RESNET®
RESIDENTIAL ENERGY SERVICES NETWORK

RESNET® Brand Assets



Trusted Experts in Home Energy Efficiency

The National Association of State Energy Officials and Energy Rated Homes of America founded the Residential Energy Services Network (RESNET) in 1995 as a non-profit organization to develop a national market for home energy rating systems and energy efficient mortgages.

Since then, RESNET has grown into America's leading home energy efficiency network and its standards are recognized nation-wide by a number of industry organizations and government bodies, including:

- IRS (tax credit qualification)
- Environmental Protection Agency for ENERGY STAR labeled homes
- Department of Energy for Building America and National Builders Challenge programs
- Builders for marketing the energy performance of their homes
- Contractors to tap the emerging retrofit market

RESNET Professional Brand Value

As a non-profit membership corporation, RESNET is governed by a board of 17 members, and is a recognized national standards-making body for building energy efficiency rating and certification systems in the United States.

Therefore, a RESNET designation is associated with the highest levels of professionalism and industry expertise. To ensure that quality standards are being maintained, RESNET has put certain procedures in place for auditors, raters, contractors and builders.

Updated Logo Collection

Additional RESNET program and advisory board logos





RESNET® Professional Logos

RESNET has created a range of logos for professionals, board and council members. Certified RESNET home energy auditors and raters, and RESNET EnergySmart Contractors can use the logos to help promote their services, while board and council members can use them to show they are part of the recognized national standards-making body for building energy efficiency rating and certification systems in the United States. This professionals' logos guide is designed to give guidance on authorized use of the logos, which can be used on:

- Letterheads
- Your company website
- Cover/opening slide of PowerPoint presentations
- Email marketing templates
- Advertising creative
- Company and product collateral

Vertical logos – primary use



Horizontal logos – secondary use



Vertical Logos

The vertical logos are to be used as the primary logos; use the vertical logo option whenever possible.

Horizontal Logos

The horizontal versions are to be used only where there isn't enough height to accommodate the vertical logo.

RESNET reserves the right to change these standards at any time without prior notice.

RESNET® HERS® Rater Logo

The RESNET HERS Rater logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color





Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET HERS Rater logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

Download the most recent RESNET brand assets at: www.resnet.us/brand-assets

RESNET® EnergySmart Contractor Logo

The RESNET EnergySmart Contractor logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color





Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET EnergySmart Contractor logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

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RESNET® Suppliers Advisory Board Logo

The RESNET Suppliers Advisory Board logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color





Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET Suppliers Advisory Board logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

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RESNET® Emerging Leadership Council Logo

The RESNET Emerging Leadership Council logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color





Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET Emerging Leadership Council logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

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RESNET® HERS Associate Logo

The RESNET HERS Associate logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color



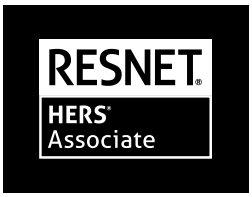


Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET HERS Associate logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

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RESNET® Accredited Providers Logo

The Accredited Providers logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color





Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET Accredited Providers logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

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RESNET® HERS Affiliate Logo

The RESNET HERS Affiliate logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color





Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET HERS Affiliate logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

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RESNET® HERS Modeler Logo

The RESNET HERS Modeler logo can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color



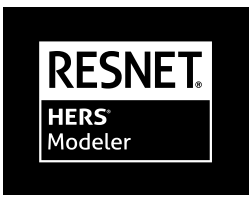


Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET HERS Modeler logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

Download the most recent RESNET brand assets at: www.resnet.us/brand-assets

RESNET® Rating Field Inspector

The RESNET Rating Field Inspector can be used for all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Color





Gray scale





Reverse solid color





Logo Usage

Always use the colored RESNET Rating Field Inspector logo when possible. For one-color or black and white print always use the gray scale version. For use on a dark background use the reverse option.

RESNET will provide all logo artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

For logo color references see page 12.

Download the most recent RESNET brand assets at: www.resnet.us/brand-assets

Logo Colors

The RESNET Professional logos should be reproduced in color whenever possible, with each professional following their own color scheme. See the table below for the proper color values for each logo.

It is not permitted to manipulate the logo colors in any way.

Logo Color Values

Always use the color values listed for each professional logo; do not change or substitute color values.

For one or two-color offset printing use the Pantone colors. For digital or full color offset printing, use the CMYK color values. For black and white printing, use the gray scale value. For website or PowerPoint use the HEX color value.

RESNET Logo

Pantone: 281
CMYK: C 100 M 85 Y 5 K 20
RGB: R 0 G 38 B 100
HEX: 002664
Gray scale: 100%

RESNET HERS Rater Logo

Pantone: 485
CMYK: C 0 M 93 Y 95 K 0
RGB: R 213 G 43 B 30
HEX: D52B1E
Gray scale: 50%

RESNET Accredited Providers Logo

Pantone: 166
CMYK: C 0 M 74 Y 100 K 0
RGB: R 224 G 82 B 6
HEX: E05206
Gray scale: 50%

RESNET EnergySmart Contractor Logo

Pantone: 144
CMYK: C 0 M 52 Y 100 K 0
RGB: R 233 G 131 B 0
HEX: E98300
Gray scale: 50%

RESNET Emerging Leadership Council Logo

Pantone: 3405
CMYK: C 90 M 0 Y 70 K 0
RGB: R 0 G 174 B 101
HEX: 00AE65
Gray scale: 50%

RESNET Suppliers Advisory Board Logo

Pantone: 2915
CMYK: C 61 M 7 Y 0 K 0
RGB: R 94 G 182 B 228
HEX: 5EB6E4
Gray scale: 50%

RESNET HERS Associate Logo

Pantone: 7409
CMYK: C 0 M 33 Y 98 K 0
RGB: R 238 G 175 B 0
HEX: EEAF00
Gray scale: 50%

RESNET HERS Affiliate Logo

Pantone: 4725
CMYK: C 9 M 36 Y 33 K 26
RGB: R 181 G 139 B 105
HEX: B58B69
Gray scale: 50%

RESNET HERS Modeler logo

Pantone: 7620
CMYK: C 0 M 94 Y 86 K 16
RGB: R 186 G 46 B 41
HEX: BA2E29
Gray scale: 50%

RESNET Rating Field Inspector logo

Pantone: 7597
CMYK: C 0 M 85 Y 95 K 2
RGB: R 212 G 72 B 53
HEX: D44835
Gray scale: 50%

Logo Placement

To preserve the RESNET Professional logos' integrity, always maintain a minimum white space around the logo. This white space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

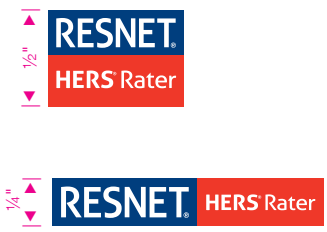
The RESNET Professional logos retain their visual strength through the sizes provided. It is not permitted to change the size of the logo to make it smaller.



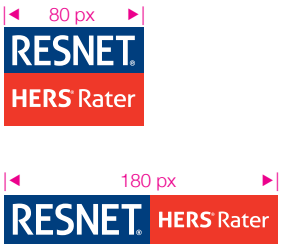
White Space

The minimum white space around the logo is defined as the height of the "E" in the RESNET wordmark. This minimum space should be maintained as the logos are proportionally enlarged or reduced in size.

Minimum print size



Minimum web size



Logo Minimum Size

For print the vertical logo may not be reduced to less than ½" height, the horizontal logo may not be reduced to less than ¼" height. For web the vertical logo may not be reduced to less than a 80-pixel width; the horizontal logo may not be reduced to less than a 180-pixel width.

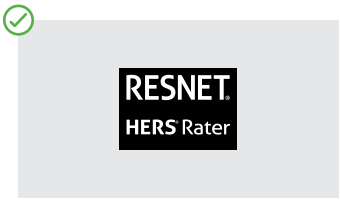
Logo Background

White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements. If color reproduction is not available or is not a viable option, the logo should be reproduced in the gray scale version. When the logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the colored logo or dark enough to provide contrast for the reverse logo.

Background Examples

The examples shown here include both correct and incorrect use of logo backgrounds. These are only a few but not all possible examples.

Correct use



Gray scale logo on light background



Colored logo on colored background



Colored logo on light background image

Incorrect use



Background color too dark for gray scale logo



Background color too dark for colored logo



Background image hindering logo clarity

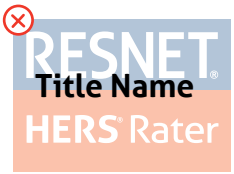
Logo Misuse

To ensure accurate, consistent reproduction of the RESNET Professional logos, never alter, add to, or attempt to recreate them. Always use the approved digital artwork, available from RESNET.

ANY UNAUTHORIZED USE OF A RESNET PROPRIETARY LOGO MAY RESULT IN LEGAL ACTION.



Do not change logo colors



Do not watermark or “ghost” the logo



Do not place effects that distort the logo



Do not remove or separate logo items



Do not reverse logo colors



Do not distort or warp the logo

Do Not

- Rotate the logo
- Embellish the logo by adding drop shadows, watermarks, embossings, etc.
- Extract logo elements for use elsewhere (i.e., HERS Index symbol)

Brand Name Use in Copy

The RESNET name can be used in all marketing and communication efforts, including but not limited to web presence, e-communications, print collateral, print and electronic advertising, publicity, news items and tradeshow exhibit materials.

Writing Rules

When referring to RESNET in any body of copy, first mention must always be written as the full name of the organization, i.e., Residential Energy Services Network, with the acronym RESNET to follow in brackets. Thereafter, the acronym RESNET can be used.

When using RESNET EnergySmart Contractor, RESNET HERS Rater, RESNET Suppliers Advisory Board, RESNET Emerging Leadership Council, RESNET Accredited Providers and RESNET HERS Associate designations in text form, the following must always be maintained:

- When written in a title, the registered trademark symbol (®) must be used together with RESNET (RESNET® EnergySmart Contractor) or in the first mention.
- When written in a title, the registered trademark symbol (®) must be used together with HERS (RESNET® HERS® Rater) or in the first mention.
- "RESNET" to be always written first and in block letters.
- "HERS" to be always written in block letters.
- EnergySmart to be always written as one (1) word with "E" and "S" in upper case.
- "R" in Rater to be always written in upper case.
- "A" in Associate to be always written in upper case.
- "C" in Contractor to be always written in upper case.
- Suppliers Advisory Board to be always written with the first letter of every word (S, A, B) in upper case.
- Emerging Leadership Council to be always written with the first letter of every word (E, L, C) in upper case.
- Accredited Providers to be always written with the first letter of every word (A, P) in upper case.

The designations may not be altered in any way, i.e., some parts bolded and others not.

Correct Usage

RESNET® EnergySmart Contractor, RESNET HERS Rater, RESNET Suppliers Advisory Board, RESNET Emerging Leadership Council, RESNET HERS Associate, RESNET Accredited Providers, RESNET HERS Affiliate, RESNET HERS Modeler, RESNET Rating Field Inspector

RESNET EnergySmart Contractor, RESNET HERS Rater, RESNET Suppliers Advisory Board, RESNET Emerging Leadership Council, RESNET HERS Associate, RESNET Accredited Providers, RESNET HERS Afilliate, RESNET HERS Modeler, RESNET Rating Field Inspector

Some Examples of Incorrect Usage

RESNET EnergySmart® Contractor, **RESNET** HERS Rater, **RESNET** Suppliers Advisory Board, RESNET **Emerging Leadership Council**, **RESNET** HERS Associate. **RESNET** Accredited Providers

RESNET **EnergySmart** Contractor, RESNET **HERS** Rater, RESNET **Suppliers Advisory Board**, RESNET **Emerging Leadership Council**, RESNET **HERS** Associate, RESNET **Accredited Providers**

Resnet ENERGY SMART Contractor, RESNET hers rater, RESNET Suppliers Advisory board, RESNET emerging leadership council, RESNET HERS associate, RESNET accredited providers

Website Logo Use

The RESNET Professional logos are for use exclusively by current RESNET members. The logos may be used to publicize an organization's or home energy professional's certification and/or membership in RESNET and highlight its commitment to home energy efficiency.

- Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.
- Always use the colored logo when used on a website or any online promotion.
- When used alongside other logos, the logo should be of equal or greater size.
- Do not make logos smaller then the minimum web size, see page 7.
- Logos must link back to the RESNET website. www.resnet.us



For any questions or more information, please contact:

info@resnet.us

Download the most recent RESNET brand assets at:

www.resnet.us/brand-assets