

Style Guide for Contractors



Contractors may produce materials that are co-branded with the Comfort Ready Home logo, including brochures, websites and print advertisements. The logo is available in .jpg, .png and .eps formats. The logos can be downloaded from the Contractor Marketing Toolkit at comfortreadyhome.com/contractors.

The Comfort Ready Home logo may be used by approved contractors with advance permission. The logo must be used in a manner consistent with the Comfort Ready Home's branding usage guidelines.

For logo-use permission or questions, contact Charlotte Morrow, program manager, at charlotte.morrow@evergreen-efficiency.com.

Do

- Use the Comfort Ready Home logo only in combination with your company logo.
- Use the version of the Comfort Ready Home logo with the "Real Comfort. Real Savings. Real Smart." tagline. **This is required.**
- Make the Comfort Ready Home logo equal to the size of your company logo, and no smaller than 1" wide on screen and print media.
- Use the preferred full color logo. Black and white options are also available.
- Surround the logo on all sides by an adequate clear space equal to at least the height of the half-circle element of the Comfort Ready Home logomark.



Don't

- Do not alter the original logo artwork.
- Do not edit, recreate or combine with other graphic or typographic elements.
- Do not stretch the logo horizontally or vertically.
- Do not use the knocked-out (white) version of the logo on busy photo backgrounds.
- Do not use the full-color logo directly over photos.
- Do not change the logo's type color to make it work on a photo background.

Permitted logo/solid color combinations



Logo/background combinations

DON'T use the full-color logo over any color but white, or the knocked-out logo over secondary/tertiary colors.



Knocked-out (white) versions of the logo are permitted on low-contrast photo backgrounds. Ensure adequate spacing.



DON'T use the knocked-out version of the logo on busy photo backgrounds.



DON'T use the full-color logo directly over photos.



A white bar of 90% opacity can be used over photos to bring in the full-color version of the logo.



DON'T change the the logo's type color to make it work on a photo background.



DON'T use the full-color logo over the gradient bar. Knocked out version is okay.



Websites

If a contractor website is co-branded with the Comfort Ready Home logo, the webpage copy must mention Comfort Ready Home and include a link to [comfortreadyhome.com](https://www.comfortreadyhome.com).

Suggested language:

"In partnership with Northwest utilities and Bonneville Power Administration."

