

Web Banner Guidelines

U.S. DEPARTMENT OF ENERGY
Home Energy Score



Introduction

The Home Energy Score web banner is a marketing tool to be used by Home Energy Score Partners and Assessors on their websites to display their affiliation with the national Home Energy Score program.

The web banner is not to be used as a Home Energy Score logo and should only be used on Partner and Assessor websites. The web banner may not be used on printed materials. The web banner is not intended to endorse services, including the Home Energy Score, offered by Home Energy Score Partners and Assessors.

Home Energy Score Partners and their Assessors have the opportunity to display the web banner on their websites.

Correct Usage

Ready-to-use web banners have been provided in the “Ready-to-use Banners” folder in the web banner zip file. Simply insert the web banner option of your choice as an image on your program’s website.

Where it says “Click here to learn more,” link the web banner to another page on your website with information about the Home Energy Score, or link it to the Home Energy Score website at www.homeenergyscore.gov.

Customizations

- ▶ All customizations must be pre-approved by your Account Manager before web display.
- ▶ Partners and Assessors may add their logo, company name, contact information, or images related to energy efficiency improvements to the editable web banners.
- ▶ The background could remain dark gray (RGB: 51, 51, 51) or white.
- ▶ Sizing and dimensions of the editable web banners should not be changed.

Sizing and Specifications

All of the banners are at web resolution (72 dpi). The provided size options are as follows:

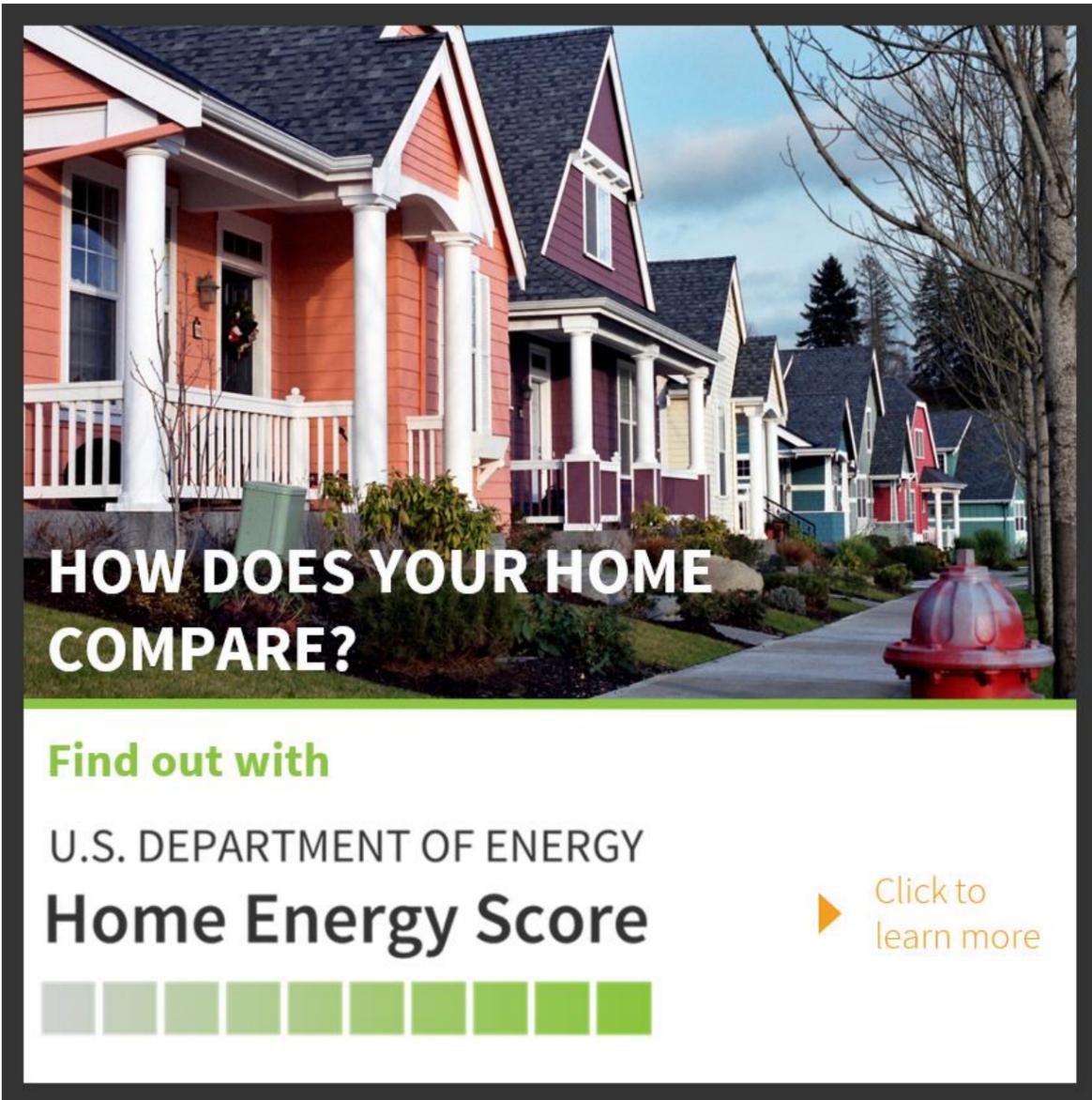
- ▶ Horizontal web banner without an image: 800x100 pixels
- ▶ Horizontal web banner with an image: 800x160 pixels
- ▶ Small square web banner: 200x200 pixels
- ▶ Large square web banner: 400x400 pixels

You may not edit the dimensions of any of the size options. For options that include an image, you may substitute your own image or logo in place of the one provided. Once you have made any necessary text and/or image edits in your PowerPoint file, select the web banner elements, right-click, and choose “Save as Picture...”. Select “PNG” as the file type. The resulting .png file will be your customized web banner.

Any customized web banners must be sent to your Account Manager or to homeenergyscore@ee.doe.gov for approval before posting.

Web Banners

Large square web banner; 400x400 pixels:



Small square web banner; 200x200 pixels:



Horizontal web banner without an image; 800x100 pixels:



Horizontal web banner with an image; 800x160 pixels:

