

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.

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; **1**
- Point of Purchase materials; **2**
- 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); **3**
- Web sites; **4**
- New Home promotional materials; **5**
- Promotional and Educational Campaign materials. **6 7**





3



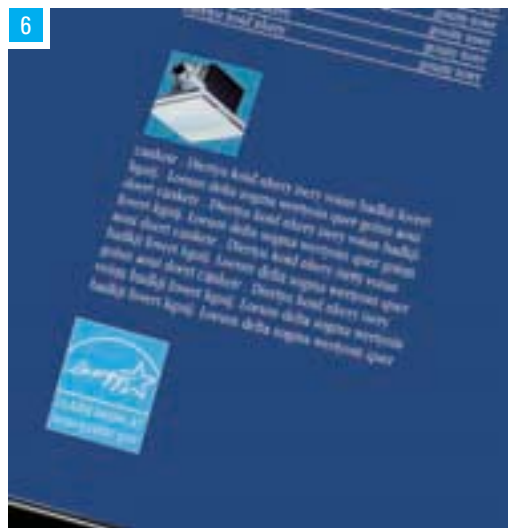
5



4

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 is used, we suggest 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."



6



7

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, 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

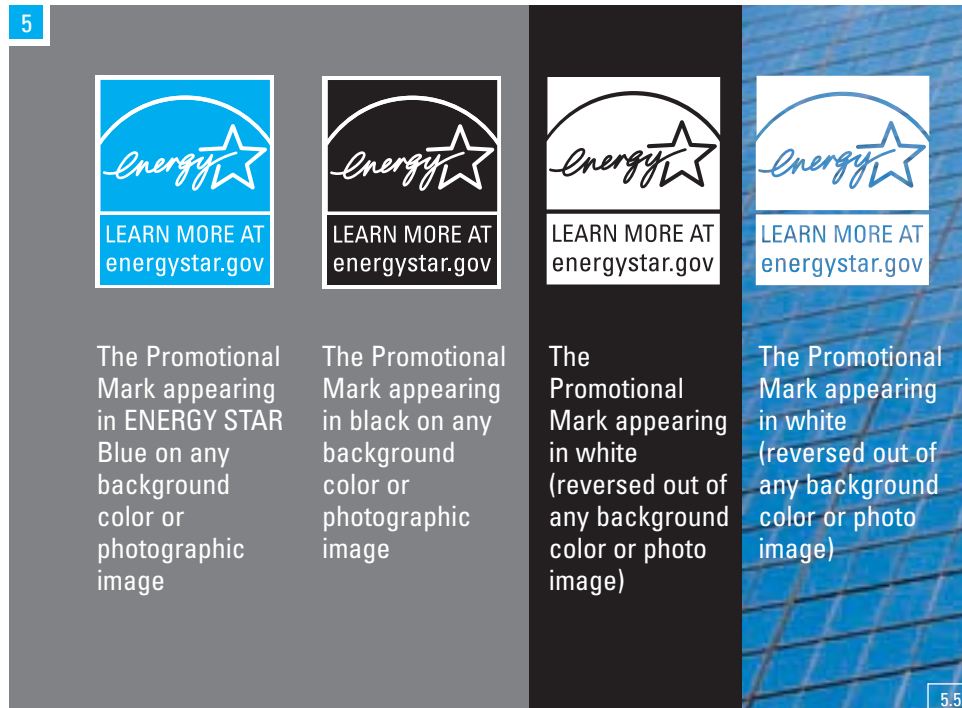
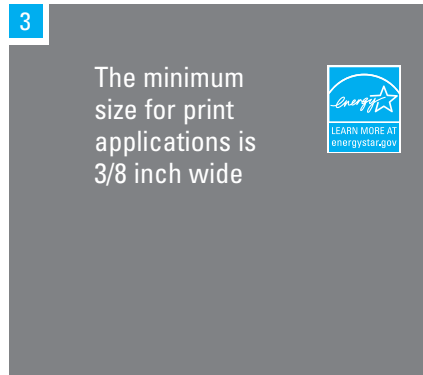
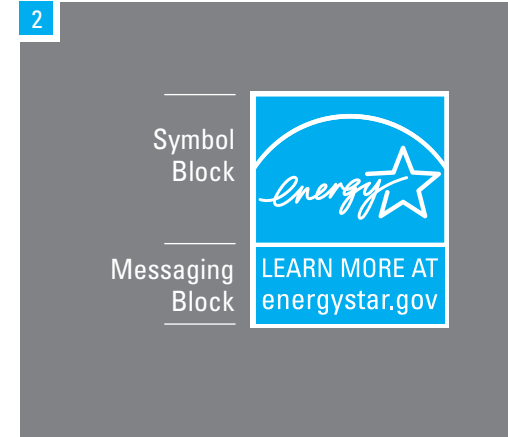
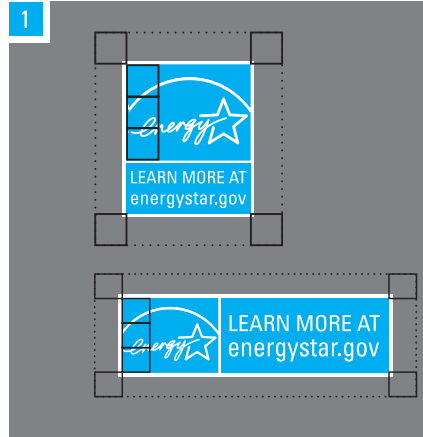
We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. We require this clear space since the Promotional Mark frequently appears within materials using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



The Promotional Mark appearing in ENERGY STAR Blue on any background color or photographic image

The Promotional Mark appearing in black on any background color or photographic image

The Promotional Mark appearing in white (reversed out of any background color or photo image)

The Promotional Mark appearing in white (reversed out of any background color or photo image)

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 Learn More 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).



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**
- Promotional Mark with the source of authority messaging block; **3**
- 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**
- Promotional Mark with the source of authority, the emotional motivation and the power of the individual messaging block in a stand alone application. **6**

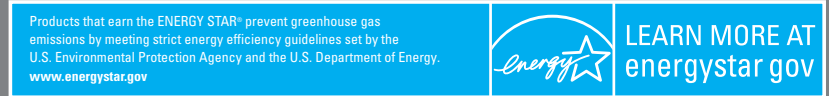
In addition, all configurations of the Building Blocks can be used in both 4-color printing and **6** black and white communications.

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.

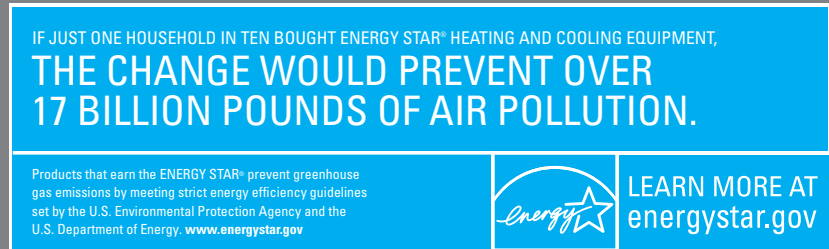


1

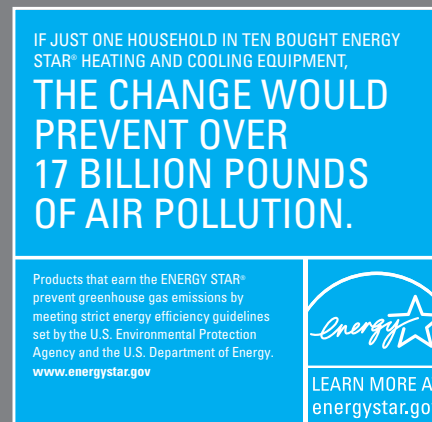
2



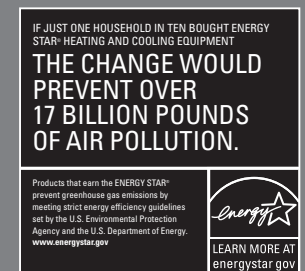
3



4



5



6

EXAMPLES OF CREATIVE

The example below shows 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.



You're not just building a new home.
You're building the future.

Find ENERGY STAR® builder partners near you at www.energystar.gov



 To earn the government's ENERGY STAR, a home must be independently verified to meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. ENERGY STAR qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions. Learn more. Visit energystar.gov.

 LEARN MORE AT energystar.gov



cool your world
with ENERGY STAR



ASK ABOUT ENERGY STAR



cool your world
with ENERGY STAR



ENERGY STAR® qualified ceiling fans with attached lighting use half the energy of conventional ceiling fans, save you money, and help protect the environment.

 ENERGY STAR
www.energystar.gov



Request The Guide to Energy-Efficient Heating & Cooling and make your home more energy efficient.

To receive a free copy of this guide, visit www.energy.gov or call 1-800-ENERGY (1-800-762-7624) and have a form to:

1. Please print your name.
2. Please provide your address (street, city, state, zip).
3. Do you own your home? (Yes/No)
4. How many bedrooms does your home have?

1-800-762-7624
www.energy.gov

By choosing this ENERGY STAR®-qualified product with the latest energy-saving technology, you're helping to preserve our environment for future generations. And for that, we're mighty grateful.

For information on other products that have earned the ENERGY STAR, and their ways you can help protect the environment from home, visit www.energystar.gov.

Did you know that you can also reuse or recycle many of your old home electronics? To learn more, go to www.electronicrecycling.org.

IF ALL THESE GREAT THINGS ARE IN THE U.S., THIS IS AN OPPORTUNITY FOR US TO HELP REDUCE AIR POLLUTION SIGNIFICANTLY BY THE PRODUCTION OF GREEN ENERGY.

CHOOSE THE BETTER WITH ENERGY STAR

next generation technology

Next generation technology...
Next generation technology...
Next generation technology...

next generation technology

More advanced products that have earned the ENERGY STAR® have all the smart technology you're looking for in a thermostat. It's all with an added energy-saving feature to help protect the environment. Choose yours. (Model #1000)

1-800-762-7624
www.energystar.gov

ENERGY STAR QUALIFIED PROGRAMMABLE THERMOSTATS

ENERGY STAR QUALIFIED PROGRAMMABLE THERMOSTATS

KEY SALES MESSAGES

ENERGY STAR is:

- A U.S. government-backed symbol of energy efficiency.
- No sacrifice, more benefit than other labels.

ENERGY STAR-qualified programmable thermostats:

- Come with pre-set temperature settings and features that help energy efficiency performance for the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE).
- Most property can earn maximum \$200 credit in energy costs.
- Look always for the ENERGY STAR logo on the thermostat.

FOR MORE INFORMATION
VISIT www.energystar.gov

IMAGERY SUGGESTIONS

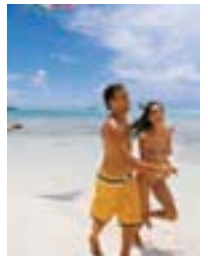
Imagery is a small but very important part of the ENERGY STAR identity. Since imagery will be selected by many different sources, we have defined specific attributes that can be used as a guide for imagery selection. In addition, images will often be used in many applications that will limit any selection 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.

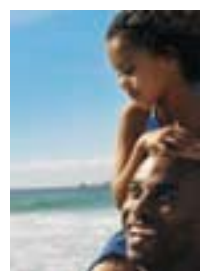
Blue Sky, Clouds, Atmosphere



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."

When reproducing the marks please:

1. Do not make the mark an outline. Do not use a white mark on a white background.
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
			
5	6	7	8
			
9	10	11	12
			
13	14	15	16

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 do not

SPECIAL APPLICATIONS: SEAL AND INSULATE WITH ENERGY STAR GRAPHIC

EPA has developed the Seal and Insulate with ENERGY STAR Graphic **1** to help interested parties promote a set of products and practices that, when used together, serve to improve the energy performance of a home's envelope and reduce energy use.

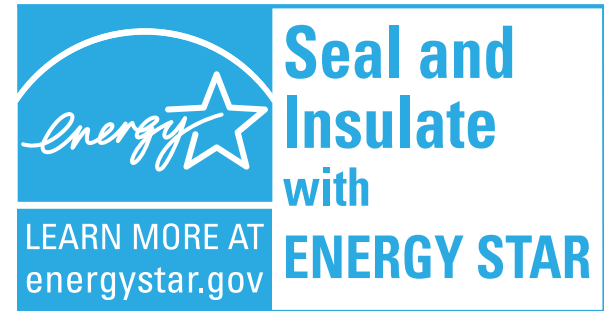
The graphic may be used in marketing and advertising materials **2** to educate consumers or to show that a company carries either products or services that clearly contribute to the improvement of the home envelope as recommended by EPA's ENERGY STAR Program. It must be placed in a general location 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.

The preferred color for the Seal and Insulate with ENERGY STAR 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 Seal and Insulate with ENERGY STAR 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



SPECIAL APPLICATIONS: ENERGY STAR INSULATION PRODUCTS GRAPHIC

EPA has developed the ENERGY STAR Insulation Products Graphic **1** to identify insulation products that 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, **2** 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.

The preferred color for the Insulation Products 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 Products 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



LEARN MORE AT
energystar.gov

Seal and Insulate with ENERGY STAR

Insulation saves energy when installed
according to ENERGY STAR guidelines.

2



SPECIAL APPLICATIONS: THE HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC

Use the Home Performance with ENERGY STAR Marketing Graphic to promote a comprehensive, whole-house energy-efficiency improvement service in accordance with Home Performance with ENERGY STAR criteria outlined in the Home Performance with ENERGY STAR Partnership Agreement. The graphic may be used in marketing and advertising materials to educate consumers or to show that a company provides services that clearly contribute to the integrated improvement of homes' systems as recommended by EPA's ENERGY STAR Program.

Any party delivering services as a participant in a partner-sponsored, whole-house improvement program using Home Performance with ENERGY STAR may use this graphic once it enters into an agreement with a program sponsor and once it agrees to abide by the terms of these guidelines. A program sponsor, that has signed the Home Performance with ENERGY STAR Partnership Agreement, may also use this graphic for program promotion.

CORRECT USE OF GRAPHIC 1 2

Use of the graphic includes Promotional and Educational material, and Web sites. Because

Home Performance with ENERGY STAR is a new service, it is recommended that the following language appear next to the Home Performance with ENERGY STAR marketing graphic, 1 2 where applicable, for educational purposes:

Working to deliver whole-house energy savings to improve comfort and help protect the environment.

OTHER PROMOTIONAL USES

Use of the graphic includes T-shirts, 3 hats, letterhead, business cards, and other stationery; and company-owned cars and vans, etc. 4 It must be placed in a general location that is not product-specific. It may not appear on products or product labels.

In order to avoid confusion in the marketplace, other ENERGY STAR marks should never be combined or displayed together with the Home Performance with ENERGY STAR Marketing Graphic. For example, if a Home Performance with ENERGY STAR program participant also sells ENERGY STAR qualified windows, the participant should choose to display either the certification mark next to a qualified window or the Home Performance with ENERGY STAR Marketing Graphic to advertise their participation, but not both.

1

SAVE MONEY AND ENERGY YEAR AFTER YEAR

Have your home's energy use evaluated and improved by qualified energy professionals.

Contracting Company, Inc uses state-of-the-art equipment to test and remedy energy-wasting problem areas in your home - including heating/cooling equipment, insulation, air leakage, as well as windows, lighting and appliances.

CONTRACTING COMPANY INC.

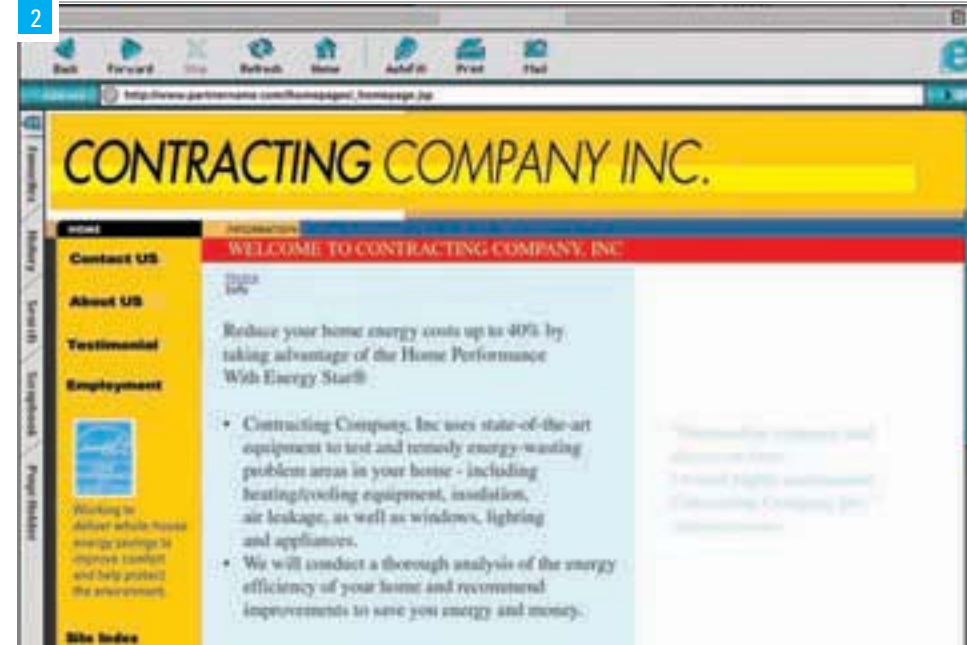
Street Address, Any Town, ST 000-555-1234
www.webaddress.com



HOME PERFORMANCE WITH
ENERGY STAR

Working to deliver whole-house energy savings to improve comfort and help protect the environment.

2



3



4



USING THE HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC

The program sponsor, as agreed to in the Home Performance with ENERGY STAR Partnership Agreement, is responsible for ensuring that program participants use the graphic consistent with the terms of these guidelines. Additionally, program sponsors should approve program participants' use of the Home Performance with ENERGY STAR Marketing Graphic in marketing and advertising campaigns as well as program facts that feature the ENERGY STAR name prior to final production or printing.

HORIZONTAL AND VERTICAL VERSIONS 1 2

There are two versions of the graphic—horizontal and vertical. Both include an ENERGY STAR Symbol block and a messaging block. The vertical mark is the preferred Home Performance with ENERGY STAR Marketing Graphic.

CLEAR SPACE 3

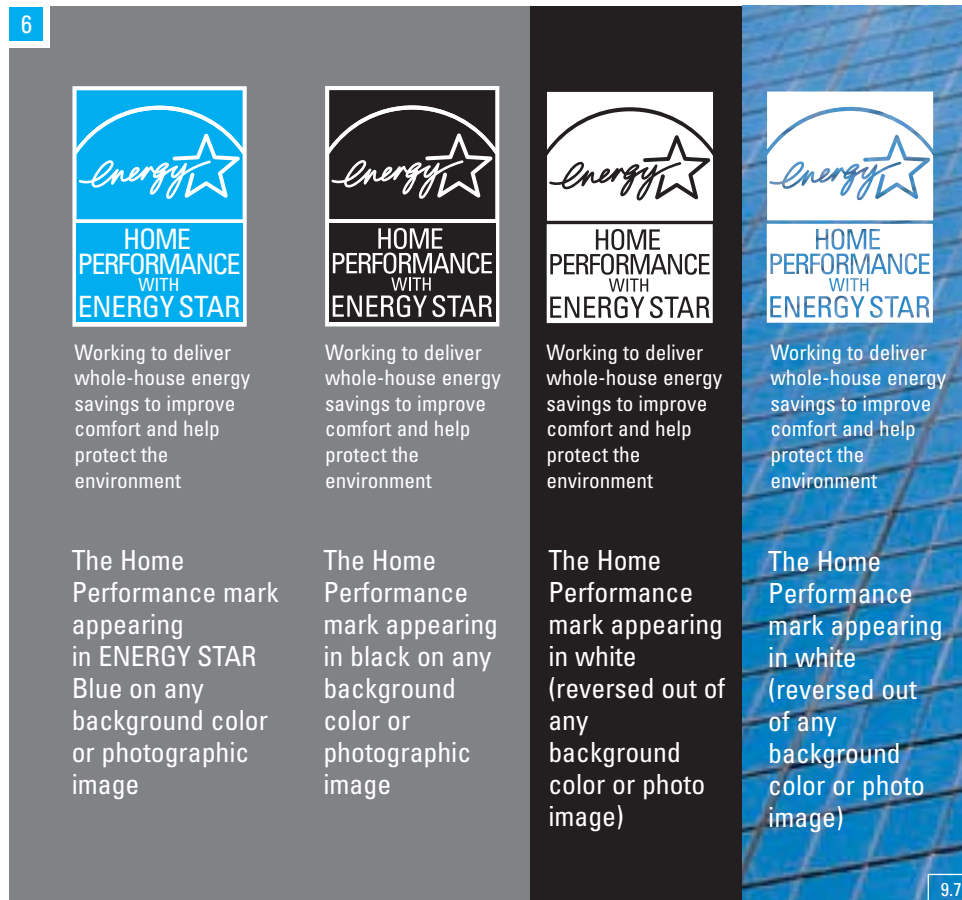
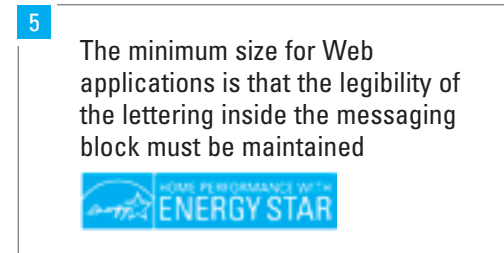
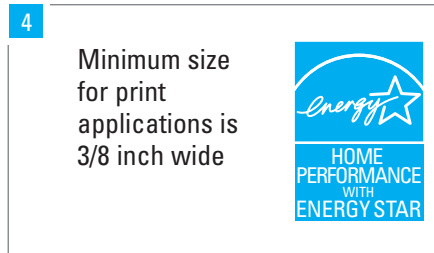
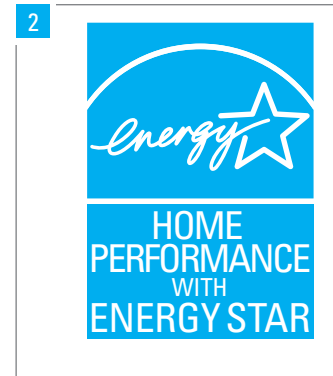
We require that a clear space of 0.333 (1/3) of the height of the graphic box within the label should surround the label at all times. No other graphic elements, such as text and images, can appear in this area.

MINIMUM SIZE 4 5

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.

PREFERRED COLOR 6

The preferred color for the Home Performance with ENERGY STAR Marketing 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 the Home Performance with ENERGY STAR Marketing Graphic should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available, then the black can be substituted.



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