

## Guidelines for Correctly Using the DOE Zero Energy Ready Home Name and Logo

Launched in 2012, the U.S. Department of Energy's (DOE) Zero Energy Ready Home™ (formerly DOE Challenge Home) is a new way to easily identify leading edge builders who construct to DOE's strict guidelines for zero net-energy ready homes. DOE Zero Energy Ready Homes are so energy efficient - at least 40%-50% more energy efficient than a typical new home - that a small renewable energy system can offset most or all of the annual energy consumption. By building homes with extraordinary levels of energy efficiency, comfort, safety, health and durability, DOE Zero Energy Ready Home partners are saving Americans energy and money, creating jobs and protecting the environment.

The DOE Zero Energy Ready Home Program is a partnership between businesses and organizations and the Federal government. As part of this partnership, businesses and organizations that register at [buildings.energy.gov/challenge](http://buildings.energy.gov/challenge) and sign a Partnership Agreement can use the DOE Zero Energy Ready Home name and logo, marks of the U.S. government, to communicate their new home energy efficiency commitment and resulting accomplishments.

These guidelines outline how to use the DOE Zero Energy Ready Home marks. In addition, these guidelines provide recommendations for what words to use when writing or talking about the DOE Zero Energy Ready Home program including how to reference the government as a source of authority. Consistently presenting the meaning and benefits of the DOE Zero Energy Ready Home maintains and builds its values and immeasurably benefits all.

## **DOE Zero Energy Ready Home Marks**

The DOE Zero Energy Ready Home marks, each designed for specific purposes, fall under the following categories:

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Use the **Certification Mark** as a label on homes that meet or exceed DOE Zero Energy Ready Home performance guidelines. Uses may include:

- ✓ On a qualifying home;
- ✓ In product literature for a qualifying home;
- ✓ On the Web to identify a qualifying home;
- ✓ In advertisements where it is used near to or on a qualifying home;
- ✓ On sales room and model home materials.



Use the **Partnership Mark** to promote an organization's commitment to and partnership in the DOE Zero Energy Ready Home Program. Common uses of the Partnership Mark to feature the organization's partnership with DOE include:

- ✓ Business Cards;
- ✓ Web sites;
- ✓ Annual reports.



## **General Guidelines**

Organizations using these marks must abide by the following general guidelines:

- The DOE Zero Energy Ready Home name and marks may never be used in any manner that would imply DOE endorsement of a company, its products, or its services. Neither the marks nor the DOE Zero Energy Ready Home name may be used in any other company name, product name, service name, domain name or Web site title.
- The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
- The marks may never be used in a manner that would disparage DOE Zero Energy Ready Home, DOE, or any other government body.
- The marks may never be associated with homes or buildings that do not qualify as DOE Zero Energy Ready Home.
- Partners and other authorized organizations are responsible for their own use of the DOE Zero Energy Ready Home marks, as well as use by their representatives, such as ad agencies and implementation contractors.

## **DOE Review Policy**

DOE must approve any major educational or promotional campaigns that feature the DOE Zero Energy Ready Home name or mark prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to your primary program contact.

## **Mark Violations**

DOE will seek to monitor proper use of the DOE Zero Energy Ready Home name and marks. The following explains the general course of action for addressing mark violations:

- Anyone who misuses the marks will be contacted in writing or by telephone.
- A reasonable amount of time will be given to correct the error(s) per DOE's discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
- Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a stakeholder's participation in DOE Zero Energy Ready Home and/or legal action.

***Incorrect Use of The Certification Mark***

Please:

- Do not use the Certification Mark on non-qualifying homes or buildings.
- Do not alter the Certification Mark by using the DOE Zero Energy Ready Home symbol without the messaging block containing the name “DOE Zero Energy Ready Home.”

When reproducing the marks please:

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| <ol style="list-style-type: none"> <li>1. Do not change the colors of the mark.</li> <li>2. Do not distort the mark in any way.</li> <li>3. Do not alter the lock up of the mark.</li> <li>4. Do not place the mark on a busy image.</li> <li>5. Do not rotate the mark.</li> <li>6. Do not separate any of the mark’s elements.</li> <li>7. Do not substitute any part of the mark.</li> <li>8. Do not use any other typeface to replace part of the mark.</li> </ol> | <ol style="list-style-type: none"> <li>9. Do not violate the clear space of the mark.</li> <li>10. Do not skew the mark.</li> <li>11. Do not change the size of the mark lock up.</li> <li>12. Do not replace the approved wording.</li> <li>13. Do not apply the DOE Zero Energy Ready Home marks in an unapproved color.</li> <li>14. Do not let text run into the mark.</li> </ol> |
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***Writing and Talking About the DOE Zero Energy Ready Home***

To maintain and build the value of DOE Zero Energy Ready Home, DOE recommends terminology to use when writing and talking about elements of the program.

<b>CORRECT</b>	<b>INCORRECT</b>
DOE ZERO ENERGY READY HOME	DZERH
Certified as a DOE ZERO ENERGY READY HOME  Homes that have earned the DOE ZERO ENERGY READY HOME certification	DOE ZERO ENERGY READY HOME compliant DOE ZERO ENERGY READY HOME rated DOE ZERO ENERGY READY HOME product or products DOE ZERO ENERGY READY HOME equipment
Meeting the DOE ZERO ENERGY READY HOME National Requirements  Homes that earn the DOE ZERO ENERGY READY HOME meet strict performance guidelines set by the U.S. Department of Energy	Endorsed by DOE  DOE-approved DOE-endorsed
DOE ZERO ENERGY READY HOME guidelines DOE ZERO ENERGY READY HOME specifications DOE ZERO ENERGY READY HOME performance levels	DOE ZERO ENERGY READY HOME standards
DOE ZERO ENERGY READY HOME partner  Company X, a DOE ZERO ENERGY READY HOME Partner  A company participating in the DOE ZERO ENERGY READY HOME program	DOE ZERO ENERGY READY HOME company  Company X, a company endorsed by DOE

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### ***Using the DOE Zero Energy Ready Home Mark or Name In Domain Names***

Organizations, including partners, may not use the DOE Zero Energy Ready Home™ trademark as part of an Internet domain name, without authorization from DOE.

The DOE Zero Energy Ready Home name is a trademark owned by the DOE. Only the DOE is allowed to use, or authorize the use of, the DOE Zero Energy Ready Home name. The DOE Zero Energy Ready Home name is not allowed to be used in any other company name, product name, service name, domain name or Web site title.

DOE considers unauthorized use of DOE Zero Energy Ready Home as part of a domain name, to be an infringement of our trademark rights under the Lanham Act 15 U.S.C. §§ 1051 - 1129 (1999), including the Anti-Cybersquatting Protection Act ("ACPA"), 15 U.S.C. § 1125(d)(1)(A). In addition, DOE considers use of DOE Zero Energy Ready Home as part of a domain name to be a violation of the Uniform Dispute Resolution Policy ("UDRP") that is incorporated into each domain name's registration agreement.

### ***Questions about Using The Marks***

If you have questions regarding the use of the marks, please contact your primary program representative.