

HOW TO USE THE ENERGY STAR® MARKS IN ADVERTISING

Using ENERGY STAR marks correctly in advertising is not difficult. With few exceptions, the ENERGY STAR “linkage phrase marks,” shown below, should be used. Designed for advertising, these marks make it easy to communicate to customers products that have earned the ENERGY STAR are offered. They are appropriate for print ads, newspaper ads, yellow pages ads, web pages, and most other marketing applications where general information about ENERGY STAR is provided. To download the linkage phrase marks, go to www.energystar.gov/linkage. (Alternate versions in black or reversed out to white are available).

ENERGY STAR Linkage Phrase Marks



It is important to use the marks pictured above because **using any other ENERGY STAR logo could constitute a violation of ENERGY STAR guidelines.** Avoid using the logos shown below.

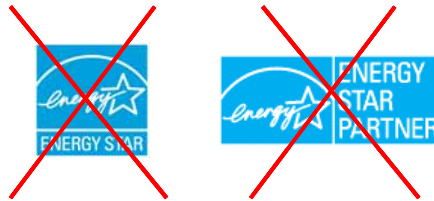
Outdated Logos. All “half globe” logos, or logos that say “EPA” and “DOE” are old logos that have been phased out by ENERGY STAR and should no longer be used.



Altered Logos. Alterations to the marks are not permitted.



Other Marks. Some marks are approved for purposes other than advertising (e.g., product labeling). Generally, these marks are not appropriate for ads because they could be misleading to the customer. For more information about the correct usage of these marks, refer to the *ENERGY STAR Identity Guidelines*.



For more information about the ENERGY STAR marks and their use, refer to the *ENERGY STAR Identity Guidelines* at www.energystar.gov/linkage or call the toll free ENERGY STAR Hotline at 1-888-STAR-YES (1-888-782-7937).