

# 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.

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# SAVE MONEY AND ENERGY YEAR AFTER YEAR

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

## CONTRACTING COMPANY INC.

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.

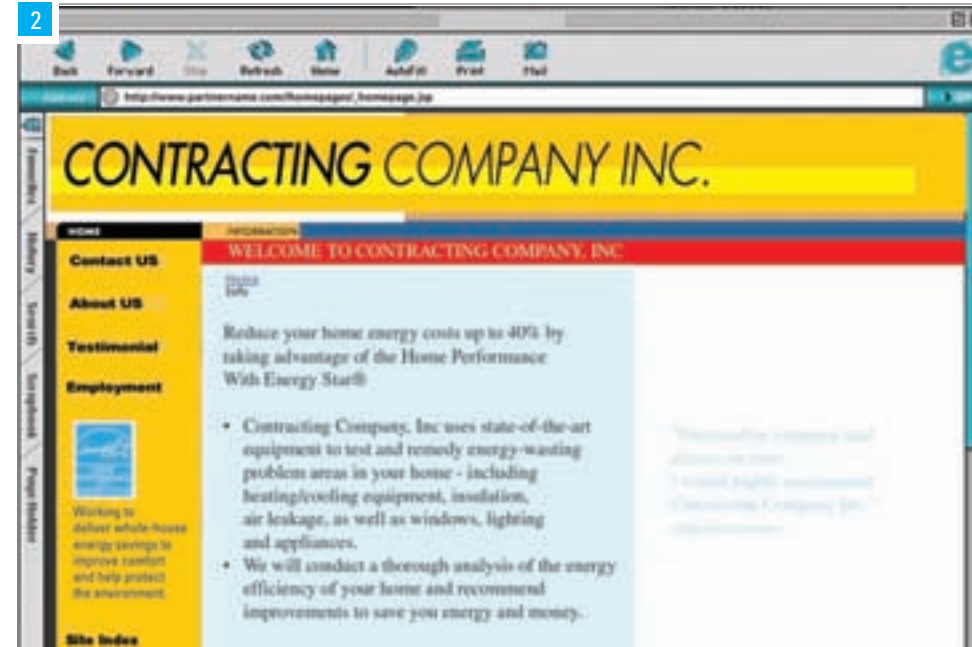
Street Address, Any Town, ST 000-555-1234  
[www.webaddress.com](http://www.webaddress.com)



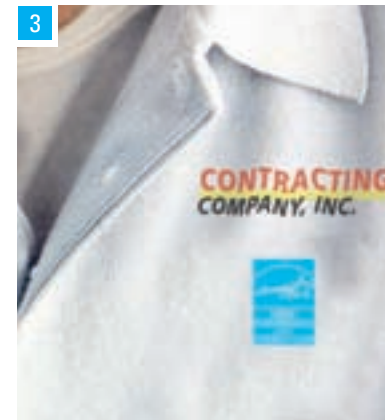
HOME PERFORMANCE WITH  
**ENERGY STAR**

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

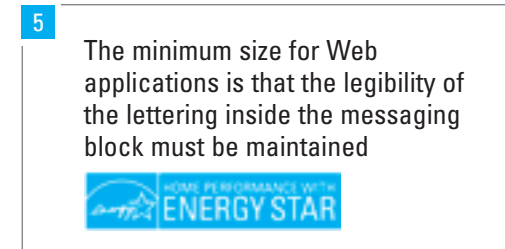
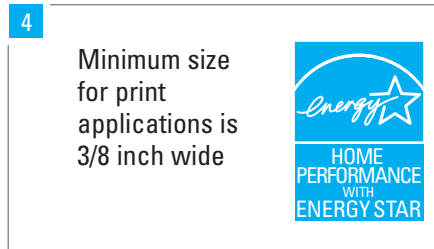
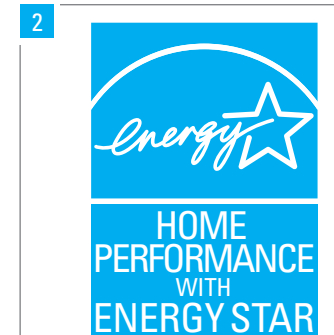
We require that a clear space of 0.333 (1/3) of the height of the graphic box within the label should surround the label at all times. No other graphic elements, such as text and images, can appear in this area.

## 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.



**6**

 <b>HOME PERFORMANCE WITH ENERGY STAR</b>	 <b>HOME PERFORMANCE WITH ENERGY STAR</b>	 <b>HOME PERFORMANCE WITH ENERGY STAR</b>	 <b>HOME PERFORMANCE WITH ENERGY STAR</b>
Working to deliver whole-house energy savings to improve comfort and help protect the environment	Working to deliver whole-house energy savings to improve comfort and help protect the environment	Working to deliver whole-house energy savings to improve comfort and help protect the environment	Working to deliver whole-house energy savings to improve comfort and help protect the environment
The Home Performance mark appearing in ENERGY STAR Blue on any background color or photographic image	The Home Performance mark appearing in black on any background color or photographic image	The Home Performance mark appearing in white (reversed out of any background color or photo image)	The Home Performance mark appearing in white (reversed out of any background color or photo image)

# USING THE ENERGY STAR MARK

## INCORRECT USE OF THE HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC

- Do not use on any product, home, or building to signify qualification with ENERGY STAR.
  - Do not use to imply that any product or any organization has met ENERGY STAR performance 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 to imply that the government is funding or endorsing improvements or home improvement work.
  - Do not use in advertisements featuring services that are not directly related to participation in a sponsored Home Performance with ENERGY STAR program.
  - Do not display with other ENERGY STAR 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.

