



Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

The purpose of this document is to provide clarification on how the ENERGY STAR marks should be used by partners in ENERGY STAR for New Homes. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Identity Guidelines. Please review the ENERGY STAR Identity Guidelines in their entirety at www.energystar.gov/logos.

CORRECT USE

Examples of common uses of the mark are illustrated below:

- Certification Mark on plaques or signage in front of or on ENERGY STAR qualified homes.
- Partner Mark on annual reports promoting an organization's ENERGY STAR partnership.
- Promotional Mark on websites to educate the public about ENERGY STAR.
- Designed to Earn Mark on home plans, once verified by a third-party Home Energy Rater.



INCORRECT USE

- Do not use the marks to imply EPA or federal government endorsement of a partner's organization.
- Do not use the marks or the ENERGY STAR name in any other company name, domain name, or website title.
- Do not use the marks in association with homes that do not qualify as ENERGY STAR.
- Do not alter, cut apart, separate, or otherwise distort the mark in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- Do not use the ENERGY STAR marks in an unapproved color. The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed.

QUESTIONS/COMMENTS

If you have specific questions regarding the use of the ENERGY STAR marks, please contact your Account Manager or logos@energystar.gov.





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	MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK	
CERTIFICATION MARK		To identify qualified homes	<ul style="list-style-type: none"> ENERGY STAR qualified homes, home labels, and certificates Plaques or signage in front of or on ENERGY STAR qualified homes Advertisements or websites only if adjacent to a picture of an ENERGY STAR qualified home 	To promote participation in the New Homes program in general advertisements and marketing materials
PARTNER MARK		To promote an organization's partnership with ENERGY STAR	<ul style="list-style-type: none"> Annual reports Stationery, letterhead, business cards Websites 	To identify ENERGY STAR qualified homes, nor to imply that non-labeled homes are ENERGY STAR qualified
PROMOTIONAL MARK		To educate the public about the ENERGY STAR program	<ul style="list-style-type: none"> Brochures Fact sheets News articles Training materials Websites 	To identify ENERGY STAR qualified homes, nor to imply that non-labeled homes are ENERGY STAR qualified
PROMOTIONAL MARK* (BUILDERS)		To promote that a builder constructs homes to the ENERGY STAR guidelines	<ul style="list-style-type: none"> Stationery, letterhead, business cards Advertisements Signs, placards Websites Brochures Fact sheets News articles Training materials Pins, hats, other promotional items 	To identify ENERGY STAR qualified homes, nor to imply that non-labeled homes are ENERGY STAR qualified
PROMOTIONAL MARK (REGIONAL/STATE)		To educate builders and the public about a regional/state ENERGY STAR for New Homes program	<ul style="list-style-type: none"> Stationery, letterhead, business cards Advertisements Signs, placards Websites Brochures Fact sheets News articles Training materials Pins, hats, other promotional items 	To identify ENERGY STAR qualified homes, nor to imply that non-labeled homes are ENERGY STAR qualified
DESIGNED TO EARN MARK		To identify home plans that incorporate energy-efficient details and specifications to meet ENERGY STAR guidelines, as verified by a third-party Home Energy Rater	<ul style="list-style-type: none"> Directly on qualified home plans, once verified by a third-party Home Energy Rater Advertisements or websites only if adjacent to a home plan that has been verified as Designed to Earn the ENERGY STAR 	To identify ENERGY STAR qualified homes, nor to imply that non-labeled homes or home plans are ENERGY STAR qualified

*This mark will not be made available for partners' use until 2012. Once available, partners can use this mark to promote their construction of ENERGY STAR qualified homes.