

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 PARTNERSHIP MARK

ENERGY STAR is united with its partners, manufacturers, retailers and builders, in the pursuit of a common goal—to protect our environment for future generations. More than 7,000 business and organizations have become partners. The Partnership Mark offers them an easy way to communicate their commitment to energy efficiency and the environment through ENERGY STAR. Any organization that has signed a Partnership Agreement or Partnership Letter with ENERGY STAR can use this mark to communicate their commitment.

Common uses of the Partnership Mark to feature the organization's partnership with EPA or DOE include:

- Stationery;
- Web sites; ¹
- Annual reports. ²

Examples of these applications are provided on these pages and illustrate the recommendations for getting the greatest value from the use of the Partnership Mark.

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8.0

8.1

USING THE ENERGY STAR PARTNERSHIP MARK

TWO VERSIONS ¹

We have created two versions of the Partnership Mark, each including the ENERGY STAR symbol block and an attached messaging block. The messaging block contains the affiliation words “ENERGY STAR Partner.” 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

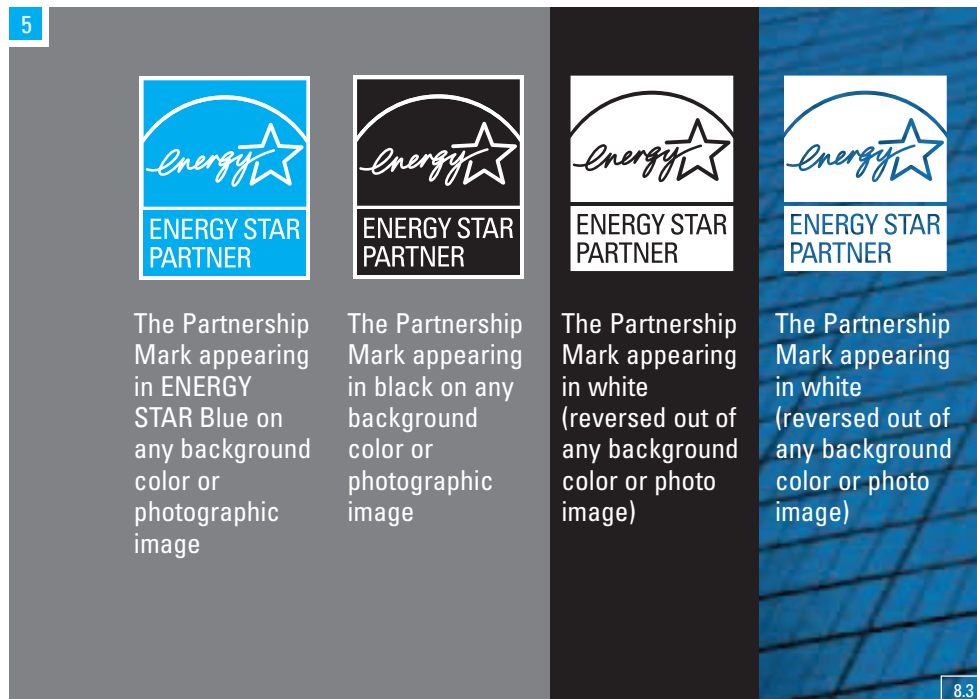
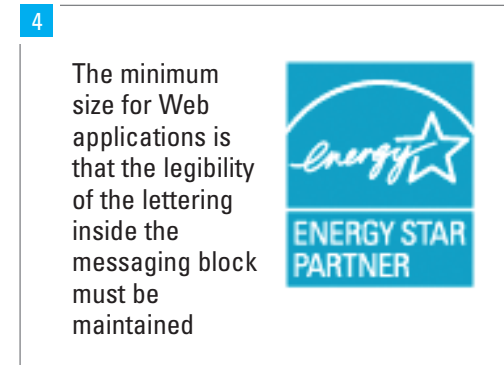
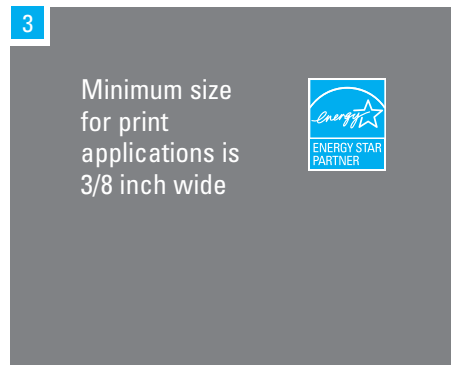
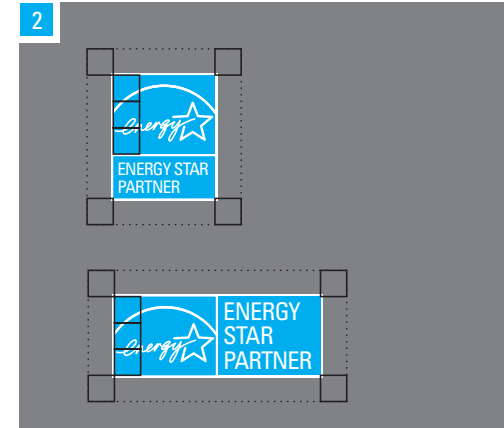
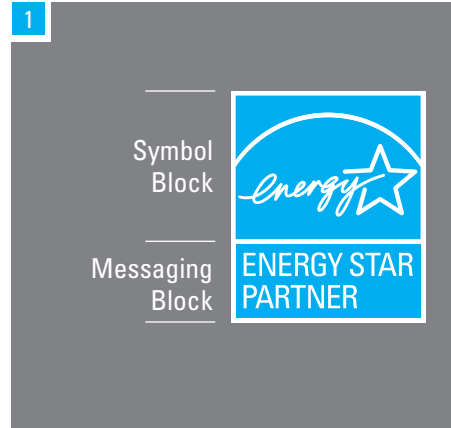
We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area.

MINIMUM SIZE ³

The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the graphic box within the mark not be reproduced smaller in height than .375 inch (3/8”) for print. Lettering legibility inside the mark must be maintained on the Web. ⁴

PREFERRED COLOR ⁵

The preferred color for the Partnership Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The Web color equivalent of ENERGY STAR Blue is hex color #0099FF.



INCORRECT USE OF THE ENERGY STAR PARTNERSHIP MARK

Please:

- Do not use the Partnership Mark to denote or imply EPA or DOE endorsement of an organization and its products or services.
- Do not use the ENERGY STAR symbol without the messaging block (containing the words "ENERGY STAR Partner").

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.



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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

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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