

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
- When buildings are otherwise exempt from the requirements to have a BER, as set out in Article 4 of S.I. 243 of 2012, then the words BER Exempt should be substituted for the BER Alphanumeric in accordance with the guidelines prescribed for each specific media type.

1.0 General Application Guidelines

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

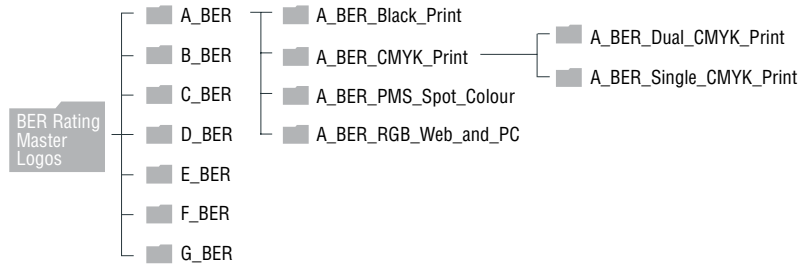
- **Newspaper, magazine**
- **Brochure, leaflet**
- **Advertising notice (publicly displayed structure intended to advertise a business, product or service)**
- **Vehicle**
- **Radio, Television**
- **Internet (incl. apps and social media)**
- **Direct mail**
- **Such forms as may be designated by Issuing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

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

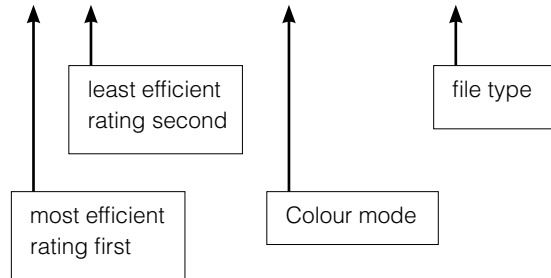
BER G

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

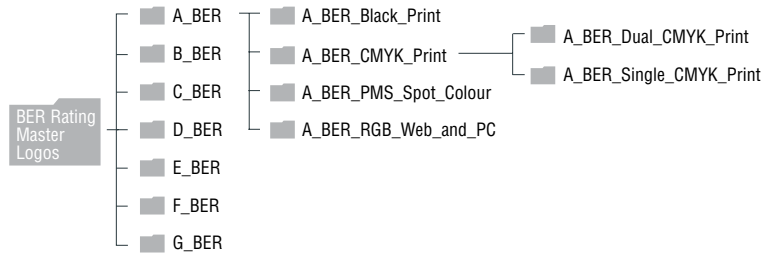
2.2 Dual BER Alphanumeric Rating Motif

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

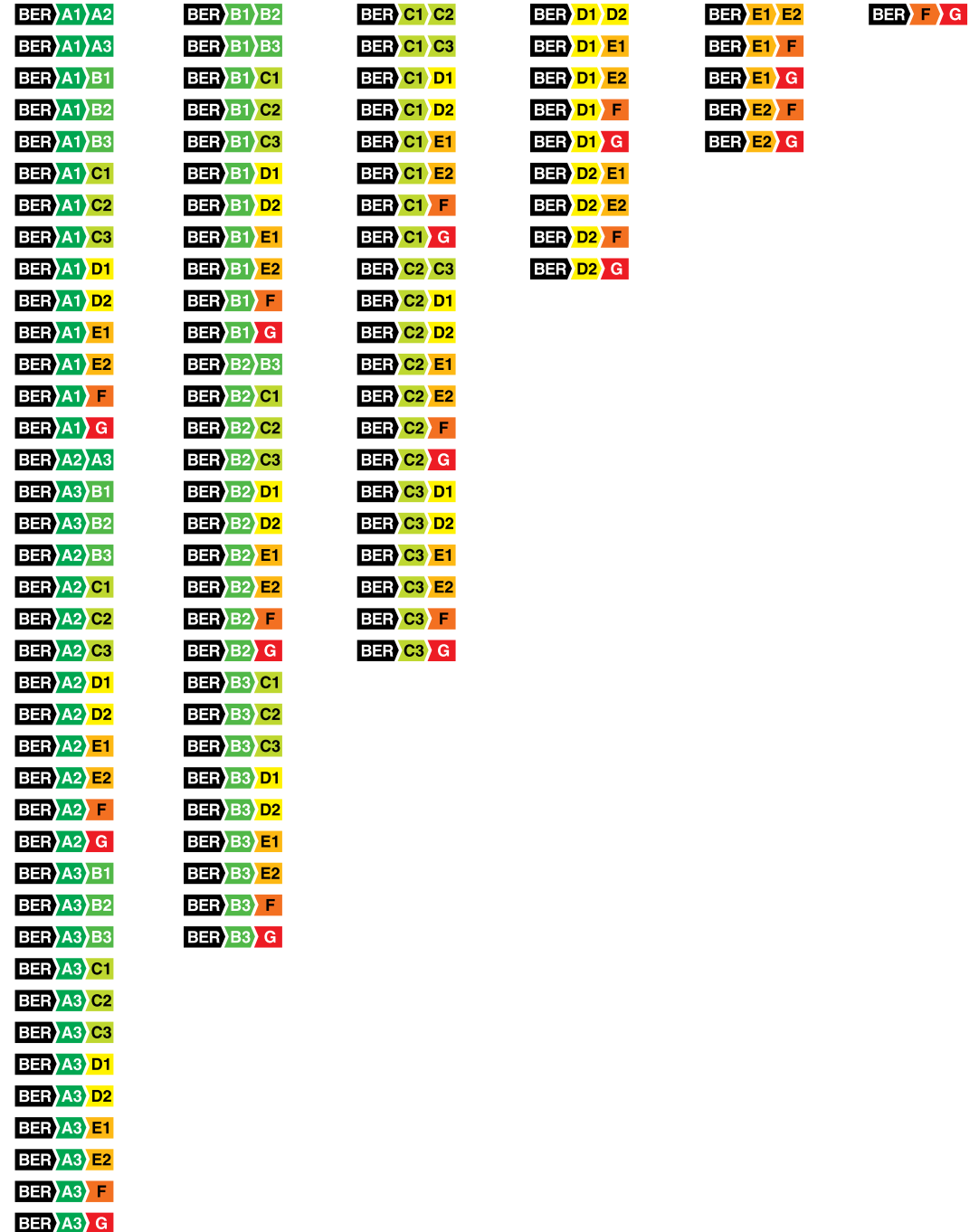


The artwork folder hierarchy is illustrated below:



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

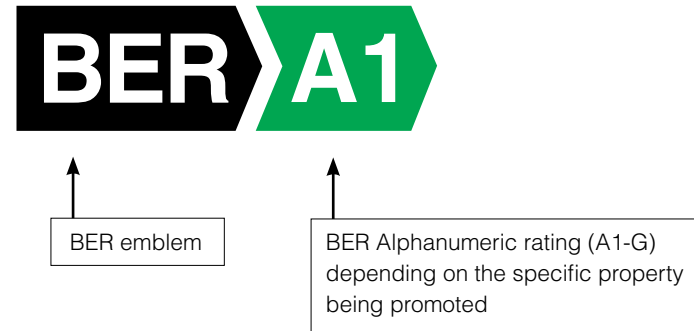
A sample black dual BER Alphanumeric Rating Motif is illustrated below, for limited use only.



BER Alphanumeric Rating Motif

The motif comprises two discrete but interconnected elements:

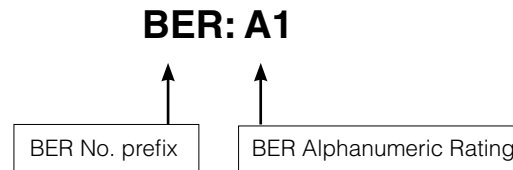
- BER emblem
- BER Alphanumeric rating (A1-G) depending on the specific property being promoted



BER Alphanumeric Rating text

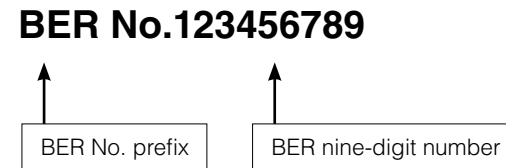
The BER Alphanumeric Rating as shown on the BER cert when it is displayed in text.

- 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.)

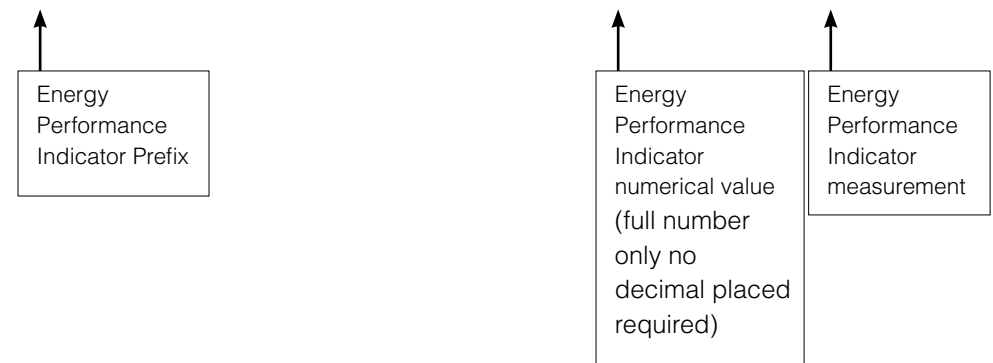


Energy Performance Indicator

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 m² of floor area per year (kWh/m²/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/m²/yr” must follow the Energy Performance Indicator numerical value as a whole number (no decimal places)

Energy Performance Indicator: 123 kWh/m²/yr



Size

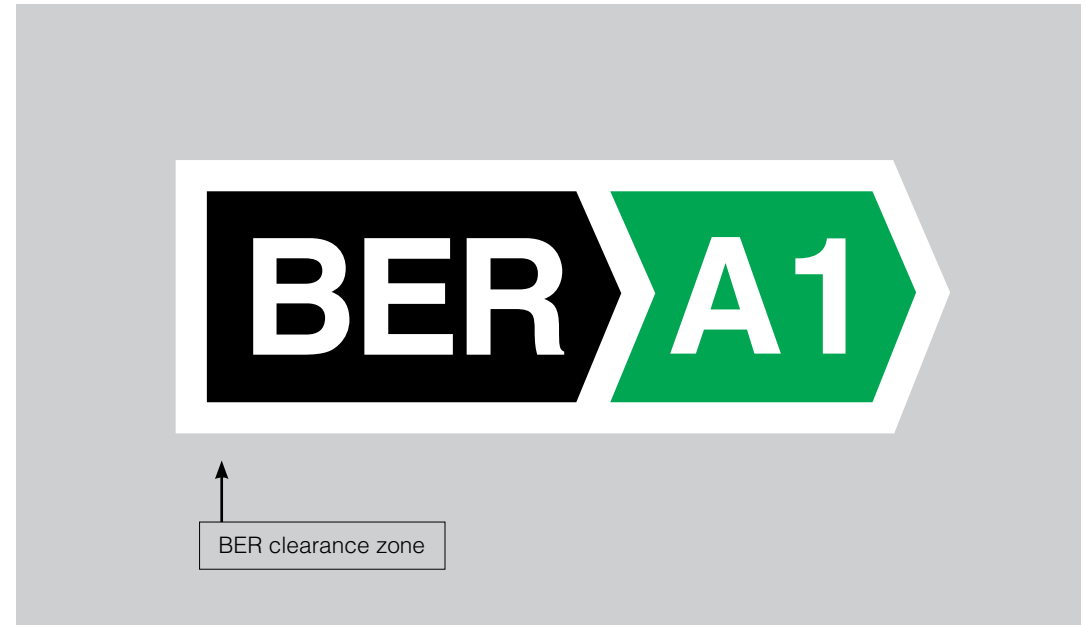
- For each medium where the BER Alphanumeric Rating Motif is utilised, minimum sizes are prescribed (see specific application guidelines pages)
- The relative width and height of the BER Alphanumeric Rating Motif must not be altered from that supplied in the prescribed electronic files
- However in all 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 should not be altered. Also, designers using the motif should not do anything within the overall design which could be construed as deliberately distracting from or allowing for misrepresentation / misinterpretation of the motif.



2.5 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)
 Dark Green	C: 100% M: 0% Y: 100% K: 0%	R: 0 G: 166 B: 81	PMS 347 C
 Mid Green	C: 70% M: 0% Y: 100% K: 0%	R: 81 G: 184 B: 72	PMS 368 C
 Bright Green	C: 30% M: 0% Y: 100% K: 0%	R: 191 G: 215 B: 48	PMS 390 C
 Yellow	C: 0% M: 0% Y: 100% K: 0%	R: 255 G: 242 B: 0	Pantone Yellow C
 Mid Orange	C: 0% M: 30% Y: 100% K: 0%	R: 253 G: 185 B: 19	PMS 130 C
 Dark Orange	C: 0% M: 70% Y: 100% K: 0%	R: 243 G: 112 B: 33	PMS 165 C
 Red	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

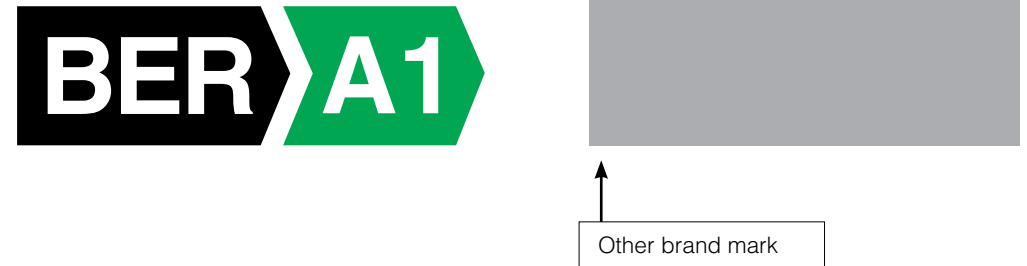
A B C 1 2 3

2.7 Co-Location with Other Branding

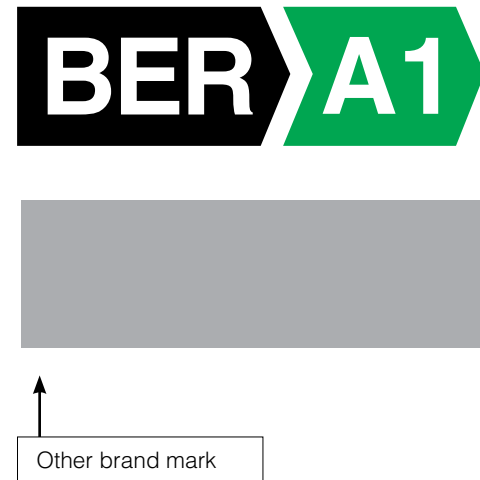
Where the BER Alphanumeric Rating Motif is used in close proximity with other brands relating to other aspects or attributes of the property then the BER Alphanumeric Rating Motif should be aligned either horizontally or vertically and presented at approximately equal heights in a manner which does not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

	Detailed Requirements	BER Motif	BER Written Details / Spoken Details		
		BER Alphanumeric Rating Motif	BER Alphanumeric rating	BER Number	Energy Performance Indicator (EPI)
Newspaper, Magazine Display Advertisements	Section 3.2	Mandatory	Not required	Mandatory	Not required
Newspaper, Magazine Text Advertisements (small ads)	Section 3.3	Not required	Mandatory	Mandatory	Not required
Brochure, leaflet	Section 3.4	Mandatory	Mandatory	Mandatory	Mandatory
Advertising Notice: Sale / Rental Display Board	Section 3.5	Option 1 <small>Where sign is customised to include property specific details</small>	Option 2 <small>Where sign is customised to include property specific details.</small>	Not required	Not required
Advertising Notice: Conventional Advertising Poster	Section 3.6	Mandatory	Not required	Not required	Not required
Radio	Section 3.7	Not applicable	Mandatory	Not required	Not required
Television	Section 3.8	Mandatory	Not required	Not required	Not required
Internet Property Index Page	Section 3.9	Mandatory	Not required	Not required	Not required
Internet Details Page	Section 3.10	Mandatory	Mandatory	Mandatory	Mandatory
Direct Mail - Print and Electronic	Section 3.11	Mandatory	Mandatory	Mandatory	Mandatory
Mobile/Tablet App Property Index Page	Section 3.12	Not required	Mandatory	Not required	Not required
Mobile/Tablet App Property Details Page	Section 3.13	Not required	Mandatory	Mandatory	Mandatory
Estate Agent Listing, Brochure or Advertisement (Text Only)	Section 3.14	Not required	Mandatory	Not required	Not required
Estate Agent Listing, Brochure or Advertisement (With Images)	Section 3.15	Mandatory	Not required	Not required	Not required

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 3.16

When buildings are otherwise exempt from the requirements to have a BER, as set out in Article 4 of S.I. 243 of 2012, then the words BER Exempt should be substituted for the BER Alphanumeric in accordance with the guidelines prescribed for each specific media type. For further details see Section 3.17.

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 should 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	
Content	BER Alphanumeric Rating Motif complete, reflecting the actual alpha numeric rating for the property.
Presentation	Using electronic format for the motif as supplied by SEAI.
Placement	Must appear prominently in the advertisement / advertorial.
Colour	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
Minimum Size:	Should be displayed at the same vertical measurement 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	
Content	BER number for specific property.
Presentation	Should be the same font or similar to the main body font.
Placement	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.)
Colour	The font used should be the same COLOUR as that used for the other specifications being presented in advertisement.
Minimum Size:	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

€1,750,000 **BER B1**

300 sq m/3,260 sq ft (approx)

This is an outstanding opportunity to acquire a substantial detached res. standing on an impressive site of 2 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**

140sqm/1,506sqft approx.

Wonderful det. domer bungalow home in a superb location with excellent potential. South facing garden • hall • living • dining • kitchen/breakfast • 3 beds • bath • shower room. View Sat 10th Nov 11.30am - 12.30pm BER No.123456789

ESTATE AGENT NAME



Location Name
House Name, Street Name

€1,100,000 **BER C1**

Recently extended and refurbished with great fit and impeccable taste No.135 now provides 2070 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


Tel: 234 5678

Estate Agent

Website address

Address Details Here **ESTATE AGENT NAME**

Phone: 123456789




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

WEBSITE ADDRESS



€750,000 **BER Exempt**

Location Name
Livingroom, Dining Room, Kitchen, Study/Family Room, Utility, 2 Bathrooms. 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	
Content	BER Alphanumeric rating. BER number for specific property.
Presentation	Should be the same font or similar to the main body font.
Placement	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.)
Colour	The font used should be the same COLOUR as that used for the other specifications being presented in advertisement.
Minimum Size:	The font used should be the same POINT SIZE as that used for the other specifications being presented in advertisement.



Sample of Text Advertisement



Sample of BER Exempt Text Advertisement

3.4 Brochure, Leaflet

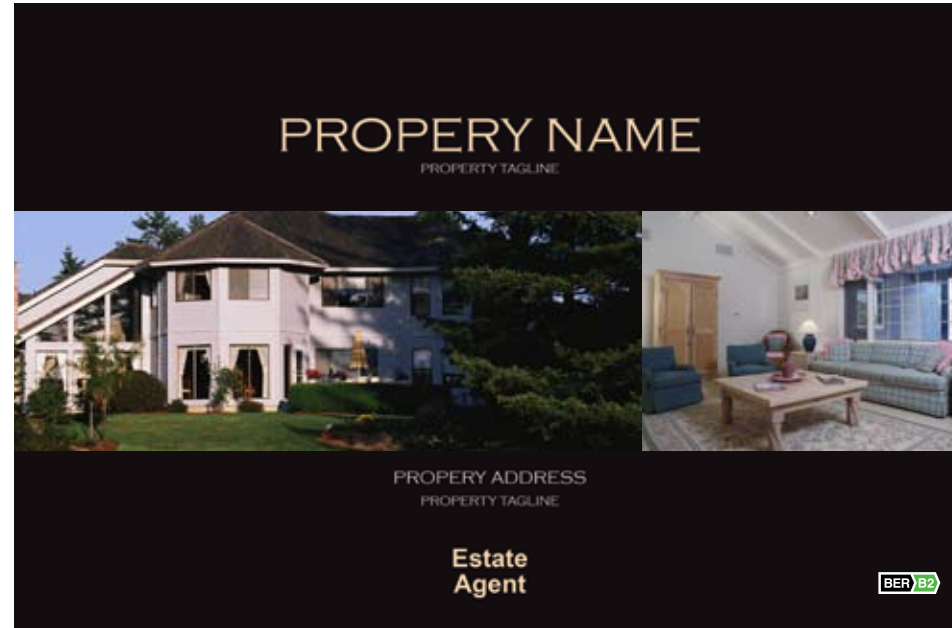
Applies to hard copy brochures and sales pamphlets and / or electronic formats of said documents used for web or e-mail promotion

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

and


BER Written Details	
Content	BER Alphanumeric rating. BER number for specific property. Actual energy performance indicator.
Presentation	Should be the same font or similar to the main body font
Placement	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.)
Colour	The font used should be the same COLOUR as that used for the other specifications being presented in brochure.
Minimum Size:	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 **where sign is customised to include property specific details.**

Option 1: BER Alphanumeric Rating Motif	
Content	BER Alphanumeric rating to be included in text, where sign is customised to include property specific details. Alternatively the BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property may be used.
Presentation	Should be the same font or similar to the main body font. Or using electronic format for the motif as supplied by SEAI.
Placement	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.
Colour	BER Alphanumeric Rating Motif must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
Minimum Size:	If using BER Alphanumeric Rating Motif then motif should be same vertical measurement as text used in customising details

Alternatively

Option 2: BER Written Details	
Content	BER Alphanumeric rating.
Presentation	Should be the same font or similar to the main body font
Placement	Should appear within the text alongside the other specification data for the property
Colour	The font used should be the same COLOUR as that used for the other specifications being presented in display board.
Minimum Size:	The font used should be the same POINT SIZE as that used for the other customised specifications text being presented in display board.



Sample property specific display board with BER Rating displayed as text



Sample property specific display board with BER Rating displayed as BER Alphanumeric Rating Motif



Sample property specific display board for BER Exempt property

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	
Content	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
Presentation	Using electronic format for the motif as supplied by SEAI.
Placement	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.
Colour	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
Minimum Size:	Should 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 E

Contact: 087 1234567. Price €250,000.

ESTATE AGENT NAME

↑
No less than 5% of total poster height.

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

and

BER Spoken Details	
Content	BER Alphanumeric rating, reflecting the actual alpha numeric rating for the property.
Placement	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.

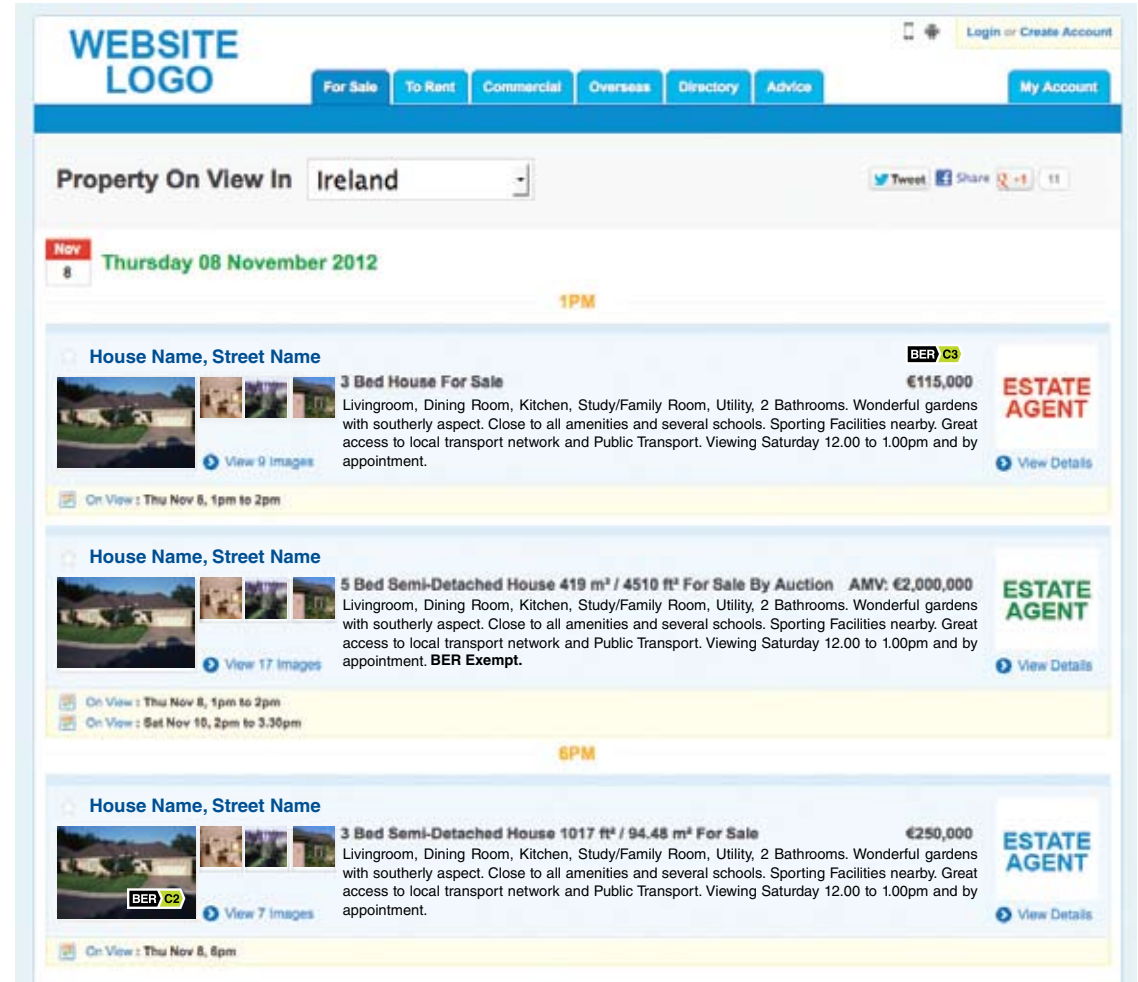


3.9 Internet Property Index Page

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



↑
Sample
BER Motif
placements

Applies to website property details pages

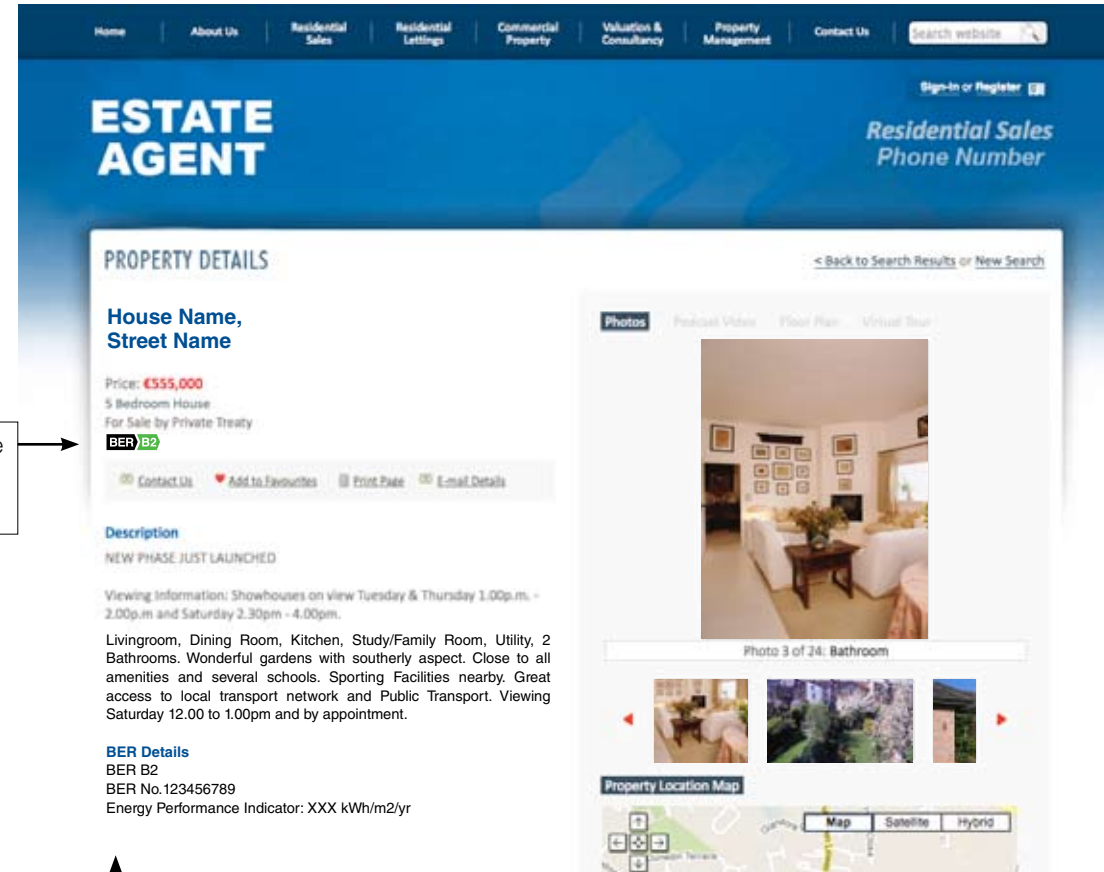
In these circumstances, given the facility for visual and detailed content, the requirement comprises both a motif AND text presentation of the BER information

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

and

BER Written Details	
Content	BER Alphanumeric Rating in text. BER number for specific property. Actual energy performance indicator.
Presentation	Should be the same font or similar to the main body font
Placement	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.)
Colour	The font used should be the same COLOUR as that used for the other specifications being presented in property details page.
Minimum Size:	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	
Content	BER Alphanumeric Rating Motif, reflecting the actual alpha numeric rating for the property.
Presentation	Using electronic format for the motif as supplied by SEAI.
Placement	Must appear prominently, on the front panel of the direct mail piece.
Colour	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade.
Minimum Size:	Should be displayed at the same vertical measurement 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	
Content	BER Alphanumeric Rating in text. BER number for specific property. Actual energy performance indicator.
Presentation	Should be the same font or similar to the main body font
Placement	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.)
Colour	The font used should be the same COLOUR as that used for the other specifications being presented in the direct mail piece.
Minimum Size:	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/m²/yr

Sample Direct Mail Page with BER motif

Sample BER Written Details

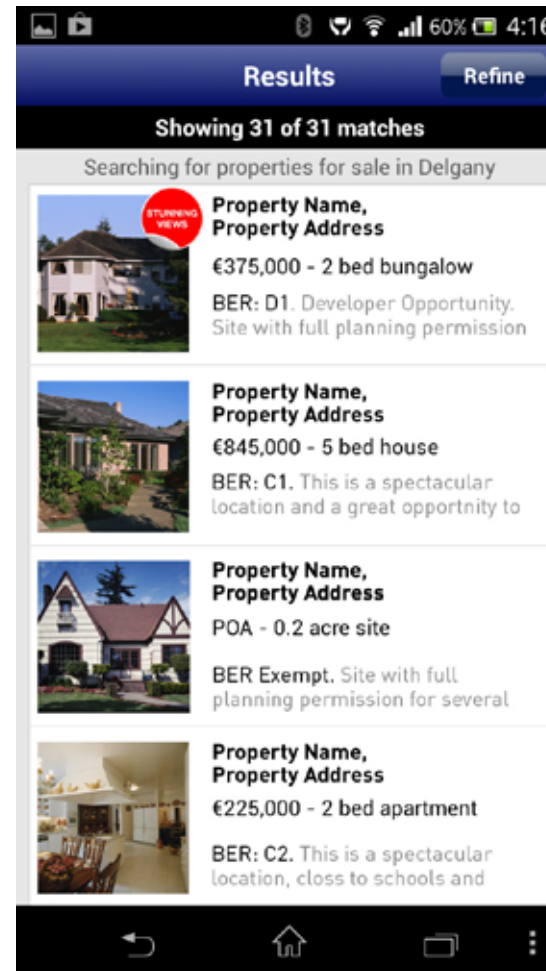
Applies to mobile/tablet app index search results /listings pages

- In these circumstances, given the limited facility for visual content, the requirement comprises: a BER Alphanumeric Rating in text, reflecting the actual alpha numeric rating for the property.
- Apps may optionally use the BER motif on the listing page and if doing so should follow the size and placement guidelines in 3.9.
- Apps must use one single convention throughout - text or motif

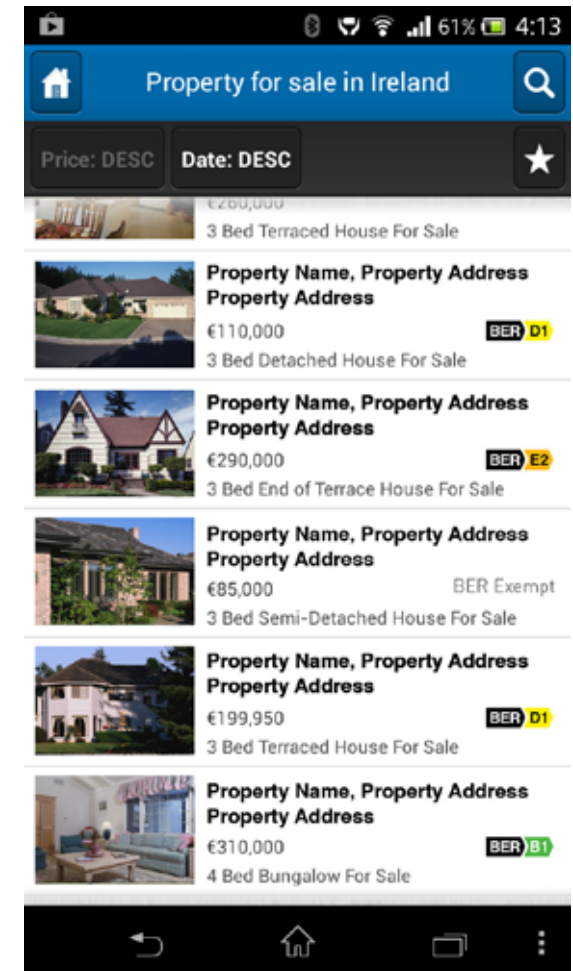
BER Written Details	
Content	BER Alphanumeric Rating in text.
Presentation	Should be the same font or similar to the price font
Placement	Should appear within the body text describing the property, preferably in a separately captioned section or alongside the other specification data for the property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

Optional use of BER Motif

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



↑
Sample App index with BER Rating displayed as text



↑
Sample App index with BER Rating displayed as motif

3.13 Mobile/Tablet App Property Details Page

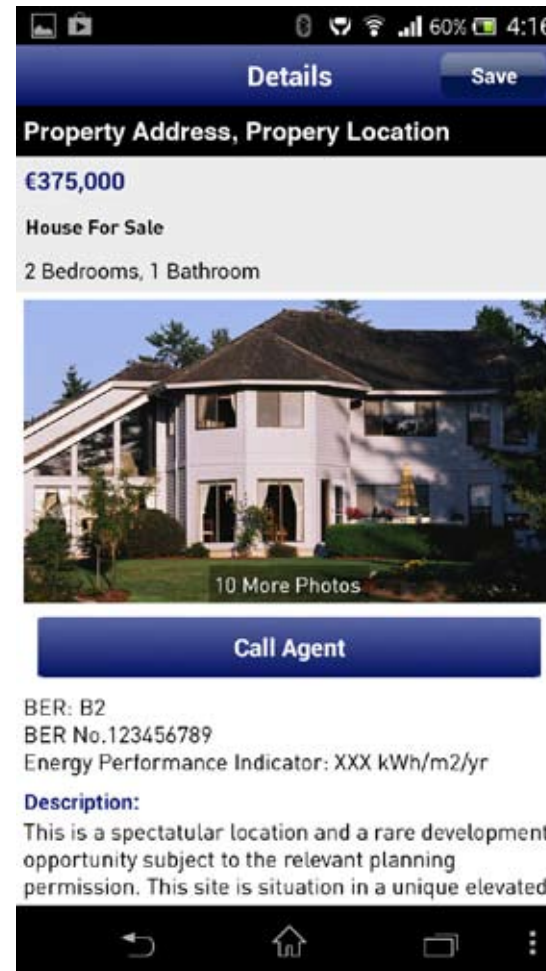
Applies to mobile/tablet App property details pages

- In these circumstances, given the limited facility for detailed content, the requirement comprises: the text presentation of the BER information
- Apps may alternatively use the BER motif on the details page and if doing so should follow the size and placement guidelines in 3.10
- Apps must use one single convention throughout - text or motif

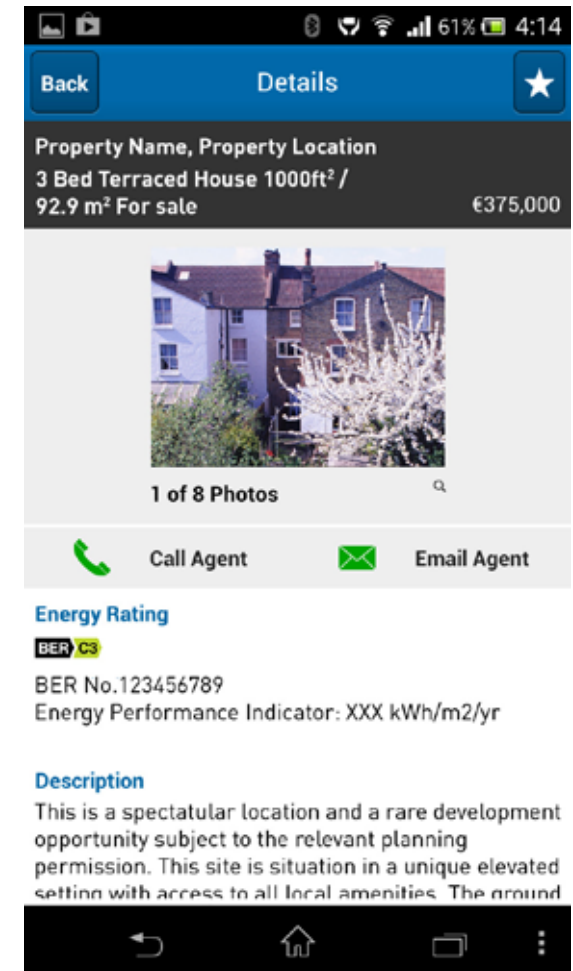
BER Written Details	
Content	BER Alphanumeric Rating in text. BER number for specific property. Actual energy performance indicator.
Presentation	Should be the same font or similar to the main body font
Placement	Should appear within the body text describing the property, preferably in a separately captioned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

Alternatively

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



Sample App listing with BER Rating displayed as text




Sample App index with BER Rating displayed as motif

3.14 Estate Agent Listing, Brochure or Advertisement (Text Only)

Applies to any estate agent listings sheet, brochure or advertisements with images.

Where the listing comprises text only e.g. information sheets of multiple properties, then the BER Written Details Guidelines should be used.

BER Written Details	
Content	BER Alphanumeric rating.
Presentation	Should be the same font or similar to the main body font
Placement	Should appear within the body of the listing, presented in a similar manner to other property details e.g. in its own discrete column.
Colour	The font used should be the same COLOUR as that used for the other specifications being presented in advertisement.
Minimum Size:	The font used should be the same POINT SIZE as that used for the other specifications being presented in advertisement.



1st January 2013

Area Name

Address	Type	Style	Beds	Sq m (approx.)	BER	Price
House Name, Street Name, Town Name	Apartment	Upper Floor	1	48 sq m	C1	€160,000
House Name, Street Name, Town Name	Apartment	Upper Floor	1	48 sq m	Exempt	€265,000
House Name, Street Name, Town Name	Apartment	Upper Floor	2	77 sq m	D2	€325,000
House Name, Street Name, Town Name	Apartment	Upper Floor	2	90 sq m	D2	€335,000
House Name, Street Name, Town Name	Apartment	Upper Floor	2	94 sq m	E1	€350,000
House Name, Street Name, Town Name	House	Terraced	2	77 sq m	A1	€425,000
House Name, Street Name, Town Name	Apartment	Penthouse	2	121 sq m	A2	€525,000
House Name, Street Name, Town Name	House	Semi Detached	5	260 sq m	B1	€1,300,000
House Name, Street Name, Town Name	House	Semi Detached	5	260 sq m	B1	€2,300,000
House Name, Street Name, Town Name	House	Semi Detached	5	437 sq m	B2	€3,250,000
House Name, Street Name, Town Name	House	Detached	6	370 sq m	C1	€3,500,000

Area Name

Address	Type	Style	Beds	Sq m (approx.)	BER	Price
House Name, Street Name, Town Name	Bungalow	Detached	4	164 sq m	Exempt	€625,000
House Name, Street Name, Town Name	House	Detached	4	137 sq m	C1	€750,000

Area Name

Address	Type	Style	Beds	Sq m (approx.)	BER	Price
House Name, Street Name, Town Name	Apartment	Ground Floor	2	64 sq m	D2	€235,000
House Name, Street Name, Town Name	House	Terraced	3	118 sq m	B1	€625,000
House Name, Street Name, Town Name	House	Detached	7	282 sq m	D2	€1,200,000
House Name, Street Name, Town Name	House	Terraced	4	204 sq m	D1	€1,295,000
House Name, Street Name, Town Name	House	Semi Detached	4	293 sq m	B1	€2,250,000

Area Name

Address	Type	Style	Beds	Sq m (approx.)	BER	Price
House Name, Street Name, Town Name	House	Terraced	2	68 sq m	Exempt	€275,000

Area Name

Address	Type	Style	Beds	Sq m (approx.)	BER	Price
House Name, Street Name, Town Name	House	Detached	5	313 sq m	G	€795,000

Area Name

Address	Type	Style	Beds	Sq m (approx.)	BER	Price
House Name, Street Name, Town Name	Cottage	Terraced	2	47 sq m	E1	€259,000
House Name, Street Name, Town Name	Apartment	First Floor	3	84 sq m	B2	€300,000

↑
Sample BER
Written Details

ESTATE AGENT NAME

WEB ADDRESS

Location	BER	S/L	Sq. M.
Aerodrome	D2	L	15,200
Finglas	D3	L	5,500
Robinhood	C1	S/L	460
Airways	Exempt	L	4,500
Park West	G	L	3,360
Dublin Airport	A2	S/L	4,000
Robinhood	D3	L	250
Citywest	D2	L	1,500
Glasnevin	D2	S/L	4,000
Aerodrome	D3	L	15,200
Finglas	C1	L	5,500
Robinhood	F	S/L	460
Airways	Exempt	L	4,500
Park West	A2	L	3,360
Dublin Airport	D3	S/L	4,000
Robinhood	D2	L	250
Citywest	D2	L	1,500
Glasnevin	D3	L	1,900
Aerodrome	C1	L	15,200
Finglas	F	L	5,500
Robinhood	G	S/L	460
Airways	A2	L	4,500
Park West	D3	L	3,360
Dublin Airport	D2	S/L	4,000
Robinhood	D2	L	250
Citywest	D3	L	1,500
Glasnevin	C1	L	1,900
Aerodrome	F	L	15,200
Finglas	G	L	5,500
Robinhood	A2	S/L	460
Airways	D3	L	4,500
Park West	D2	L	3,360
Dublin Airport	D2	S/L	4,000
Robinhood	D3	L	250
Glasnevin	C1	L	1,900

TELEPHONE NUMBER

ESTATE AGENT NAME

South Dublin	M ²	BER
Kingswood Bus Park	Sale/Let 150+	D2
Baldonnell Bus Park	Sale/Let 262+	D3
Stillorgan/Sandyford	Sale/Let 507	C1
Tallaght	Let 210	F
Stillorgan/Sandyford	Sale/Let 1001	Exempt
Red Cow (N7)	Let 1381+	A2
		D3
Naze Road	Let 10,500	D2
Tallaght	Let 4,500	Exempt
Killeen Road	Let 8,710	D3
N81	Let 8,563	C1

North Dublin	M ²	BER
Rosemount Bus Park	Sale/Let 55+	F
Town Bus Centre	Sale/Let 180+	G
Airside Swords	Sale/Let 289+	A2
N2/M50 Finglas	Let 504+	D3
M1 Business Park	Sale/Let 504+	D2
Northern Cross	Let 3,250	D2
Northwest Yard	Let 1,000	D3
Coolock	Let 9,460	C1
Finglas	Sale/Let 14,550	F

Provincial	M ²	BER
Ashbourne Bus Park	Sale/Let 405	D3
Arklow	Sale/Let 9,480	D2

TELEPHONE NUMBER

↑
Sample BER
Written Details

3.15 Estate Agent Listing, Brochure or Advertisement (With Images)


Applies to any estate agent listings sheet, brochure or advertisements with images.

Where the listing comprises text with images e.g. information sheets of multiple properties, then the BER Alphanumeric Rating Motif should be used.

BER Alphanumeric Rating Motif	
Content	BER Alphanumeric Rating Motif complete, reflecting the actual alpha numeric rating for the property.
Presentation	Using electronic format for the motif as supplied by SEAI.
Placement	Must appear prominently in the individual listing, consistently presented on all properties.
Colour	Must be reproduced in colour (when available) which faithfully represents the applicable energy performance grade. Black and White artwork is available for monotone use.
Minimum Size:	Should be displayed at the same vertical measurement 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).

Tel:
Email:


FOR SALE



BER B1

Property Name
Property Details
Unique domer bungalow. Stunning decor. 100% landscaped south facing rear garden. Traffic free location. Living, dining, family, kitchen, bath x 2, 4 beds, ensuite, utility. 189 sq.m / 2050 sq.ft.


395,000



BER B1

Property Name
Property Details
Modern design with light filled rooms on a quiet road. Minutes from parks, schools, shops and M50. Acc. Liv, kit/din, wc, 3 beds, ens, bath. 97 sq.m (1,044 sq. ft.) approx.


235,000



BER D2

Property Name
Property Details
Deceptively spacious home. Large attic room currently used as bedroom. Located close to M50 network. Living rm, dining, kitchen, wc, 3 beds, ensuite, bathroom. 119sq.m/1280 sq.ft. approx.


250,000



BER Exempt

Property Name
Property Details
Large corner site, overlooking a mature green to the front this well-proportioned property is an ideal family home. 3 rms, kit, wc, utility, 4 beds, ensuite, bath. 140 sq.m/1510sq.ft. approx.


375,000



BER D2

Property Name
Property Details
Blended/renovated home in private and quiet cul de sac. Close to local amenities and schools. Acc. Liv, kit, din, consens, util, wc, 4 beds, ens, bath, attic. 145 sq.m (1565 sq.ft.) approx.


320,000



BER C1

Property Name
Property Details
Unique & immaculately presented domer bungalow 1/4 acre site approx. Stunning garden with southerly & westerly aspects. Living, family, kit, util, 4 beds, bath x 2. 208 sq.m/2240 sq.ft. approx.


445,000



BER Exempt

Property Name
Property Details
Spacious and spacious 3 bed first floor apartment in truly excellent condition. Ample parking, living / dining / kitchen, 3 double bedrooms, ensuite, bath. 92 sq.m/1000 sq.ft. approx. BER Exempt


185,000



BER C3

Property Name
Property Details
Well furnished home which is nestled within a private traffic free cul-de-sac close to a host of amenities. Living, dining, kitchen, guest wc, 3 beds, ensuite, bath. 93 sq.m (1005 sq.ft.) approx.

260,000



BER C3

Property Name
Property Details
Attractive family home which offers spacious accommodation coupled with a quiet, convenient location. Living, kitchen/dining, utility, 3 beds, ensuite. 100 sq.m / 1076 sq.ft.

299,000

← Sample BER Motif placements

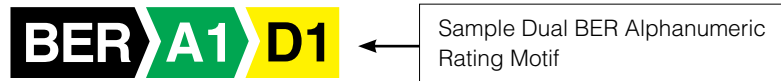
3.16 Multiple Property Advertisements

Multiple property advertising follows the same guidelines as denoted in Sections 3.1 to 3.14 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 guidelines 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



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.

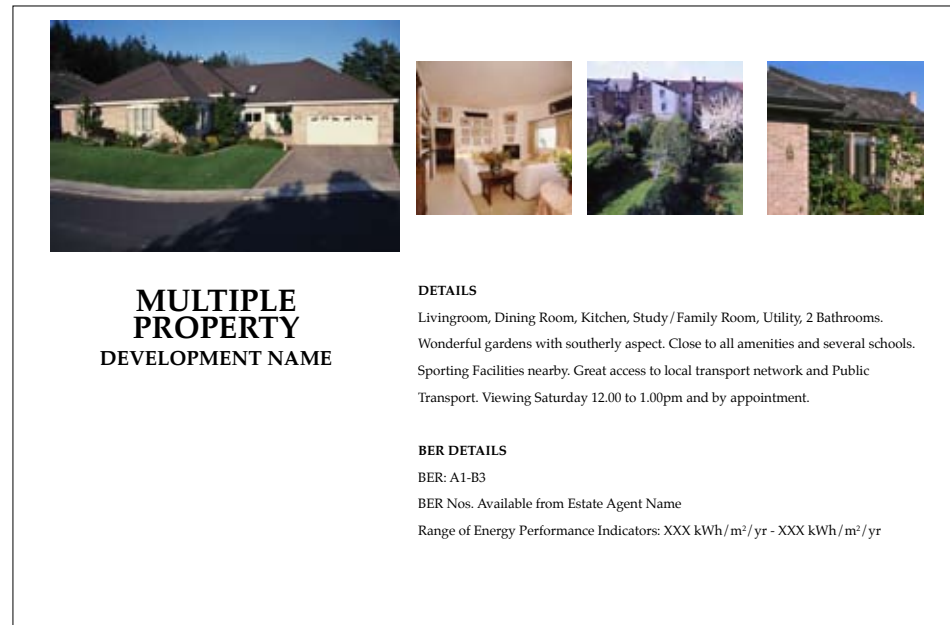
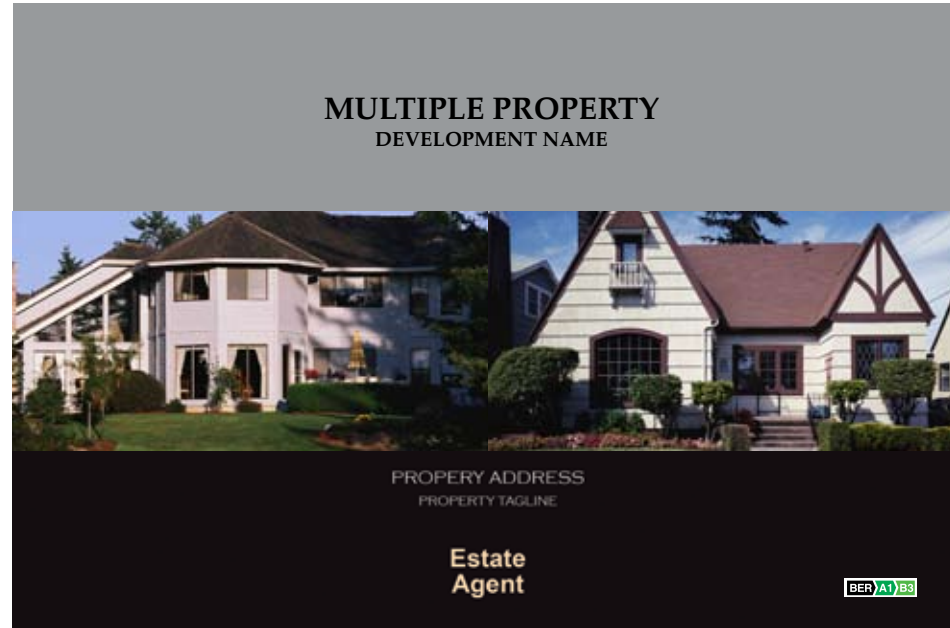
BER Number

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 should 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
- Should be clearly denoted on the advertisement in clearly legible text.



3.17 BER Exempt Property Advertisements

BER Exempt property advertising should follow the general guidelines as denoted in Sections 3.1 to 3.14 of this document.

BER Exempt Property Advertising	
Content	BER Exempt. Text must appear in all instances where BER alphanumeric motif or text is otherwise required.
Presentation	Text should be in same font (height, weight and colour) as property price or location details.
Placement	As per existing media specific requirements for BER alphanumeric

Samples have been shown throughout this document which illustrate in principle how BER Exempt properties are denoted in advertising. Some samples are repeated in this page.

ESTATE AGENT
NAME


FOR SALE

3 Bed Semi-Detached House.
BER Exempt.
TEL: 1234567

LUXURY RESIDENCE TO RENT close to town centre. Livingroom, Dining Room, Kitchen, Study/Family Room, Utility, 2 Bathrooms. BER Exempt. Contact: 087 1234567. Rent €1,000 per month.

Estate Agent

Website address



€750,000

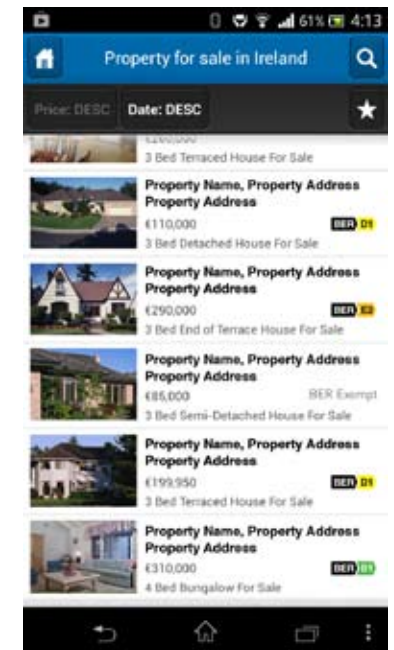
BER Exempt.

Location Name
Livingroom, Dining Room, Kitchen, Study/Family Room, Utility, 2 Bathrooms. Wonderful gardens with southerly aspect.

On View Saturday 12.00 to 1.00

ESTATE AGENT NAME			
South Dublin		M ²	BER
Kingwood Bus Park	Sale/Let	150+	D2
Baldonnell Bus Park	Sale/Let	262+	D3
Stillorgan/Sandyford	Sale/Let	507	C1
Tallaght	Let	210	F
Stillorgan/Sandyford	Sale/Let	1001	Exempt
Red Cow (N7)	Let	1381+	A2
			D3
Naas Road	Let	10,500	D2
Tallaght	Let	4,500	Exempt
Killeen Road	Let	8,710	D3
N81	Let	8,563	C1
North Dublin			
Rosemount Bus Park	Sale/Let	55+	F
Town Bus Centre	Sale/Let	180+	G
Airside Swords	Sale/Let	289+	A2
N2/M50 Finglas	Let	504+	D3
M1 Business Park	Sale/Let	504+	D2
Northern Cross	Let	3,250	D2
Northwest Yard	Let	1,000	D3
Coolock	Let	9,460	C1
Finglas	Sale/Let	14,550	F
Provincial			
Ashbourne Bus Park	Sale/Let	405	D3
Arklow	Sale/Let	9,480	D2

TELEPHONE
NUMBER




Property for sale in Ireland

Price: DESC Date: DESC

- 3 Bed Terraced House For Sale
- Property Name, Property Address
Property Address
€110,000 BER D1
- 3 Bed Detached House For Sale
- Property Name, Property Address
Property Address
€290,000 BER D2
- 3 Bed End of Terrace House For Sale
- Property Name, Property Address
Property Address
€85,000 BER Exempt
- 3 Bed Semi-Detached House For Sale
- Property Name, Property Address
Property Address
€199,950 BER D1
- 3 Bed Terraced House For Sale
- Property Name, Property Address
Property Address
€310,000 BER D3
- 4 Bed Bungalow For Sale

House Name, Street Name



5 Bed Semi-Detached House 419 m² / 4510 ft² For Sale By Auction AMV: €2,000,000

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 Exempt.**

ESTATE AGENT

[View Details](#)

[View 17 Images](#)

On View : Thu Nov 8, 1pm to 2pm

On View : Sat Nov 10, 2pm to 3.30pm

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.

When buildings are otherwise exempt from the requirements to have a BER, as set out in Article 4 of S.I. 243 of 2012, then the words BER Exempt should be substituted for the BER Alphanumeric in accordance with the guidelines prescribed for each specific media type.

These guidelines were first issued in December 2012. This is the second edition, which was updated in May 2013.

Alterations and amendments made to the guidelines as specified in this edition supersede previous editions.

3.1 Summary Requirements:

Updated throughout

3.2 Newspapers Display Advertisements:

alternative motif placement examples

3.3 Newspaper Text Advertisements:

text requirements shortened from previous

3.5 Display Boards:

requirements now only apply to customised signs

3.9 Internet:

now only applies to website index only

3.10 Internet:

now only applies to website details pages only

3.12 (New) Mobile / Tablet:

requirements specifically for app based listings

3.13 (New) Mobile / Tablet:

requirements specifically for app based detail pages

3.14 (New) Estate Agent Listings (text):

requirements for text property listings

3.15 (New) Estate Agent Listings (images):

requirements for image based property listings

3.17 (New) BER Exempt Properties:

details for treatment of exempt properties

Contact Information

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

BER Helpdesk

t: 1890 734 237

e: info@ber.seai.ie

w: www.seai.ie/ber



The Sustainable Energy Authority of Ireland is partly financed by Ireland's EU Structural Funds Programme co-funded by the Irish Government and the European Union