

# BER Advertising Requirements Guidelines



These Guidelines are issued pursuant to article 12 of S.I. 243 of 2012 EUROPEAN UNION (ENERGY PERFORMANCE OF BUILDINGS) REGULATIONS 2012 wherein the Sustainable Energy Authority of Ireland (SEAI) as the designated Issuing Authority, shall from time to time publish guidelines as to how Building Energy Rating (BER) details would be conveyed in property sale and rental advertisements.



- A person offering a property for sale or rent on or after 9th January 2013, or their agent, shall ensure that the energy performance indicator of the current BER certificate for the building is stated in any advertisements, where such advertisements are taken relating to the sale or letting of that building. See S.I. 243 of 2012 for detailed regulatory requirements and definitions
- Prospective buyers and renters will be shown the BER rating (Alphanumeric value) along with other prescribed content (dependent on the particular medium) in a prominent location in each specific advertisement
- Where images of the property are used then the presentation of the alphanumeric value will be by way of the prescribed BER Alphanumeric Rating Motif for the particular property rating
- The BER Alphanumeric Rating Motif artwork files will be made available in electronic format from the SEAI website or on request to [info@ber.seai.ie](mailto:info@ber.seai.ie)

# 1.0 General Application Guidelines

In accordance with S.I. 243 of 2012, these requirements apply to advertisements, meaning a public announcement in:

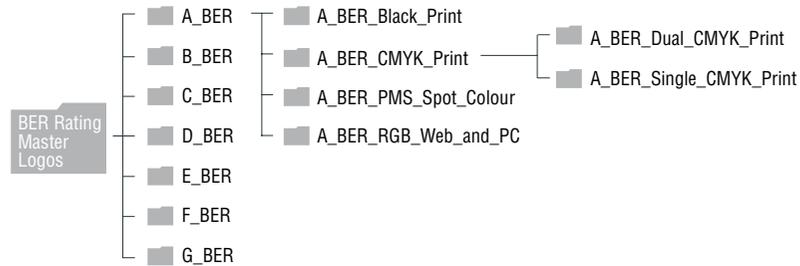
- **Newspaper, magazine**
- **Brochure, leaflet**
- **Advertising notice (publicly displayed structure intended to advertise a business, product or service)**
- **Vehicle**
- **Radio, Television**
- **Internet (incl. apps and social media)**
- **Direct mail**
- **Such forms as may be designated by Issuing Authority**

# 2.0 BER Advertising Requirements Guidelines

## 2.1 Single BER Alphanumeric Rating Motif

The complete range of single BER Alphanumeric Rating Motifs are illustrated on this page along with the naming convention used for artwork files.

The artwork folder hierarchy is illustrated below:



If colour is used within the advertisement then a colour BER Alphanumeric Rating Motif must be used.

A sample black BER Alphanumeric Rating Motif is illustrated below, for limited use only.

**BER A1**

**BER A1**

A1\_BER\_CMYK\_Print.eps  
A1\_BER\_RGB\_Web\_and\_PC.eps  
A1\_BER\_PMS\_Spot\_Colour.eps  
A1\_BER\_Black\_Print.eps  
A1\_BER\_RGB\_Web\_and\_PC.png

**BER A2**

A2\_BER\_CMYK\_Print.eps  
A2\_BER\_RGB\_Web\_and\_PC.eps  
A2\_BER\_PMS\_Spot\_Colour.eps  
A2\_BER\_Black\_Print.eps  
A2\_BER\_RGB\_Web\_and\_PC.png

**BER A3**

A3\_BER\_CMYK\_Print.eps  
A3\_BER\_RGB\_Web\_and\_PC.eps  
A3\_BER\_PMS\_Spot\_Colour.eps  
A3\_BER\_Black\_Print.eps  
A3\_BER\_RGB\_Web\_and\_PC.png

**BER B1**

B1\_BER\_CMYK\_Print.eps  
B1\_BER\_RGB\_Web\_and\_PC.eps  
B1\_BER\_PMS\_Spot\_Colour.eps  
B1\_BER\_Black\_Print.eps  
B1\_BER\_RGB\_Web\_and\_PC.png

**BER B2**

B2\_BER\_CMYK\_Print.eps  
B2\_BER\_RGB\_Web\_and\_PC.eps  
B2\_BER\_PMS\_Spot\_Colour.eps  
B2\_BER\_Black\_Print.eps  
B2\_BER\_RGB\_Web\_and\_PC.png

**BER B3**

B3\_BER\_CMYK\_Print.eps  
B3\_BER\_RGB\_Web\_and\_PC.eps  
B3\_BER\_PMS\_Spot\_Colour.eps  
B3\_BER\_Black\_Print.eps  
B3\_BER\_RGB\_Web\_and\_PC.png

**BER C1**

C1\_BER\_CMYK\_Print.eps  
C1\_BER\_RGB\_Web\_and\_PC.eps  
C1\_BER\_PMS\_Spot\_Colour.eps  
C1\_BER\_Black\_Print.eps  
C1\_BER\_RGB\_Web\_and\_PC.png

**BER C2**

C2\_BER\_CMYK\_Print.eps  
C2\_BER\_RGB\_Web\_and\_PC.eps  
C2\_BER\_PMS\_Spot\_Colour.eps  
C2\_BER\_Black\_Print.eps  
C2\_BER\_RGB\_Web\_and\_PC.png

**BER C3**

C3\_BER\_CMYK\_Print.eps  
C3\_BER\_RGB\_Web\_and\_PC.eps  
C3\_BER\_PMS\_Spot\_Colour.eps  
C3\_BER\_Black\_Print.eps  
C3\_BER\_RGB\_Web\_and\_PC.png

**BER D1**

D1\_BER\_CMYK\_Print.eps  
D1\_BER\_RGB\_Web\_and\_PC.eps  
D1\_BER\_PMS\_Spot\_Colour.eps  
D1\_BER\_Black\_Print.eps  
D1\_BER\_RGB\_Web\_and\_PC.png

**BER D2**

D2\_BER\_CMYK\_Print.eps  
D2\_BER\_RGB\_Web\_and\_PC.eps  
D2\_BER\_PMS\_Spot\_Colour.eps  
D2\_BER\_Black\_Print.eps  
D2\_BER\_RGB\_Web\_and\_PC.png

**BER E1**

E1\_BER\_CMYK\_Print.eps  
E1\_BER\_RGB\_Web\_and\_PC.eps  
E1\_BER\_PMS\_Spot\_Colour.eps  
E1\_BER\_Black\_Print.eps  
E1\_BER\_RGB\_Web\_and\_PC.png

**BER E2**

E2\_BER\_CMYK\_Print.eps  
E2\_BER\_RGB\_Web\_and\_PC.eps  
E2\_BER\_PMS\_Spot\_Colour.eps  
E2\_BER\_Black\_Print.eps  
E2\_BER\_RGB\_Web\_and\_PC.png

**BER F**

F1\_BER\_CMYK\_Print.eps  
F1\_BER\_RGB\_Web\_and\_PC.eps  
F1\_BER\_PMS\_Spot\_Colour.eps  
F1\_BER\_Black\_Print.eps  
F1\_BER\_RGB\_Web\_and\_PC.png

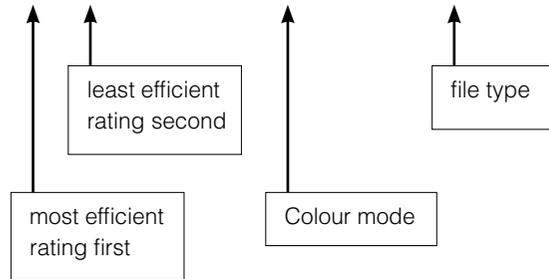
**BER G**

G1\_BER\_CMYK\_Print.eps  
G1\_BER\_RGB\_Web\_and\_PC.eps  
G1\_BER\_PMS\_Spot\_Colour.eps  
G1\_BER\_Black\_Print.eps  
G1\_BER\_RGB\_Web\_and\_PC.png

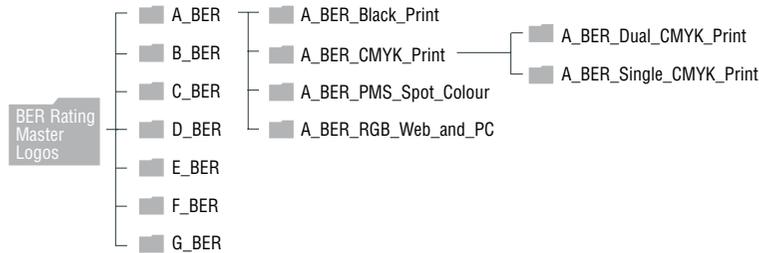
# 2.2 Dual BER Alphanumeric Rating Motif

The complete range of dual BER Alphanumeric Rating Motifs are illustrated on this page. A sample naming convention used for artwork for the A1-A2 BER rating is illustrated below, all dual logos will follow this naming convention.

A1\_A2\_BER\_CMYK\_Print.eps

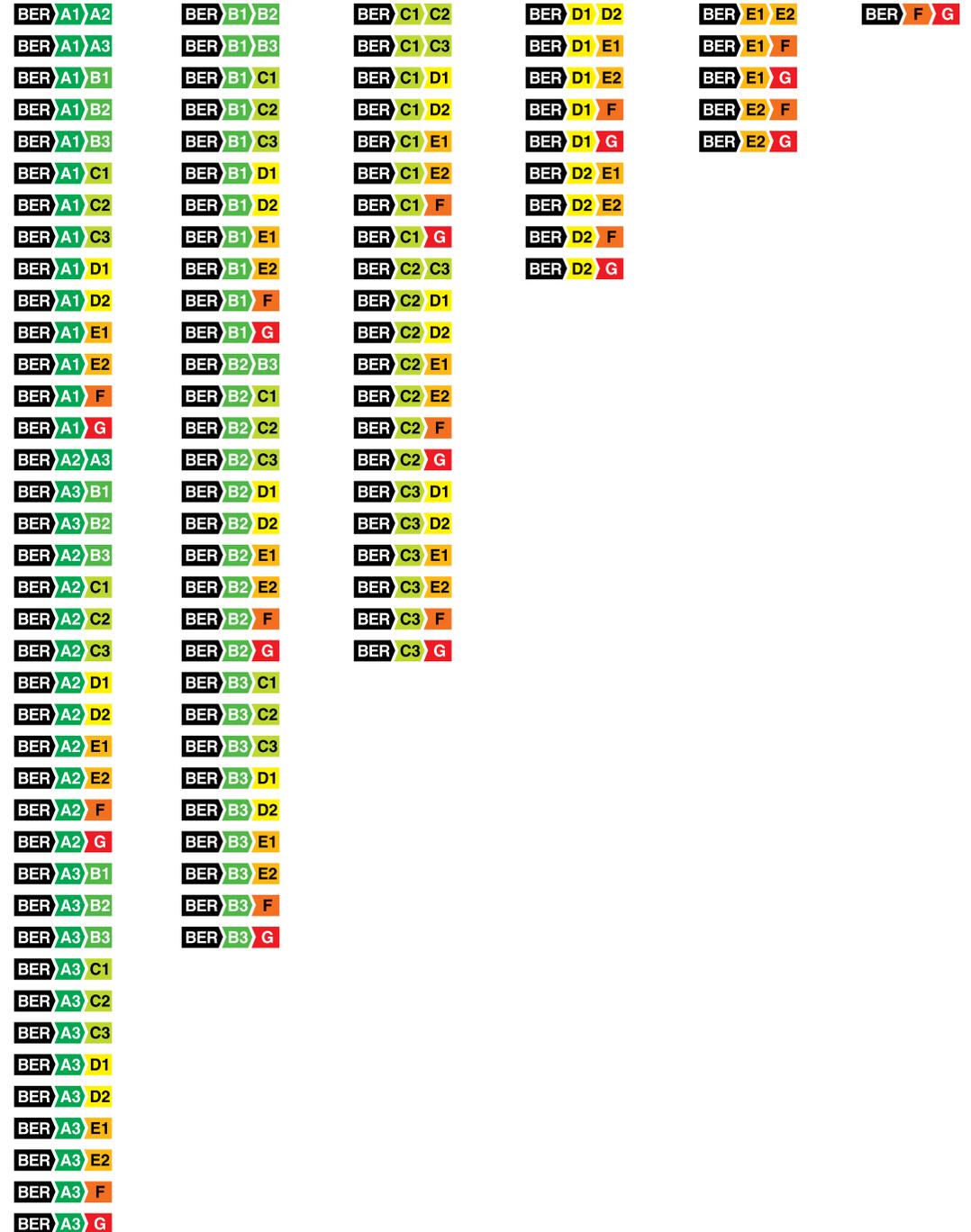


The artwork folder hierarchy is illustrated below:



If colour is used within the advertisement then a colour BER Alphanumeric Rating Motif must be used.

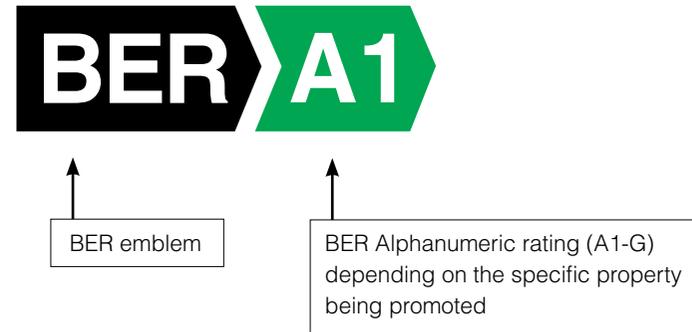
A sample black dual BER Alphanumeric Rating Motif is illustrated below, for limited use only.



### BER Alphanumeric Rating Motif

The motif comprises two discrete but interconnected elements:

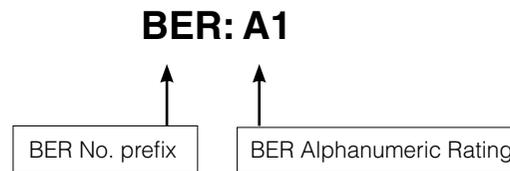
- BER emblem
- BER Alphanumeric rating (A1-G) depending on the specific property being promoted



### BER Alphanumeric Rating text

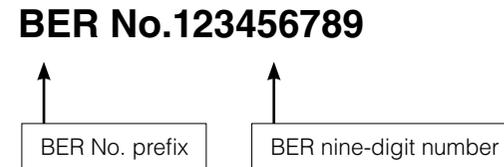
The BER Alphanumeric Rating as shown on the BER cert when it is displayed in text.

- The prefix “BER:” must precede the BER Alphanumeric Rating when it is displayed in text



### BER Number for Specific Property

- The prefix “BER No.” must precede the BER nine-digit number when it is displayed in text
- BER nine-digit number as reflected on the BER cert and the BER National Administration System database. (Depending on the medium this component may or may not be included.)

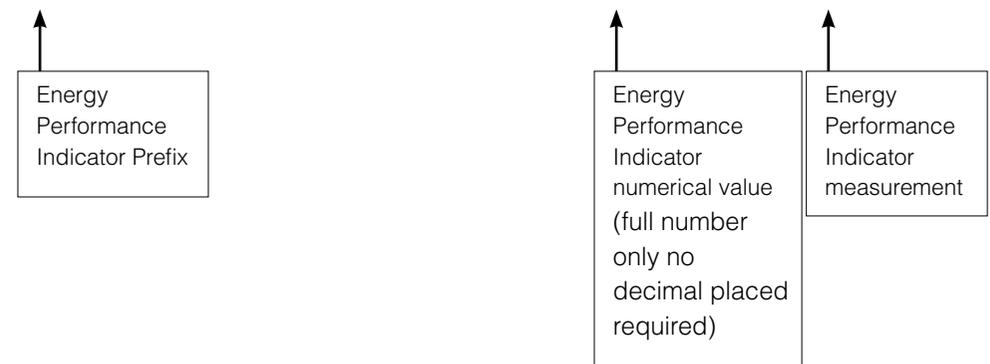


### Energy Performance Indicator

The Energy Performance Indicator shown on a BER certificate is the energy required for space heating and cooling, water heating, ventilation and lighting. It is expressed in kilowatt hours per m<sup>2</sup> of floor area per year (kWh/m<sup>2</sup>/yr). It allows for an objective comparison of different buildings on a like for like basis, even those within the same BER grade.

- “Energy Performance Indicator:” must precede the Energy Performance Indicator numerical value
- “kWh/m<sup>2</sup>/yr” must follow the Energy Performance Indicator numerical value as a whole number (no decimal places)

### Energy Performance Indicator: 123 kWh/m<sup>2</sup>/yr



### Size

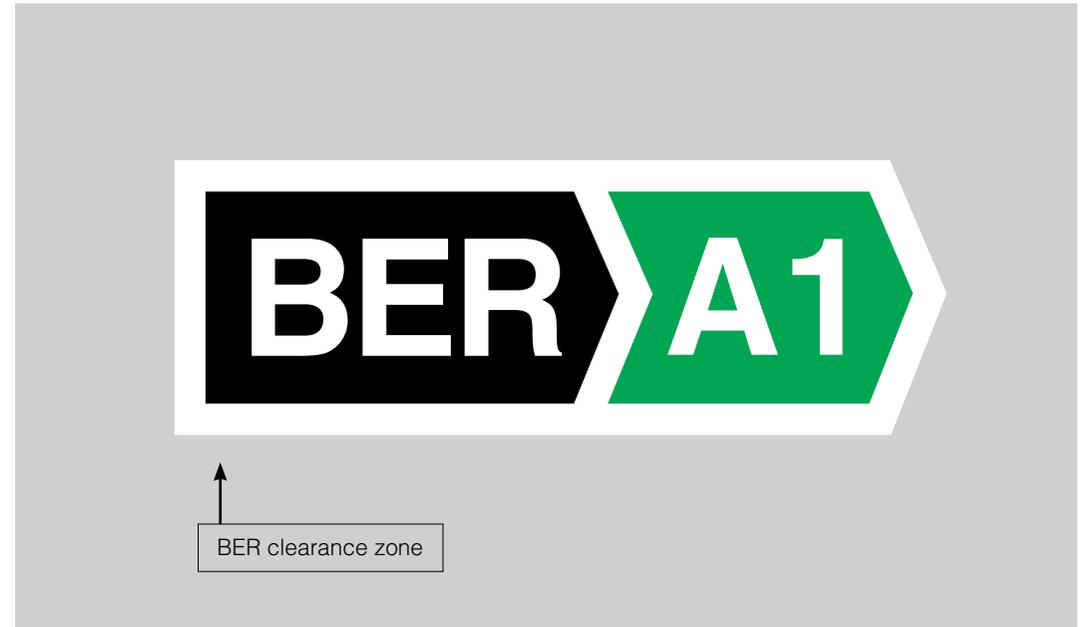
- For each medium where the BER Alphanumeric Rating Motif is utilised, minimum sizes are prescribed (see specific application guidelines pages)
- The relative width and height of the BER Alphanumeric Rating Motif must not be altered from that supplied in the prescribed electronic files
- However in all instances the size used should be sufficient that the BER Alphanumeric Rating Motif is clearly legible by the intended audience, relative to the overall size of advertising medium and such that other content in the advertisement does not deliberately diminish the legibility of rating

### Minimum Size

- Minimum Height for print: 3mm to include the white clearance zone (10% of size of .eps artwork files supplied)
- Minimum Height for web: 17 pixels to include the white clearance zone
- Minimum Height for an Estate Agent display board: 5% of total display board height

### Clearance Zone and Background

The BER Alphanumeric Rating Motif is placed on its own white background which defines the clearance zone for it. Any elements within this clearance zone must not be altered. Also, designers using the motif must not do anything within the overall design which could be construed as deliberately distracting from or allowing for misrepresentation / misinterpretation of the motif.



## 2.4 Colours

The colours are per those set down in the electronic formats by SEAI and no effort should be made to amend these colours, particularly as they relate to conveying the energy rating of the property. However for avoidance of doubt the BER Alphanumeric Rating Motif colours are shown opposite.

Should the BER Alphanumeric Rating Motif need to be reproduced in single colour the prescribed Black and White artwork should be used. Do not tint any colours or reproduce the motif in any other colours than those prescribed.

	CMYK	RGB	Spot (PMS)
 <b>Dark Green</b>	C: 100% M: 0% Y: 100% K: 0%	R: 0 G: 166 B: 81	PMS 347 C
 <b>Mid Green</b>	C: 70% M: 0% Y: 100% K: 0%	R: 81 G: 184 B: 72	PMS 368 C
 <b>Bright Green</b>	C: 30% M: 0% Y: 100% K: 0%	R: 191 G: 215 B: 48	PMS 390 C
 <b>Yellow</b>	C: 0% M: 0% Y: 100% K: 0%	R: 255 G: 242 B: 0	Pantone Yellow C
 <b>Mid Orange</b>	C: 0% M: 30% Y: 100% K: 0%	R: 253 G: 185 B: 19	PMS 130 C
 <b>Dark Orange</b>	C: 0% M: 70% Y: 100% K: 0%	R: 243 G: 112 B: 33	PMS 165 C
 <b>Red</b>	C: 0% M: 100% Y: 100% K: 0%	R: 237 G: 28 B: 36	PMS 485 C

### **BER Alphanumeric Rating Motif**

The typeface used in the BER Alphanumeric Rating Motif are:

- BER title: Helvetica LT Std Bold
- Alphanumeric scale: Helvetica LT Std Bold

### **BER Number for Specific property**

- The font used should be the same as that used for other details within the advertisement and the same POINT SIZE as that used for the other specifications being presented in advert. The font used should be the same COLOUR as that used for the other specifications being presented in advert
- Helvetica LT Std Bold is also an acceptable font for the BER Number

### **Energy Performance Indicator**

- The font used should be the same as that used for other details within the advertisement and the same POINT SIZE as that used for the other specifications being presented in advert. The font used should be the same COLOUR as that used for the other specifications being presented in advert
- Helvetica LT Std Bold is also an acceptable font for the Energy Performance Indicator

# Helvetica LT Std Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

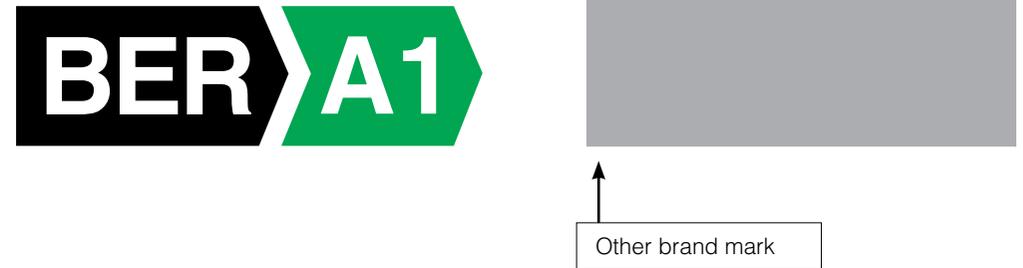
A B C 1 2 3

## 2.5 Co-Location with Other Branding

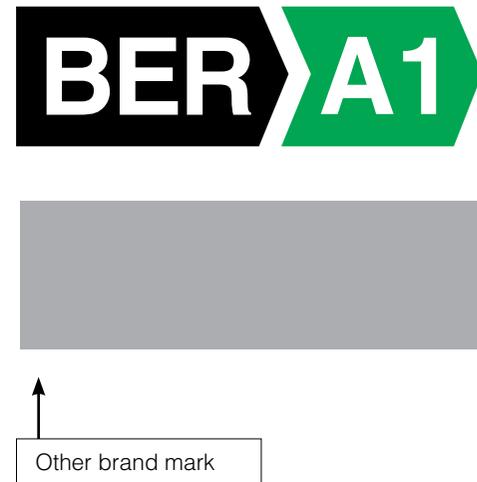
Where the BER Alphanumeric Rating Motif is used in close proximity with other brands relating to other aspects or attributes of the property then the BER Alphanumeric Rating Motif should be aligned either horizontally or vertically and presented at approximately equal heights in a manner which does not diminish either of the brands.

The BER Alphanumeric Rating Motif does not need to be presented at equal heights to associated Estate Agent logos or property development logos.

### Aligned horizontally



### Aligned vertically



# 3.0 Medium Specific Guidelines

## 3.1 Summary Requirements

The guidance on the following pages relates generally to single property advertisements

		BER Motif	BER Written Details / Spoken Details		
	Detailed Requirements	BER Alphanumeric Rating Motif	BER Alphanumeric rating	BER Number	Energy Performance Indicator (EPI)
<b>Newspaper, Magazine Display Advertisements</b>	Section 3.2	Mandatory	Not required	Mandatory	Not required
<b>Newspaper, Magazine Text Advertisements (small ads)</b>	Section 3.3	Not required	Mandatory	Mandatory	Not required
<b>Brochure, leaflet</b>	Section 3.4	Mandatory	Mandatory	Mandatory	Mandatory
<b>Advertising Notice: Sale / Rental Display Board</b>	Section 3.5	Mandatory	Not required	Not required	Not required
<b>Advertising Notice: Conventional Advertising Poster</b>	Section 3.6	Mandatory	Not required	Not required	Not required
<b>Radio</b>	Section 3.7	Not applicable	Mandatory	Not required	Not required
<b>Television</b>	Section 3.8	Mandatory	Not required	Not required	Not required
<b>Internet Property Index Page (incl. Mobile/Tablet Apps)</b>	Section 3.9	Mandatory	Not required	Not required	Not required
<b>Internet Details Page (incl. Mobile/Tablet Apps)</b>	Section 3.10	Mandatory	Mandatory	Mandatory	Mandatory
<b>Direct Mail - Print and Electronic</b>	Section 3.11	Mandatory	Mandatory	Mandatory	Mandatory

Multiple property advertising follows the same summary requirements as denoted above. For specific guidance on instances where the advertisement relates to more than one property e.g. homes in a speculative development, apartments in a single complex please see Section 3.12

# 3.2 Newspaper, Magazine Display Advertisements

Applies to any paid for advertisement in the print media (newspaper, magazine, freesheet etc.)

Where there is graphical elements included in the advertisement (pictorial representation of property) then the BER must be represented using the BER Identity Guidelines below. This also relates to paid for advertorial where there is pictorial representation of the property(s).

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif complete, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently in the advertisement / advertorial.
<b>Colour</b>	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
<b>Minimum Size:</b>	Should be displayed at the same height as the Property Price or Address. Minimum Height for print: 3mm to include the white clearance zone (10% of size of .eps artwork files supplied).

and

BER Written Details	
<b>Content</b>	BER number for specific property.
<b>Presentation</b>	Should be the same font or similar to the main body font
<b>Placement</b>	Should appear within the body text describing the property, preferably in a separately captioned section or alongside the other specification data for the property (dimensions, heating, utilities etc.)
<b>Colour</b>	The font used should be the same COLOUR as that used for the other specifications being presented in advertisement.
<b>Minimum Size:</b>	The font used should be the same POINT SIZE as that used for the other specifications being presented in advertisement.

**Location Name**  
**House Name, Street Name**

300 sq m/3,260 sq ft (approx)  
**€1,750,000** **BER B1**

This is an outstanding opportunity to acquire a substantial detached res. standing on an impressive site of 3 acres (approx) on one of Dublin's premier residential roads. The accom. which requires extensive refurbishment, comprises:  
• porch • hallway • drawing • dining • living • kitchen/breakfast/TV • 5 beds (master ensuite) • bath. To the side is a 1 bed self contained apt. Front garden with generous off street parking, garage, large walled back garden.  
View Saturday 10th November 2pm - 2pm. BER No.123456789  
Tel: 234 5678

**Location Name**  
**Building Name**

**€795,000** **BER D2**

Wonderful det. domer bungalow home in a superb location with excellent potential. South facing garden • hall • living • dining • kitchen, 3 beds • bath • shower rm. View Sat 10th Nov 11.30am - 12.30pm. Tel: 234 5678

**ESTATE AGENT NAME**

**Location Name**  
**House Name, Street Name**

Recently extended and refurbished with great fit and impeccable taste No.135 now provides 2010 sq ft / 186 sq m of beautifully appointed light filled accommodation in addition to a lovely 100ft landscaped back garden with excellent rear access and off street parking • drawing • dining • living • kitchen/breakfast • guest w.c • 4 bedrooms (master with shower) • bathroom. BER No.123456789.  
View Saturday 10th November 11.30am - 12.30pm.  
**€1,100,000** **BER C1**  
Tel: 234 5678

**Address Details Here** **ESTATE AGENT NAME**  
Phone: 123456789

**AUCTION**  
**House Name, Street Name**

**Disclosed Reserve €300,000** **BER B2**

**Location Name**  
Livingroom, Dining Room, Kitchen, Study/Family Room, Utility, 2 Bathrooms. BER No.123456789.  
Wonderful gardens with southerly aspect.  
Viewing: Saturday's 1.00 - 2.00 pm or by appointment.

**HOUSE NAME** **BER C3**  
Livingroom, Dining Room, Kitchen, Study/Family Room, Utility, 2 Bathrooms.  
BER No.123456789. Wonderful gardens with southerly aspect. Close to all amenities and several schools. Sporting Facilities nearby. Great access to local transport network and Public Transport. Viewing Saturday 12.00 to 1.00pm and by appointment. Price: €795,000

**ESTATE AGENT NAME**  
Phone: 123456789

**WEBSITE ADDRESS**

**Website address**

**ESTATE AGENT**

**Website address**

**€750,000** **BER E2**

**Location Name**  
Livingroom, Dining Room, Kitchen, Study/Family Room, Utility, 2 Bathrooms. BER No.123456789.  
Wonderful gardens with southerly aspect.  
On View Saturday 12.00 to 1.00

### 3.3 Newspaper, Magazine Text Advertisement

Applies to any paid for advertisement in the print media (newspaper, magazine, freesheet etc.)

Where the advertisement comprises text only e.g. small ads, then the BER Written Details Guidelines should be used.

BER Written Details	
<b>Content</b>	BER Alphanumeric rating. BER number for specific property.
<b>Presentation</b>	Should be the same font or similar to the main body font
<b>Placement</b>	Should appear within the body text describing the property, preferably in a separately captioned section or alongside the other specification data for the property (dimensions, heating, utilities etc.)
<b>Colour</b>	The font used should be the same COLOUR as that used for the other specifications being presented in advertisement.
<b>Minimum Size:</b>	The font used should be the same POINT SIZE as that used for the other specifications being presented in advertisement.



# 3.4 Brochure, Leaflet

Applies to hard copy brochures and sales pamphlets and / or electronic formats of said documents used for web or e-mail promotion

In these circumstances, given the facility for visual and detailed content, the requirement comprises both a motif AND text presentation of the BER information.

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently on the front panel of the brochure.
<b>Colour</b>	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
<b>Minimum Size:</b>	Minimum Height for print: 3mm to include the white clearance zone (10% of size of .eps artwork files supplied).

and

BER Written Details	
<b>Content</b>	BER Alphanumeric rating. BER number for specific property. Actual energy performance indicator.
<b>Presentation</b>	Should be the same font or similar to the main body font
<b>Placement</b>	Should appear within the body text describing the property, preferably in a separately captioned section or alongside the other specification data for the property (dimensions, heating, utilities etc.)
<b>Colour</b>	The font used should be the same COLOUR as that used for the other specifications being presented in brochure.
<b>Minimum Size:</b>	The font used should be the same POINT SIZE as that used for the other specifications being presented in brochure.



Sample cover page



**HOUSE NAME, STREET NAME**



**DETAILS**  
Livingroom, Dining Room, Kitchen, Study / Family Room, Utility, 2 Bathrooms. Wonderful gardens with southerly aspect. Close to all amenities and several schools. Sporting Facilities nearby. Great access to local transport network and Public Transport. Viewing Saturday 12.00 to 1.00pm and by appointment.

**BER DETAILS**  
BER B2  
BER No.123456789  
Energy Performance Indicator: XXX kWh/m2/yr

Sample internal page

# 3.5 Sale / Rental Display Board Advertising Notices

Applies to display boards placed on / outside a property specifically associated with its sale or rental

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently on the advertising notice in a manner which is fully and clearly legible from the intended vantage point(s) for the notice.
<b>Colour</b>	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
<b>Minimum Size:</b>	Must be reproduced at a size which is proportionate to the other key details on the notice and which is fully and clearly legible from the intended vantage point(s) for the notice. No less than 5% of total display board height.



## 3.6 Conventional Advertising Poster Notices

Applies to conventional outdoor advertising posters generally promoting property(s), typically including property specific details e.g.: 48 sheet posters.

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently on the advertising notice in a manner which is fully and clearly legible from the intended vantage point(s) for the notice.
<b>Colour</b>	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
<b>Minimum Size:</b>	Must be reproduced at a size which is proportionate to the other key details on the notice and which is fully and clearly legible from the intended vantage point(s) for the notice. No less than 5% of total poster height.

**Property Marketing Message**

Luxury Residence close to town centre.  
Livingroom, Dining Room, Kitchen,  
Study/Family Room, Utility, 2 Bathrooms.

**BER F**

Contact: 087 1234567. Price €250,000.

ESTATE AGENT NAME

↑  
No less than 5% of total poster height.

BER Spoken Details	
<b>Content</b>	BER Alphanumeric rating, reflecting the actual alpha numeric rating for the property.
<b>Placement</b>	Should appear within the body copy describing the property, preferably alongside other specification data for the property. There should be no attempt to disguise the detail in a 'postscript' to the advertisement.



↑  
Should appear within the body copy describing the property, preferably alongside other specification data for the property.

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently on the advertisement and for sufficient duration that it is legible for the average viewer.
<b>Colour</b>	Must be reproduced in colour which faithfully represents the applicable energy performance grade.
<b>Minimum Size:</b>	Must be reproduced at a size which is proportionate to the other key details on the screen at the same time.

and

BER Spoken Details	
<b>Content</b>	BER Alphanumeric rating, reflecting the actual alpha numeric rating for the property.
<b>Placement</b>	Should appear within the narration describing the property, preferably alongside other specification data for the property. There should be no attempt to disguise the detail in a 'postscript' to the advertisement.



## 3.9 Internet Property Index Page (incl. Mobile/Tablet Apps)

Applies to Websites and Mobile/Tablet App index search results / listings pages

In these circumstances, given the facility for visual content, the requirement comprises a BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently within the abbreviated listing details.
<b>Colour</b>	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade.
<b>Minimum Size:</b>	Should be displayed at the same height as the Property Price or Address. Minimum size: 17 pixels high to include white clearance zone.

The screenshot displays a real estate website interface. At the top, there is a navigation bar with a 'WEBSITE LOGO' and several menu items: 'For Sale', 'To Rent', 'Commercial', 'Overseas', 'Directory', 'Advice', and 'My Account'. A search bar is set to 'Property On View In Ireland'. Below this, a date indicator shows 'Thursday 08 November 2012' at '1PM'. The main content area features three property listings, each with a 'House Name, Street Name' header, a BER Alphanumeric Rating Motif (e.g., BER C3, BER D1, BER C2), an 'ESTATE AGENT' logo, and a 'View Details' link. The listings include property descriptions, prices, and viewing times. For example, the first listing is a '3 Bed House For Sale' priced at €115,000 with a BER C3 rating. The second is a '5 Bed Semi-Detached House' for sale by auction with an AMV of €2,000,000 and a BER D1 rating. The third is a '3 Bed Semi-Detached House' for sale at €250,000 with a BER C2 rating. Each listing also includes a 'View X Images' link and a 'On View' schedule.

Applies to Websites and Mobile/Tablet App property details pages

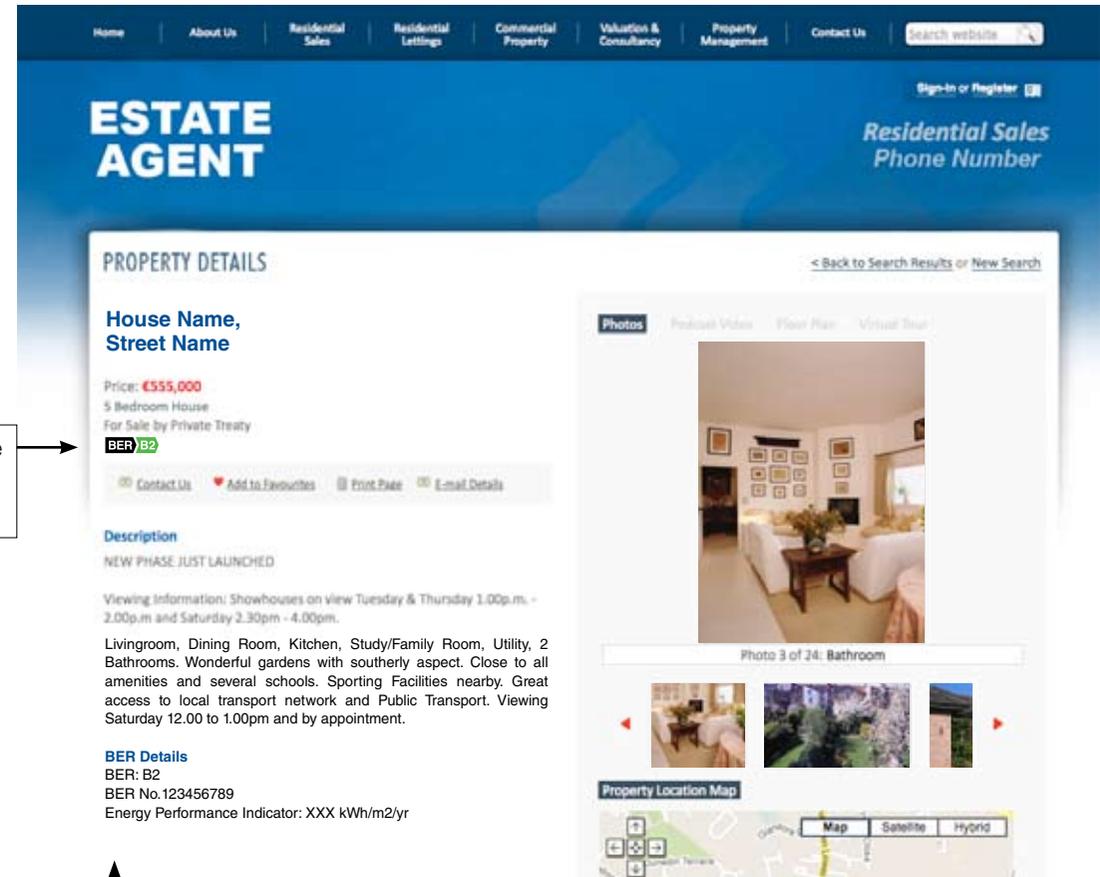
In these circumstances, given the facility for visual and detailed content, the requirement comprises both a motif AND text presentation of the BER information

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently, towards the top of the main listing details.
<b>Colour</b>	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade.
<b>Minimum Size:</b>	Should be displayed at the same height as the Property Price or Address. Minimum size: 17 pixels high to include white clearance zone.

and

BER Written Details	
<b>Content</b>	BER Alphanumeric Rating in text. BER number for specific property. Actual energy performance indicator.
<b>Presentation</b>	Should be the same font or similar to the main body font
<b>Placement</b>	Should appear within the body text describing the property, preferably in a separately captioned section or alongside the other specification data for the property (dimensions, heating, utilities etc.)
<b>Colour</b>	The font used should be the same COLOUR as that used for the other specifications being presented in property details page.
<b>Minimum Size:</b>	The font used should be the same POINT SIZE as that used for the other specifications being presented in property details page.

Sample BER Motif



Sample BER Written Details

Applies to Printed and Email direct mail marketing

In these circumstances, given the facility for visual and detailed content, the requirement comprises both a motif AND text presentation of the BER information

BER Alphanumeric Rating Motif	
<b>Content</b>	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
<b>Presentation</b>	Using electronic format for the motif as supplied by SEAI.
<b>Placement</b>	Must appear prominently, on the front panel of the direct mail piece.
<b>Colour</b>	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade.
<b>Minimum Size:</b>	Should be displayed at the same height as the Property Price or Address. Minimum size email: 17 pixels high to include white clearance zone. Minimum size print: 3mm high to include white clearance zone.

and

BER Written Details	
<b>Content</b>	BER Alphanumeric Rating in text. BER number for specific property. Actual energy performance indicator.
<b>Presentation</b>	Should be the same font or similar to the main body font
<b>Placement</b>	Should appear within the body text describing the property, preferably in a separately captioned section or alongside the other specification data for the property (dimensions, heating, utilities etc.)
<b>Colour</b>	The font used should be the same COLOUR as that used for the other specifications being presented in the direct mail piece.
<b>Minimum Size:</b>	The font used should be the same POINT SIZE as that used for the other specifications being presented in the direct mail piece.

**PROPERTY NAME**  
PROPERTY TAGLINE

**PROPERTY ADDRESS**  
PROPERTY TAGLINE

**BER B2**

**ON VIEW THIS WEEKEND**

**DETAILS**  
Livingroom, Dining Room, Kitchen, Study/Family Room, Utility, 2 Bathrooms. Wonderful gardens with southerly aspect. Close to all amenities and several schools. Sporting Facilities nearby. Great access to local transport network and Public Transport. Viewing Saturday 12.00 to 1.00pm and by appointment.

**BER DETAILS**  
BER: B2  
BER No.123456789  
Energy Performance Indicator: XXX kWh/m<sup>2</sup>/yr

Sample Direct Mail Page with BER motif

Sample BER Written Details

Multiple property advertising follows the same guidelines as denoted in Sections 3.1 to 3.11 of this document. The guidance on the previous pages relates generally to single property advertisements. However in instances where the advertisement relates to more than one property e.g. homes in a speculative development, apartments in a single complex then the following additional rules apply.

### BER Alphanumeric Rating Motif

Where the particular advertisement relates to more than one property then the following rule exists for presenting the Alphanumeric rating:

- Indicate the range of BER ratings for all relevant properties using the prescribed dual BER Alphanumeric Rating Motif indicating the most efficient rating first and least efficient rating second
- Use electronic format for the motif as supplied by SEAI



Sample Dual BER Alphanumeric Rating Motif

### BER Alphanumeric Rating text

Indicate the range of BER ratings for all relevant properties in text, indicating the most efficient rating first and least efficient rating second.

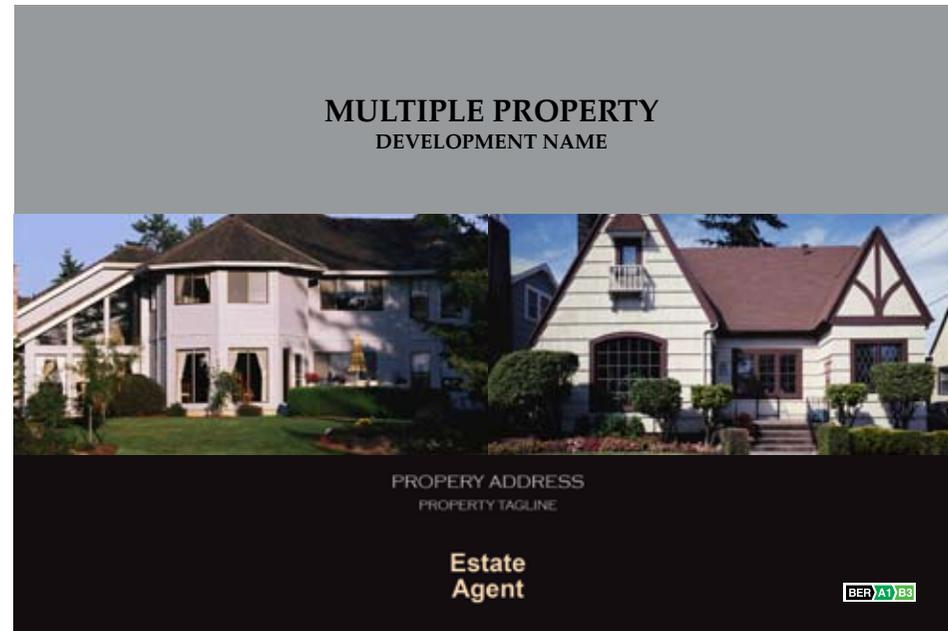
### BER Number

Where the particular advertisement relates to more than one property then no BER number need be indicated, however the brochure/ website should clearly state where the BER numbers for all relevant properties may be sought and this must be available on demand, from the time of placing of the advertisement.

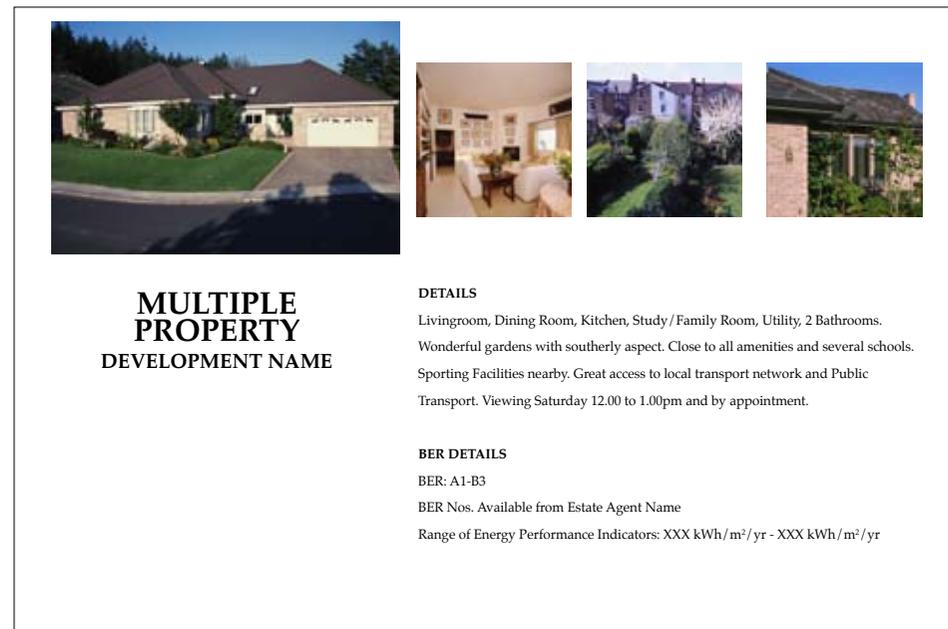
### Energy Performance Indicator

Where the particular advertisement relates to more than one property then present the Energy Performance Indicator or EPI (where it is specifically mandated for the medium) in the following manner:

- Indicate the range of EPIs from lowest value (first) to highest value (second) for all relevant properties
- Must be clearly denoted on the advertisement in clearly legible text.



Sample cover page



Sample internal page

# 4.0 Appendix

**Some essential definitions and extracts from S.I. 243 of 2012 European Union (Energy Performance of Buildings) Regulations 2012 are reproduced below.**

**“Issuing Authority”** means the Sustainable Energy Authority of Ireland as established pursuant to the Sustainable Energy Act 2002 (No. 2 of 2002). The Issuing Authority shall be responsible for the administration of the BER system in accordance with the requirements of these Regulations;

**“Advertisement”** in relation to a building energy rating, means a public announcement—

- a) in a newspaper,
- b) in a magazine,
- c) in a brochure,
- d) in a leaflet,
- e) on an advertising notice,
- f) on a vehicle,
- g) on the radio,
- h) on the television,
- i) on the internet (including on websites and applications used for social networking),
- j) through direct mail (whether in printed or e-mail format), or
- k) in such other forms as may be prescribed in guidance provided by the Issuing Authority,

providing information in relation to the building energy rating recorded on the BER register in respect of the building to which that advertisement relates;

**“Advertising notice”** means a publicly displayed structure carrying lettering or designs intended to advertise a business, product or service;

**Article 12: Advertising of BER**

- 1) A person who offers for sale or letting (whether in writing or otherwise)—
  - a. a new dwelling, the construction of which commences on or after 9 January 2013, or
  - b. a dwelling that is in existence on or before 9 January 2013,

and any agent acting on behalf of such person in connection with such offering, shall ensure that the energy performance indicator of the current BER certificate for the dwelling is stated in any advertisements, where such advertisements are taken relating to the sale or letting of that dwelling.
- 2) A person who offers for sale or letting (whether in writing or otherwise)—
  - a. a new building other than a dwelling, the construction of which commences on or after 9 January 2013, or
  - b. a building other than a dwelling that is in existence on or before 9 January 2013,

and any agent acting on behalf of such person in connection with such offering shall ensure that the energy performance indicator of the current BER certificate for the building is stated in any advertisements, where such advertisements are taken relating to the sale or letting of that building.

- 3) Where advertisements are taken in relation to the sale or letting of a dwelling, or as appropriate a building other than a dwelling, the energy performance indicator of the current BER certificate for the dwelling, or as appropriate the building other than a dwelling, shall be displayed in such advertisements in accordance with guidance published by the Issuing Authority under the provisions of paragraph (4).
- 4) The Issuing Authority may publish, or arrange to have published on its behalf, guidance on the display of the energy performance indicator of the BER certificate for a dwelling, or as appropriate a building other than a dwelling, and on any associated text. The guidance may make provision for all or any of the following:
  - (a) forms of advertisement deemed to be within scope of the provisions of paragraphs (1) and (2);
  - (b) text in relation to the BER;
  - (c) font size and colour;
  - (d) energy performance indicator size and colour;
  - (e) line and paragraph spacing;
  - (f) background colour;
  - (g) such other matters as deemed by the Issuing Authority to be necessary or expedient for the purposes of this Regulation.

# Contact Information

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If you require any further information regarding these guidelines please contact:

**BER Helpdesk**

**t: 1890 734 237**

**e: [info@ber.seai.ie](mailto:info@ber.seai.ie)**

**w: [www.seai.ie/ber](http://www.seai.ie/ber)**



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