



ENERGY STAR[®] Logo Usage Guidelines

How the ENERGY STAR guidelines apply to
the Home Performance with
ENERGY STAR Program

The Power of ENERGY STAR



- The label is nationally recognized across products and appliances, new and existing homes
 - ✓ More than 76% of Americans recognize the label
 - ✓ The label influences consumer choices
- More than 17,000 businesses and organizations have become partners
- The ENERGY STAR identity is a valuable asset, which must be properly used and protected

Why should you care?



- Proper and consistent use of the logo builds value and reinforces sponsor or contractor connection to the larger national program
- As a partner you can use the ENERGY STAR name and marks, registered and owned by the U.S. government, as part of your energy efficiency activities
- EPA tracks all logo use and actively works to protect the trademark and words “ENERGY STAR”
- Download logos and usage guidelines from our web site:

www.energystar.gov/hpwessponsors

Who is subject to these guidelines?



- All sponsors must adhere to these guidelines
- Any party delivering services as a participant in a partner-sponsored, whole-house improvement program using Home Performance with ENERGY STAR may use the graphic once it agrees to abide by the terms of these guidelines.
 - ✓ **NOTE:** It is the responsibility of the **Sponsor** to ensure proper use of the logo, should the sponsor decide to allow contractors to have access to the HPwES marks

All partners should be aware of the general label guidelines



General Guidelines for Any Use of the ENERGY STAR label

ENERGY STAR may never be used in any manner that would imply endorsement of a company, its products or services

The marks may not be altered in anyway

The label may never be used in a way that would disparage ENERGY STAR, EPA or any government body

It may never be associated with products, homes, or buildings that do not meet program requirements

Partners are responsible for their use of the ENERGY STAR marks AND the use by participating contractors or other individuals or entities

ENERGY STAR should always appear in capital letters

The registration symbol (®) must be used with the first time “ENERGY STAR” appears in material and should always be in superscript

There shall not be a space between ENERGY STAR and the ® symbol

The ® symbol should be repeated in a document for each chapter title or web page

EPA must approve sponsors' use of the mark



- Any major educational or promotional campaigns that feature the ENERGY STAR name or mark
- Submitted materials will be reviewed for consistency within two business days of receipt
- The mark can be used for promotional purposes such as:
 - ✓ T-shirts
 - ✓ Hats
 - ✓ Letterhead, business cards, and other stationary
 - ✓ Company owned cars, vans, etc
- Do not combine HPwES with other ENERGY STAR marks
- EPA actively monitors use of the name and marks.

Using the HPwES Marketing Graphic



SAVE MONEY AND ENERGY YEAR AFTER YEAR

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

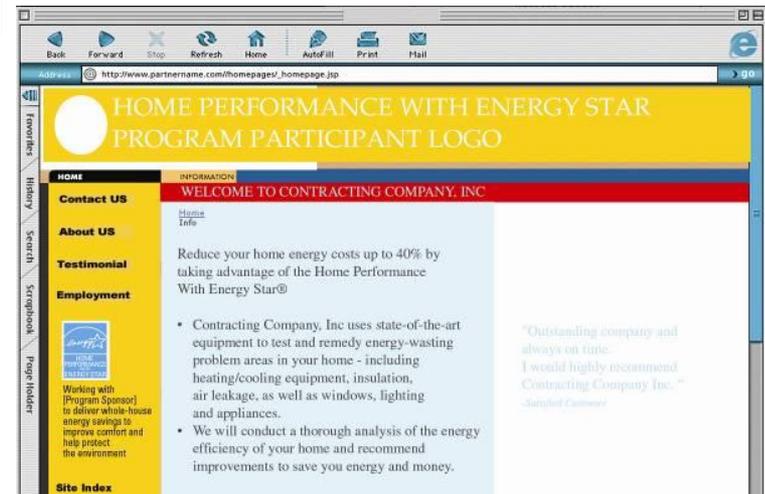
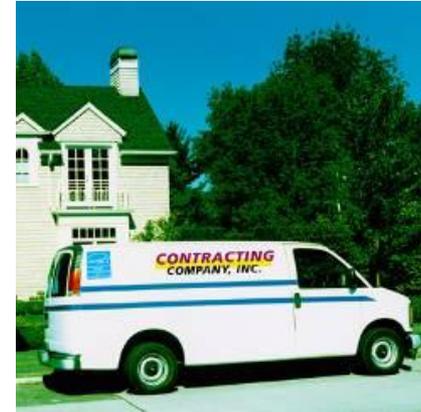
Contracting Company, Inc uses state-of-the-art
equipment to test and remedy energy-wasting
problem areas in your home - including
heating/cooling equipment, insulation, air leakage,
as well as windows, lighting and appliances.

CONTRACTING COMPANY INC.

Street Address, Any Town, ST 000-555-1234
www.webaddress.com



Working to deliver whole-house
energy savings to improve comfort and
help protect the environment.



How to Talk and Write About HPwES



- Only Program Sponsors are eligible to be partners (and use the ENERGY STAR Partner logo)
- Participating contractors can say:
 - ✓ “We offer Home Performance with ENERGY STAR” or
 - ✓ “Working to deliver whole-house energy savings to improve comfort and help protect the environment”
- Contractors should NOT refer to themselves as:
 - ✓ Home Performance with ENERGY STAR contractors
 - ✓ Home Performance with ENERGY STAR consultants
 - ✓ Home Performance with ENERGY STAR partners
- However, the terms ‘Home Performance contractor’ or ‘Home Performance consultant’ can be used

For more information



- ENERGY STAR logo use guidelines: <http://www.energystar.gov/logos>
- Home Performance with ENERGY STAR mark use guidelines: www.energystar.gov/hpwessponsors
- Email: Homeperformance@energystar.gov