



# 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 ("Recognizees") 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

Energy Skilled was developed by the U.S. Department of Energy (DOE) to indicate receipt of recognition and is not an endorsement by DOE. Reference to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof.

## 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](mailto:energy.skilled@pnnl.gov) to discuss.

### Minimum width:

**Screen:** 100 px

**Print:** 1.5 inch



## Wordmark pitfalls to avoid:



DON'T  
stretch  
or distort



DON'T  
change  
fonts or  
colors

- **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](mailto:energy.skilled@pnnl.gov).

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

## **Appendix A: Sample messaging for affiliates of the recognized credential**

If your organization has a documented relationship with affiliates (individuals or organizations) who assist in promoting, educating, training, or testing candidates/students for the Energy Skilled-recognized credential, we encourage you to engage them in communicating your credential's recognition to their audiences.

We have provided below a set of sample messages you – the Recognizee – can use to help your affiliates communicate your credential's Energy Skilled recognition. Recognizees can craft custom messages to share with your affiliates using the Energy Skilled Branding Guidelines and the sample text below. Please note, the Energy Skilled wordmark (the logo provided to you via email) is not allowed to be used by any organization other than Recognizees.

If you have any questions about communicating your credential's recognition with affiliates, please contact us at [energy.skilled@pnnl.gov](mailto:energy.skilled@pnnl.gov). Our communications team can answer questions, review your drafted text, and provide feedback to support alignment with the guidelines.

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### **Sample text for Recognizee's outreach to its relevant affiliates:**

*We are pleased to have received recognition from the U.S. Department of Energy (DOE) for our [name of Energy Skilled-recognized credential] credential. Recognition as **Energy Skilled** signifies that our training programs and certifications align with the DOE's clean energy transition goals, and allows them to be eligible for state-level funding opportunities through the Inflation Reduction Act.*

*We want to share the good news with our extended audience, so that current and prospective credential holders will know the added value of [name of Energy Skilled-recognized credential] Please update your materials (website, course listings, social media, etc.) to reflect the Energy Skilled recognition status, using the sample text provided below.*

### **Sample text for Recognizee to provide to their affiliates**

The sample text below intends to help affiliates describe the supporting relationship they play regarding the Energy Skilled-recognized credential, on their webpages and in their email communications, multimedia or social media.

#### **For test centers**

- *As a [name of Recognizee] Test Center, we offer education and services to prepare individuals for the [name of Energy Skilled-recognized credential] exam, which is **Energy Skilled**-recognized by the U.S. Department of Energy.*
- ***Energy Skilled**-recognized credentials offered at this test center include [name(s) of Energy Skilled-recognized credential].*

#### **For education/training providers**

- *Example of supplementing existing course language: “Learn how to [describe the knowledge, skills and abilities contained in the credential program]. The [name of Energy Skilled-recognized credential] is nationally recognized as [Energy Skilled](#) by the U.S. Department of Energy and will set you up with the skills to take your business to the next level.”*
- *[Name of affiliate] is a proud partner of [name of Recognizee] in delivering education and training to support the [name of Energy Skilled-recognized credential], which is recognized as [Energy Skilled](#) by the U.S. Department of Energy.*

**For communicating with individual prospective or current credential-holders**

- *Good news! Your [name of recognized credential] credential is recognized by the U.S. Department of Energy as [Energy Skilled](#).*
- *Congratulations on successfully passing your [name of recognized credential] [training or exam]! You now possess a credential that is recognized by the U.S. Department of Energy as [Energy Skilled](#).*