

Pearl Certification Brand Book for Partners

we make *home* value visible™



The Essentials

Headquarters

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888.557.5543

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pearlcertification.com

Billing/Correspondence

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About Us

Pearl Certification is the gold standard in high-performing home certifications, bringing visibility to the valuable features that make them healthy, safe, comfortable, and energy- and water-efficient. Now a Public Benefit Corporation, Pearl is the only national sponsor of the U.S. Department of Energy's Home Performance with ENERGY STAR® program and is a partner with the National Association of REALTORS® Green Resource Council.

Our Vision

Pearl Certification is the global standard for high-performing homes.

Our Mission

Pearl Certification makes our global community a better place by giving homeowners the tools to improve their homes' health, comfort, efficiency, resilience — and value.



Logo Usage

All logos associated with Pearl, our customers, and partners should never be used in “creative” ways. The consistent and repetitive usage of a logo builds brand equity. Using logos in unsanctioned ways projects confusion and creates an inconsistent user experience.

Pearl Certification’s logo may never be used in a manner that would disparage Pearl Certification or any of its certifying partners or Pearl Network members.

UNAUTHORIZED CHANGES

When using the primary logo, never remove or crop out “Certification.”



Never change part or all of the logo to an unauthorized color(s).



When using the logo on a dark background, always use the white version. Never apply a stroke to a logo.



Never change the layout or scale of the logo elements.



Never distort or skew the logo. Always keep the correct ratio. To maintain proper proportions, hold shift while resizing a logo.



Logo Usage

MINIMUM SPACE

The minimum acceptable width is .75 inches for the primary logo and 3 inches for the secondary logo with the tagline. Applications that require a smaller logo should be avoided. When necessary, please review the intended usage with the Marketing Department via marcomms@pearlcertification.com. Always maintain a clear space around the logo equal to the height of the “P” in Pearl.



PARTNER USE

Pearl Certification’s identity is a valuable asset, which must be properly and consistently displayed, as well as protected. Only contracted partners, approved and active Pearl Network professionals, and Pearl Certified homes may use Pearl logos.

PROMOTIONAL USE

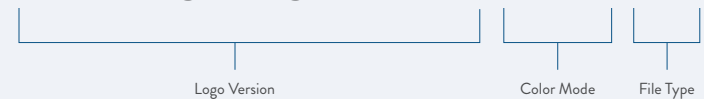
Any major educational or promotional campaigns, trade shows, or events that feature Pearl Certification logos must be pre-approved by the Marketing Department by contacting marcomms@pearlcertification.com.

LOGO FORMATS

Logos are available in different color modes and file types.

Filename Structure

Pearl_Logo_Tagline_Blue_CMYK.eps



CMYK is for print use (flyers, letters, billboards, stickers).

RGB is for screen use (websites, web ads, social media).

JPG is a photo format suitable for print or screens, but images in this format cannot be made with a transparent background.

PNG is a graphic format for use on screens and can only be made in RGB color mode. PNGs can have a transparent background.

EPS is a vector format best suited for the highest-resolution needs but is not compatible with all programs.

Logos

Primary Logo



PRIMARY

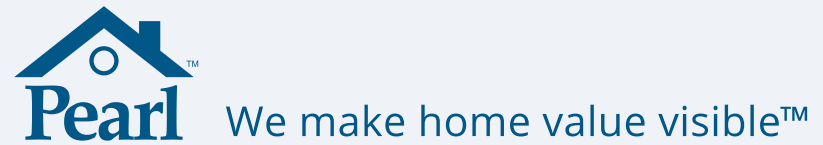


BLACK

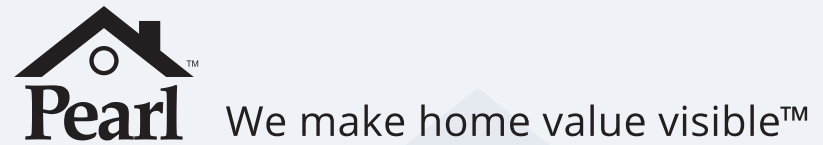


WHITE

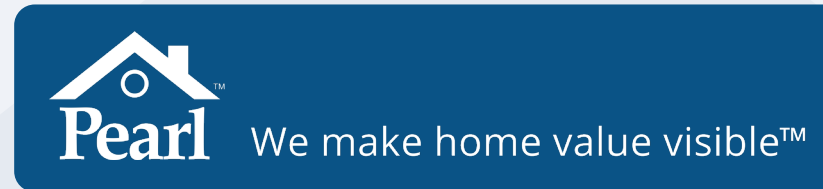
Secondary Logo



LOGO WITH TAGLINE (BLUE)



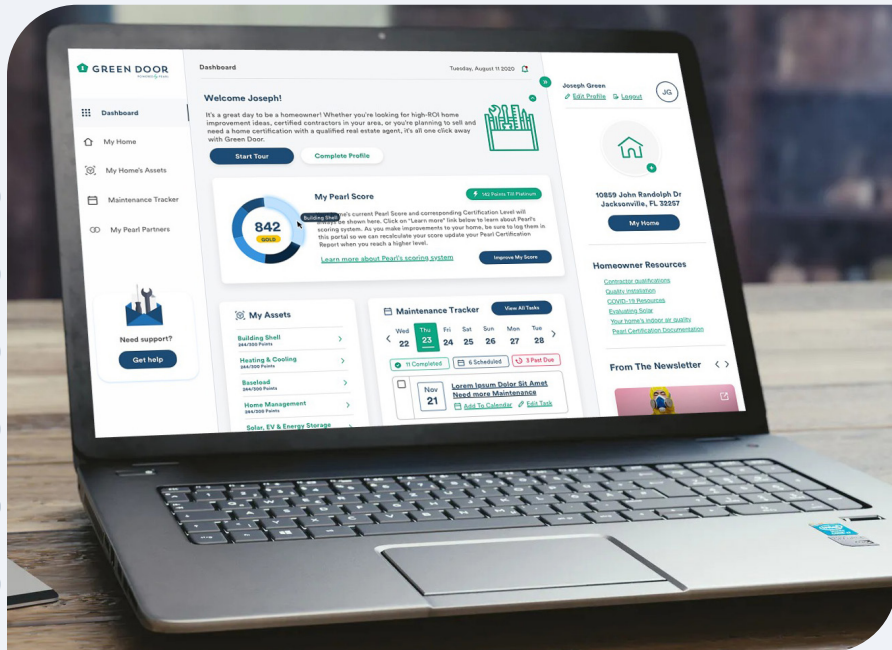
LOGO WITH TAGLINE (BLACK)



LOGO WITH TAGLINE (WHITE)

Green Door

Green Door® is Pearl's virtual home management portal for homeowners. Designed to streamline the homeowner journey, Green Door provides easy access to contractors, builders, and real estate agents in the Pearl Network; options for prioritizing home improvement projects and building custom Pearl Home Investment Plans®; and a platform for certifying assets and earning points toward a Pearl Certification.



Logos

Third-Party Certified Logo

The Third-Party Certified logo signifies the elite workmanship of certified homes, equipment, and the Pearl Network professionals who install them. The Third-Party Certified logo may only be used by Pearl Network members.



PRIMARY



BLACK



WHITE

Real Estate Network Member Logo



MEMBER LOGO

The Real Estate Network member logo represents the elite group of real estate professionals who have completed training on selling and marketing high-performing homes. Members of this group can proudly display the Real Estate Network member logo on their social media, website, and other marketing assets to celebrate their membership.

Electrified Home Badge



ELECTRIFIED
HOME BADGE

Homes that operate solely on electric earn Pearl's Electrified Home badge, signifying to buyers and industry members that the home deserves a premium price tag for placing less stress on the environment, operating more efficiently, providing improved indoor air quality, and maintaining a consistent, comfortable temperature throughout the home.

Solar Badge



SOLAR BADGE

Pearl's Solar Badge is a powerful signal to buyers, lenders, and appraisers that a home is high performing and energy independent. Homes that earn a Solar Badge also receive a Solar Equity Value Report, which demonstrates to appraisers how much value the solar investment has added to the home.

Logos

Proud Partner Logo

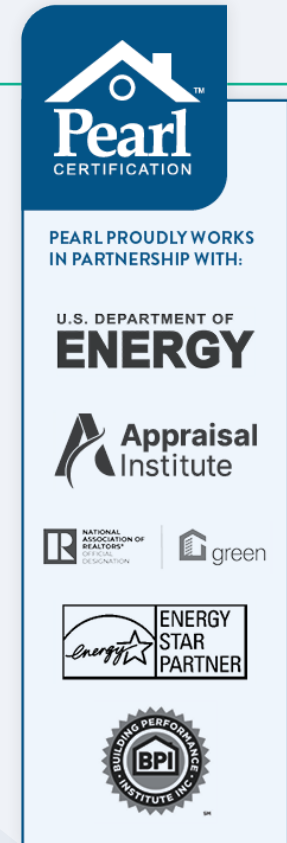
The Proud Partner logo celebrates the affiliations with nationally recognized organizations that industry professionals earn when they join the Pearl Network. Only Pearl Network members may use the Proud Partner logo, and they are responsible for its responsible use, including not altering or distorting the Proud Partner logo in any way.



HORIZONTAL



SQUARE



VERTICAL

Pearl Partner Logo

Only companies and organizations with contracted partnerships with Pearl Certification may use the Pearl Partner logo to identify their elevated relationship with Pearl.



PRIMARY



BLACK



WHITE

Trademarks

Pearl's trademarks should include the superscript "TM" or superscript registered symbol as defined below on first reference only. The trademark and registered symbols need not be included on subsequent references.

PEARL'S TRADEMARKS INCLUDE:

Pearl Certification™
Pearl Home Certification®
We make home value visible™
Home Investment Plan™
Pearl Home Investment Plan®

Pearl Solar Equity Calculator®
Green Door®
Open the Green Door™
Open Green Door™
Your Green Door™



we make *home* value visible™



Colors

PEARL BLUE

#095487

C: 98 | M: 71 | Y: 23 | K: 7

R: 9 | G: 84 | B: 136

Unless a design is cohesive with the brand of a Pearl Partner, an event, or other scenario in which Pearl is collaborating, all designs must adhere to the Pearl Color Palette, without deviation.

Primary Colors

Pearl Certification's primary brand colors include Pearl Blue and Grass Green. Pearl Blue and Grass Green may serve as the primary colors of any design, regardless if the design pertains to a specific audience. The color assigned to real estate is Grass Green.

GRASS AND REAL ESTATE

#04B290

C: 77 | M: 2 | Y: 57 | K: 0

R: 4 | G: 178 | B: 144

Secondary Colors

The following colors may be used as accent colors, such as on subheader text and secondary design elements. Secondary colors can be used as background colors, but they should never be more prominent than Pearl Blue. Each audience has an assigned secondary color. When a design pertains to a specific audience, no secondary color should be more prominent than the secondary color assigned to that audience.

HOMEOWNERS

#EE3B79

C: 0 | M: 91 | Y: 25 | K: 0

R: 238 | G: 59 | B: 121

CONTRACTORS

#F17B22

C: 1 | M: 64 | Y: 100 | K: 0

R: 241 | G: 123 | B: 34

PARTNERS

#9A57A3

C: 44 | M: 78 | Y: 0 | K: 0

R: 154 | G: 87 | B: 163

BUILDERS

#1B98D5

C: 75 | M: 26 | Y: 0 | K: 0

R: 27 | G: 152 | B: 213

Tertiary Colors

Tertiary Colors may be used sparingly to enhance the aesthetics of the design and to provide contrast.

BLACK

#000000

C: 75 | M: 68 | Y: 67 | K: 90

R: 0 | G: 0 | B: 0

WHITE

#FFFFFF

C: 0 | M: 0 | Y: 0 | K: 0

R: 255 | G: 255 | B: 255

LIGHT BLUE

#F0F7F9

C: 4 | M: 1 | Y: 1 | K: 0

R: 240 | G: 247 | B: 253



Typography

HEADLINE FONT

Lato Heavy

Lato Regular

Lato Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

BODY COPY FONT

Brandon Grotesque Bold

Brandon Grotesque Regular

Brandon Grotesque Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

GREEN DOOR FONT

TREND SANS BOLD

AABBCCDDEEFFGGHHIIJJKKLLMMNN

OOPPQRRRSSTTUUVVWWXXYYZZ

LIMITED USE ACCENT FONT

Beyond Infinity






AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz



Social Media

Let's celebrate our partnership and each other's accomplishments by following each other on social media!

Follow Pearl Certification

-  [@Pearl Certification](#)
-  [@PearlCertification](#)
-  [@PearlCert](#)
-  [@Pearl Certification](#)
-  [@PearlCertification](#)

Follow Green Door

-  [@Green Door, Powered by Pearl](#)
-  [@GreenDoorApp](#)

Follow the Pearl Real Estate Network

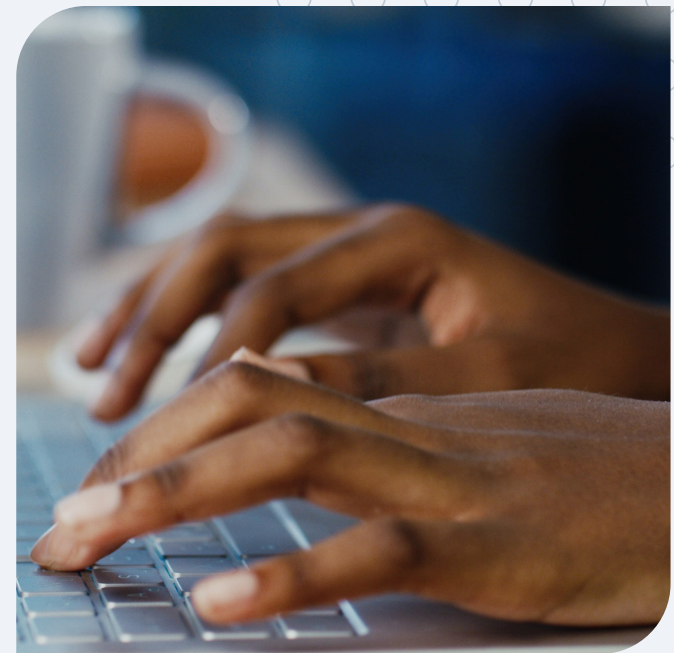
-  [@Pearl Real Estate Network](#)
-  [@PearlRENetwork](#)



- #GreenDoorApp
- #PearlNetwork
- #PearlNetworkBuilder
- #PearlNetworkContractor
- #PearlPartner
- #PearlRealEstateNetwork
- #PearlRENetworkMember

Copywriting

- | | |
|---|-------------------------------------|
| ✓ Pearl Certification | ✗ Pearl Certification™ |
| ✓ Pearl Certification System | ✗ Pearl Certification system |
| ✓ Pearl's certification system | ✗ Pearl's Certification System |
| ✓ Pearl Contractor Network | ✗ Pearl contractor network |
| ✓ Pearl Contractor Network member | ✗ Pearl Contractor Network Member |
| ✓ Pearl certifies the work, not the professional.
Pearl Network Contractors | ✗ Pearl Certified Contractors |
| ✓ Pearl Network member | ✗ Pearl Network Member |
| ✓ The elite Pearl Network | ✗ The Elite Pearl Network |
| ✓ Pearl Certified home | ✗ Pearl Certified Home |
| ✓ The Spark (Pearl's resource portal for real estate professionals) | |
| ✓ Pearl Real Estate Network | ✗ Pearl real estate network |
| ✓ Pearl Real Estate Network members | ✗ Pearl Real Estate Network Members |
| ✓ <u>Pearl Certified homes can sell for 5% more on average when marketed properly</u> | |



Press Releases

All joint press releases should include the respective press contact and the below company description. Press releases require pre-approval by Pearl's Marketing Department by contacting marcomms@pearlcertification.com.

Press Contacts

HOME SERVICES AND NEW BUILD ANNOUNCEMENTS

Kat Cahill
Growth Marketing Director
Home Services and New Build Division
Pearl Certification
410.917.8737
kat.cahill@pearlcertification.com

INDUSTRY PARTNER ANNOUNCEMENTS

Lindsay Bachman
Director of of Channel Marketing
Industry Partnerships Division
Pearl Certification
412.443.2996
lindsay.bachman@pearlcertification.com

PUBLIC-PRIVATE PARTNERSHIPS ANNOUNCEMENTS

Vanessa Poulson
Communications Director
Public-Private Partnerships Division
Pearl Certification
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vanessa.poulson@pearlcertification.com

REAL ESTATE AND HOMEOWNER ANNOUNCEMENTS

Caprice Johnson
Senior Marketing Manager
Real Estate and Homeowners Division
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646.463.2826
caprice.johnson@pearlcertification.com

About Pearl Certification

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