

KARSH • HAGAN

DECARBONIZE DRCOG

PHASE 1: BRANDING

AGENDA

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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

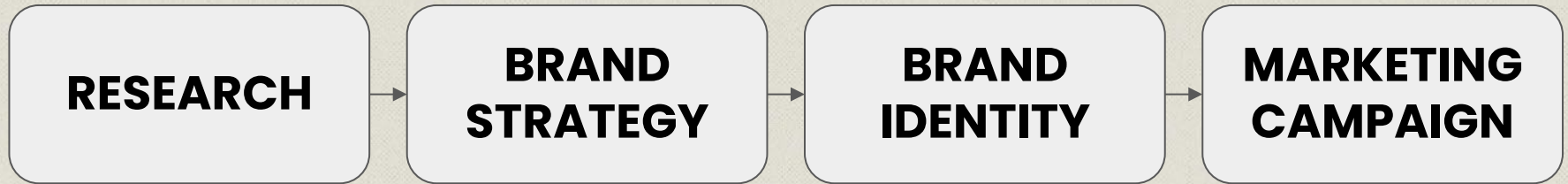
TRUST

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.

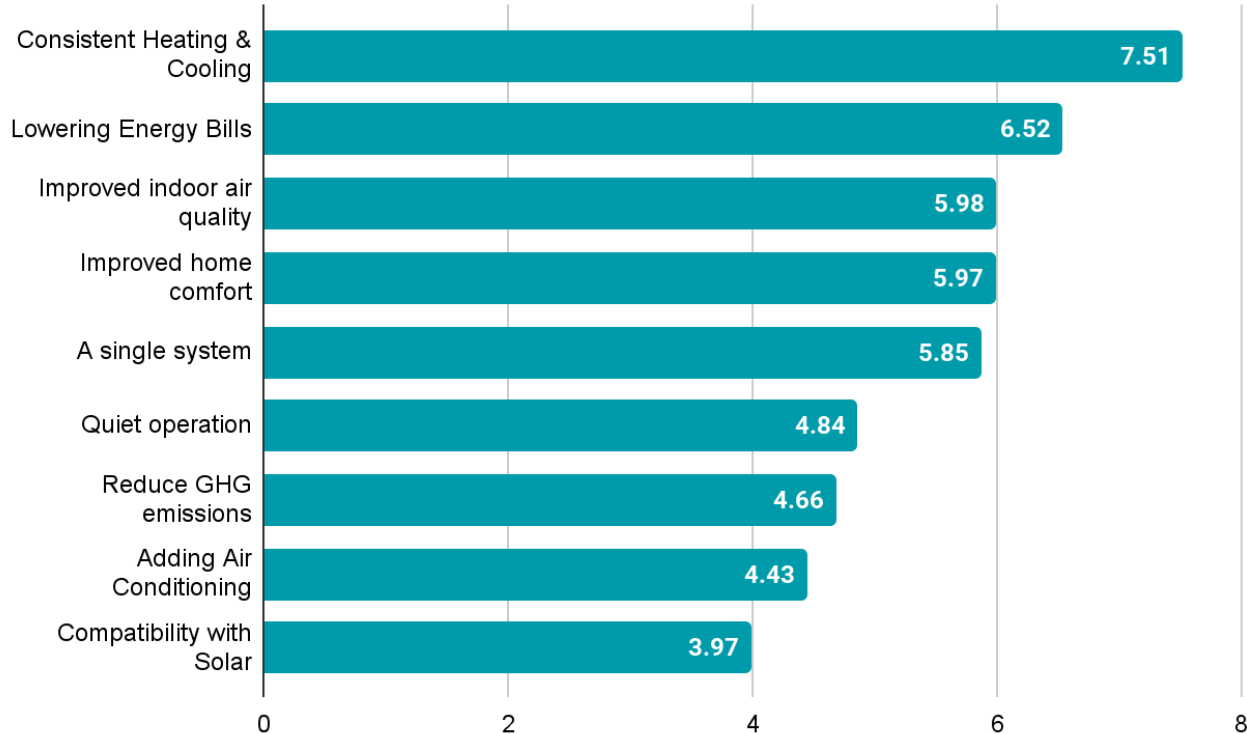
KEY TAKEAWAYS: TOP MINDSET RECOMMENDATIONS

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

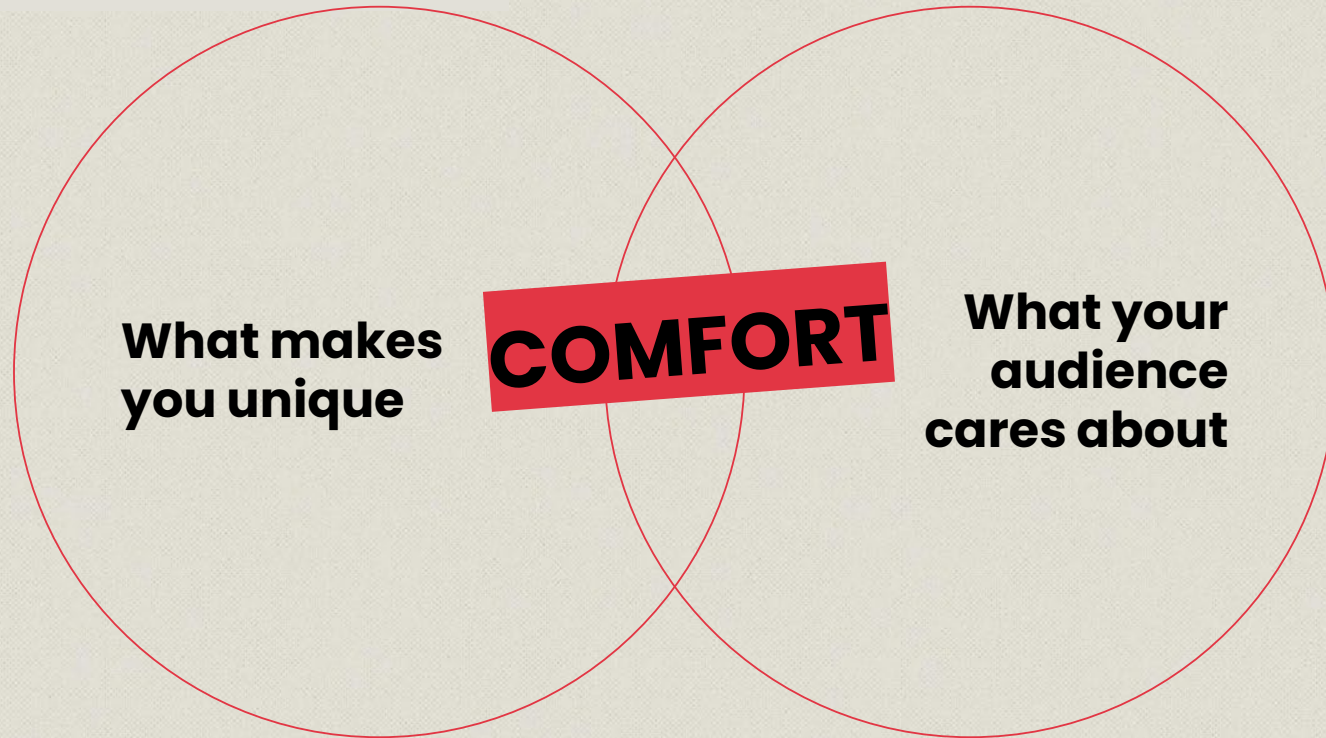


BRAND POSITIONING

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**



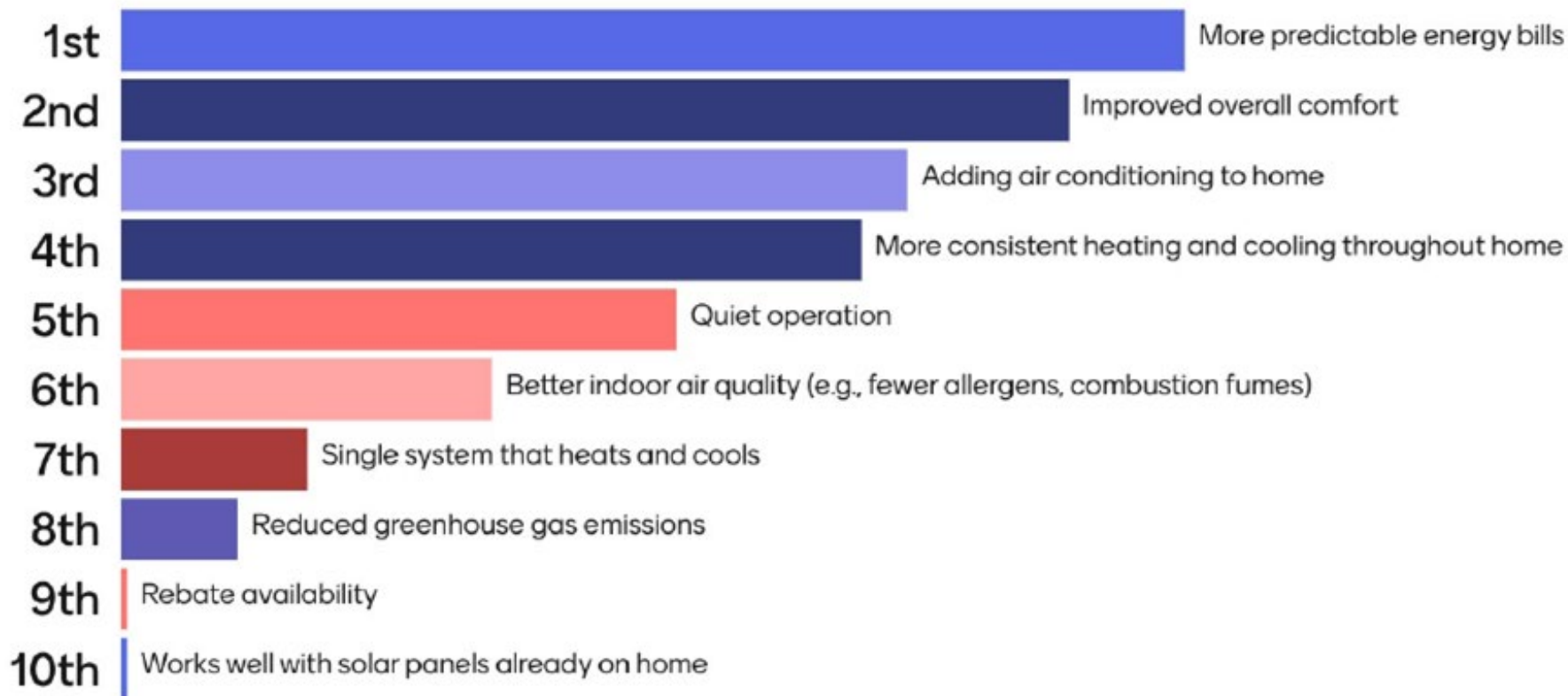
Ensuring it is safe and cools well per season	65%	positive
Having access to a working AC/heat system year round is key for where I live. We get super hot in the summer and can get well into negative degrees in the winter. Neither time is good for a temperamental unit to go out or even act up.	65%	neutral
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

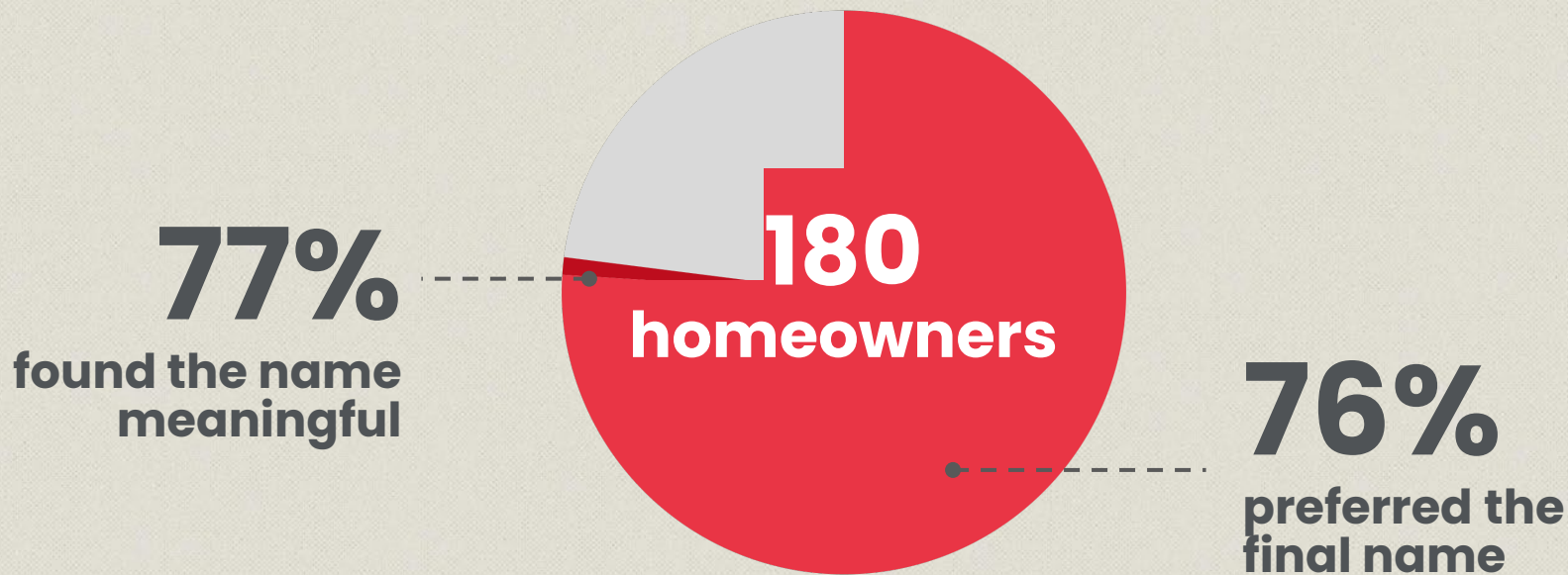
relief, calm,
modernity

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

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

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

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

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

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

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

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

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

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

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

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 322C
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: 55,162,231 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



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PowerAheadCO.org
A Program of DRCOG

Learn more
about heat pumps at
PowerAheadCO.org

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



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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