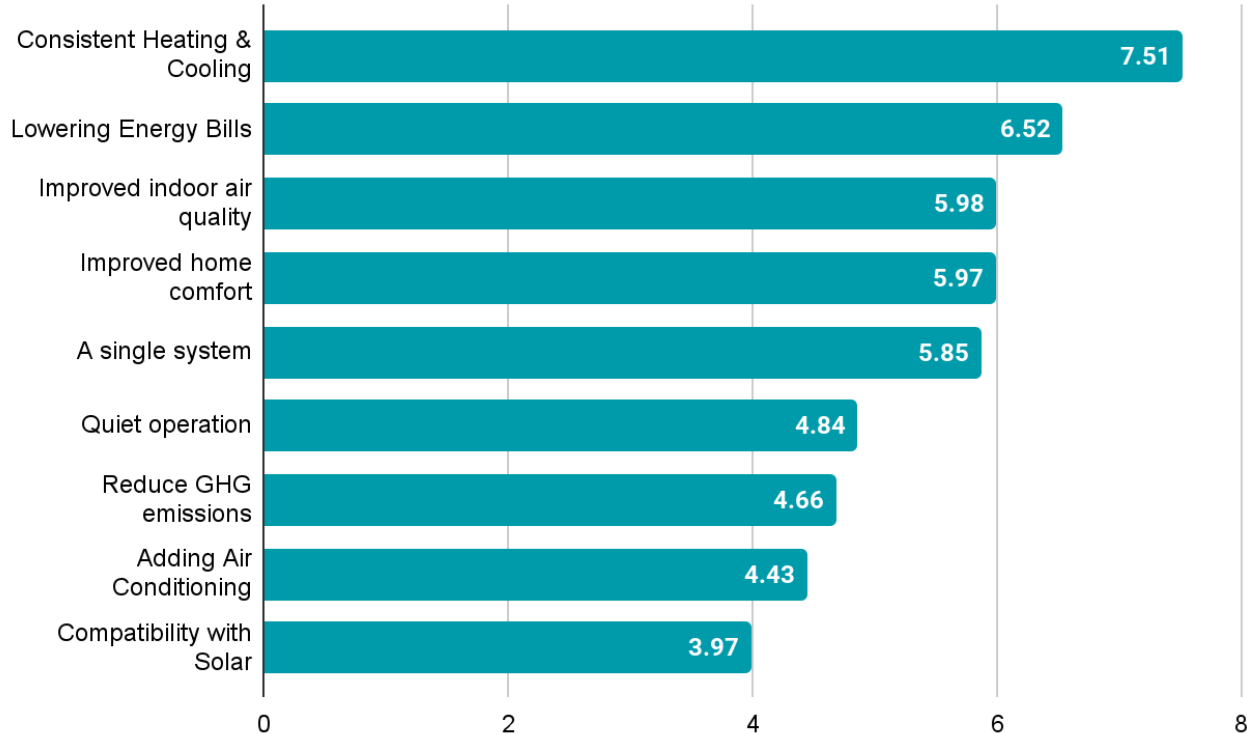
## Lead with pragmatic messaging

The time is now to take advantage of programs and rebates; to make a good move for you, your family, your business, and your career.

Integrate concepts of value and quality of life, such as comfort, health, and safety.




# HOME COMFORT IS KEY MOTIVATOR FOR HEAT PUMP ADOPTION BY PRAGMATIC HOMEOWNERS



# BRAND POSITIONING

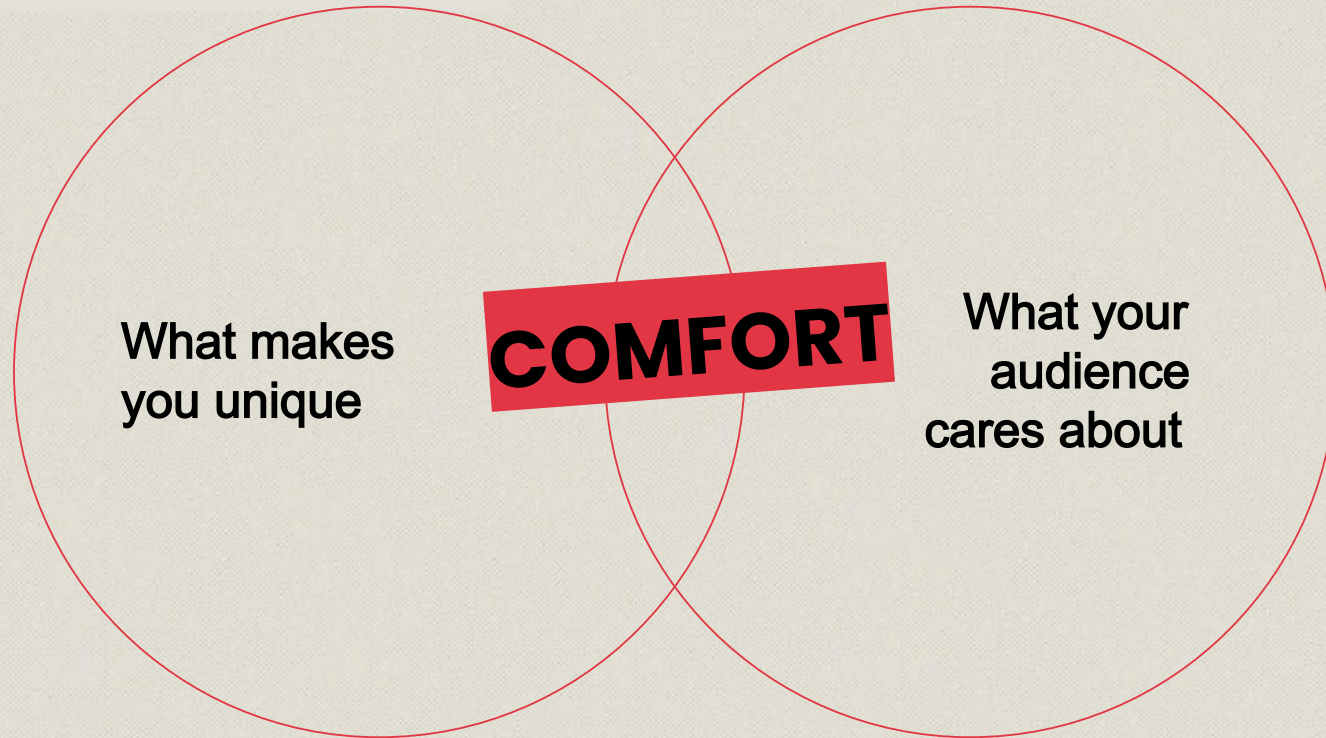


# Define our north star:



*The brand positioning statement  
will inspire & guide internal and  
external stakeholders equally.  
It's the maypole we can all circle  
around, influencing every action  
we take.*

# POSITIONING





HOMEOWNERS WANT TO KNOW THE BENEFITS OF A HEAT PUMP;  
COMFORT & EFFICIENCY ARE VALUED HIGHEST, AND THIS  
TRANSLATES TO HOW WE EMPOWER WORKFORCE



Ensuring it is safe and cools well per season	65%	positive
Having access to a working AC/heat system year round is key for where I live. We get super hot in the summer and can get well into negative degrees in the winter. Neither time is good for a temperamental unit to go out or even act up.	65%	neutral
I like to have a steady, comfortable temperature year-round.	64%	positive
Temperature regulation would be most important to me - meaning the temperature is kept at a comfortable level regardless of the weather outside. Also, whether I'm able to regulate the temperature efficiently and cheaply.	64%	neutral
Warmth in the winter, sealing heat leaks and affordable heat	64%	positive
Making sure the heat is comfortable in the winter and the air conditioner is working efficiently during the summer	64%	positive

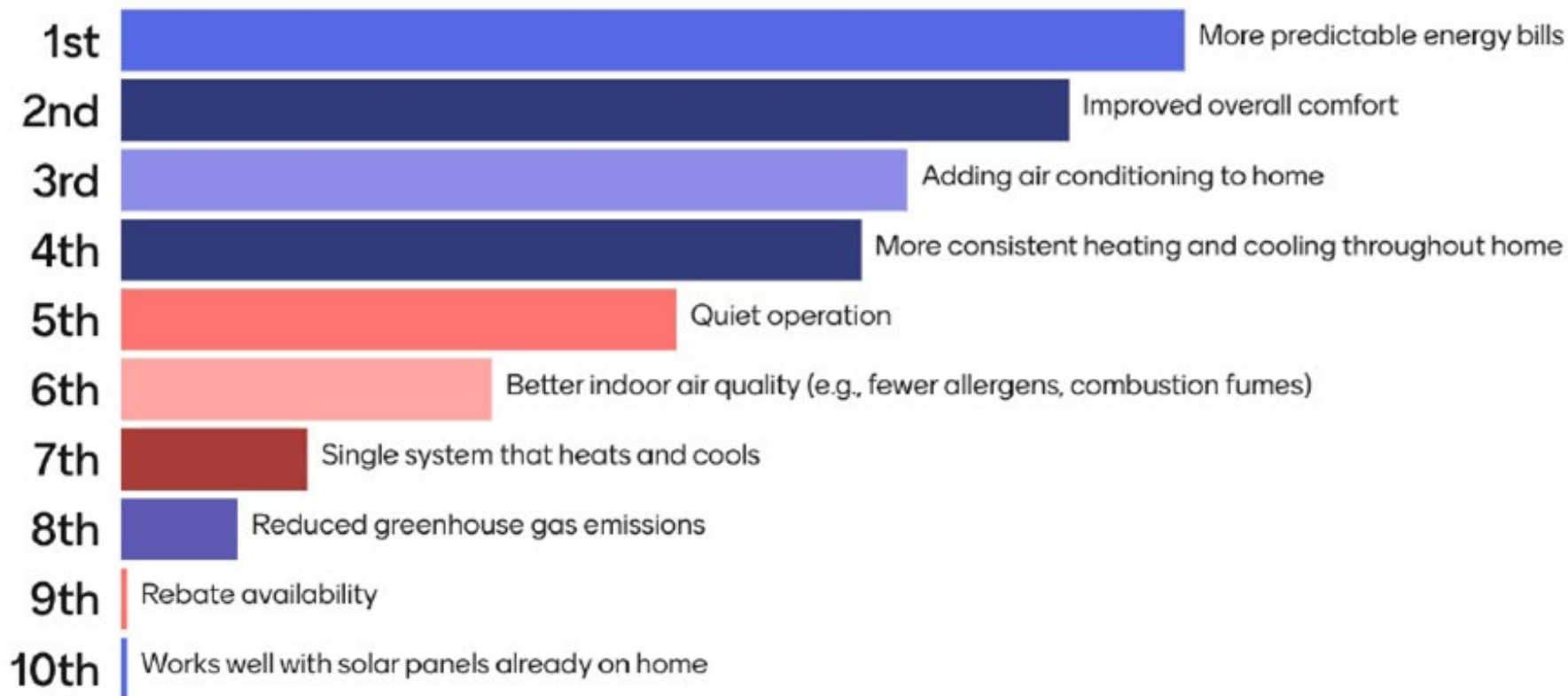


Improved comfort and health are also the primary motivators for low - income homeowners to install a heat pump

Among organizations that facilitate home upgrades, low - income homeowners have been expressing the greatest interest in making upgrades that *improve their family's health* .

Leading with comfort in imagery and text inspire people to learn more.

# KH Ranked importance of heat pump benefits





# Mission

*the audience*

Power Ahead Colorado provides **people and businesses**

*the benefit*

with a trusted path to **healthier, safer comfort,**

*the offerings*

through **expert advising and incentives for right-sized  
heat pump solutions.**

# Brand Vision

**Powering better buildings, stronger communities  
and quality jobs for Colorado's energy future**



# NAME + LOGO DEVELOPMENT

# NAME DEVELOPMENT

- Started with 75+ names.
- Presented 17 names in round one.
- Narrowed to top 3 + presented 12 new options.
- Top 3 were tested with live and online focus groups.



**DRUMROLL, PLEASE...!**

# POWER AHEAD COLORADO



# POWER AHEAD COLORADO

Cleaner heat. Cooler air.

air quality, health,  
and safety

relief, calm,  
modernity

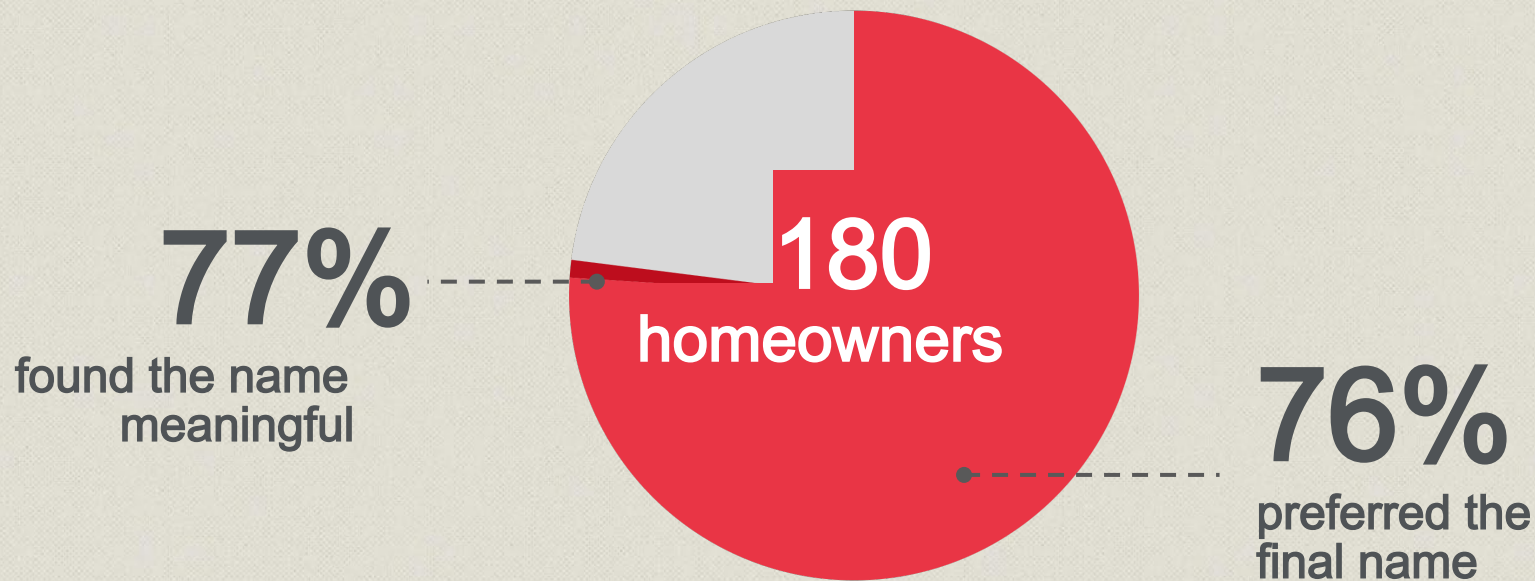
**Cleaner heat. Cooler air.**

human need,  
primary motivator

simple and  
universal



# TESTING RESULTS



# CONSUMER COMMENTS

"I love the name Power Ahead. It makes you feel like it's something you want to be a part of."

"I think it gets the point of energy conservation across"

"Feels forward-facing"

"Cleaner heat, cooler air is meaningful."

"It speaks to comfort, temperature control, and more value from your energy"



# LOGO DEVELOPMENT

Started with 25+ options.

Presented 16 options in round one.

Narrowed to top 3 and refined.



POWER  
AHEAD  
COLORADO





POWER  
AHEAD  
COLORADO

## Primary colors



Pantone 150 C  
CMYK: 0, 35, 72, 0  
RGB: 255, 178, 89  
Hex: #FFB259



Orange  
Pantone 151 C  
CMYK: 0, 60, 100, 0  
RGB: 244, 122, 0  
Hex: #F47A00



Pantone 2349 C  
CMYK: 0, 75, 100, 20  
RGB: 204, 51, 0  
Hex: #CC3300



Pantone 484 C  
CMYK: 0, 100, 100, 0  
RGB: 153, 0, 0  
Hex: #990000



Pantone 380 C  
CMYK: 18, 0, 87, 0  
RGB: 218, 227, 67  
Hex: #DAE343



Green  
Pantone 390 C  
CMYK: 22, 0, 100, 8  
RGB: 193, 205, 35  
Hex: #B3BA06



Pantone 369 C  
CMYK: 33, 0, 100, 40  
RGB: 102, 153, 0  
Hex: #669900



Pantone 2280 C  
CMYK: 50, 0, 100, 60  
RGB: 51, 102, 0  
Hex: #336600



Pantone 297 C  
CMYK: 53, 5, 3, 0  
RGB: 107, 196, 232  
Hex: #6BC4E8



Blue  
Pantone 299 C  
CMYK: 85, 19, 0, 0  
RGB: 0, 157, 220  
Hex: #05A4E1



Pantone 2370 C  
CMYK: 100, 67, 0, 40  
RGB: 0, 51, 153  
Hex: #003399



Pantone 289 C  
CMYK: 92, 76, 44, 70  
RGB: 4, 36, 77  
Hex: #00244D

## Secondary colors



Pantone 2665 C  
CMYK: 62, 83, 0, 0  
RGB: 135, 74, 191  
Hex: #874ABF



Pantone 7540 C  
CMYK: 73, 62, 53, 41  
RGB: 73, 78, 84  
Hex: #494E54



Pantone 322 C  
CMYK: 86, 30, 49, 7  
RGB: 0, 132, 131  
Hex: #0084B3



Pantone 326 C  
CMYK: 82, 5, 39, 0  
RGB: 7, 175, 173  
Hex: #07AFAD



Pantone 421 C  
CMYK: 33, 24, 26, 0  
RGB: 177, 186, 179  
Hex: #B1B4B3



Pantone 3690 C  
CMYK: 86, 41, 15, 0  
RGB: 0, 127, 175  
Hex: #0071af



Pantone 289 C  
CMYK: 92, 76, 44, 70  
RGB: 4, 36, 77  
Hex: #03244D



Pantone 109 C  
CMYK: 0, 16, 100, 0  
RGB: 255, 210, 0  
Hex: #FFD200

## Web colors

RGB: 250,200,156 Hex: #FAC89C	RGB: 248,174,104 Hex: #F8AE68	RGB: 246,148,52 Hex: #F69434	RGB: 244,122,0 Hex: #F47A00	RGB: 196,98,0 Hex: #C46200	RGB: 148,74,0 Hex: #944A00	RGB: 100,50,0 Hex: #643200
RGB: 227,228,156 Hex: #E3E49C	RGB: 211,214,106 Hex: #D3D66A	RGB: 195,200,56 Hex: #C3C838	RGB: 179,186,6 Hex: #B3BA06	RGB: 143,148,4 Hex: #8F9404	RGB: 107,110,2 Hex: #6B6E02	RGB: 71,72,0 Hex: #474800
RGB: 155,218,243 Hex: #9BDAF3	RGB: 105,200,237 Hex: #69C8ED	RGB: 55,182,231 Hex: #37B6E7	RGB: 5,164,225 Hex: #05A4E1	RGB: 3,132,179 Hex: #0384B3	RGB: 1,100,133 Hex: #016485	RGB: 0,68,87 Hex: #004457
RGB: 157,223,221 Hex: #9DDFDD	RGB: 107,207,205 Hex: #6BCFCD	RGB: 57,191,189 Hex: #39BFD	RGB: 7,175,173 Hex: #07AFAD	RGB: 5,139,139 Hex: #0588B8	RGB: 3,103,105 Hex: #036769	RGB: 1,67,71 Hex: #014347
RGB: 207,182,227 Hex: #CFB6E3	RGB: 183,146,215 Hex: #B792D7	RGB: 159,110,203 Hex: #9F6ECB	RGB: 135,74,191 Hex: #874ABF	RGB: 107,60,153 Hex: #6B3C99	RGB: 79,46,115 Hex: #4F2E73	RGB: 51,32,77 Hex: #33204D
RGB: 248,156,212 Hex: #F89CD4	RGB: 244,104,188 Hex: #F468BC	RGB: 240,52,164 Hex: #F034A4	RGB: 236,0,140 Hex: #EC008C	RGB: 188,0,112 Hex: #BC0070	RGB: 140,0,84 Hex: #8C0054	RGB: 92,0,56 Hex: #5C0038
RGB: 153,168,185 Hex: #99A8B9	RGB: 103,124,149 Hex: #677C95	RGB: 53,80,113 Hex: #355071	RGB: 3,36,77 Hex: #03244D	RGB: 3,28,61 Hex: #031C3D	RGB: 3,20,45 Hex: #03142D	RGB: 3,12,29 Hex: #030C1D



## Primary colors



Pantone 380 C  
CMYK: 18, 0, 87, 0  
RGB: 218, 227, 67  
Hex: #DAE343



Pantone 289 C  
CMYK: 92, 76, 44, 70  
RGB: 4, 36, 77  
Hex: #00244D

## Secondary colors



Pantone 322C  
CMYK: 86, 30, 49, 7  
RGB: 0, 132, 131  
Hex: #008483



Pantone 326 C  
CMYK: 62, 5, 39, 0  
RGB: 7, 175, 173  
Hex: #07AFAD

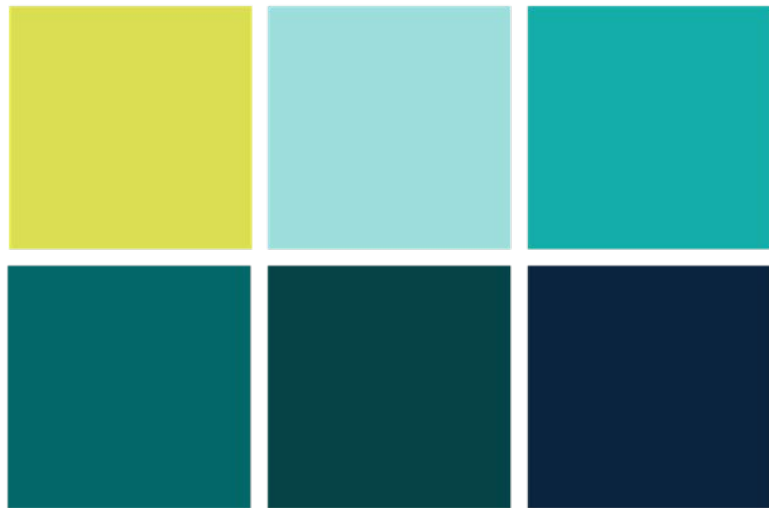


Pantone 289 C  
CMYK: 92, 76, 44, 70  
RGB: 4, 36, 77  
Hex: #03244D

## Web colors



RGB:  
157,223,221  
Hex:  
#9DDFDD





Comfort is  
Always in  
Season with  
a Heat Pump



POWER  
AHEAD  
COLORADO

PowerAheadCO.org  
A Program of DRCOG



Learn more  
about heat pumps at  
[PowerAheadCO.org](http://PowerAheadCO.org)

Cleaner Heat,  
Cooler Air. That's the power  
of a heat pump.



POWER  
AHEAD  
COLORADO

A Program of DRCOG



# WHAT'S NEXT

# WHAT'S NEXT

Further in - depth review of qualitative feedback to optimize creative concepts for future rounds

Evolve additional reasons to believe to support emotional benefits

Creative campaign development and production

Brand and campaign launch: Jan 2026



**QUESTIONS?**



**THANK YOU**