

SPECIAL APPLICATIONS

ENERGY STAR HOME SEALING

MARKETING GRAPHIC

In addition to the ENERGY STAR marks, EPA has developed two graphics that may be used by interested parties to educate consumers about particular ways to improve the efficiency of their homes.

THE ENERGY STAR HOME SEALING MARKETING GRAPHIC

Use the ENERGY STAR Home Sealing Marketing Graphic to promote a set of products that, when used together, serve to seal a home's envelope and reduce energy use. The graphic may be used in marketing and advertising materials to educate consumers or to show that a company carries either products or services that clearly contribute to the improvement of the home envelope as recommended by EPA's ENERGY STAR Program. It must be placed in a general location that is not product-specific. It may not appear on products or product labels.

Any party may use this graphic once it enters into an agreement with EPA to abide by the terms of these Guidelines. A party is not

required to sign a Partnership Agreement or Partnership Letter.

We have created a horizontal and a vertical version of the Home Sealing Marketing Graphic ¹ ² to give organizations flexibility in use. The preferred color for the Home Sealing Marketing Graphic is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The reversed out white version may only be used on top of a dark background.

EPA must approve use of the Home Sealing Marketing Graphic as well as program facts that feature the ENERGY STAR name prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within five (5) business days of receipt of the materials. Materials should be submitted to your primary program contact.

1



ENERGY STAR
HOME SEALING

EPA recommends sealing air leaks and adding insulation to make your home more comfortable, reduce energy bills, and help our environment.

2



ENERGY STAR
HOME SEALING

EPA recommends sealing air leaks and adding insulation to make your home more comfortable, reduce energy bills, and help our environment.

3



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ENERGY STAR INSULATION PRODUCTS GRAPHIC

Use the ENERGY STAR Insulation Products Graphic to identify insulation products which qualify for ENERGY STAR. Only insulation manufacturers who have signed a Partnership Agreement may use the graphic.

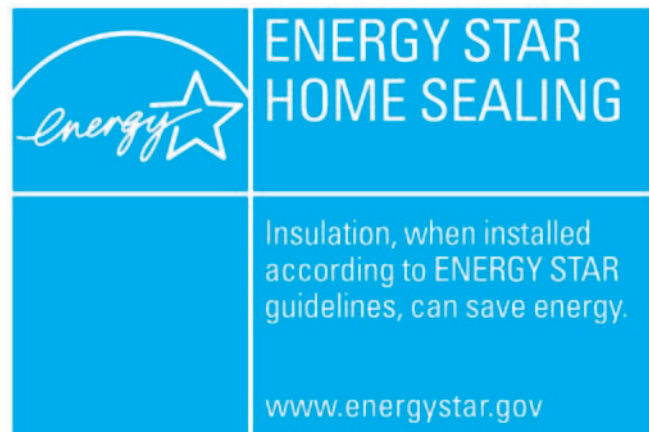
The Insulation Products Graphic must appear directly on qualified insulation products or, where appropriate, **3** on product labels or packaging that is attached to or contains the actual insulation product. The insulation products graphic should never appear in advertisements or other promotional materials, print or electronic.

We have created a horizontal and a vertical version of the Insulation Products Graphic **1** **2** to give organizations flexibility in use. The preferred color for the Home

Sealing Graphic is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The reversed out white version may only be used on top of a dark background.

EPA must approve use of the Insulation Product Graphic as well as program facts that feature the ENERGY STAR name prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within five (5) business days of receipt of the materials. Materials should be submitted to your primary program contact.

1



2



3

