

Scorecard Brand Guidelines



The Victorian Residential Efficiency Scorecard (the Scorecard) is a Victorian Government program. This document provides the requirements regarding the use of the Scorecard and Victorian Government logos for the purposes of marketing, advertising or public announcements relating to the program.

Before using these logos, an individual or organisation must have entered into a formal arrangement with the Department of Environment, Land, Water and Planning (the Department). These arrangements may include a contract or completion of an Assessor Agreement or Intermediary Agreement. Outside of these arrangements these logos should not be used.

It is important that the Scorecard and Victorian Government logos are used in a consistent and professional manner. All material using these logos, including print and digital, must be approved by the Department prior to publication.

You will receive two logo options to use in your promotional material

Option 1) You may use the combined Scorecard and Victorian Government logo with the written disclaimer underneath.

Option 2) Alternatively, you may use the combined Scorecard and Victorian Government logo without the written disclaimer underneath, placing the disclaimer text in a visible location nearby. This can be used when the disclaimer text is no longer readable due to the size of the logo.



Private organisations deliver Scorecard assessments and do not represent the Victorian Government. Find out more at www.victorianenergysaver.vic.gov.au



Option 1: Placement

The Scorecard and Victorian Government logos should appear together and be placed in the bottom right corner of a publication. Any other logos or landmarks must sit to the left of these logos and be a similar size to the Scorecard and Victorian Government logos.

Example:

What is the Victorian Residential Efficiency Scorecard?

The Scorecard is an Australian-first home energy rating program. The Scorecard will enable you to obtain a star rating for your home, in the same way as a fridge or washing machine has a star rating. The star rating is a representation of the running cost of the fixed appliances in your home. It will guide you to make home improvements efficiently and cost effectively.

YOUR LOGO HERE



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Clear Space

To maintain the clarity and integrity of all logos, a minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame around the logo.

This is a minimum area surrounding the logo and required explanatory text. The logo must remain free of any conflicting visual elements. Wherever possible, apply additional clear space beyond the minimum requirement.

Minimum Size

Minimum size specifications are provided to ensure logos and explanatory text are reproduced effectively at a small size. Minimum size specifications must be observed in all applications.

Where there is a question of the quality of reproduction, the logos and explanatory text must be used at a size larger than the minimum size.

Print applications should be a minimum of 30mm

Screen applications should be a minimum of 247 pixels



30mm



247 pixels

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Text Alternative

The Victorian Government has a responsibility to provide information and services to all. Websites afford a useful tool for this purpose, and must be made accessible if they are to reach all members of the public. Therefore, we ask you to ensure you use a text alternative (commonly referred to as alt text) which is simply a textual description of non-text content.

In this case, it is the image of the disclaimer text "**Private Organisations deliver Scorecard assessments and do not represent the Victorian Government. For more information please visit www.victorianenergysaver.vic.gov.au**".

Text alternatives are implemented through the HTML or XHTML code of a web page. Specifically, the appropriate text alternative is entered into the 'alt' attribute of the tag relating to the non-text content.

Alternatively, you can provide an image caption (similar to Option Two) stating the disclaimer text close to the image. For more information and instructions on how to action this please visit <http://www.vic.gov.au/digitalstandards/design-build/apply-brand-victoria/alternative-text.html>.

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Option Two

The logo without the disclaimer underneath can be used when the logo needs to be shrunk and the text is no longer legible.

Example:



Placement of Text

The disclaimer text should be added as a sentence below your final paragraph.

Example:

What is the Victorian Residential Efficiency Scorecard?

The Scorecard is an Australian-first home energy rating program. The Scorecard will enable you to obtain a star rating for your home, in the same way as a fridge or washing machine has a star rating. The star rating is a representation of the running cost of the fixed appliances in your home. It will guide you to make home improvements efficiently and cost effectively. Accredited assessors can be engaged to deliver a Scorecard assessments for a fee.

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Your Logo here



In terms of the **clear space** and **minimum size** you will need to follow the same rules as outlined above for Option One.

Variations

We understand that variations in the size and placement of a logo will be necessary in certain circumstances. This could be because a website or brochure template does not allow pictures to be placed anywhere on the page.

If this is the case, you should send your material to us for advice and approval at help.scorecard@delwp.vic.gov.au. We understand that flexibility will be needed in these circumstances.

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Colour

The colours of the Scorecard and Victorian Government logos should not be altered and must appear in the same colour format as they have been provided to you.

If you have any questions, please email help.scorecard@delwp.vic.gov.au

Trademarked

'Victorian Residential Efficiency Scorecard' as well as the Scorecard logo have been trademarked by the Victorian Government. It is not permitted to register or attempt to register, or use as a trademark, business or company name, email address, phone number or domain name, the Scorecard Branding, or any device or word substantially identical with or deceptively similar to any of the Scorecard Branding.

Approval Process

Before developing any branded materials, please review these guidelines in detail and ensure that you have entered into an appropriate arrangement with the Department. You will then receive the logo package to allow you to develop materials.

Materials using the Scorecard or Victorian Government logo along with the provided cover sheet must be sent to help.scorecard@delwp.vic.gov.au for approval before being released to the public. Please allow five business days for approval. If multiple documents are submitted at the same time, approvals may take slightly longer.

