

Branding Guidelines

U.S. DEPARTMENT OF ENERGY
Home Energy Score



Introduction

The Home Energy Score word block may be used on print and electronic materials, including websites, promotional materials, presentations, and business cards.

The Home Energy Score word block may not be used to imply the U.S. Department of Energy or the Home Energy Score program endorses the organization or company, its products, or services.

Any materials created by Partners or Assessors that include the Home Energy Score-only word block (as opposed to the Partner or Assessor-specific word blocks) should identify the Partner or Assessor organization somewhere in the content so as not to imply that the U.S. Department of Energy created that material.

Correct Usage

Maintain a clear space around the word block equal to 1/3 the height of the word block. This may be a solid color, such as a solid background color on a website. It may be resized if all words, including U.S. Department of Energy, are legible and clear.

Incorrect Usage

- ▶ Do not alter or otherwise distort the word block in perspective or appearance.
- ▶ Do not include other graphic elements, such as text and images in the clear space surrounding the word block. A clear space of 1/3 the height of the word block must always surround the word block. Do not change the word block's color(s) or configuration.
- ▶ Do not separate any of the word block's elements.
- ▶ Do not substitute any part of the word block with images or unique text.
- ▶ Do not use any other typeface to replace part of the word block.
- ▶ Do not let text run into the word block.

Monitoring

Home Energy Score Partners are responsible for ensuring their Assessors adhere to these guidelines on the use of the word block. Home Energy Score Partners will distribute word blocks and guidelines to their Assessors. Home Energy Score Partner monitoring requirements include:

- ▶ Monitoring correct usage of the word block by Assessors, and will identify, to the extent possible, non-Assessors using the word blocks.
- ▶ Contacting Assessors and/or organizations that violate word block guidelines and request they remove the word block(s) as soon as possible.
- ▶ Notifying their Account Manager of any non-compliance in use of the word blocks.

If you have questions, please contact
your Account Manager or email
homeenergyscore@ee.doe.gov.

Word Block Treatments

For consumers to recognize Home Energy Score, it is important branding is consistent throughout consumer-facing materials.

To match the word block typeface, use the Source Sans Pro typeface family. Source Sans Pro is Adobe's first open source typeface family, has an Open Font License, and is available through Google Fonts.

The colors used in the Home Energy Score logo are also defined (right).

Email homeenergyscore@ee.doe.gov to access image files.

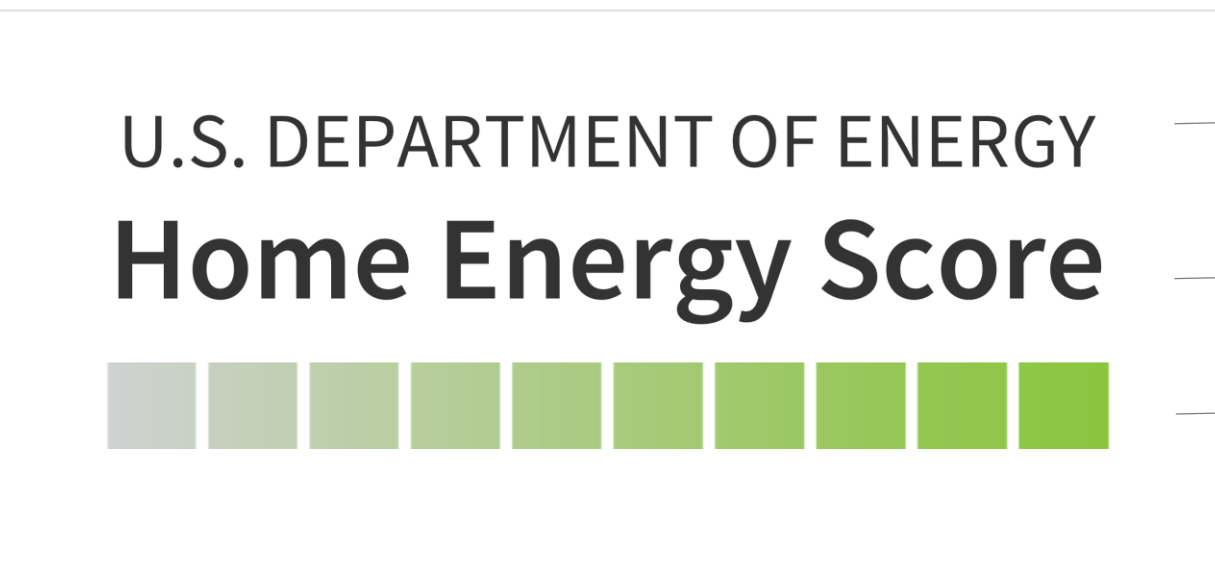
Colors

Primary Colors

R: 51 B: 51 G: 51	R: 255 B: 255 G: 255
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Accent Colors

R: 140 B: 197 G: 65	R: 206 B: 210 G: 207	R: 178 B: 204 G: 155
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- Source Sans Pro CAP LOCKS
- Source Sans Pro **Semibold**
- Square bins, no outline

