

ENERGY STAR® Logo Use Guidelines

Introduction and General Guidelines

Introduction

This document provides guidelines for use of the ENERGY STAR name and logos. There are four logos available to ENERGY STAR stakeholders for use in their marketing and communications efforts:

- **Certification Mark.** Used as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.
- **Partnership Mark.** Used to promote an organization's commitment to ENERGY STAR. This mark is only available to those organizations that have signed an ENERGY STAR Partnership Agreement or Partnership Letter.
- **Promotional Mark.** Used on promotional materials that feature ENERGY STAR. This mark includes a tagline, "Money Isn't All You're Saving," that helps convey the benefits of ENERGY STAR labeled products, homes, and buildings. This mark is available to organizations running public education campaigns on the benefits of ENERGY STAR. The promotional mark should be used anytime a partner wishes to display the ENERGY STAR logo next to its corporate logo.
- **Linkage Phrase Mark.** Used in marketing materials to show that a company sells either ENERGY

STAR labeled products or services that can deliver ENERGY STAR performance levels.

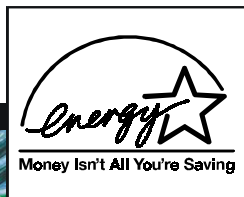
These logos are in effect and supercede all other logos. You must agree to abide by these Logo Use Guidelines to use any of these marks.

General Guidelines

The ENERGY STAR name and logo are registered US marks and are owned by the US government. The tagline provided with the promotional mark ("Money Isn't All You're Saving") is also owned by the US government.

Organizations must enter into an agreement with ENERGY STAR to use the logo artwork as provided in this document. The following general guidelines apply to all four ENERGY STAR marks.

1. The logos may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
2. The logos and ENERGY STAR name may never be used in any manner that would imply ENERGY STAR, EPA, or DOE endorsement of a company, its products, or its services. Neither the logos nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name, Web site title, or the like, except as provided for Program Sponsors in the ENERGY STAR Handbook.



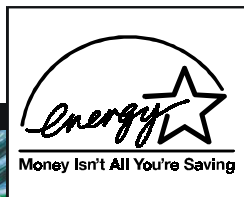
3. The logos may never be used in a manner that would disparage ENERGY STAR, EPA, DOE, or any other government body.
4. The logos must not be altered and must stand alone (e.g., the logos should not be incorporated into other logo designs). Watermarks of the logos are allowed provided the usage complies with these Logo Use Guidelines. The words “ENERGY STAR” may also be used as a watermark.
5. The logos may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
6. Partners and other authorized organizations are responsible for their own use of the ENERGY STAR logos, as well as use by their representatives, such as ad agencies and implementation contractors.
7. The ENERGY STAR name should always appear in small capital letters.¹
8. The registration symbol must be used with the ENERGY STAR name as follows:
 - ® symbol should always be in superscript
 - There is no space between the words “ENERGY STAR” and the ® symbol
 - Use the ® symbol the first time the words “ENERGY STAR” appear in a document
 - Repeat the ® symbol in a document for each chapter title or Web page
9. The statement “ENERGY STAR and the ENERGY STAR certification mark are registered US marks” may be used in addition to the registered symbol to indicate their ownership by the US government. This statement should be placed where normal explanatory information is found (e.g., the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure, or on the product packaging).

Integrating the New Logos

ENERGY STAR stakeholders should begin using the new logos **immediately** for any campaigns or materials currently in development or planned for the future. Materials currently in circulation with old versions of the logo do not need to be pulled from distribution at this time. However, as these materials are updated or revised, the new logos should replace the old.

ENERGY STAR will not recognize as correct any previous logos after April 1, 2001.

¹ Small caps can be found in both Microsoft Word and Word Perfect in the “Format” Menu under “Font.” If the small caps function is not available, type the word in all capital letters and make the “NERGY” and “TAR” two font sizes smaller than the E and S (e.g., 12 point for the E and S and 10 point for the rest of the letters).



ENERGY STAR Review Policy

- Advertisements where the certification mark is placed next to qualified products do not need to be approved.
- ENERGY STAR must approve educational or promotional campaigns that feature the ENERGY STAR name and/or logo prior to final production or printing. The submitted materials will be reviewed for compliance with these guidelines within five (5) business days of receipt of the materials. Materials should be submitted to your Account Manager or primary program contact.

Logo Violations

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

1. Anyone who misuses the logos will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) per ENERGY STAR's discretion. The timeframe will be dependent upon the medium in which the violation appeared and the severity of the infraction.
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.

In addition, through periodic retail visits, ENERGY STAR will identify any logo violations on promotional materials, product packaging, and/or the products themselves. ENERGY STAR will work with the violator to produce and implement a detailed action plan to quickly remedy the situation and establish procedures to avoid future errors.

Questions about the Logo Use Guidelines

If you have questions regarding these Logo Use Guidelines, please call your Account Manager or primary program contact, or the ENERGY STAR Hotline at 1-888-STAR-YES (1-888-782-7937).



ENERGY STAR® Logo Use Guidelines

ENERGY STAR Promotional Mark



ENERGY STAR Promotional Mark

ENERGY STAR makes it easy for everyone, both at work and at home, to protect the environment while also saving money. To help partners and other stakeholders communicate these benefits, the ENERGY STAR promotional mark includes the tagline “Money Isn’t All You’re Saving.”

Organizations Authorized to Use the ENERGY STAR Promotional Mark

The following organizations may use the promotional mark:

- Any organization that has signed a Partnership Agreement or Partnership Letter with ENERGY STAR and wishes to promote the benefits of ENERGY STAR
- Organizations seeking to promote the benefits of ENERGY STAR, such as non-governmental organizations (NGOs) and trade associations

Placement of the Promotional Mark

The promotional mark may be used on any promotional materials that feature ENERGY STAR (e.g., point-of-purchase displays, sales materials, T-shirts and hats, etc.). The tagline “Money Isn’t All You’re Saving” helps to educate the consumer by providing a brief explanation of the mark and the benefits that labeled

products, homes, and buildings provide.

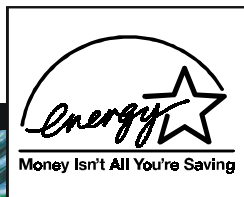
The promotional mark is not intended to be used to signify qualification with ENERGY STAR. In addition, the mark should not be used to denote or imply ENERGY STAR partnership or EPA/DOE endorsement of an organization and its products or services.

Correct Usage of the Promotional Mark:

- Used by partners, media, and others (per ENERGY STAR discretion) to promote ENERGY STAR
- Featured on ENERGY STAR promotional or educational materials (e.g., point-of-purchase displays, sales training materials, Web sites, etc.)
- Featured on promotional materials on or adjacent to qualified products (e.g., hang tags)

Incorrect Usage of the Promotional Mark:

- Used on any product, home, or building to signify qualification with ENERGY STAR
- Used to imply that any product, service, or organization has met ENERGY STAR performance criteria
- Used on letterhead, business cards, and other stationery
- Used to denote ENERGY STAR partnership or endorsement



- Used to imply that the government is funding ENERGY STAR financing and mortgages.
- Used in advertisements featuring non-qualified products, homes, or buildings
- Included on promotional materials on or adjacent to a non-qualified product, home, or building

Minimum Size and Clear Space Recommendations for the Promotional Mark

The promotional mark may be resized, but the proportions must be maintained. For legibility, it is recommended that the mark not be reproduced smaller than one inch wide by one-half inch tall.

It is recommended that a minimum amount of clear space surround the mark, separating it from other elements such as text, to ensure that these do not appear to be part of the logo. The recommended clear space is one-quarter inch on both sides and the bottom and one-eighth inch on the top. (To measure the bottom clear space, start at the baseline of the logo and then allow one-quarter inch of clear space before adding any other design elements.) If the logo is placed on a similarly-colored background, it is acceptable to use a contrasting color as an outline around the logo for contrast.

Color Identity of the Promotional Mark

Use the .tiff or .eps color logo art provided by ENERGY STAR to recreate the desired full-color logo accurately. You may change the color of the tagline "Money Isn't All You're Saving."

Sample of the 4-Color Mark:



One-Color Line Art Mark

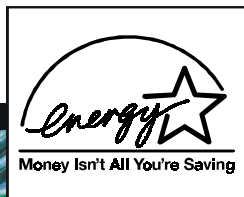
It is strongly preferred that the one-color mark be rendered in blue (Pantone 287), yellow (Pantone 129), or green (Pantone 368). Requests to use a different color must be submitted to ENERGY STAR for approval prior to the production of any materials.

Sample of the Black and White Line Art Mark:



Obtaining Copies of the ENERGY STAR Promotional Mark

Beginning in January 2001, the logos will be available from the ENERGY STAR Web site at www.energystar.gov/logos.



ENERGY STAR® Logo Use Guidelines

ENERGY STAR Linkage Phrase Mark



ENERGY STAR Linkage Phrase Mark

The ENERGY STAR linkage phrase mark is used in marketing and advertising materials to show that a company carries either ENERGY STAR labeled products or services that can deliver ENERGY STAR performance levels. The mark includes two approved linkage phrases: “Ask About ENERGY STAR” and “We Sell ENERGY STAR.”

Organizations Authorized to Use the ENERGY STAR Linkage Phrase Mark

Any party interested in marketing either its ENERGY STAR labeled products, or its services that can deliver ENERGY STAR performance levels, may use the linkage phrase mark, once it enters into an agreement with ENERGY STAR regarding the terms of the Logo Use Guidelines. Authorization to use this mark is not contingent upon signing a Partnership Agreement or Partnership Letter. The linkage phrase mark was created for dealers and distributors who work with ENERGY STAR manufacturing partners, HVAC and roofing contractors, remodelers, and other similar organizations.

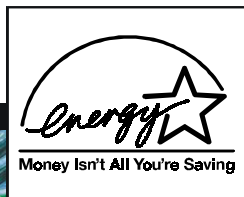
Placement of the Linkage Phrase Mark

The linkage phrase mark may be used on any promotional materials that feature ENERGY STAR (e.g., retail circulars, point-of-purchase displays, sales materials, T-shirts and hats, company-owned cars and vans, etc.).

In advertisements, it is preferred that the linkage phrase mark appear at the top or bottom of the ad along with the organization name. More importantly, the mark must never be associated with any specific product models; the certification mark should be used for this purpose.

If multiple models are featured in an advertisement and some of them do not meet the ENERGY STAR specifications, the linkage phrase mark may be used to indicate that ENERGY STAR qualified models are available without specifically identifying them. The mark should be placed at the top or bottom of the ad or in some other general location that is not product-specific.

The linkage phrase mark must never appear on qualified products (including product packaging), homes, or buildings. Finally, the mark should not be used to denote or imply ENERGY STAR partnership or EPA/DOE endorsement of an organization and its products or services.



Correct Usage of Linkage Phrase Mark:

- Used to promote ENERGY STAR in advertisements, promotional materials, Web sites, letterhead, fax cover sheets, business cards, and other similar stationery
- Placed in promotional materials in a general location that is not product-specific

Incorrect Usage of Linkage Phrase Mark:

- Used on any product, home, or building
- Used to imply that any product, service, or organization has met the ENERGY STAR performance criteria
- Used to denote ENERGY STAR partnership or endorsement
- Used to imply that the government is funding ENERGY STAR financing and mortgages

Sample Explanations for Use with the Linkage Phrase Mark

The following explanations can be used to help educate consumers. Below are some sample explanations:

- “Products/homes/buildings with the ENERGY STAR[®] label are designed to use less energy, help you save money on utility bills, and help protect the environment.”
- “Choose energy-efficient products/homes/buildings with the ENERGY STAR[®] label. It’s an easy way to protect the environment while also saving money.”

Minimum Size and Clear Space Recommendations for the Linkage Phrase Mark

The linkage phrase mark may be resized, but the proportions must be maintained. For legibility, it is recommended that the mark not be reproduced smaller than one inch square.

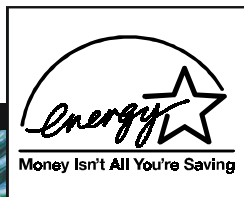
It is recommended that a minimum amount of clear space surround the mark, separating it from other elements such as text, to ensure that these do not appear to be part of the logo. The recommended clear space is one-quarter inch on both sides and the bottom and one-eighth inch on the top. (To measure the bottom clear space, start at the baseline of the logo and then allow one-quarter inch of clear space before adding any other design elements.) If the logo is placed on a similarly-colored background, it is acceptable to use a contrasting color as an outline around the logo for contrast.

Color Identity of the Linkage Phrase Mark

Use the .tiff or .eps color logo art provided by ENERGY STAR to recreate the desired full-color logo accurately.

Sample of the 4-Color Mark:





One-Color Line Art Mark

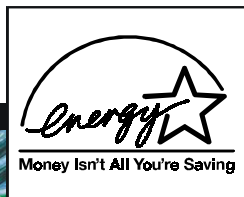
It is strongly preferred that the one-color mark be rendered in blue (Pantone 287), yellow (Pantone 129), or green (Pantone 368). Requests to use a different color must be submitted to ENERGY STAR for approval prior to the production of any materials.

Sample of the Black and White Line Art Mark:



Obtaining Copies of the ENERGY STAR Linkage Phrase Mark

Beginning in January 2001, the logos will be available from the ENERGY STAR Web site at www.energystar.gov/logos.



ENERGY STAR® Logo Use Guidelines

ENERGY STAR Terminology

When writing and talking about ENERGY STAR, here are some guidelines and examples to follow.

ENERGY STAR Terminology

Correct

The only two acceptable terms to refer to the label on a specific item:

1. ENERGY STAR labeled TV (or VCR, building, etc.)
2. ENERGY STAR qualified TV (or VCR, building, etc.)

Unacceptable

An ENERGY STAR TV

ENERGY STAR compliant TV
ENERGY STAR certified TV
ENERGY STAR rated TV

ENERGY STAR labeled building

ENERGY STAR Building(s) label

ENERGY STAR label for buildings

Products/homes/buildings with/bearing the ENERGY STAR label

ENERGY STAR product (e.g., TV)
ENERGY STAR products (referring to the suite of Products)

Products/homes/buildings displaying the ENERGY STAR label

ENERGY STAR equipment
Endorsed by EPA/DOE
Meeting ENERGY STAR standards

A building manager can “measure,” “rate,” or “benchmark” a facility’s energy use

ENERGY STAR rated building
ENERGY STAR Building(s) “standard”
ENERGY STAR “standards” applied to a building or facility

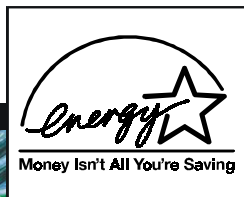
Facility/Building/School has been awarded/earned the ENERGY STAR label

Facility/Building/School has “won” the ENERGY STAR label

The ENERGY STAR label is jointly managed by EPA and DOE

ENERGY STAR and the ENERGY STAR logo are registered US marks

ENERGY STAR is a registered mark owned by the US government



Performance Guidelines

Correct	Unacceptable
ENERGY STAR guidelines	ENERGY STAR Standards*
ENERGY STAR specifications	ENERGY STAR Requirements
ENERGY STAR performance levels	EPA/DOE-approved
Voluntary programs	EPA/DOE-endorsed
	Received an endorsement by EPA/DOE

**Note: When talking about Federal Energy Efficiency Standards, the use of "standards" is correct.*

Partners

Correct	Unacceptable
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

Correct	Unacceptable
ENERGY STAR: [+ a tailored marketing message], e.g., ENERGY STAR: make your commercial real estate business more profitable	ENERGY STAR Commercial Real Estate Program
ENERGY STAR for Small Business ENERGY STAR for Schools	ENERGY STAR Small Business Program ENERGY STAR Schools Program
ENERGY STAR financing ENERGY STAR loans ENERGY STAR mortgages	ENERGY STAR Finance Program
ENERGY STAR labeled exit signs	ENERGY STAR Exit Sign Program
