

SPECIAL APPLICATIONS: EXTERNAL POWER SUPPLIES GRAPHIC

The ENERGY STAR external power supplies graphic is designed to promote a set of end-use products that utilize an ENERGY STAR qualified external power supply (EPS), e.g., digital cameras, cell phones, and a wide range of other products. Only end-use product manufacturers who have signed a Partnership Agreement may use the EPS graphic. Certain additional requirements apply for end-use products already covered by an ENERGY STAR specification, e.g., laptops or printers; see "Using the EPS graphic with an ENERGY STAR qualified product" below.

Partners may use this graphic in association with their eligible end-use products as follows:

- On the manufacturer's Internet site where information about end-use products with ENERGY STAR qualified EPSs is displayed;
- On the external product packaging (e.g., box); **4 5**
- On an insert within the box/packaging;
- On a cord tag that is fastened to the EPS cord;
- In product literature; and
- In product advertising/promotional materials.

This ENERGY STAR graphic may not appear directly on end-use products or EPSs. However, it may be displayed on a cord tag that is fastened to an EPS cord (see previous section).

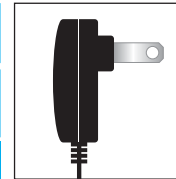
HORIZONTAL AND VERTICAL VERSIONS **1 2**

There are two versions of the graphic—horizontal and vertical. Both include an ENERGY STAR Symbol block, an EPS illustration block, and a messaging block. The messaging block clearly explains that the EPS, and not the end-use product, meets ENERGY STAR performance guidelines.

CLEAR SPACE **3**

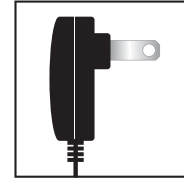
We require that a clear space of 0.333 (1/3) of the height of the graphic box within the label should surround the label at all times. No other graphic elements, such as text and images, can appear in this area. We require this clear space since the EPS graphic frequently appears within materials using complex imagery such as other marks, graphic devices, and text.

1



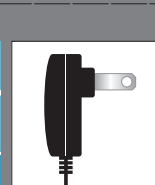
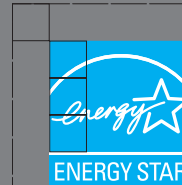
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2



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3



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4

5

MINIMUM SIZE 6

The graphic may be resized, but the proportions must be maintained. For legibility, we recommend that the graphic not be reproduced smaller in width than 0.375 inch (3/8") for print. Lettering legibility inside the graphic must be maintained on the Web. 7

PREFERRED COLOR 8

The preferred color for the graphic is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The reversed out to white version may only be used on top of a dark background. 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 EPS graphic should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available, then the black can be substituted.

USING THE EPS GRAPHIC WITH AN ENERGY STAR QUALIFIED PRODUCT

In some cases, manufacturers may wish to associate the EPS graphic with end-use products already covered by an ENERGY STAR specification (e.g., laptops or printers). This is acceptable provided that three requirements are met:

1. Manufacturer must be a Partner in the applicable ENERGY STAR end-use product category;
2. Model(s) must meet the applicable ENERGY STAR specification in addition to using an ENERGY STAR qualified EPS; and

3. Partner may not display the EPS graphic on the end-use product nor in its external product packaging. Rather, Partner shall affix the ENERGY STAR certification mark indicating that the entire product system is ENERGY STAR qualified.

For a current list of ENERGY STAR product categories, visit www.energystar.gov/products.

Approved uses of the EPS graphic for existing ENERGY STAR end-use products include:

- On the manufacturer's Internet site where information about end-use products with ENERGY STAR qualified EPSs are displayed;
- On an insert within the box/packaging;
- In product literature; and
- In product advertising/promotional materials.

The ENERGY STAR certification mark and the EPS graphic should never be combined or displayed together as this is unnecessary and may even cause consumer confusion. Please contact your primary program representative to review/approve proposed designs prior to final production.

INTERNATIONAL APPLICATIONS

The EPS graphic is currently provided in English. Where necessary, the text within the graphic may be translated into other languages. Manufacturers who wish to use a non-English version of the graphic should contact their primary program representative for further information.

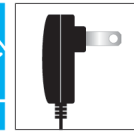
6

Minimum size for print applications is 3/8 inch wide



7

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



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8



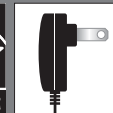
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The EPS Graphic appearing in ENERGY STAR Blue



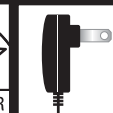
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The EPS Graphic appearing in ENERGY STAR Blue on any background color or photographic image



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The EPS Graphic appearing in black on any background color or photographic image



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The EPS Graphic appearing in white (reversed out of any background color or photo image)