



U.S. DOE Zero Energy Ready Home

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

Introduction

Launched in 2012, the U.S. Department of Energy's (DOE) Zero Energy Ready Home (ZERH) program identifies leading edge builders who construct to DOE's strict guidelines for zero energy ready homes. The program is a partnership between business and organizations and the federal government. As part of this partnership, business and organizations that register to become ZERH partners may use the ZERH name and logo (marks of the U.S. government) to communicate their energy efficiency commitment and resulting accomplishments.

These guidelines outline how to use the DOE Zero Energy Ready Home marks and program title.

ZERH Certification and Partnership Marks

There are two DOE Zero Energy Ready Home Marks, each designed for specific purposes. Both marks can be found in high resolution at the end of this document.

Use the **Certification Mark** to label homes that meet or exceed DOE Zero Energy Ready Home performance specifications. Uses may include:

- On a certificate presented to the owner of a certified home
- On a certified home
- In the product literature for a certified home
- Online to identify a certified home
- On sales room and model home materials
- In advertisements for a certified home



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
- Websites
- Annual reports





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General Requirements for Using the ZERH Marks

The ZERH program is a partnership between private and public sector organizations and the federal government. Through this partnership, organizations may receive authorization to use one or more of the ZERH marks, owned by the U.S. Department of Energy, to identify and promote their certified homes or buildings, or highlight their partnership with ZERH and commitment to energy efficiency.

To use these marks, organizations must sign a Partnership Agreement and be an active partner in DOE's ZERH program. If you have questions about your partnership status, check DOE's ZERH Partner Locator or contact your account manager. Members of the media can contact zerh@doe.gov for guidance on how the mark should be used. In addition to the specific guidelines for each mark, organizations must also abide by the following general guidelines for the use of the ZERH name and all forms of its marks:

- The marks may not be altered, rotated, cut apart, or otherwise distorted. Do not use the DOE Zero Energy Ready Home symbol without the message block containing the text, "Zero Energy Ready Home U.S. Department of Energy."
- The ZERH name and marks may not be used to imply DOE or ZERH endorsement or approval of an organization, its products, or its services.
- Neither the marks, nor any portion thereof, nor any reference to the ZERH name may be used in an organization's name or logo, product name or logo, service name or logo, or website domain name.
- The marks may not be used in a manner that would disparage ZERH, DOE, or any other entity.
- The marks may not be associated with homes or buildings that are not ZERH-certified.
- Partners and other authorized organizations are responsible for their own proper use of the ZERH marks, as well as use by their representatives, such as ad agencies, contractors, and companies that produce promotional items on their behalf.
- DOE requires that a clear space surround the mark at all times. No other mark elements, such as text or images, should appear directly next to the mark.
- The marks may be resized, but the proportions must be maintained. The lettering inside the marks must remain legible when reproduced for print or electronic formats.
- The Web color equivalents for the mark's colors may be found at the following link: <https://www.energy.gov/sites/default/files/2024-02/ZERH%20color%20palette.pdf>
Alternate versions in black or reversed out to white are allowed, but color is preferred. The marks should not be used as an outline.

DOE Review Policy

To help avoid inadvertent misuse of the ZERH marks, DOE strongly recommends that partners submit any major educational or promotional campaigns that feature the ZERH name or mark for review prior to final production or printing. Submitted materials will be reviewed for consistency with these guidelines. DOE strives to provide feedback within two business days of receipt of the materials. Large-



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scale efforts may require a longer review. Materials for review or any questions regarding proper use of the marks or name should be submitted via email to zerh@doe.gov.

Mark Violations

DOE actively monitors proper use of the ZERH name and marks. To report potential mark violations, please email us at zerh@doe.gov. Generally, violators will receive contact 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.

Terminology – Proper use of the ZERH Name

The DOE Zero Energy Ready Home name and mark are owned by U.S. DOE. This section provides the appropriate terminology to use when describing the various elements of the ZERH program, as well as examples of incorrect terminology. DOE requires that partners follow this terminology to ensure brand consistency.

Correct	Incorrect
DOE Zero Energy Ready Home DOE ZERH	DOE zero energy ready home DZERH DOEZERH
DOE Zero Energy Ready Home program	DOE Zero Energy Ready Homes program
Certified as a DOE Zero Energy Ready Home DOE Zero Energy Ready Home certified DOE ZERH-certified Homes 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 qualified DOE Zero Energy Ready Home product DOE Zero Energy Ready Home equipment
DOE Zero Energy Ready Home certified units DOE Zero Energy Ready Home certified apartments DOE Zero Energy Ready Home certified condos	DOE Zero Energy Ready Home units DOE Zero Energy Ready Home apartments DOE Zero Energy Ready Home condos DOE Zero Energy Ready Home building
Meeting the DOE Zero Energy Ready Home requirements	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 name as part of an Internet domain name without authorization from DOE. Only 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 website title.

Questions about Using the Marks

If you have question regarding the use of these marks, please contact zerh@doe.gov.



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ZERO

ENERGY READY HOME

U.S. DEPARTMENT OF ENERGY



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ZERO

ENERGY READY HOME

U.S. DEPARTMENT OF ENERGY

PARTNER