



Logo Usage and Branding Guidelines

About the WHPA

The Western HVAC Performance Alliancesm (WHPA) was established in 2009. The organization provides input from the HVAC community to California investor-owned utilities in support of the state's energy efficiency strategy.

For the HVAC sector specifically, those goals are:

1. Consistent and effective compliance, enforcement, and verification of applicable building and appliance standards.
2. Quality HVAC installation and maintenance becomes the norm. The marketplace understands and values the performance benefits of quality installation and maintenance.
3. Building industry design and construction practices that fully integrate building performance to reduce cooling and heating loads.
4. Develop new hot/dry climate HVAC technologies (equipment and controls, including system diagnostics) and greatly accelerate their marketplace penetration.

As the WHPA seeks to expand the value of its brand and to ensure that its reputation and image is protected, the Steering Committee has developed Logo Usage and Branding Guidelines. Entities using the WHPA name and/or logo should review these guidelines carefully to ensure they understand and follow them.

Grammatical usage

The proper name of the organization is Western HVAC Performance Alliancesm. The two acceptable abbreviations are WHPA or Performance Alliance. After the first use of the proper name, it is acceptable to use WHPA or Performance Alliance in its place. A headline may use these abbreviated titles but only if the complete name and/or logo appear in the first paragraph. The sm status should be used the first time it appears in a document (Western HVAC Performance Alliancesm). After that, the sm is not used.

Logo usage

WHPA encourages its members to use its logo in such items as business cards, websites, brochures, advertisements, apparel, reports, email signature lines, and more. However, it is important the logo guidelines, which are attached, are followed to ensure brand consistency.

Review process & Contact Information

Logo usage or use of the WHPA name in printed collateral, presentations, or press releases should be reviewed prior to release. Please email all requests to: judy@performancealliance.org. An acknowledgement of receipt will be sent. Please allow five business days for review and approval.

Improper use of logo or name

Entities improperly using the WHPA name or logo will be given an opportunity to correct the infraction.