

SPECIAL APPLICATION: ENERGY STAR INDOOR AIR PACKAGE MARK

The ENERGY STAR Indoor Air Package mark may be used in two ways:

- As a certification mark, it may be used on labels and certificates to identify homes that meet or exceed the ENERGY STAR Indoor Air Package specifications (found at www.energystar.gov).
- As a promotional mark, it may be used to promote the benefits of the ENERGY STAR Indoor Air Package in marketing and education materials; on signs in front of qualified homes; **5** and on Web site, letterhead, and business cards.

The ENERGY STAR Indoor Air Package mark must not be used to imply that a product other than a home that has met the specification has been qualified.

To avoid confusion in the marketplace, other ENERGY STAR marks should never be combined or displayed together with the ENERGY STAR Indoor Air Package Mark.

The ENERGY STAR Indoor Air Package mark is available to builders, raters, utilities, and other sponsoring organizations that have signed the ENERGY STAR Indoor Air Package commitment form.

THE MARK **1**

The ENERGY STAR Indoor Air Package mark includes the ENERGY STAR Symbol block and a messaging block. The mark is available in a vertical version only. It includes the ENERGY STAR Symbol block and a messaging block.

CLEAR SPACE **3**

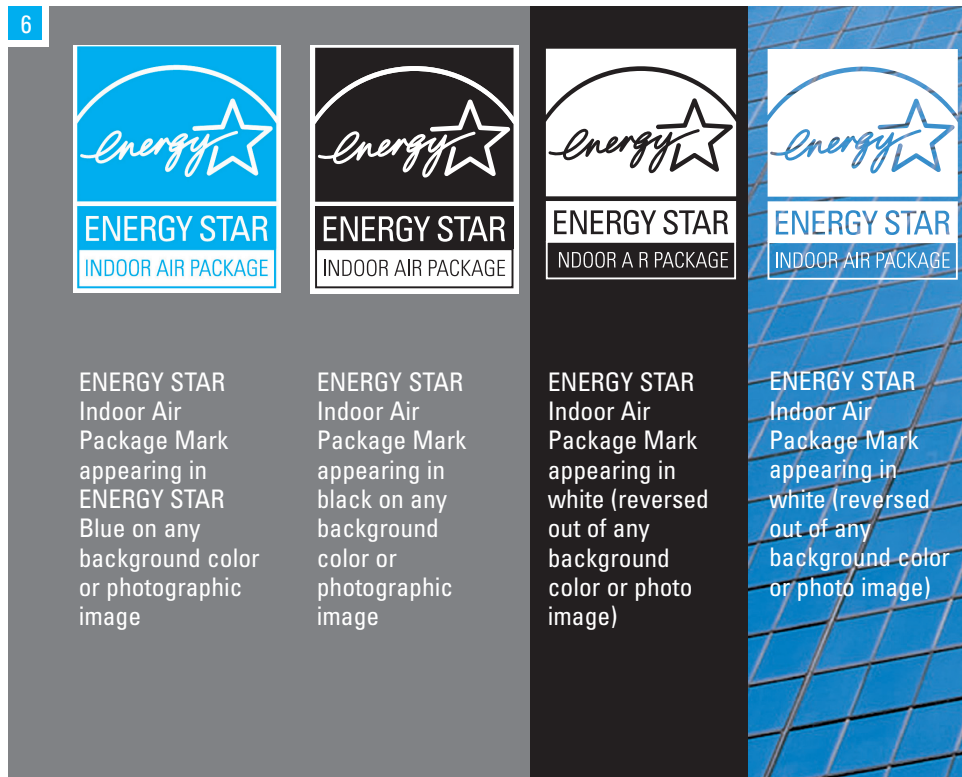
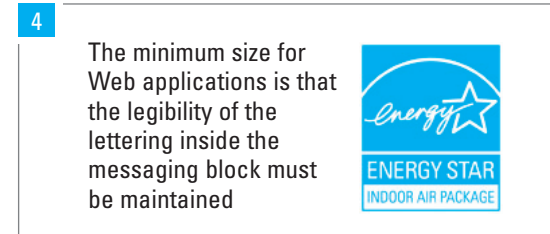
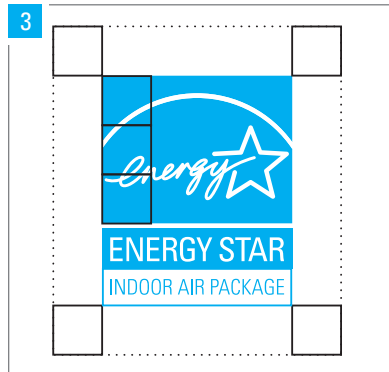
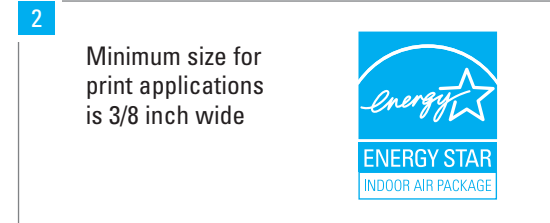
We require that a clear space of 0.333 (1/3) of the height of the graphic box within the label should surround the label at all times. No other graphic elements, such as text and images, can appear in this area.

MINIMUM SIZE **2 4**

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

PREFERRED COLOR **6**

The preferred color for the ENERGY STAR Indoor Air Package Mark 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 ENERGY STAR Indoor Air Package mark should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available, then the black can be substituted.



USING THE ENERGY STAR MARK

INCORRECT USE OF THE ENERGY STAR

INDOOR AIR PACKAGE MARK

Please:

- Do not use the ENERGY STAR Indoor Air Package mark on non-qualified homes.
- Do not alter the ENERGY STAR Indoor Air Package mark by using the ENERGY STAR symbol without the messaging block that contains the names “ENERGY STAR” and “Indoor Air Package.”
- Do not use to imply that any product or any organization has met ENERGY STAR Indoor Air Package criteria.
- 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 the ENERGY STAR Indoor Air Package mark in advertisements featuring non-qualified homes.
- Do not display with other ENERGY STAR marks.

When reproducing the marks please:

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

1



2



3



4



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6



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10



11



12



13



MONEY ISN'T ALL YOU'RE SAVING

14



15



16



do not let text run into mark