SPECIAL APPLICATION: BATTERY CHARGING SYSTEMS GRAPHIC

The ENERGY STAR battery charging systems (BCS) graphic is designed to promote a set of products that utilize an ENERGY STAR qualified charger, e.g., small household appliances, personal care products, power tools, yard care products, and universal battery chargers. Only manufacturers who have signed a Partnership Agreement have authorization to use the BCS graphic.

Partners may use this graphic to promote products with qualified BCSs as follows:

• On the manufacturer's Internet site where information about appliances, power tools, and other products with ENERGY STAR qualified BCSs 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 BCS cord;

• In product literature; and

• In product advertising/promotional materials.

This ENERGY STAR BCS graphic may not appear directly on end-use products or battery chargers. However, it may be displayed on a cord tag that is fastened to a BCS 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 and a messaging block. The messaging block clearly explains that the battery charging system, 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 ENERGY STAR graphic should surround the graphic at all times. No other graphic elements, such as text and images, can appear in this area. We require this clear space since the BCS graphic frequently appears within materials using complex imagery such as other marks, graphic devices, and text.
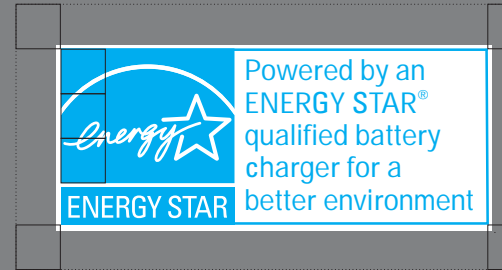
MINIMUM SIZE 6

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 this 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 color or photo image. 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 BCS graphic should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available, then the black can be substituted.

USING THE BCS GRAPHIC WITH AN ENERGY STAR QUALIFIED PRODUCT

In some cases, manufacturers may wish to associate the BCS graphic with end-use products already covered by an ENERGY STAR specification. 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 BCS; and

3. Partner may not display the BCS 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 BCS 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 BCSs is displayed;

• On an insert within the box/packaging;

• In product literature; and

• In product advertising/promotional materials.

The ENERGY STAR certification mark and the BCS 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 BCS graphic is currently provided in English. Manufacturers who wish to translate the text within the graphic should contact their primary program representative for assistance.

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6 The 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

8

The BCS graphic appearing in ENERGY STAR Blue

The BCS graphic appearing in ENERGY STAR Blue on any background color or photographic image

The BCS graphic appearing in black on any background color or photographic image

The BCS graphic appearing in white (reversed out of a dark background color or photo image)