RESNET

EnergySmart
Builder

Every Home is a
HERS Rated Home

RESNET® HERS® Index Scale
and logo Usage Guide

Including the RESNET EnergySmart Builder
logo guide

HERS® Index Scale

The HERS Index Scale is a graphic representation of the HERS Index and the HERS Index Score.
It visually shows by number and by color where:

• Existing homes rates

• A standard new home ranks

• A net zero energy home

HERS Index Scale Brand Value

The brand value of the HERS Index Scale lies in its ability to offer consumers a visual association to the concept of the HERS Index, which helps homeowners:

• Understand how energy efficient their home is as compared to others

• Gives home owners sense of how energy efficient the home is

Scale Preference

• The vertical version of the scale is to be used as the primary version; use the vertical option whenever possible.

• The horizontal version is to be used only where there isn't enough height to accommodate the vertical version.
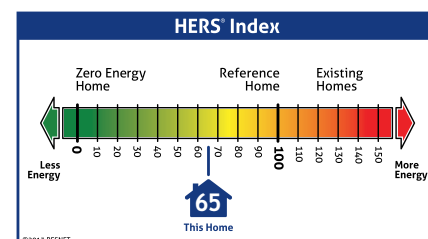
RESNET will provide all artwork files. They will be packaged in EPS and JPEG formats. Only artwork files provided by RESNET may be used. Images captured from websites, publications, and other sources may not be used.

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

Vertical HERS® Index Scale
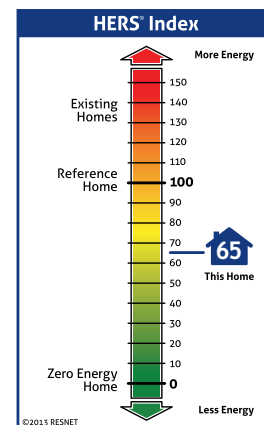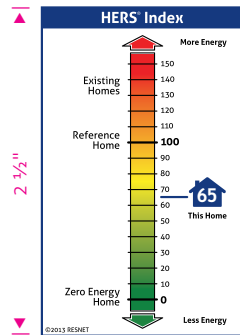

Horizontal HERS® Index Scale

HERS® Index Scale Placement

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

The HERS Index Scale retains its visual strength through the size provided. It is not permitted to change the size of the scale to make it smaller.

Minimum print size

Minimum web size
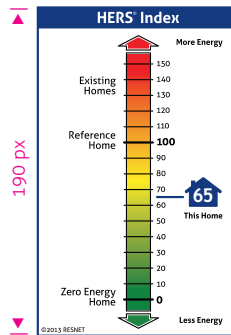
Minimum Size

For print, the HERS Index Scale may not be reduced to less than 2 ½" height. For web, the HERS Index Scale may not be reduced to less than a 190-pixel height or 190-pixels wide for the horizontal scale.

HERS Index Score Representation

The numeric scale must be the HERS Index Score provided by the rating. The HERS Index Score shown here is for demonstration purposes only. If the HERS Index Score of **65** shown here is not representative of your home's HERS Index Score, **a footnote must be provided when using the HERS Index Scale stating that fact.**
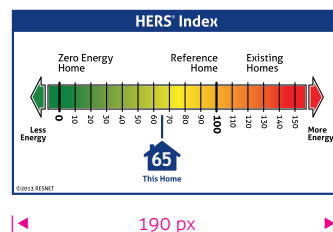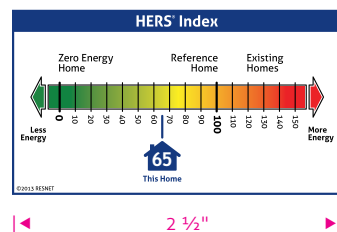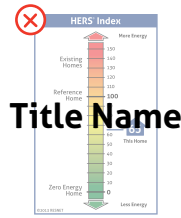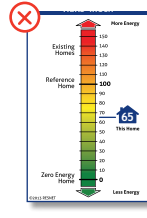
HERS® Index Scale Misuse

The HERS Index Scale can only be used on a home that was energy rated according to RESNET's standards and issued a RESNET HERS Index Score. The HERS Index Scale may not be used in connection with any disparaging statements about RESNET, or statements that otherwise reflect poorly on RESNET. It may not be altered in any way, including proportion, color (outside of the scale specifications), element, type, etc. It may not be animated, morphed, cropped or distorted in any way.
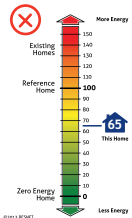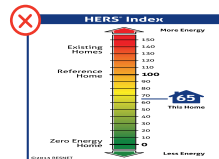
Do not remove the HERS Index Scale blue border

Do not watermark or "ghost" the HERS Index Scale

Do not place effects that distort the HERS Index Scale

Do not distort or warp the HERS Index Scale
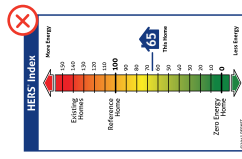
Do not rotate HERS Index Scale use the horizontal version
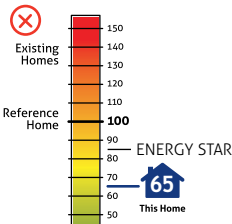
Do not place another program on the HERS Index Scale
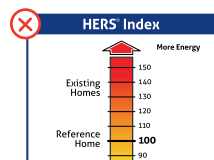
Do not crop the HERS Index Scale
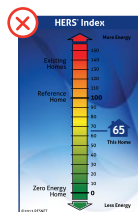
Background image hindering scale clarity
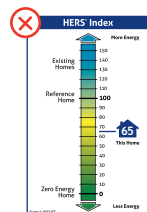
Do not change or reverse the HERS Index Scale colors

Do Not

- Rotate the HERS Index Scale

- Embellish the HERS Index Scale by adding drop shadows, watermarks, embossings, etc.

- Extract the HERS Index Scale elements for use elsewhere (i.e., the HERS Index Scale house)

- Do not change the colors of the HERS Index Scale

- When using the editable version of the HERS Index Scale, the color of the number house must correctly reflect the position on the scale

- Do not remove the blue border from around the HERS Index Scale

- Do not remove or edit the copy elements of the HERS Index Scale in any way

Website HERS® Index Scale Use

The HERS Index Scale may be used together with any mention of the HERS Index and used in promotion or explanation of:

- The HERS Index
- The HERS Index Score
- An organization's or home energy professional's certification and/or membership in RESNET
- An editable version of the HERS Index Scale is available, which allows for the customization of the HERS Index Score for promotional purposes

- 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 HERS Index Scale on a website or any online promotion.
- When used alongside other logos, the HERS Index Scale should be of equal or greater size.
- Do not make the HERS Index Scale smaller than the minimum web size, see page 18.
- The HERS Index Scale must link back to the RESNET website. **www.resnet.us/hers-index**
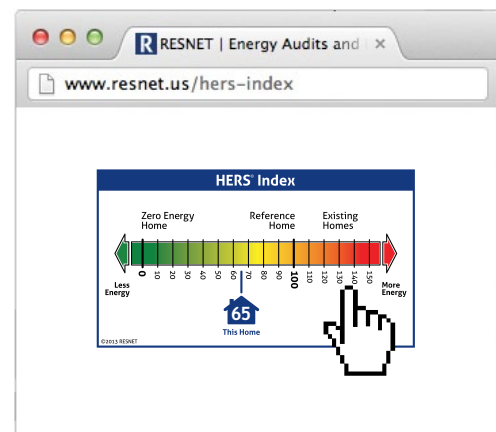
For any questions or more information, please contact:

info@resnet.us

Download the most recent RESNET brand assets at:

www.resnet.us/brand-assets

Home Energy Rating System (HERS®) Index

The Home Energy Rating System (HERS) Index was created by the Residential Energy Services Network (RESNET) in order to give homeowners and homebuyers a standard by which they could measure the energy efficiency of houses they own or are planning to buy. It is the industry standard by which a home's energy efficiency is measured. It's also the nationally recognized system for the inspection, testing, calculating and labeling a home's energy performance.

HERS Index Brand Value

A Home Energy Rating System (HERS) offers consumers a practical and easy-to-understand evaluation of the energy performance of homes.

The HERS Index offers an easy-to-understand way to understand the energy performance of a home in the same manner as a MPG does of automobiles. The HERS produces the HERS Index Score of a home

The HERS Index offers consumers a practical and easy-to-understand evaluation of the energy performance of their homes. The value of HERS lies in its ability to help homeowners:

• Understand how energy efficient their home is as compared to others

HERS® Index Logo

RESNET has created a HERS Index logo that home energy professionals can use when promoting their products and services. This HERS Index logo guide is designed to give guidance of authorized use of the logo, which can be used on:

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

Color

Gray scale

Reverse solid color

Logo Color Values

Always use the color value listed for the HERS Index logo; do not change or substitute the color values.

For one-color offset printing use Pantone blue 281. 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 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.

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

For logo color references see page 8.

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

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 EnergySmart Builders: always use the Pantone blue 285

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 EnergySmart Builder Logo

Pantone: 285
CMYK: C 90 M 48 Y 0 K 0
RGB: R 0 G 115 B 207
HEX: 0073CF
Gray scale: 50%

RESNET HERS Index Logo

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

Logo Placement

To preserve the HERS Index logo's 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 HERS Index logo retains its visual strength through the size provided. It is not permitted to change the size of the logo to make it smaller.
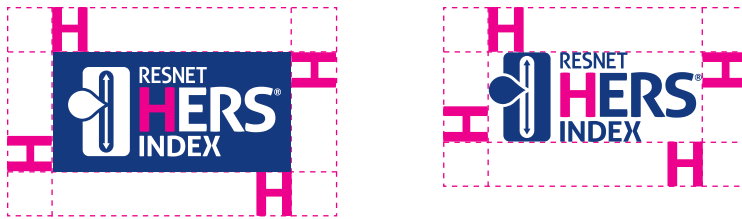
White Space

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

Minimum print size

Minimum web size

Logo Minimum Size

For print the logo may not be reduced to less than ½" height. For web the logo may not be reduced to less than a 100-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 a black/white combination or as a white/black combination. When the logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive 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 with white border on background image

Incorrect use

Background color too dark for gray scale logo

Background color too dark for colored logo

Background image hindering logo clarity

05.2013

Logo Misuse

The logo may not be used in connection with any disparaging statements about RESNET, or statements that otherwise reflect poorly on RESNET. The mark may not be altered in any way, including proportion, color (outside of logo specifications), element, type, etc. It may not be animated, morphed, or distorted in any way.

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 remove elements of the logo

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., the 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.

The HERS Index and the HERS Index Score

The HERS Index is a scale of measurement and the HERS Index Score is a direct result of that measurement. It is important to note that for branding purposes the two are not one and the same, and while the HERS Index has a logo associated with it, the HERS Index Score does not.

However, there are many graphic illustrations available that show how a HERS Index Score is achieved. MANY ARE NOT RESNET AFFILIATED AND ARE NOT TO BE DEEMED AS LOGOS FOR THE HERS INDEX SCORE IN ANY WAY.

When referring to the HERS Index Score in text, it should always be written as the HERS Index Score.

HERS Index Brand Name Use

The HERS Index is the nationally recognized system for inspecting and calculating a home's energy performance. In order to maintain the value of the brand, it is important to ensure that it is used correctly.

When referring to the HERS Index in text form, the following must always be maintained:

- "HERS" to be always written in block letters.
- "I" in Index to be always written in upper case.
- The designations may not be altered in any way, i.e., some parts bolded and others not.
- When written in a title, the registered trademark symbol (®) must be used together with Index (HERS® Index) or in the first mention.

Correct Usage

- HERS® Index
- **HERS Index**
- RESNET HERS Index

Some Examples of Incorrect Usage

- **HERS** Index
- HERS **Index**
- HERS INDEX
- Hers Index®

05.2013

Website Logo Use

The HERS Index logo may be used together with any mention of the HERS Index and used in promotion or explanation of:

• The HERS Index

• The HERS Index Score

• An organization's or home energy professional's certification and/or membership in RESNET

• 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 on a website or any online promotion.

• When used alongside other logos, the logo should be of equal or greater size.

• Do not make the logo smaller than the minimum web size, see page 12.

• The logo 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

Trusted Experts in Home Energy Efficiency

The National Association of State Energy Officials and Mortgage Bankers Association 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 Professionals Brand Value

As a non-profit corporation, RESNET is governed by a board of 20 members who represent the home energy rating, housing and contractor industries.

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.

RESNET® EnergySmart Builder Logo

The RESNET EnergySmart Builder 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 Builder 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.

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

For logo color references see page 8.

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

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 ¾" height, the horizontal logo may not be reduced to less than ½" height. For web the vertical logo may not be reduced to less than a 100-pixel width; the horizontal logo may not be reduced to less than a 180-pixel width.

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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.
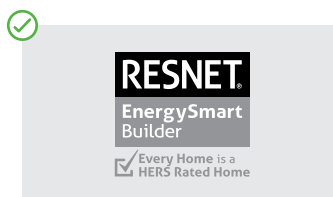
Correct use

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

05.2013

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 remove the tagline

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., EnergySmart Builder)

· Remove the tagline from the logo for separate use

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 Builder designation in text form, the following must always be maintained:

- "RESNET" to be always written first and in block letters.
- EnergySmart to be always written as one (1) word with "E" and "S" in upper case.
- "B" in Builder to be always written in upper case.
- When written in a title, the registered trademark symbol (®) must be used together with RESNET (RESNET® EnergySmart Builder) or in the first mention.

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

Correct Usage

- RESNET EnergySmart Builder
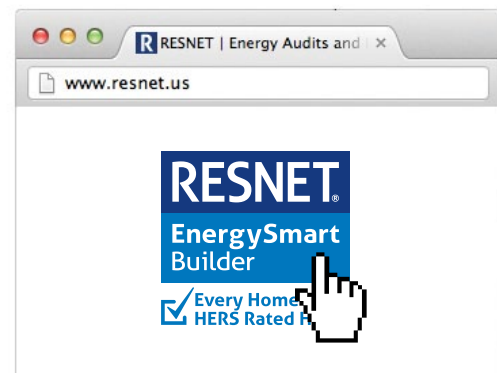- **RESNET EnergySmart Builder**

Some Examples of Incorrect Usage

- **RESNET** EnergySmart Builder
- RESNET EnergySmart **Builder**, RESNET **EnergySmart** Builder, RESNET **Home EnergySmart Builder**, RESNET **EnergySmart** Builder
- Resnet Energy Smart Builder, Resnet ENERGY SMART Builder, RESNET energy smart builder

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 4.

- 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

05.2013