

# THE ENERGY STAR IDENTITY

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. These guidelines will help us all understand and properly use the key elements of the ENERGY STAR identity. Consistently presenting the meaning and benefits of ENERGY STAR maintains and builds its value and immeasurably benefits all.

Several refinements have been made to enhance the value of the ENERGY STAR identity. First, the ENERGY STAR marks have been updated to have greater clarity, consistency and consumer recognition. The update includes adding the words "ENERGY STAR" into each mark so that it is closely associated with the ENERGY STAR name. We have also incorporated the power of a strong, clear color, one of the most important elements of an identity if used consistently and frequently. Blue has been chosen as the primary color for the marks because it represents many positive attributes for ENERGY STAR including clarity, air, sky, and the environment. ENERGY STAR Blue (100% Cyan) is the preferred color for the use of the marks.

The refined ENERGY STAR marks:

- work better across a range of sizes and backgrounds, and particularly well in retail settings;
- maintain a strong environmental feel with ENERGY STAR Blue;
- read as ENERGY STAR due to the words underneath;
- reproduce easily due to a one color rendering (100% Cyan) in most applications.

In addition, EPA recommends that strong messaging about the power of the individual to protect the environment as well as clear statements about the government as the authority behind ENERGY STAR be incorporated into outreach materials, as appropriate, to more fully communicate the ENERGY STAR identity.

## TIMING

The updated ENERGY STAR marks will appear in the marketplace beginning in early 2003. EPA encourages use of the new marks as soon as possible. We understand that partners will need sufficient time to use up existing stocks of materials to smoothly transition to the use of the new marks.



## THESE GUIDELINES

The rest of these guidelines outline how to use the ENERGY STAR marks across a wide range of activities and applications. General guidelines are provided first, followed by more specific guidelines for each category of mark. In addition, these guidelines

provide recommendations for what words to use when writing or talking about the ENERGY STAR program (see pages 10.0-10.2), including how to reference the government source of authority.

# USING THE ENERGY STAR MARKS

## GENERAL GUIDELINES

The ENERGY STAR Program is a partnership between businesses and organizations and the Federal government. As part of this partnership, businesses and organizations can use the ENERGY STAR name and marks, registered marks owned by the U.S. government, as part of their energy efficiency and environmental activities.

The ENERGY STAR marks, each designed for specific purposes, are shown on the following pages and fall under the following four categories:

1. Promotional Mark;
2. Certification Mark;
3. Linkage Phrase Mark (2 options);
4. Partnership Mark.

Organizations must enter into an agreement with the government to use the marks as provided in this document. Allowing alterations to these marks would confuse businesses and consumers about the source of the ENERGY STAR program and reduce its value for all.<sup>1</sup>

<sup>1</sup> Government documents may use slight variations of the ENERGY STAR marks where it is important to the communication goal of the material and where there would be no confusion about the source of authority.

Organizations using these marks must abide by the following general guidelines:

1. The ENERGY STAR name and marks may never be used in any manner that would imply EPA or DOE endorsement of a company, its products, or its services. Neither the marks nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name or Web site title.
2. The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
3. The marks may never be used in a manner that would disparage ENERGY STAR, EPA, DOE, or any other government body.
4. The marks may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
5. Partners and other authorized organizations are responsible for their own use of the ENERGY STAR marks, as well as use by their representatives, such as ad agencies and implementation contractors.

# USING THE ENERGY STAR MARKS

## GENERAL GUIDELINES

6. The ENERGY STAR name should always appear in capital letters.
7. The registration symbol ® must be used with the first time the words “ENERGY STAR” appear in material and:
  - The ® symbol should always be in superscript;
  - There shall be no space between the words “ENERGY STAR” and the ® symbol;
  - The ® symbol shall be repeated in a document for each chapter title or Web page.

### ENERGY STAR REVIEW POLICY

- Advertisements where the certification mark is placed next to qualified products do not need to be approved.
- EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR name or mark prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to your Account Manager or primary program contact.

### MARK VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name and marks. The following explains the general course of action for addressing mark violations:

1. Anyone who misuses the marks will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) per EPA’s discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a stakeholder’s participation in ENERGY STAR and/or legal action.

### QUESTIONS ABOUT USING THE MARKS

If you have questions regarding the use of the marks, please call your Account Manager or primary program contact, or the ENERGY STAR Hotline at: 1-888-STAR-YES (1-888-782-7937)

# THE ENERGY STAR MARKS

## Promotional Mark

Use the Promotional Mark on any materials that feature ENERGY STAR such as brochures, media kits and flyers. It is to be used in public education campaigns on the benefits of ENERGY STAR.

## Certification Mark

Use the Certification Mark as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.

See special applications:

- Insulation (pages 9.2-9.3);
- HVAC (pages 6.6-6.7).

## Linkage Phrase Mark

Use the Linkage Phrase Mark in marketing materials, such as ads and circulars, to show that a company sells either ENERGY STAR qualified products or services that can deliver ENERGY STAR performance levels.

## Partnership Marks

Use the Partnership Mark to promote an organization's commitment to and partnership in the ENERGY STAR Program.

### Preferred



### Optional



### Preferred



### Optional



### Preferred



### Optional



# USING THE ENERGY STAR LINKAGE PHRASE MARKS

Use the ENERGY STAR Linkage Phrase Marks in marketing and advertising material to show that a company carries ENERGY STAR qualified products or services that meet guidelines set by EPA. It may be used on an array of promotional materials that feature ENERGY STAR, like retail circulars, point-of-purchase displays, sales materials, T-shirts and hats, company-owned cars and vans, etc. There are two approved Linkage Phrase Marks offering the following message options:

- “ASK ABOUT ENERGY STAR”;
- “WE SELL ENERGY STAR.”

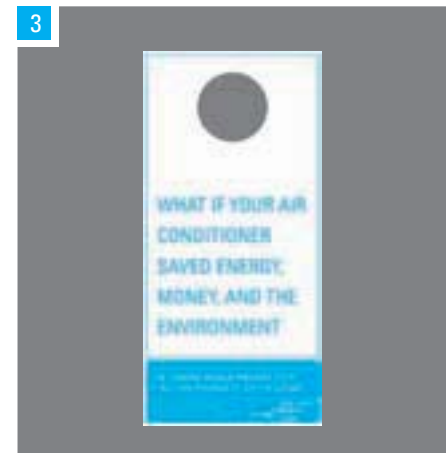
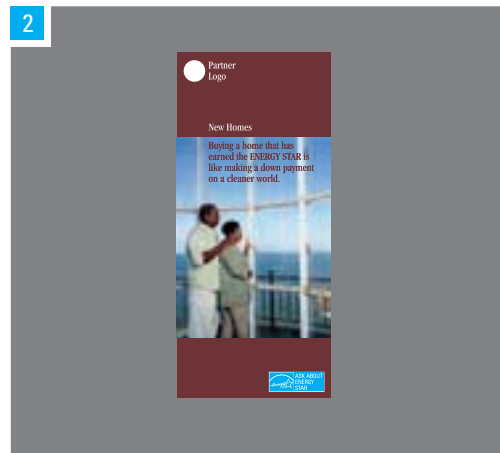
Any party interested in marketing ENERGY STAR qualified products or services that meet the strict guidelines set by EPA/DOE may use the Linkage Phrase Marks, once it enters into an agreement with EPA/DOE to abide by the terms of these Guidelines. A party is not required to sign a Partnership

Agreement or Partnership Letter. These marks were created particularly for dealers and distributors who work with ENERGY STAR manufacturing partners, HVAC and roofing contractors, remodelers, and other similar organizations.

Examples of many of these applications are provided in these pages and illustrate the recommendations, provided below, for getting the greatest value from the use of the Linkage Phrase Marks.

Uses of the Linkage Phrase Marks include:

- Promotional materials **2** or advertisements **1** in a general location that is not product-specific;
- Point of Purchase materials; **3**
- Web sites;
- Stationery such as letterhead, fax cover sheets, business cards, etc.



## SAMPLE EXPLANATIONS FOR USE WITH THE LINKAGE PHRASE MARK

Use the following explanations to help educate consumers about ENERGY STAR in conjunction with the Linkage Phrase Marks:

- “Products/homes/buildings that have earned the ENERGY STAR® are designed to protect the

environment through superior energy efficiency.”

- “Choose energy-efficient products/ homes/buildings that have earned the ENERGY STAR®. It’s an easy way to protect the environment while also saving money.”

# USING THE ENERGY STAR LINKAGE PHRASE MARKS

## PLACEMENT

In advertisements, we prefer that the Linkage Phrase Mark appear at the top or bottom of the ad along with the organization name or in some other general location that is not product-specific. It is important to note that the mark must never be associated with any specific product models; use the Certification Mark for this purpose. If multiple models are featured in an advertisement and some of them do not meet the ENERGY STAR guidelines, the Linkage Phrase Mark may be used to indicate that ENERGY STAR qualified models are available without specifically identifying them.

## TWO VERSIONS 1

We have created two versions of the Linkage Phrase Mark, each including the ENERGY STAR symbol block and an attached messaging block. The messaging block holds the linkage phrases that associate the user with ENERGY STAR qualifying product or services that meet ENERGY STAR performance guidelines. 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 2

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 Linkage Phrase Mark frequently appears within materials using complex imagery such as other marks, graphic devices and text.

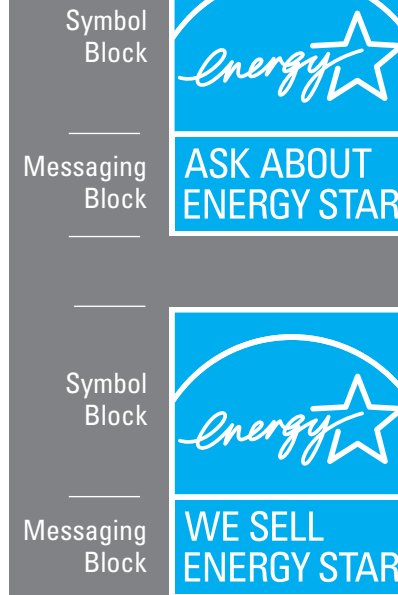
## MINIMUM SIZE 3

The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the graphic box within the mark not be reproduced smaller in height than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web. 4

## PREFERRED COLOR 5

The preferred color for the Linkage Phrase Mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The Web color equivalent of ENERGY STAR Blue is hex color #0099FF.

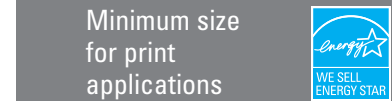
1



2



3



4



5



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

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

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

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
















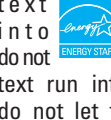
# INCORRECT USE OF THE ENERGY STAR LINKAGE PHRASE MARKS

## Please:

- Do not use on any product, home, or building.
  - Do not use to imply that any organization has met the 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 the ENERGY STAR symbol without the messaging block (containing the linkage phrase).
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.

## When reproducing the mark please:

1. Do not make the mark an outline. Do not use a white mark on a white 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.
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
			
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 let text run into mark do not let text run into mark

# 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