

THE ENERGY STAR IDENTITY

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. These guidelines will help us all understand and properly use the key elements of the ENERGY STAR identity. Consistently presenting the meaning and benefits of ENERGY STAR maintains and builds its value and immeasurably benefits all.

Several refinements have been made to enhance the value of the ENERGY STAR identity. First, the ENERGY STAR marks have been updated to have greater clarity, consistency and consumer recognition. The update includes adding the words "ENERGY STAR" into each mark so that it is closely associated with the ENERGY STAR name. We have also incorporated the power of a strong, clear color, one of the most important elements of an identity if used consistently and frequently. Blue has been chosen as the primary color for the marks because it represents many positive attributes for ENERGY STAR including clarity, air, sky, and the environment. ENERGY STAR Blue (100% Cyan) is the preferred color for the use of the marks.

The refined ENERGY STAR marks:

- work better across a range of sizes and backgrounds, and particularly well in retail settings;
- maintain a strong environmental feel with ENERGY STAR Blue;
- read as ENERGY STAR due to the words underneath;
- reproduce easily due to a one color rendering (100% Cyan) in most applications.

In addition, EPA recommends that strong messaging about the power of the individual to protect the environment as well as clear statements about the government as the authority behind ENERGY STAR be incorporated into outreach materials, as appropriate, to more fully communicate the ENERGY STAR identity.

TIMING

The updated ENERGY STAR marks will appear in the marketplace beginning in early 2003. EPA encourages use of the new marks as soon as possible. We understand that partners will need sufficient time to use up existing stocks of materials to smoothly transition to the use of the new marks.



THESE GUIDELINES

The rest of these guidelines outline how to use the ENERGY STAR marks across a wide range of activities and applications. General guidelines are provided first, followed by more specific guidelines for each category of mark. In addition, these guidelines

provide recommendations for what words to use when writing or talking about the ENERGY STAR program (see pages 10.0-10.2), including how to reference the government source of authority.

USING THE ENERGY STAR MARKS

GENERAL GUIDELINES

The ENERGY STAR Program is a partnership between businesses and organizations and the Federal government. As part of this partnership, businesses and organizations can use the ENERGY STAR name and marks, registered marks owned by the U.S. government, as part of their energy efficiency and environmental activities.

The ENERGY STAR marks, each designed for specific purposes, are shown on the following pages and fall under the following four categories:

1. Promotional Mark;
2. Certification Mark;
3. Linkage Phrase Mark (2 options);
4. Partnership Mark.

Organizations must enter into an agreement with the government to use the marks as provided in this document. Allowing alterations to these marks would confuse businesses and consumers about the source of the ENERGY STAR program and reduce its value for all.¹

¹ Government documents may use slight variations of the ENERGY STAR marks where it is important to the communication goal of the material and where there would be no confusion about the source of authority.

Organizations using these marks must abide by the following general guidelines:

1. The ENERGY STAR name and marks may never be used in any manner that would imply EPA or DOE endorsement of a company, its products, or its services. Neither the marks nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name or Web site title.
2. The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
3. The marks may never be used in a manner that would disparage ENERGY STAR, EPA, DOE, or any other government body.
4. The marks may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
5. Partners and other authorized organizations are responsible for their own use of the ENERGY STAR marks, as well as use by their representatives, such as ad agencies and implementation contractors.

USING THE ENERGY STAR MARKS

GENERAL GUIDELINES

6. The ENERGY STAR name should always appear in capital letters.

7. The registration symbol ® must be used with the first time the words “ENERGY STAR” appear in material and:

- The ® symbol should always be in superscript;
- There shall be no space between the words “ENERGY STAR” and the ® symbol;
- The ® symbol shall be repeated in a document for each chapter title or Web page.

ENERGY STAR REVIEW POLICY

- Advertisements where the certification mark is placed next to qualified products do not need to be approved.
- EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR name or mark prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to your Account Manager or primary program contact.

MARK VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name and marks. The following explains the general course of action for addressing mark violations:

1. Anyone who misuses the marks will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) per EPA’s discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a stakeholder’s participation in ENERGY STAR and/or legal action.

QUESTIONS ABOUT USING THE MARKS

If you have questions regarding the use of the marks, please call your Account Manager or primary program contact, or the ENERGY STAR Hotline at:

1-888-STAR-YES
(1-888-782-7937)

THE ENERGY STAR MARKS

Promotional Mark

Use the Promotional Mark on any materials that feature ENERGY STAR such as brochures, media kits and flyers. It is to be used in public education campaigns on the benefits of ENERGY STAR.

Certification Mark

Use the Certification Mark as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.

See special applications:

- Insulation (pages 9.2-9.3);
- HVAC (pages 6.6-6.7).

Linkage Phrase Mark

Use the Linkage Phrase Mark in marketing materials, such as ads and circulars, to show that a company sells either ENERGY STAR qualified products or services that can deliver ENERGY STAR performance levels.

Partnership Marks

Use the Partnership Mark to promote an organization's commitment to and partnership in the ENERGY STAR Program.

Preferred



Optional



Preferred



Optional



Preferred



Optional



USING THE ENERGY STAR CERTIFICATION MARK

Use the Certification Mark as a label on products, homes and buildings that meet or exceed ENERGY STAR performance guidelines.

Examples of common uses of the Certification Mark are provided on the following pages. They illustrate our recommendations (see pages 6.0-6.3) on how to get the greatest value of the Certification Mark.

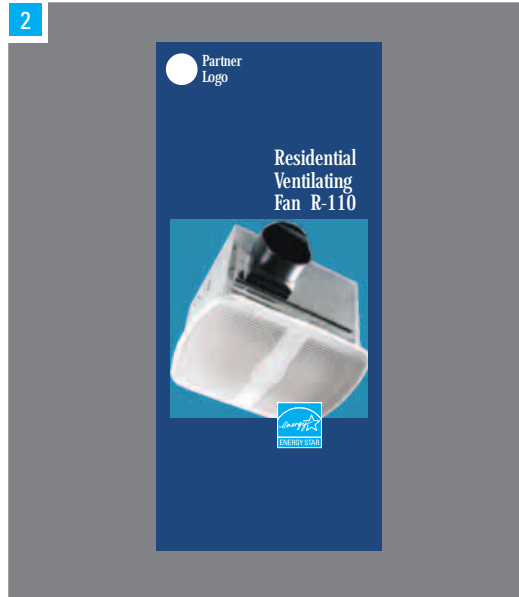
Uses of the Certification Mark include:

- On a qualifying product; **1**
- In product literature for a qualifying product; **2**
- On the Web to identify a qualifying product; **3**
- In advertisements where it is used near to or on a qualifying product; **4**
- On a qualifying new home; **5**
- On Point of Purchase materials; **6**
- One qualifying product packaging; **7**
- On a qualifying building. **8**

3



4



6.0

6.1



A promotional graphic tilted at an angle. At the top right, it says 'Partner Logo' next to a white circle. The main text reads 'Save energy, Save money, Save the environment!' in a large, bold font. Below this, it says 'Cash-Back Rewards on ENERGY STAR® qualified:'. An image of a white room air conditioner is shown with a small Energy Star logo on its top left corner. Below the air conditioner, it says 'Room air conditioners – up to \$40'. At the bottom, in a large, bold font, it says 'Make a cool change to ENERGY STAR'.



USING THE ENERGY STAR CERTIFICATION MARK

ONE VERSION 1

Use only one version of the Certification Mark. We created this Certification Mark to maximize the footprint of the mark and for contrast and legibility. The mark includes an ENERGY STAR Symbol block and an attached messaging block. In the case of the Certification Mark the messaging is the ENERGY STAR name itself to reinforce the legibility of the symbol. The two blocks are separated by a white rule equal in thickness to the arc within the symbol. The mark also has a white keyline around it that is also equal in thickness to the arc within the symbol.

CLEAR SPACE 2

We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. We require this clear space since the Certification Mark frequently appears on materials using complex imagery such as other marks, graphic devices and text.

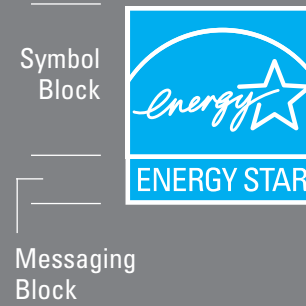
MINIMUM SIZE 3

The solid color with white graphics and keyline assure a high level of protection for the mark itself. The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the mark not be reproduced smaller in width than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web.

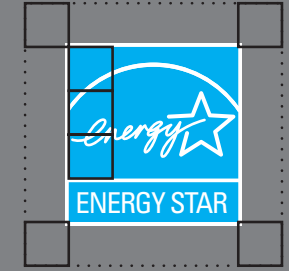
PREFERRED COLOR 4

The preferred color for the Certification Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The preferred application of the Certification Mark is ENERGY STAR Blue, as shown in these examples. It demonstrates how clear, strong and easy-to-remember simple geometry combined with a strong color can be. The Web color equivalent of ENERGY STAR Blue is hex color #0099ff. If multicolor printing is available for advertising, product literature, or point of purchase materials the Certification Mark should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available then the black can be substituted.

1



2



3

Minimum size for print applications is 3/8 inch wide



4

The minimum size for Web applications is that the legibility of the lettering inside the messaging block must be maintained



5



The Certification Mark appearing in ENERGY STAR Blue on any background color or photographic image



The Certification Mark appearing in black on any background color or photographic image



The Certification Mark appearing in white (reversed out of any background color or photo image)



The Certification Mark appearing in white (reversed out of any background color or photo image)

USING THE ENERGY STAR CERTIFICATION MARK SPECIAL CONDITIONS

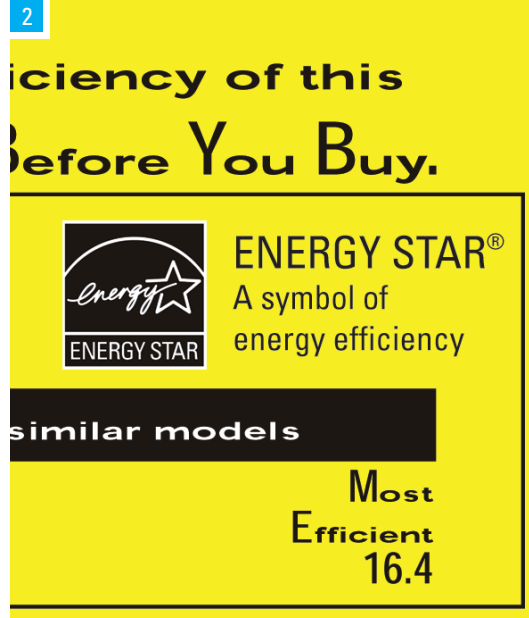
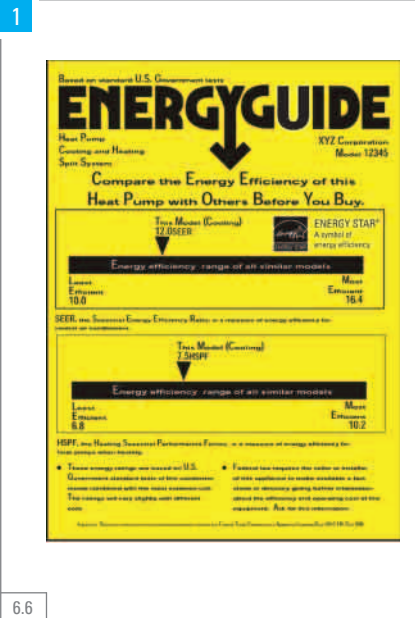
ENERGY GUIDE LABEL 1 2

The Certification Mark has been approved by the Federal Trade Commission to appear on the Energy Guide label (required by the Department of Energy on all appliances and HVAC equipment). Given the format of the ENERGY STAR label, the Certification Mark appearing in black should be used.

HVAC EQUIPMENT 3

When using the ENERGY STAR Certification mark on or near a qualifying heat pump or central air conditioner, the following disclaimer 4 must appear: "This product meets ENERGY STAR requirements when appropriate coil components are used. Ask your contractor for details."

The illustrations on this page are additional examples of applying the Certification Mark and applying the disclaimer language.



4 This product meets ENERGY STAR requirements when appropriate coil components are used. Ask your contractor for details.

USING THE ENERGY STAR MARKS

INCORRECT USE OF THE CERTIFICATION MARK

Please:

- Do not use the Certification Mark on non-qualifying product, homes, or buildings.
- Do not alter the Certification Mark by using the ENERGY STAR symbol without the messaging block containing the name "ENERGY STAR."

When reproducing the marks please:

1. Do not make the mark an outline. Do not use a white mark on a white background.
2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.

8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.
17. Do not use only the symbol block. The messaging block must appear as well.
18. Do not delete the symbol block from the mark.



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15

do not let text run into mark do not let text run into mark do not let text run into mark do not let text run into mark



17



18

WRITING AND TALKING ABOUT ENERGY STAR

To maintain and build the value of ENERGY STAR, EPA recommends terminology to use when writing and talking about elements of the program.

CORRECT

INCORRECT

EARNING THE ENERGY STAR

ENERGY STAR qualified TV (or VCR, building, etc.)

ENERGY STAR compliant TV
ENERGY STAR certified TV
ENERGY STAR rated TV

TV (or VCR, home, building, etc.) that has earned the ENERGY STAR

Products/homes/buildings that have earned the ENERGY STAR

ENERGY STAR Building(s) label
ENERGY STAR product (e.g., TV)
ENERGY STAR products (referring to the suite of Products)

Facility/Building/School has been awarded the ENERGY STAR

ENERGY STAR equipment
Endorsed by EPA/DOE
Meeting ENERGY STAR standards
ENERGY STAR rated building
ENERGY STAR Building(s) "standard"

WRITING AND TALKING ABOUT ENERGY STAR

CORRECT

INCORRECT

GOVERNMENT SOURCE OF AUTHORITY

Products/Homes/Buildings that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy

ENERGY STAR and the ENERGY STAR mark are registered U.S. marks

ENERGY STAR is a registered mark owned by the U.S. government

PERFORMANCE GUIDELINES

ENERGY STAR guidelines

ENERGY STAR Standards*

ENERGY STAR specifications

EPA/DOE-approved

ENERGY STAR performance levels

EPA/DOE-endorsed

Voluntary programs

Received an endorsement by EPA/DOE

A building manager can "measure," "rate," or "benchmark" a facility's energy use by using the EPA's National Building Performance Rating System

Facility/Building/School has "won" the ENERGY STAR label

* Note: When talking about Federal Energy Efficiency Standards, the use of "standards" is correct.

WRITING AND TALKING ABOUT ENERGY STAR

CORRECT

INCORRECT

PARTNERS

An ENERGY STAR partner

Company X, an ENERGY STAR Partner

A company participating in ENERGY STAR

A company promoting ENERGY STAR

ENERGY STAR Working with Key Sectors

ENERGY STAR: [+ a tailored marketing message], e.g., ENERGY STAR: make your commercial real estate business more profitable

ENERGY STAR for Small Business

ENERGY STAR for Schools

ENERGY STAR financing

ENERGY STAR loans

ENERGY STAR mortgages

ENERGY STAR qualified exit signs

An ENERGY STAR company

Company X, a company endorsed by EPA

An EPA/DOE approved seller of ENERGY STAR equipment

Endorsed by DOE/Endorsed by EPA

ENERGY STAR Commercial Real Estate Program

ENERGY STAR Small Business Program

ENERGY STAR Schools Program

ENERGY STAR Finance Program

ENERGY STAR Exit Sign Program