

ENERGY STAR 20th Anniversary Promotional Materials for Partner Use

2012 marks the 20th anniversary of the Environmental Protection Agency's (EPA) ENERGY STAR program. We are excited to invite our partners to join us in celebrating this important milestone in the program's history. Our strong partnership with businesses and organizations across the country has been essential to the benefits we have achieved together for our economy and the environment, and we look forward to promoting our partnerships and their success stories all year long.

We have developed a family of 20th anniversary promotional marks as well as a text identifier that we hope you will use throughout the year to celebrate your partnership with ENERGY STAR. These materials should be used in the same fashion as EPA's standard ENERGY STAR promotional marks. The anniversary promotional marks and text identifier may be used on promotional materials that celebrate an organization's commitment to and partnership with the ENERGY STAR program, including: brochures, point-of-purchase materials, websites, ads, email blasts, t-shirts, hats, media kits, and flyers. These anniversary-specific graphics may be added to partner materials through December 31, 2012.

Anniversary Promotional Marks and Text Identifier Usage Guidelines:

- 1.) The promotional marks may not be altered, cut apart, separated or otherwise distorted in perspective or appearance.
- 2.) The promotional marks/text identifier may not be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
- 3.) The anniversary promotional marks/text identifier may be used to promote an organization's commitment to and partnership in the ENERGY STAR program.
- 4.) The ENERGY STAR name and marks may not be used in any manner that would imply EPA endorsement of a company, its products or its services.
- 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.
- 6.) The promotional marks/text identifier may not be used in a manner that would disparage EPA, ENERGY STAR, DOE or any other government body.

Style Guidelines:

- 1.) **CLEAR SPACE:** We require that a clear space of .333 (1/3) the height of the graphic box within the promotional mark/identifier should surround the entire mark/identifier at all times. No other graphic elements, such as text and images can appear in this area.
- 2.) **MINIMUM SIZE:** The anniversary promotional marks/identifier can be resized, but the proportions must be maintained. For legibility purposes, horizontal marks/identifier cannot be reproduced smaller than 1.5 inches in width. Vertical marks cannot be reproduced smaller than .75 inches in height. Lettering legibility must always be maintained on the Web.

- 3.) **PREFERRED COLOR:** The preferred color for the promotional marks/identifier is 100% Cyan. Alternate versions in black or reversed out to white are allowed. The Web color equivalent is hex color #0099FF.

Please review the ENERGY STAR Identity Guidelines for complete instructions on proper use of all ENERGY STAR marks: www.energystar.gov/logouse

Partners may access the marks/text identifier through their My ENERGY STAR Account (MESA).

ENERGY STAR Review Policy:

EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR name or mark prior to final production or printing.

Promotional Mark Violations:

EPA actively monitors proper use of the ENERGY STAR name and marks. Anyone who misuses the anniversary promotional marks will be contacted in writing or by phone and will be asked to correct the error per EPA's discretion. Failure to make the required changes may result in termination of a stakeholder's participation in the ENERGY STAR program.

ENERGY STAR 20th Anniversary Promotional Marks/Text Identifier

Vertical/Horizontal Promotional Marks: It is ideal to use these all-cyan versions when there is an abundance of white or neutral space present within the material.



Horizontal Identifier: Use this identifier when the certification mark is already present in close proximity.

CELEBRATING
20 YEARS OF
ENERGY STAR

Partners may access the marks/text identifier through their My ENERGY STAR Account (MESA).