EUB SuperHub

Your building energy performance one-stop-shop

D4.4: Branding strategy and brand identity design elements

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1 Introduction

The EuB SuperHub project aims at improving the energy performance assessments and certificates (EPCs) for buildings in the European Union, in the context of the development of next generation of EPCs, by utilising an online platform and a scalable methodology.

The project recognizes the increasing availability of data on building operations **and the need for a holistic view of buildings** that goes beyond energy performance thus it promotes the EUB SuperHub platform and the EUB e-Passport that support these goals.

EUB SuperHub project seeks to ensure consistency in assessments across EU member states and adapt to societal and technological shifts also reflected by the EUB e-Passport. By creating a digital one-stop shop platform, the project will connect various assessment schemes and certifications based on common criteria.

The project platform will store and organise Energy Performance Certificates, sustainability ratings, and other relevant **data such as the EUB e-Passport of a building**. The EUB e-Passport will supplement the digital building logbook, also cutting-edge assessment techniques to enhance transparency and reliability.

The activities within Task 4.4 were focused on the visual and brand elements of the project, including the EUB e-Passport. The developed design elements and plans are able to support further project activities such as trainings, stakeholder engagements and exploitation, with the ultimate goal to raise the quality, trust towards the next generation of EPCs and building assessments.

2 The branding process

2.1 Rebranding: a definition

Rebranding is the process of changing or updating the way a company, product, or service is presented to the public with the aim of being considered and acquiring the loyalty of its stakeholders[1]. It involves making changes to the brand's visual identity, messaging, and overall perception. The goal of rebranding is to create a new and improved image that better aligns with the project's values, target audience, and market trends.

This can include updating the logo, changing the colours and fonts used in marketing materials, revamping the website. Rebranding is typically done to attract new clients, differentiate from competitors, adapt to evolving customer preferences. It requires careful planning, research, and creative execution to ensure that the new brand resonates with the desired audience and communicates the intended message effectively.

What is important to consider when including branding or rebranding in the mix, is the feedback loop with relevant stakeholders. For EUB SuperHub the concepts of branding and rebranding can be almost merged. As most EU-funded projects, the initial identity, together with elements such as website and online and offline communications are delivered by analysing other similar projects and initiatives.

In fact, the concept of branding should be embedded as a key area; and not as a stand-alone concept. Branding is both an art and a science made up of many micro elements that should then be treated holistically.

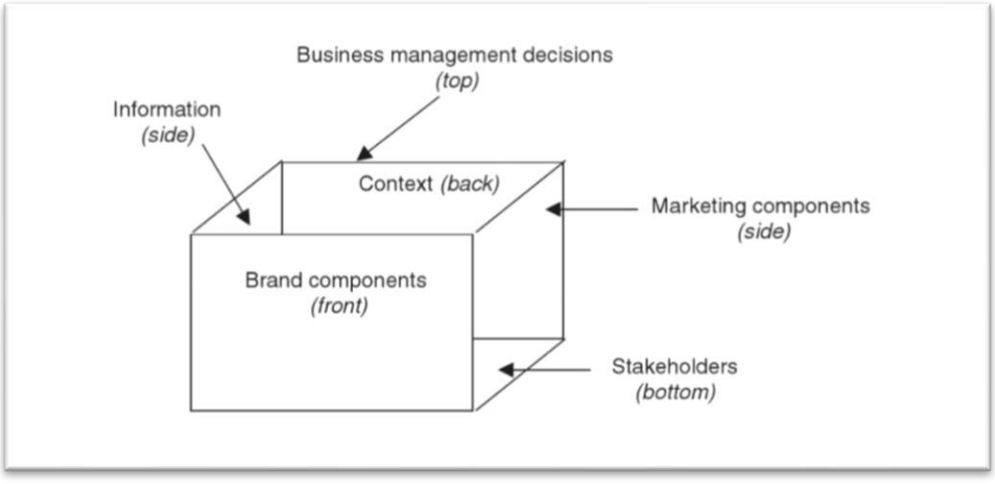

Figure 1. The Brand Systems Cube (Giep Franzen, Sandra Moriarty, 2008)

Based on Campbell and Yeung (1991) findings, we should include four main stakeholder groups in the process. Those being:

- The society and the environment (policy and initiatives)

[1] Edelman, D.C., 2010. Branding in the digital age. *Harvard business review*, *88*(12), pp.62-69.

- Clients and customers (EUB SuperHub service users, end-users)
- Employees (project consortium)
- Stakeholders (of EUB SuperHub project).

Those key groups should have a common high-end goal, something the brand aspires to achieve. In the case of EUB SuperHub we work towards a comparable energy assessment of buildings across Europe, but the final mission that ultimately human beings care for, is to make European buildings more sustainable and better for the environment and people.

EUB SuperHub is working towards its exploitation phase and to do that there is a need to involve different stakeholders and simply show EUB SuperHub project results under a fresher light. Nailing what end-users and other stakeholders value in services or products of the sort will actually guarantee the success of the brand[2].

2.2 Brand identity

Once the overall concept of branding is defined, we can go deeper into one of its facets: the brand identity. The brand identity collects 'a unique set of associations that the brand's developer seeks to create or maintain. These associations represent the value of the brand and the promises that are given to end-users by members of the organization[3] .

The brand identity can be summarised as the visual output of the brand[4]. This includes its name, logo, tone, tagline, symbols, and anything else that can be recognised by the customers and stakeholders[5]. Building on EUB SuperHub project visuals, there was a need to redefine the brand's visual style. Within EUB SuperHub project visual style, we include anything from photography, icons, illustrations, colours etc.

Iconography: a definition

Iconography refers to the use and study of symbols or icons to convey meaning, ideas, or concepts. It is a visual language that relies on the use of recognizable and commonly understood symbols, often with simplified and stylized representations.

Icons are powerful visual tools that can communicate complex ideas or emotions quickly and universally. They can represent objects, actions, or abstract concepts, and their visual simplicity allows for easy recognition and interpretation. Iconography plays a crucial role in creating visual systems, signage, user interfaces, and branding, where the use of symbols helps in conveying information efficiently and enhancing visual communication. Thus, EUB SuperHub project took the advantage that this element has and developed its own icons too in this process.

[2] Phillips, P., 2006. The importance of branding. *Business Corner Strategies & Analysis*.
[3] Aaker, David,"Building Strong Brands", New York: The Free Press, 1996.
[4] Jain, R., 2017. Basic branding concepts: brand identity, brand image and brand equity. *International Journal of Sales & Marketing Management Research and Development*, *7*(4), pp.1-8.
[5] Wheeler, A., 2017. *Designing brand identity: an essential guide for the whole branding team*. John Wiley & Sons.

3 Brand identity development methodology

3.1 Objectives for EUB SuperHub branding

In the specific case of EUB SuperHub, the project workplan has the Task 4.4, which was a revision of the initially developed brand in order to establish stronger recognition, match the demands of the main EUB SuperHub users and enable a cohesive and distinct representation of the project's values and objectives within the certification landscape. Overall, rebranding EUB SuperHub can facilitate its future use and exploitation while distinguishing it as a unique approach to energy certifications.

Figure 2. EUB SuperHub project original visual identity

Developing, and above all, reinforcing the EUB SuperHub brand involved conducting a comprehensive study of existing local and national marking systems related to EPCs (Energy Performance Certificates) and KPIs (Key Performance Indicators) within Europe and worldwide. The research aimed at identifying common elements and analyse the existing diverse marking systems and create a clear and easily recognizable synthesis of existing brands.

3.2 Research steps

Geonardo took with great care the alignment of the brand with existing local, regional, national, and transnational marking systems, while highlighting the essential metrics associated with smartness, health, and sustainability.

To start the rebranding task, the task force dedicated to this task i.e. a communication manager, a graphic designer and a project manager, conducted an in-depth research study.

As part of this study, the task force examined the building rating systems (e.g.: sustainability certificates) and existing EPCs with a particular focus on their visual representation. One of the main requisites were the importance to design an all-encompassing solution that symbolizes sustainability on a global scale.

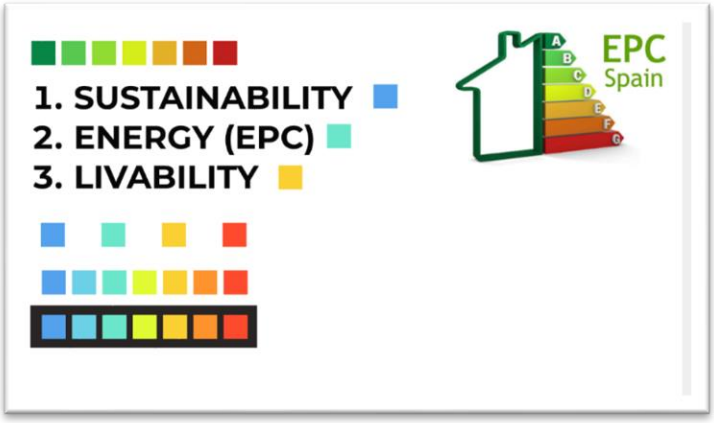

Figure 3. EPCs colour ramp and how the EUB SuperHub colour palette

It was vital that the scope of EUB SuperHub went beyond national or local borders but embraced the whole European Union. Furthermore, the EUB SuperHub brand considered not only energy-related aspects, but also other visual indicators that refer to human health, encompassing the overall quality of the living environment.

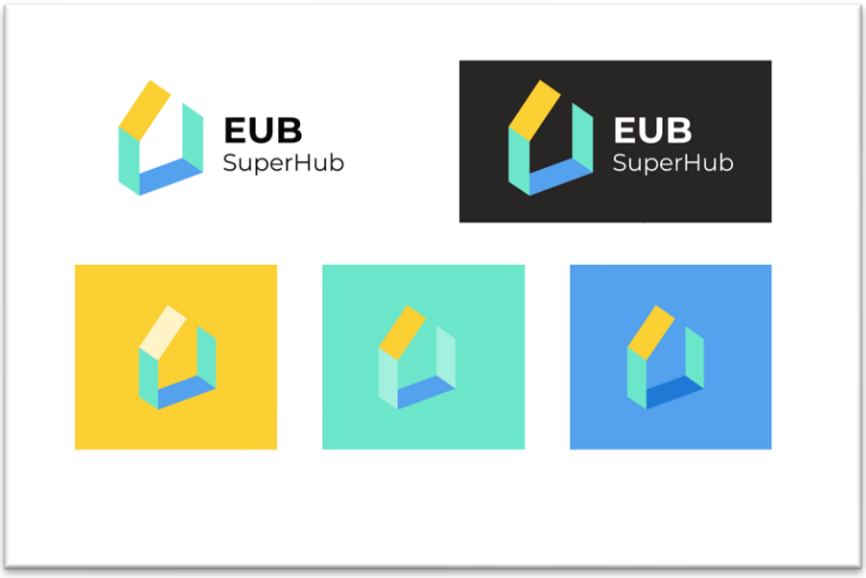

Figure 4. EUB SuperHub rebranded logo

Visual principles of harmonization, simplicity and clarity were prioritized, determining the appearance of EUB e-Passport issued by the platform and establishing a distinctive brand identity. This clarity and harmony is also reflected in the building passports (see more in chapter 5).

4 KPIs and icons development

One important aspect of the rebranding is the understanding of the 21 KPIs that are to be included in the EUB e-Passport. The objective was for EUB SuperHub project to define and describe common transnational indicators and assessment metrics for the building assessment and certification and the EUB e-Passport. The thematic areas of the KPIs (as in the EUB SuperHub project deliverable D2.2):

- Energy
- Greenhouse Gases (GHG), including on the life cycle
- Indoor environment
- Costs
- Smart buildings
- Resilience
- E-Mobility

Thematic area	Indicator
Energy Consumption	1. Total annual primary energy demand per useful floor area
	2. Delivered annual final energy demand per useful floor area
	3. Non-renewable primary energy demand per useful floor area
	4. Total use of non-renewable primary energy resources used as raw materials
Renewable Energy	5. Renewable annual primary energy demand per useful floor area
	6. Renewable energy ratio (on-site, nearby)
Greenhouse Gas Emissions (in use stage)	7. Use stage energy-related Global Warming Potential (GWP)
Greenhouse Gas Emissions (life cycle)	8. Life Cycle Global Warming Potential (GWP)

Thematic area	Indicator
Thermal comfort	9. Time outside of thermal comfort range
Indoor Air Quality	10. Ventilation rate
	11. CO_2 concentration
	12. Relative humidity
	13. Total VOCs
	14. CMR VOCs concentration
	15. R value
	16. Formaldehyde concentration
Costs	17. Operational Energy Costs
Smart Buildings	18. Smart Readiness Indicator
Resilience	19. Summer thermal discomfort in 2030 and 2050
E-mobility	20. Installation of pre-cabling / number of recharging points in relation to the number of parking spaces
Daylight sufficiency	21. Daylight Provision

Figure 5. The list of 21 KPIs

Geonardo had proceeded with a lean approach, and to do this the designer in charge focused on the main thematic areas (energy consumption, IAQ etc.) while acknowledging the fact that more sub-icons will be developed.

Figure 6. EUB SuperHub brand applicability go beyond strictly energy/EPCs

Geonardo first grouped the icons in smaller groups to make them more identifiable e.g.: energy demand, LCA, well-being etc. The grouping would allow the stakeholder community to understand the concepts of the indicators (thematic areas) in a clearer way, and of course the design would follow this approach.

3rd Local Advisory Team meetings consultations

Following the desk research and the initial graphic design work, the EUB SuperHub project consortium organised meetings with the project stakeholders to make sure the EUB SuperHub brand would be clear enough for potential end-users. During those meetings, the LAT members could assess and give feedbacks on the visuals, the iconography picked for EUB SuperHub project.

Calculating the fact that the branding not being final, the EUB SuperHub consortium has gathered valuable feedbacks from the LAT members to make sure the brand is aligned with their views. The stakeholders' perception then further helped in the design and development of the brand. The dedicated session yielded in information that has been considered in the next phase of the design process.

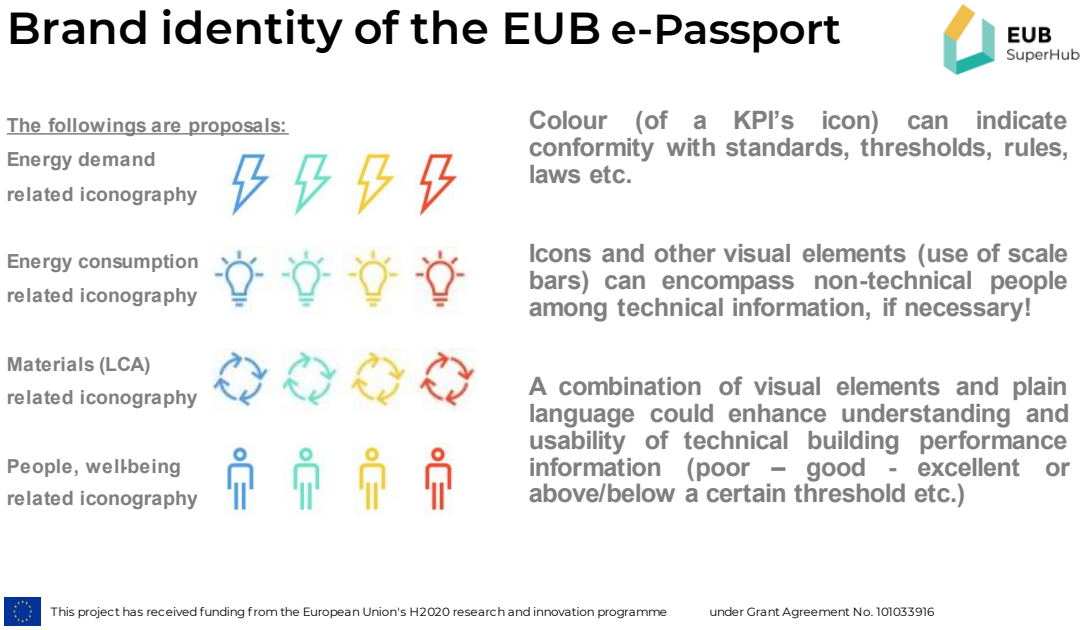

Figure 7. Session 4 slide content about brand identity at the 3rd LAT meeting.

The LAT members could give feedbacks primary along the following questions at the events organized by the project partners across 7 EU countries:

- What are the main elements that must necessarily be displayed into the EUB e-Passport?
- How to harmonise national marking systems into a single Brand Identity?
- How to select colour palette, typography, icons, illustrations, etc. to be included in the EUB e-Passport?
- What about the use of the icons rather than words in the e-Passport?
- What should be focused on to facilitate the future use of the EUB SuperHub brand?

In general, the attitude toward to the brand design was constructive and reassuring for the project team to continue with the branding concept. However, project partners also faced with some comments on a couple of the visual elements that demanded further work or corrections in this task.

5 Icons and the EUB e-Passport design

5.1 Conclusion of the design using the feedbacks

Resulting from the prior three steps (research, drafting and consultations), the icons development could have been progressively taken forward, also using the final definitions and attributes of the indicators, as an outcome of Task 2.2 and Task 2.5 (delivered D2.2, D2.5).

The advanced iconography considered the followings in general, as outcome of the previous design steps:

- icons and visuals should aid explaining the Key Performance Indicators;
- design should use colour scheme that is attractive and "modern";
- the icons should avoid expressing a building rate, the EUB e-Passport and its KPIs, by default is not a "rating system"
- the icons and textual information should support each other, aka they are complementary in a way of presenting and better explaining technical information (KPIs);

In the end of the design phase, we have been following main principles for the icons development:

- "paired" icons (primary energy demand and delivered energy per year): the icon base is the same, the symbol of energy and checkmark alternates for "delivered" energy;
- "groups" of icons (Indoor air or environment quality): silhouette of a house plus inside a symbol or acronym like VOC, CO_2 and so on.
- symbols with associated meaning e.g., "emission" represented as "black fume" or another example is "fossil fuel" represented with a black "oil drop".

See the icons per indicator starting from the next page on.

5.2 EUB e-Passport design

The passport design development combined the icons, the visual elements (rebranded project logo) and considered the certification approach as described in the deliverable D2.5. It also synthesised the different information that a "standard" certificate provides. For example, the EUB e-Passport contain administrative data (building and assessor information, certificate issue details), each of the 21 indicators and their basic attributes (in tabular format). Its current final page provides the project details with the base information as background to the passport content (assessment metrics and certification processes).

The preview of the passport can be found in the annexes of this deliverable.

Individual icons' design for the EUB e-Passport

Thematic area	Indicator	Icon design
Energy Consumption	1. Total annual primary energy demand per useful floor area	
	2. Delivered annual final energy demand per useful floor area	
	3. Non-renewable primary energy demand per useful floor area	
	4. Total use of non-renewable primary energy resources used as raw materials	

Renewable Energy	5. Renewable annual primary energy demand per useful floor area	
	6. Renewable energy ratio (on-site, nearby)	
Greenhouse Gas Emissions (in use stage)	7. Use stage energy-related Global Warming Potential (GWP)	
Greenhouse Gas Emissions (life cycle)	8. Life Cycle Global Warming Potential (GWP)	

Thematic area	Indicator	Icon design
Thermal comfort	9. Time outside of thermal comfort range	
Indoor Air Quality	10. Ventilation rate	
	11. CO_2 concentration	
	12. Relative humidity	

	13. Total VOCs	
	14. CMR VOCs concentration	
	15. R value	
	16. Formaldehyde concentration	

Costs	17. Operational Energy Costs	
Smart Buildings	18. Smart Readiness Indicator	
Resilience	19. Summer thermal discomfort in 2030 and 2050	
E-mobility	20. Installation of pre-cabling / number of recharging points in relation to the number of parking spaces	
Daylight sufficiency	21. Daylight Provision	

6 Additional branding elements: photography

During this task, Geonardo not only concentrated on the graphical elements of the branding, but also researched relevant photographs that illustrate the practical usage of the EUB SuperHub platform, products and services. These photographs show modern, sustainable and energy-efficient buildings where the inhabitants can have quality of life and high standards of well-being.

The purpose of the photography elements would be to support the communication and dissemination actions, stakeholder engagements (trainings, webinars) later in the project. Additionally, they can be utilized in the exploitation phase of the project to develop a full-fledged brand identity.

7 Bibliography

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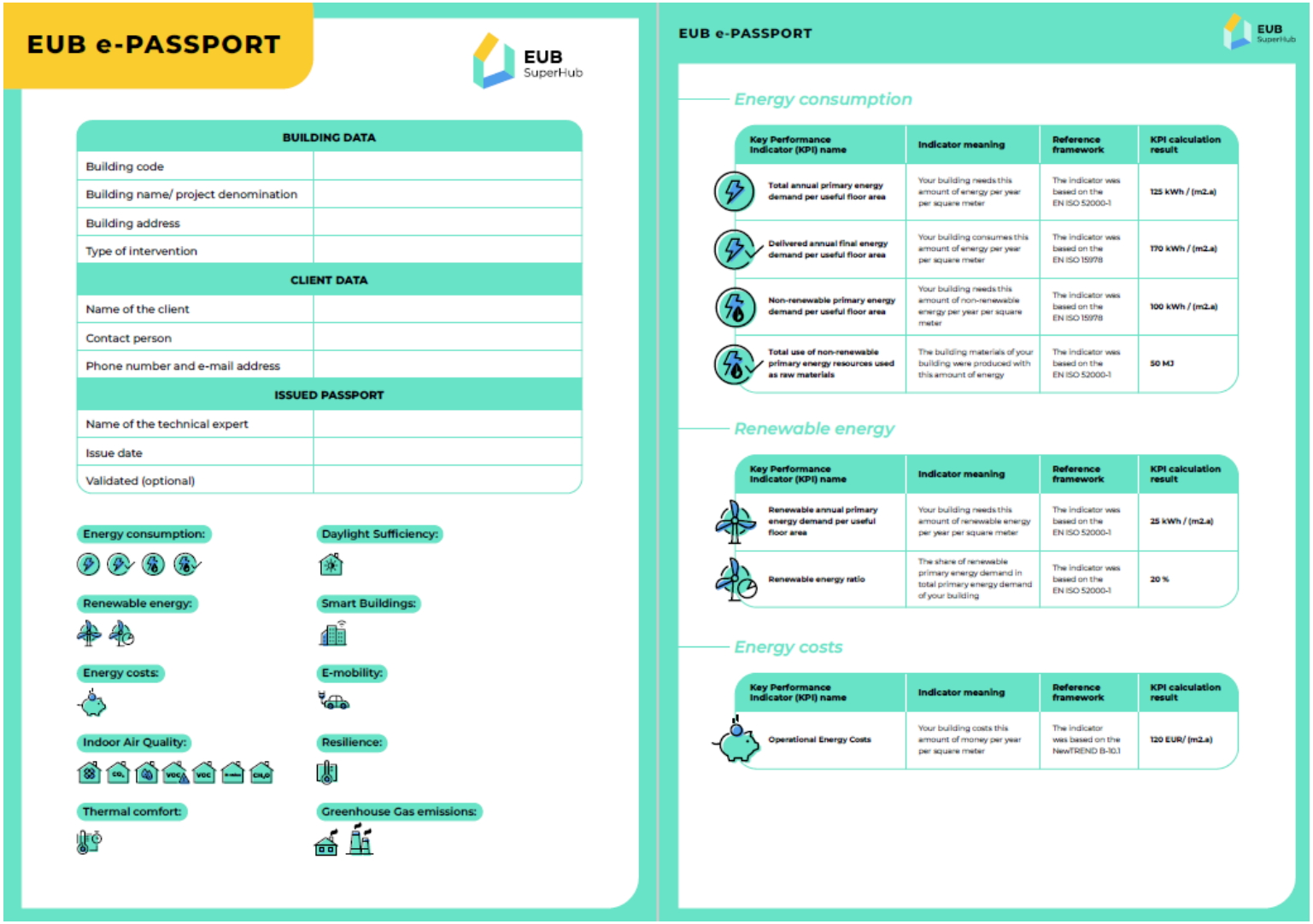
Annex 1 EUB e-Passport design “base version”



EUB e-PASSPORT

EUB SuperHub

BUILDING DATA	
Building code	
Building name/ project denomination	
Building address	
Type of intervention	
CLIENT DATA	
Name of the client	
Contact person	
Phone number and e-mail address	
ISSUED PASSPORT	
Name of the technical expert	
Issue date	
Validated (optional)	

Energy consumption:

Daylight Sufficiency:

Renewable energy:

Smart Buildings:

Energy costs:

E-mobility:

Indoor Air Quality:

Resilience:

Thermal comfort:

Greenhouse Gas emissions:

EUB e-PASSPORT

EUB SuperHub

Energy consumption

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Total annual primary energy demand per useful floor area	Your building needs this amount of energy per year per square meter	The indicator was based on the EN ISO 52000-1	125 kWh / (m2.a)
Delivered annual final energy demand per useful floor area	Your building consumes this amount of energy per year per square meter	The indicator was based on the EN ISO 15978	170 kWh / (m2.a)
Non-renewable primary energy demand per useful floor area	Your building needs this amount of non-renewable energy per year per square meter	The indicator was based on the EN ISO 15978	100 kWh / (m2.a)
Total use of non-renewable primary energy resources used as raw materials	The building materials of your building were produced with this amount of energy	The indicator was based on the EN ISO 52000-1	50 MJ

Renewable energy

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Renewable annual primary energy demand per useful floor area	Your building needs this amount of renewable energy per year per square meter	The indicator was based on the EN ISO 52000-1	25 kWh / (m2.a)
Renewable energy ratio	The share of renewable primary energy demand in total primary energy demand of your building	The indicator was based on the EN ISO 52000-1	20 %

Energy costs

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Operational Energy Costs	Your building costs this amount of money per year per square meter	The indicator was based on the NewTREND B-10.1	120 EUR/ (m2.a)

EUB e-PASSPORT

Indoor Air Quality

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Ventilation rate	Your building needs this amount (litre) of air refreshment per m2 in one second to prevent healthy risks	The indicator was based on the EN 16798-1	5 L/s/m²
CO2 concentration	This amount of CO2 concentration is measured in your building.	The indicator was based on the EN 16798-1	ppm
Relative humidity	This is the level of relative humidity is measured in your building.	he indicator was based on the EN 16798-1	20 %
Total VOCs	This is the level of organic compounds in the air (sourced inside or out) that pose human health risks.	The indicator was based on the EN 16798-1	1000 µg/m³
CMR VOCs concentration	This is the level of organic compounds in the air that pose extreme human health risks.	The indicator was based on the EN 16798-1	1 µg/m³
R value	This value is a result of a normalization process of individual VOC concentration	The indicator was based on the EN 16798-1	<1
Formaldehyde concentration	This is the level of formaldehyde in the air that pose human health risks.	The indicator was based on the EN 16798-1	100 µg/m³

Thermal comfort

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Time outside of thermal comfort range	In your building, this is the percentage of time that you may spend in not satisfactory circumstances e.g.: too warm.	The indicator was based on the EN ISO 16798-1	10 %

Daylight Sufficiency

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Daylight Provision	This is the target percentage (in time) that your openings should provide to sufficiently enlighten your building interior	The indicator was based on the EN ISO 17037	25 %

EUB e-PASSPORT

Smart Buildings

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Smart Readiness Indicator	This percentage rates the smart readiness of your buildings based on several criteria by the EPBD.	The indicator was based on the EU SRI guide	30 %

E-mobility

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Installations of pre-cabling	The number of recharging points in relation to the number of parking spaces	The indicator was based on the EPBD recast art. 12	2

Resilience

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Summer thermal discomfort in 2030 and 2050	Proportion of the year when building occupiers are not comfortable with the summer thermal conditions inside the building	The indicator was based on the EN ISO 52000-1	10 %

Greenhouse Gas emissions

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI calculation result
Use stage energy-related Global Warming Potential	This is the amount of emission (in CO2 equivalent) that your building uses in operation per m2 per year	The indicator was based on the EN ISO 15978	1000 kg CO2 eq./m²/yr
Life Cycle Global Warming Potential	Greenhouse gases emitted from the production of building materials to the end of the building's life and demolition	The indicator was based on the EN ISO 15978	1000 kg CO2 eq

Disclaimer

The EUB e-Passport assessment and certification methodology:

EUB SuperHub deliverable D2.2 **EUB SuperHub deliverable D2.5**

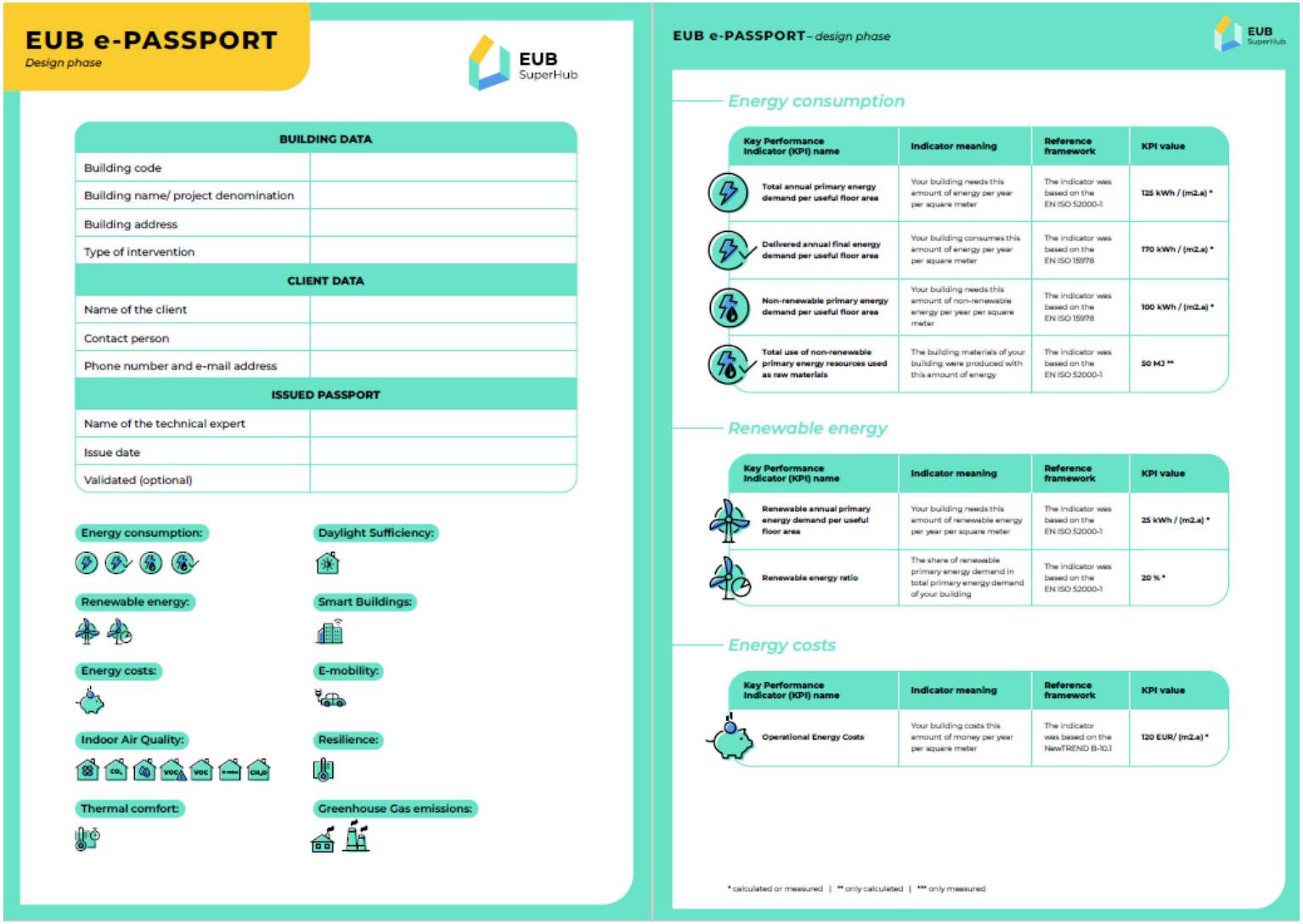
EUB SuperHub project
Grant Agreement No 101033916
European Building Sustainability performance and energy certification Hub

This project has received funding from the European Union's H2020 research and innovation programme.

View this passport online:

EUB SuperHub

Annex 2 EUB e-Passport alternative 'Design phase' version



EUB e-PASSPORT
Design phase

EUB SuperHub

BUILDING DATA	
Building code	
Building name/ project denomination	
Building address	
Type of intervention	
CLIENT DATA	
Name of the client	
Contact person	
Phone number and e-mail address	
ISSUED PASSPORT	
Name of the technical expert	
Issue date	
Validated (optional)	

Energy consumption:
Daylight Sufficiency:
Renewable energy:
Smart Buildings:
Energy costs:
E-mobility:
Indoor Air Quality:
Resilience:
Thermal comfort:
Greenhouse Gas emissions:

EUB e-PASSPORT – *design phase*

EUB SuperHub

Energy consumption

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI value
Total annual primary energy demand per useful floor area	Your building needs this amount of energy per year per square meter	The indicator was based on the EN ISO 52000-1	125 kWh / (m2.a) *
Delivered annual final energy demand per useful floor area	Your building consumes this amount of energy per year per square meter	The indicator was based on the EN ISO 15978	170 kWh / (m2.a) *
Non-renewable primary energy demand per useful floor area	Your building needs this amount of non-renewable energy per year per square meter	The indicator was based on the EN ISO 15978	100 kWh / (m2.a) *
Total use of non-renewable primary energy resources used as raw materials	The building materials of your building were produced with this amount of energy	The indicator was based on the EN ISO 52000-1	50 MJ **

Renewable energy

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI value
Renewable annual primary energy demand per useful floor area	Your building needs this amount of renewable energy per year per square meter	The indicator was based on the EN ISO 52000-1	25 kWh / (m2.a) *
Renewable energy ratio	The share of renewable primary energy demand in total primary energy demand of your building	The indicator was based on the EN ISO 52000-1	20 % *

Energy costs

Key Performance Indicator (KPI) name	Indicator meaning	Reference framework	KPI value
Operational Energy Costs	Your building costs this amount of money per year per square meter	The indicator was based on the NewTREND B-10.1	120 EUR/ (m2.a) *

* calculated or measured | ** only calculated | *** only measured