

Green Deal Quality Mark requirements and guidelines 1.0

Introduction

The purpose of the Green Deal Quality Mark is to build trust and confidence in the Green Deal amongst the public and stakeholders. We want the Quality Mark to become well known and a recognised sign of quality for energy efficiency improvements delivered under the Green Deal. As laid out in the [Green Deal Code of Practice](#), the Quality Mark must be used by all Green Deal Assessors, Providers, Installers and Certification Bodies on identifying documents and any marketing material (see pages 6-8).

The Quality Mark is trademarked by the Secretary of State for Energy and Climate Change (the SOS) and therefore may only be used under and in accordance with a Green Deal Quality Mark licence issued by, or at the request of, the SOS. The SOS intends to ensure all Green Deal Participants are licensed. Every Green Deal Participant's Quality Mark licence requires compliance with these guidelines.

To ensure that it is always recognised, the Quality Mark must be used consistently in the ways outlined in this document. For advice about any aspect of the Green Deal Quality Mark, please contact the Green Deal Oversight and Registration Body by email gdhelpdesk@gemserv.com or telephone 020 7090 1031.



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Contents

The Quality Mark

The purpose of the Green Deal Quality Mark is to build trust and confidence in the Green Deal amongst the public and stakeholders. We want the Quality Mark to become well known and a recognised sign of quality for energy efficiency improvements delivered under the Green Deal.

The following pages explain how to use our Quality Mark so that we build awareness, understanding and respect for the Quality Mark itself and the Green Deal.

Always use approved artwork for our Quality Mark; do not create your own. Please refer to Contacts to obtain artwork.

Our Quality Mark must be used in green only or black only.

Please also refer to the sections: Recommended sizes and exclusion zone, Sample applications, Misuse of the Quality Mark, and Straplines.



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PMS: 364C
C71 M4 Y100 K45
R33 G96 B32
Hex: #216020

Reversed-out



Reversed-out



Recommended sizes and exclusion zone

Communicating effectively

The Quality Mark must always be used in a way that ensures it is distinct and easy to read.

The exclusion zone for our Quality Mark is an area that must be kept free of other graphic elements and visual clutter.

Our Quality Mark must always be used at a size that ensures it is clearly legible and is communicated effectively. It must appear at a width of 10mm or greater, this allows our Quality Mark to be used as an endorsement in most digital and print formats.

The exclusion zone must be at least the same size as the word 'Green' in the Quality Mark. For typical small usage (e.g. on a letter), a minimum exclusion zone of 3mm must be used.

Exclusion zone



Minimum size

10mm



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Misuse of the Quality Mark

Always use approved artwork for our Quality Mark; do not create your own. Please refer to [Contacts](#) to obtain artwork.

Green Deal Participants are allowed to use the Quality Mark in broader advertising and promotional activity in accordance with the terms of their Green Deal Quality Mark Licence – and DECC would encourage this.

To ensure that our Quality Mark is communicated effectively and consistently, building awareness and understanding of the Green Deal initiative, it's essential that it is not mis-used. Common potential mistakes not permitted are shown opposite (though this is not an exhaustive list). Never use the Quality Mark as a watermark over images. Where possible, use the Quality Mark on white background.

Please also refer to the sections: [Recommended sizes and exclusion zone](#), [Sample applications](#), [Misuse of the Quality Mark](#), and [Straplines](#).



Distortion and stretching



Rotation



Missing elements



Poor contrast



Changed colours



Altered elements



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Straplines

The supporting text

The Green Deal Code of Practice requires Green Deal Participants

- To make clear the scope of activities for which they are authorised.
- To ensure that the Quality Mark is not used in any way that suggests authorisation for functions or services unrelated to the Green Deal or not covered by their authorisation.

This must be done as illustrated below:



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Notes:

1. Assessors must make it clear whether they are authorised for domestic or non-domestic property assessments, or both.
2. Installers must make it clear which measures they are authorised to install. They may be authorised for one, several or many measures. We illustrate on the right how this should be done for a limited number of measures.

Where installers are authorised for many measures, they may need to find another way to do this – but must show what is included in the scope of their authorisation and do this in a way consumers can easily understand.

3. The mark may be used without the scope/ registration number in certain limited circumstances, for example when a large version (over 20cm) is used on vans, hi vis jackets or posters. Questions about whether the mark can be used in a particular way which does not conform with the requirements of this guidance should be raised with the Green Deal Oversight and Registration Body – see [Contacts](#) (page 9).

Green Deal Participants must also include their registration number to make it easy for people to check credentials through the Oversight and Registration Body and to facilitate identification of the participant in case any problem should arise.

This must be set in the same colour and using the typeface 'Din'. It must be positioned centred under the logo.

Sample applications (1)

Stationery

The Green Deal Code of Practice requires Green Deal Participants to use the Quality Mark on identification documents. As outlined on Page 5, they must also make clear the scope of activities for which they are authorised. Some illustrations of how this would look are shown on the right.

This page shows examples of how our Green Deal 'lock-up'* would be applied to (fictional) partner stationery.

* Quality Mark including supporting text



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*'Insulate Direct' is a fictional company; any resemblance (graphic or otherwise) to an existing company is purely coincidental.

Sample applications (2)

Marketing communication

The Green Deal Code of Practice requires Green Deal Participants to make clear the scope of activities for which they are authorised, [as set out on page 5], and to use the Quality Mark on any marketing material. Some illustrations of how this would look are shown on the right.

This page shows examples of how our Green Deal 'lock-up'* would be applied to a (fictional) partner brochure.

* Logo including supporting text.

Availability of independent, impartial information

The Green Deal Code of Practice requires that information or promotional material supplied by Green Deal Participants about the Green Deal must indicate that independent and impartial advice is available, and include the relevant telephone number and web address to access the advice. The following text therefore must be included within the promotional material.

Independent and impartial advice about the Green Deal can be obtained on 0300 123 1234 or at direct.gov.uk/greendeal.

Where Green Deal Participants are intending materials for use just in Scotland they must indicate that advice is available from the Energy Saving Scotland advice centre network on 0800 512 012 or at www.greenerscotland.org



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Example brochure cover

*'Insulate Direct' is a fictional company; any resemblance (graphic or otherwise) to an existing company is purely coincidental.

Sample applications (3)

Events and other promotional uses

The Green Deal Code of Practice requires Green Deal Participants to make clear the scope of activities for which they are authorised and to use the Quality Mark on identifying documents and any marketing material. Some illustrations of how this would look are shown on this page.

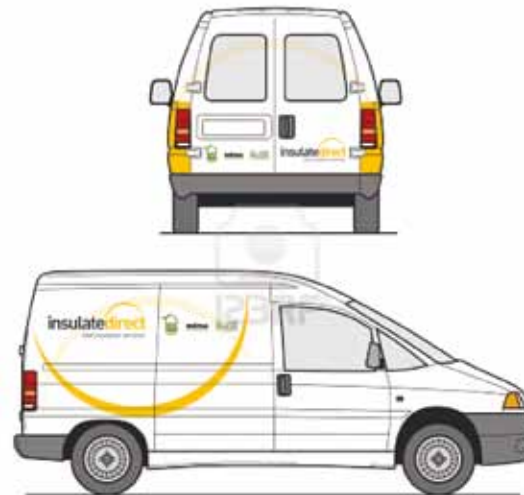


Hi-vis jackets

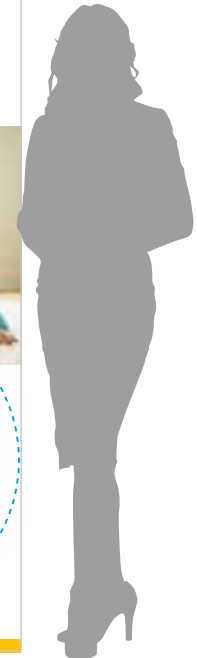
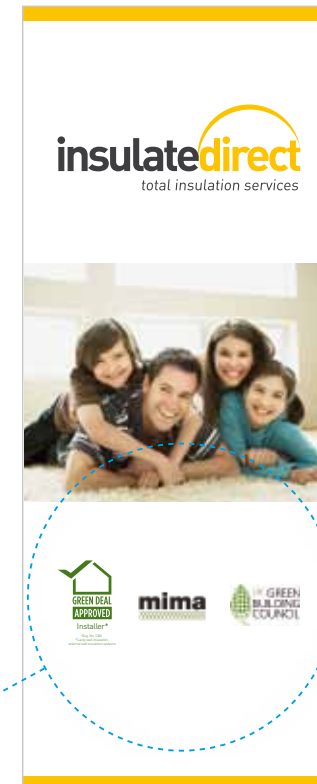


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Branded van



Popup display



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Contacts

How do I get the Quality Mark artwork?

- Green Deal Assessors and Installers should get the Quality Mark artwork from their Certification Body.
- Green Deal Providers and any other parties should contact the Green Deal Oversight and Registration Body;

Email gdhelpdesk@gemserv.com

Telephone 020 7090 1031.



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