



Energy Skilled Recognition

Wordmark Use Guidance

Energy Skilled recognition allows training and certification programs to align with the U.S. Department of Energy's clean energy transition work and distinguish themselves as preparing workers for meaningful and in-demand job opportunities. We encourage those whose training programs are recognized by the Department of Energy as Energy Skilled to apply the wordmark to program materials to signal to the market their leadership in skill development for an energy-efficient future.

Only programs that have met the recognition requirements may use the official Energy Skilled wordmark. Current recognition categories include:

- Heat Pump Installation
- Heat Pump Comfort Advising
- Heat Pump Water Heater Installation
- Single Family Home Energy Audit
- Multifamily Home Energy Audit

Wordmark file formats

Your electronic letter of recognition from the Department of Energy includes the name of the category for which your program is recognized, as well as a link to download the zip folder that contains the wordmark graphic files specific to your recognition category. The wordmark graphic is available in a variety of formats. PNG and JPG are best for digital use (e.g., on your website or digital materials). SVG is recommended for all printed materials, especially large sizes, as PNG and JPG will lose resolution and look pixelated at large scale.

Where to use the wordmark

Your electronic letter of recognition also includes the name of the program that has received Energy Skilled recognition. Recommended placement for the wordmark includes:

- Pages on your website that are specific to the recognized training or certification program.
- Digital or print materials, such as in the introductory section for the recognized program, or frontmatter of a program-specific textbook.
- Digital communications such as social media, articles, and newsletters specific to the recognized program.
- Printed brochures or other marketing documents specific to the recognized training or certification program.
- Institutional reports about the recognized training or certification program.

With digital use of the wordmark, please hyperlink the graphic to the Energy Skilled page on the Building Science Education website: <https://bsesc.energy.gov/recognition>. Do not link to any other website.

Do not use the wordmark:

- In association with any physical product or product packaging other than those associated with official training or certification materials, such as textbooks or pamphlets.
- In association with any training or certification program your organization offers that is not specified in your letter of recognition.
- On any promotional giveaway items.
- In paid advertisements.
- On company signage.

How to use the wordmark

Energy Skilled recognition may only be used in relation to the program specified in your letter of recognition. You must avoid any language that suggests your organization as a whole is recognized by the Department of Energy. If you have other phrasing or content you would like to use in conjunction with this recognition, please email energy.skilled@pnnl.gov to discuss.

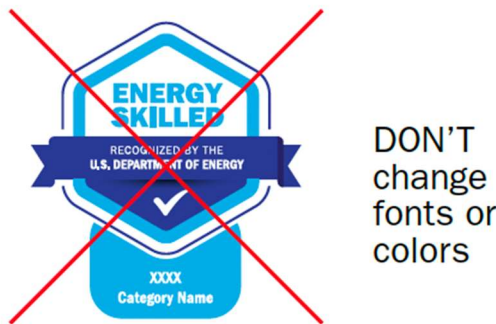
Minimum width:

Screen: 100 px

Print: 1.5 inch



Wordmark pitfalls to avoid:



- **Always:**
 - Ensure wordmark dimensions remained locked when resizing (tip: hold down the “shift” button when resizing).
 - Display the wordmark horizontally.
 - Show the wordmark in its entirety.
- **Never:**
 - Recreate the wordmark.
 - Apply effects to the wordmark.
 - Alter the type face in any way.
 - Tilt or cut off the wordmark.
 - Separate the wordmark elements.
 - Remove the text from the wordmark.
 - Place the wordmark on a busy pattern (only place it on a solid background).
 - Use the wordmark in a manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to the U. S. Department of Energy.

How to pair the wordmark with text

When pairing the wordmark with text that states the name of the recognized training or certification program, please use these guidelines:

- **Preferred:** “[XXXX organization/training or certification provider’s] [XXXX training or certification program] is recognized by the U.S. Department of Energy as Energy Skilled in [XXXX category name].” (reference list of categories above)
- **Preferred:** “The U.S. Department of Energy has recognized [XXXX organization/training or certification provider’s] [XXXX training or certification program] as Energy Skilled in [XXXX category name].”
- **Acceptable:** “[XXXX organization/training or certification provider’s] [XXXX training or certification program] is Energy Skilled-recognized by the U.S. Department of Energy in XXXX category name].”

- **Language to avoid:**

- Do not refer to Energy Skilled recognition without:
 - The name of the specific training or certification program that has been recognized.
 - The name of the category in which the program has been recognized.
- Do not abbreviate Department of Energy to DOE.
- Do not use the word “certified” or any other alternative to “recognized” in reference to the Department of Energy’s recognition of an individual training or certification program.

Colors:

Primary:

Pantone 356 CMYK: C95 M8 Y93 K27
RGB: R0 G121 B52
HEX#: 007934

Secondary:

Pantone 368 CMYK: C63 M0 Y97 K40
RGB: R105 G190 B40
HEX#: 69BE28

Alternate: If you are unable to match the primary and/or secondary colors, use black text.

Fonts:

Primary:

Franklin Gothic Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+**

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

Alternate (if primary font is not available):

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+

Text placement and sizing:

- The text must appear below the wordmark.
- The text must be centered.
- The text must not exceed the width of the wordmark (see “minimum wordmark width” section below). You may split the text evenly into two lines, single spaced, if needed.



[example: **Sample Heat Pump Installation
Training Program**]

Questions?

This recognition program is managed by Pacific Northwest National Laboratory. Contact the team at energy.skilled@pnnl.gov.

For extended brand guidance, please see the Department of Energy Office of Energy Efficiency & Renewable Energy [Communication Standards and Guidelines](#).