



Guidelines for using the ENERGY STAR® Qualified Gas Furnace Regional Marketing Graphic

The ENERGY STAR Qualified Gas Furnace Regional Marketing Graphic is designed to signify that a gas furnace is ENERGY STAR qualified only in particular states. Climate is a key factor in the qualifying criteria for gas furnaces, therefore some gas furnaces will be ENERGY STAR qualified only in certain regions.

ENERGY STAR qualified gas furnaces that have met an Annual Fuel Utilization Efficiency (AFUE) rating of at least 95% are qualified nationwide. These products may use the ENERGY STAR Certification mark to denote that the gas furnace has earned the ENERGY STAR. Gas furnaces that have earned the ENERGY STAR and have met an AFUE rating of less than 95% are qualified only in certain states. These products may use the ENERGY STAR Qualified Gas Furnace Regional Marketing Graphic to denote that the gas furnace has earned the ENERGY STAR in the states indicated.

The purpose of this document is to lay out the specific rules for using the ENERGY STAR Qualified Gas Furnace Regional Marketing Graphic correctly. These guidelines supplement the ENERGY STAR Identity Guidelines that an organization has already committed to abide by as part of their partnership with EPA. Below is the graphic:



USING THE REGIONAL ENERGY STAR QUALIFIED GAS FURNACE MARKETING GRAPHIC

The graphic may be used in point-of-purchase (PoP) displays at retail or as a visual identifier on product literature and Web pages that highlight the qualified product. It may be, but is not required to be, placed on the gas furnace. Gas furnaces qualified only in the states indicated on the graphic may not use the ENERGY STAR Certification Mark. When using the graphic:

THINGS THAT YOU CAN DO:

- Highlight a product that has been recognized as ENERGY STAR qualified in a specific region in sales materials, literature about the products, product packaging, signs, etc.
- The graphic may be resized, but the proportions must be maintained. For legibility in print, it is recommended that the graphic not be reproduced smaller in width than .375 inch (3/8”).
- A clear space of .333 (1/3) the height of the graphic should surround the graphic at all times. No other graphic elements, such as text and images can appear in this area. This spacing is mandatory since the graphic may appear within materials using complex imagery, such as other graphics, graphic devices, and text.
- The graphic should always appear in ENERGY STAR Blue (100% Cyan), whether on the Web or in print materials.

THINGS YOU CANNOT DO:

- Use it to denote ENERGY STAR partnership or endorsement.
- Alter the look up of the graphic.
- Rotate the graphic.
- Separate any of the graphic’s elements.
- Violate the clear space of the graphic.
- Display the graphic in any color besides ENERGY STAR Blue (100% Cyan).

THIS GRAPHIC CANNOT BE USED ON:

- Buildings
- Business Cards
- Homes
- Letterhead
- Non-Product specific promotional materials
- Stationary
- Vehicles



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EXAMPLES

USING THE GRAPHIC IN AN ADVERTISEMENT:



USING THE GRAPHIC ON A GAS FURNACE:



WRITING ABOUT GAS FURNACE PRODUCTS THAT QUALIFY FOR THE GAS FURNACE REGIONAL MARKETING GRAPHIC

When writing about products that have been recognized as ENERGY STAR qualified gas furnaces in particular states, please use the following language:

CORRECT

- The [insert model name] gas furnace has earned the ENERGY STAR in [insert state].

INCORRECT

- The [insert model name] is approved for use by the U.S. Environmental Protection Agency’s ENERGY STAR program.
- The [insert model name] is certified by the U.S. Environmental Protection Agency’s ENERGY STAR program.
- The U.S. Environmental Protection Agency/ENERGY STAR program promotes the use of [insert model name] to improve the energy efficiency of your home.

AS A REMINDER, WHEN WRITING ABOUT ENERGY STAR:

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

Organizations must abide by all pertinent rules outlined in the ENERGY STAR Identity Guidelines when using the ENERGY STAR Qualified Gas Furnace Regional Marketing Graphic. The ENERGY STAR Identity Guidelines are available at www.energystar.gov/logos.

QUESTIONS/COMMENTS

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