

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 PROMOTIONAL MARK

Use the ENERGY STAR Promotional Mark on materials designed to convey the benefits of ENERGY STAR qualified products, homes, and buildings. It may be used on any promotional materials that feature ENERGY STAR, like point-of-purchase displays, advertisements, T-shirts and hats. This mark is available to organizations running public education campaigns on the benefits of ENERGY STAR, in particular:

- Any organization that has signed a Partnership Agreement or Partnership Letter with ENERGY STAR and wishes to promote the benefits of ENERGY STAR;
- Non-governmental organizations (NGOs) and trade associations seeking to promote the benefits of ENERGY STAR.

The Promotional Mark includes the call to action, “Change For The Better With ENERGY STAR” This call to action follows in the footsteps of more than two years worth of work with our partners on the CHANGE Campaign initiative.

Examples of common uses of the Promotional Mark are provided in the following pages. They illustrate our recommendations (see pages 5.1-5.15) for getting the greatest value from the use of the Promotional Mark. We devote a special section to depicting recommendations for promotional and educational campaign materials, since they frequently allow for the integration of many elements of the ENERGY STAR identity (see pages 5.8-5.15).

Uses of the Promotional Mark include:

- T-shirts, hats, etc;
- Point of Purchase materials;
- Product advertising when one does not want to highlight the particular products that have qualified for the ENERGY STAR (when the Certification Mark would be appropriate);
- Web sites;
- New Home promotional materials;
- Promotional and Educational Campaign materials.





3



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5.2

In examples 6 7 the Partner Promotional materials illustrate the use of the Promotional Mark on the inside of a brochure where there is only product marketing copy. When additional product specification copy is used the addition of a building block containing the copy

“Products 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” is suggested.



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5.3

USING THE ENERGY STAR PROMOTIONAL MARK

HORIZONTAL AND VERTICAL VERSIONS ¹

We created two versions of the Promotional Mark, each including the ENERGY STAR symbol block and an attached messaging block ². The messaging block devotes significant space to the call to action, “Change for the Better with ENERGY STAR” which is important to building a stronger emotional appeal for 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 ¹

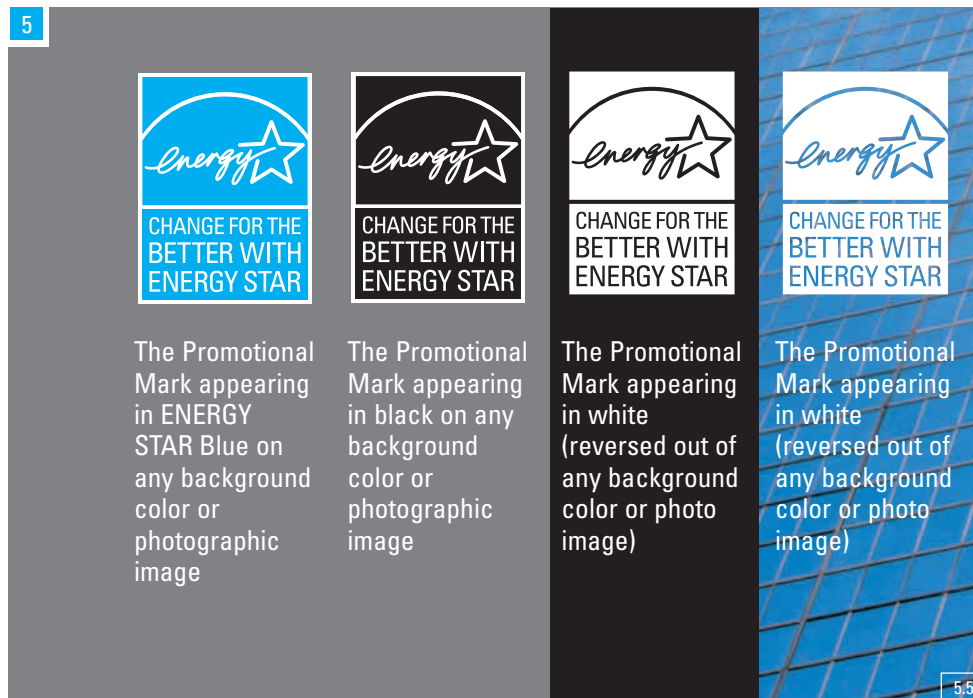
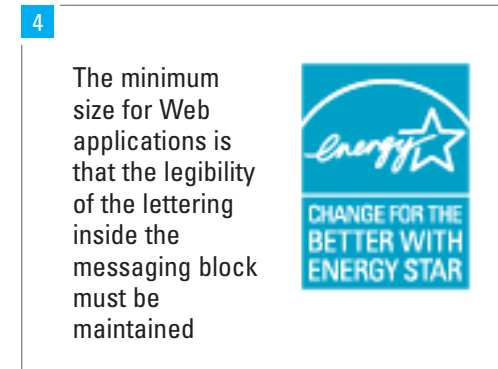
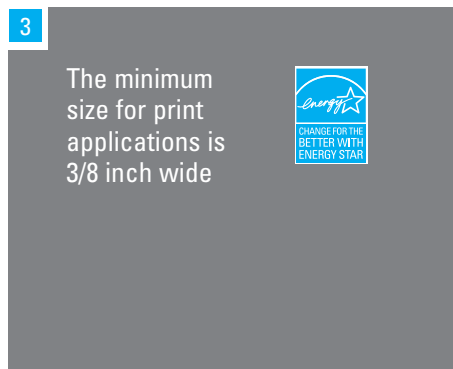
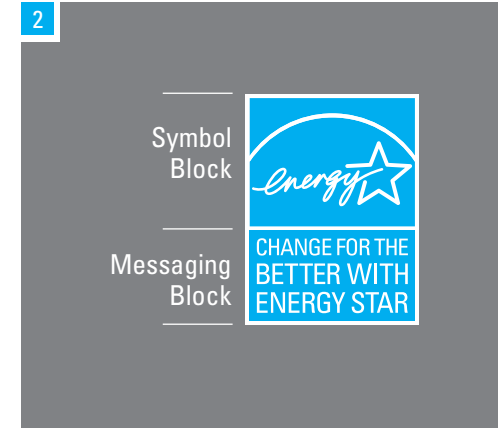
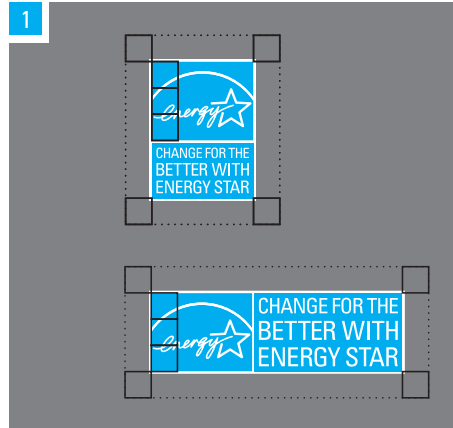
We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. We require this clear space since the Promotional Mark frequently appears within materials using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

MINIMUM SIZE ^{3 4}

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 in print, we recommend that the symbol block within 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 ⁵

The preferred color for the Promotional Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The preferred application of the Promotional 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, etc. the Promotional Mark should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available then black can be substituted.



USING THE ENERGY STAR PROMOTIONAL MARK IN PROMOTIONAL AND EDUCATIONAL CAMPAIGNS

When designing materials for use in promotional and educational campaigns, there is frequently more space available than is required by the Promotional Mark alone to convey the benefits of ENERGY STAR to business and consumers. This section outlines the messages that EPA believes are important to emphasize, as space allows. It also details the overall framework for incorporating these messages and demonstrates the direction EPA and DOE are taking as we develop template materials for such activities.

MESSAGES

EPA and DOE have had much success over the last two years incorporating a strong environmental message around the direct, rational benefits that ENERGY STAR offers, like energy savings, quality and comfort. EPA and DOE intend to continue to develop outreach materials that convey this full range of benefits.

The government will be incorporating three broad messages into our materials and are recommending that ENERGY STAR partners do the same, to the extent possible. The three broad messages are:

1. The power of the individual in making a difference;
2. The environmental choice provides energy savings without compromising quality or comfort;
3. ENERGY STAR is a government-backed symbol providing valuable, unbiased information to business and consumers.

1. THE POWER OF THE INDIVIDUAL IN MAKING A DIFFERENCE

2. THE ENVIRONMENTAL CHOICE PROVIDES ENERGY SAVINGS WITHOUT COMPROMISING QUALITY OR COMFORT

3. ENERGY STAR IS A GOVERNMENT-BACKED SYMBOL PROVIDING VALUABLE, UNBIASED INFORMATION TO BUSINESS AND CONSUMERS

BUILDING BLOCKS

We use a powerful Building Block approach to convey the beneficial and motivational messages associated with ENERGY STAR. This approach offers a number of elements that can be combined and used across various applications for an effective outreach campaign. The elements include:

- Related Imagery; **1**
- Messaging block **2** on the emotional motivation and the power of the individual;
- Messaging block **3** on the government source of authority;
- ENERGY STAR Promotional Mark. **4**

Important messages, such as the source of authority for ENERGY STAR and strong environmental messages, can be linked to the ENERGY STAR symbol through the use of the Building Blocks and the color blue. Together they provide a much clearer statement of the ENERGY STAR platform that the partner is leveraging and bringing to its customers.

The rational benefits can be explained in the message block **5** written by the partner, providing the partner with a lot of flexibility in space and copy.


EPA has recommended imagery for these promotional efforts chosen with the intent of enhancing this emotional connection even further (see pages 5.16-5.19).

Some builders in Las Vegas have a much better picture of the neighborhood they're creating. To learn more about them, visit www.NevadaEnergyStar.com.

1

2 EVERY ENERGY STAR HOME KEEPS 4,500 POUNDS OF GREENHOUSE GASES OUT OF OUR AIR EACH YEAR

3 ENERGY STAR qualified homes not only help protect the environment, they can also provide lower utility bills, increased comfort, and increased durability. A home that has earned the ENERGY STAR meets EPA's strict requirements for energy efficiency. This exemplary performance is verified by an independent third party. www.energystar.gov

4  CHANGE FOR THE BETTER WITH ENERGY STAR

5

BUILDING BLOCKS

The Building Blocks are created for use in partner communications and allow for flexibility in content and configuration. Some examples of this flexibility are using the:

- Promotional Mark by itself; **1** **2** **7**
- Promotional Mark with the source of authority messaging block; **3** **8**
- Promotional Mark with the source of authority, the emotional motivation (optional) and the power of the individual messaging block in a horizontal or vertical configuration; **4** **5** **9** **10** **11**
- Promotional Mark with the source of authority, the emotional motivation and the power of the individual messaging block in a stand alone application. **6**

In addition, all configurations of the Building Blocks can be used in both 4-color printing and **6** **11** black and white communications.

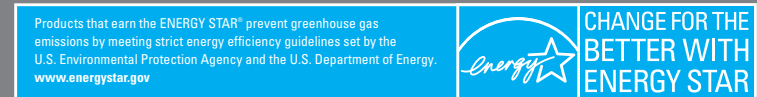
The Building Blocks appear in ENERGY STAR Blue in full-color printing and black in one-color printing. A thick white border equal to at least 3 times the thickness of the rule within the building blocks is recommended around the entire application layout that utilizes the Building Blocks as shown in these examples.



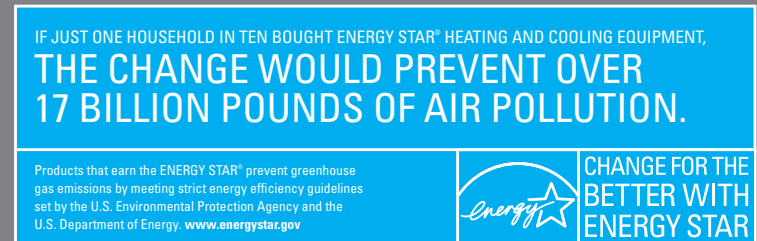
1



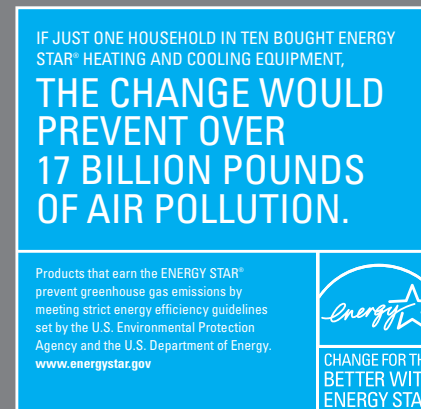
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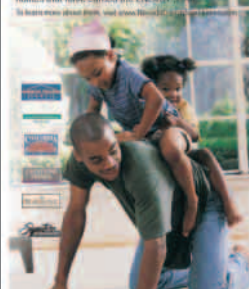


6

EXAMPLES OF CAMPAIGNS

The examples to the right show an existing campaign that utilizes the Building Blocks. Please note that any information or messaging outside of the Building Blocks, whether it be partner or otherwise, can be set in any typeface.


This select group of builders in Las Vegas has the homes that have earned the ENERGY STAR. To learn more about them, visit www.NevadaEnergyStarHomes.com.



YOUR NEXT NEW HOME CAN BE A CHANGE FOR THE BETTER.

ENERGY STAR qualified homes not only help protect the environment, they can also provide lower utility bills, increased comfort, and greater durability.

A new home that has earned the ENERGY STAR meets EPA's strict guidelines for energy efficiency. This exemplary performance is verified by an independent third party. www.energystar.gov



ASK ABOUT ENERGY STAR

Some builders in Las Vegas have a much bigger picture of the neighborhood they're creating. To learn more about them, visit www.NevadaEnergyStarHomes.com.



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CHANGE FOR THE BETTER WITH ENERGY STAR

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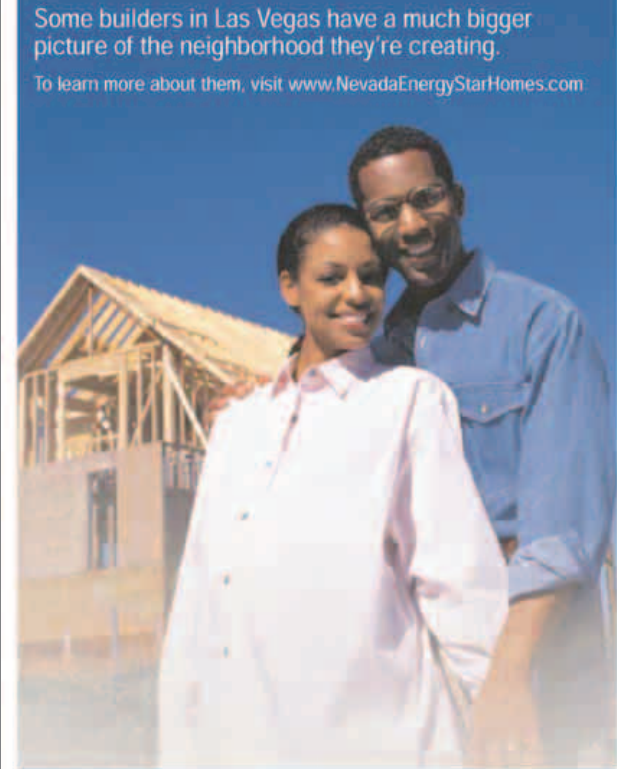
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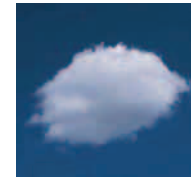
CHANGE FOR THE BETTER WITH ENERGY STAR

IMAGERY SUGGESTIONS

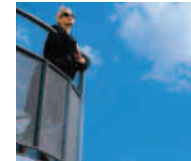
Imagery is a small but very important part of the ENERGY STAR identity. Since imagery will be selected by many different sources, we have defined specific attributes that can be used as a guide for imagery selection. In addition, images will often be used in many applications that will limit any selection to royalty-free imagery only. Imagery should be chosen that is suggestive of our goals—protecting our environment for future generations and collective participation by consumers and partners. Choose imagery that:

- has the suggestion or actual presence of sky including the presence of sky through a window if it is an interior shot;
- has the participation of an individual or individuals. Family situations are preferred;
- conveys activity rather than passivity;
- suggests positiveness;
- shows simplicity rather than complexity.

Blue Sky, Clouds, Atmosphere



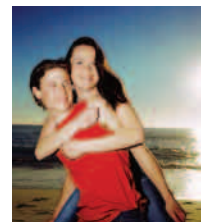
People 1



People 2



People 3

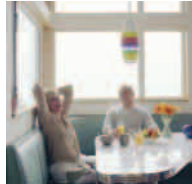


IMAGERY SUGGESTIONS

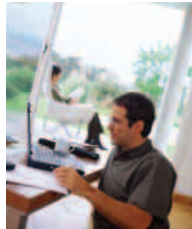
Heating and Cooling Products



Lighting Products



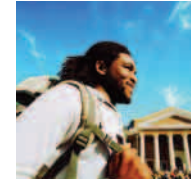
Consumer Electronics



Appliances



Education



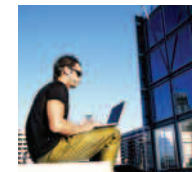
Home Sealing



New Homes Construction



Commercial and Industrial



Office Products



USING THE ENERGY STAR MARKS

INCORRECT USE OF THE PROMOTIONAL MARK

Please:

- Do not use on any product, home, or building to signify qualification with ENERGY STAR.
- Do not use to imply that any product, service, or organization has met ENERGY STAR performance criteria.
- Do not use on letterhead, business cards, and other stationery.
- Do not use to denote ENERGY STAR partnership or endorsement.
- Do not use to imply that the government is funding ENERGY STAR financing and mortgages.
- Do not use in advertisements featuring non-qualified products, homes, or buildings.
- Do not include on promotional materials on or adjacent to a non-qualified product, home, or building.
- Do not use the ENERGY STAR symbol without the ENERGY STAR messaging block.

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.

When reproducing the marks please:

1. Do not make the mark an outline. Do not use a white mark on a white background.



1



2



3



4



5



6



7



8



9



10



11



12



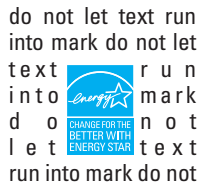
13



14



15



16

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

An ENERGY STAR company

Company X, an ENERGY STAR Partner

Company X, a company endorsed by EPA

A company participating in ENERGY STAR

An EPA/DOE approved seller of ENERGY STAR equipment

A company promoting ENERGY STAR

Endorsed by DOE/Endorsed by EPA

ENERGY STAR Working with Key Sectors

ENERGY STAR Commercial Real Estate Program

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 Small Business Program

ENERGY STAR for Schools

ENERGY STAR Schools Program

ENERGY STAR financing

ENERGY STAR Finance Program

ENERGY STAR loans

ENERGY STAR mortgages

ENERGY STAR qualified exit signs

ENERGY STAR Exit Sign Program