

USING THE ENERGY STAR MARKS

GENERAL GUIDELINES

The ENERGY STAR program is a partnership between private and public sector organizations and the federal government. Through this partnership, organizations may receive authorization to use one or more of the ENERGY STAR trademarks, owned by the U.S. Environmental Protection Agency, to identify and promote their certified products, homes, buildings, or highlight their partnership with ENERGY STAR and commitment to energy efficiency.

The ENERGY STAR marks, each designed for specific purposes, are shown on the following pages and fall under the following four categories:

1. Certification Mark;
2. Partnership Mark;
3. Promotional Mark; and
4. Linkage Phrase Marks.

To use these marks, organizations must sign a Partnership Agreement and be an active partner in EPA's ENERGY STAR program. If you have questions about your partnership status, check EPA's [ENERGY STAR Partner List](#) or contact your Account Manager. Members of the media can contact media@energystar.gov to request high resolution marks and guidance on how the mark should be used. In addition to the specific guidelines for each mark, organizations must also abide by the following general guidelines for the use of the ENERGY STAR name and all forms of its marks:

1. The marks may not be altered, rotated, cut apart, or otherwise distorted.
2. The ENERGY STAR name and marks may not be used to imply EPA or ENERGY STAR endorsement or approval of an organization, its products, or its services.
3. Neither the marks, nor any portion thereof, nor any reference to the ENERGY STAR name may be used in an organization's name or logo, product name or logo, service name or logo, or website domain name.
4. The marks may not be used in a manner that would disparage ENERGY STAR, EPA, nor any other government body.
5. The marks may not be associated with products, homes, or buildings that are not ENERGY STAR certified.
6. Partners and other authorized organizations are responsible for their own proper use of the ENERGY STAR marks, as well as use by their representatives, such as ad agencies, contractors, and companies that produce promotional items on their behalf.

7. EPA requires that a clear space surround the mark at all times. No other mark elements, such as text or images, should appear directly next to the mark.
8. The marks may be resized, but the proportions must be maintained. The lettering inside the marks must remain legible when reproduced for print or electronic formats.
9. The color for the marks is 100% Cyan; the Web color equivalent is hex color #00AEEF. Alternate versions in black or reversed out to white are allowed, but Cyan is preferred. The marks should not be used as an outline, nor should they appear in the same color as the background (e.g., a blue mark should not be used on a blue background).



ENERGY STAR MARK VISUAL OVERVIEW

Mark	How to Use the Mark
Certification Mark	<p>The Certification Mark is used as a label on products, homes, and buildings that have been verified to meet ENERGY STAR requirements. Guidance on how to use the Certification Mark for specific programs or conditions is available on page 10.</p> <p>For additional details on how to use the mark, please refer to page 4.1.</p>
Promotional Mark	<p>The Promotional Mark is used in educational and promotional materials intended to inform others about the benefits of the ENERGY STAR program. It may be used on materials that promote the benefits of energy efficiency with ENERGY STAR but do not identify a particular product, home, or building as ENERGY STAR certified. Additional Promotional Marks for specific programs or conditions are also available. For additional details, please refer to page 5.1.</p>
Linkage Phrase Marks	<p>The Linkage Phrase Marks are used in promotional materials to show that an organization offers ENERGY STAR certified products or builds ENERGY STAR certified new homes. It may be used on materials designed to provide consumers with general information about ENERGY STAR certified products and homes, rather than to identify a particular product, home, or building as ENERGY STAR certified. Additional Linkage Phrase Marks for specific programs or conditions are also available. For additional details, please refer to page 5.2.</p>
Partnership Marks	<p>The Partnership Mark is used to promote an organization's commitment to and partnership in the ENERGY STAR program. It may not be used to identify a particular product, home, or building as ENERGY STAR certified. For additional details, please refer to page 6.2.</p>

Visual Example of Mark





USING THE DESIGNED TO EARN THE ENERGY STAR MARK: MULTIFAMILY HIGH RISE

The Designed to Earn the ENERGY STAR Mark is awarded to Developers who are partners in EPA's ENERGY STAR program for project designs that meet the ENERGY STAR Multifamily High Rise (MFHR) Prescriptive or Performance Path requirements.

CORRECT USE

During the design and construction phases of the MFHR project, the partner may promote and market their project as Designed to Earn the ENERGY STAR after EPA verifies that the Proposed Building Submittal conforms to the program's prerequisites and incorporates the recommended measures contributing to the achievement of the minimum performance target OR the Prescriptive Path requirements.

Partners may promote or market individual units in a MFHR projects as Designed to Earn the ENERGY STAR using the following language:

- "The units/apartments/condos in this [building/project] are Designed to Earn the ENERGY STAR";
- "The units/apartments/condos in [project name] are Designed to Earn the ENERGY STAR".

For MFHR buildings where dwelling units and residential associated space consist of 100% of the building square footage, the partner may also promote the projector building using the following language:

- "This [building/project] is Designed to Earn the ENERGY STAR";
- "[Project name] is Designed to Earn the ENERGY STAR".

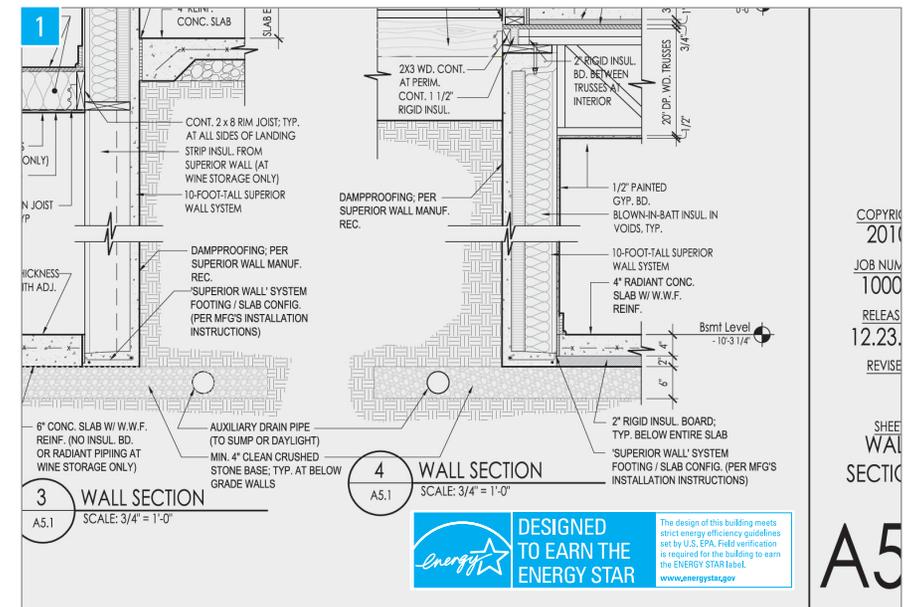
USES OF THE DESIGNED TO EARN THE ENERGY STAR MARK INCLUDE:

- Advertisements or other promotional materials, either print or electronic, which are specific to the project design. The mark should be located adjacent to the project description or design that achieved the ENERGY STAR.
- Case studies or other project materials only if the document refers exclusively to the specified project; and
- Directly on certified building plans, adjacent to the building name in the title block. **1**



INCORRECT USE

- Do not use as a designation for an EPA or ENERGY STAR partnership or endorsement.
- Do not use in a way that could be misconstrued to indicate that the building has earned the ENERGY STAR certification for its actual energy performance. (The ENERGY STAR Certification Mark should be used to identify a certified building).
- Do not use in advertisements or other promotional materials (either print or electronic), that are not associated with projects that achieved Designed to Earn the ENERGY STAR.
- Do not use as a standalone promotion for properties
 - after the certificate of occupancy has been issued
 - or
 - more than 24 months after the date the Design Submittal was approved for projects that were never constructed
- Do not use on stationery, such as letterhead, correspondence documents, or business cards.
- Do not use on cars, vans, or other vehicles.



COPYRIGHT
2016
JOB NUMBER
1000
RELEASED
12.23.
REVISED

SHEET
WALL
SECTION

A5

USING THE DESIGNED TO EARN THE ENERGY STAR MARK: MULTIFAMILY HIGH RISE (CONTINUED)

USING THE CERTIFICATION MARK POST CONSTRUCTION: MULTIFAMILY HIGH RISE

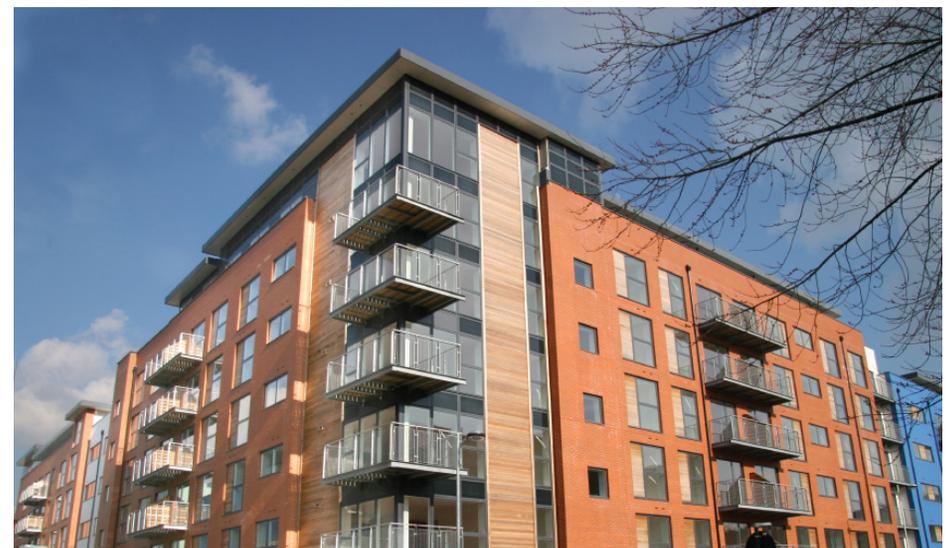
Upon confirmation from EPA that all program requirements have been met and verified, the partner may identify or promote the MFHR building as ENERGY STAR, as specified below.

When identifying MFHR buildings that have earned the ENERGY STAR on or within the structure, follow the guidelines below:

- For MFHR buildings where dwelling units and residential associated space consist of 100% of the building square footage, the partner may identify the building as ENERGY STAR on the exterior of the building.
- For MFHR buildings with commercial associated space, the MFHR Developer may identify the building as ENERGY STAR only within the building's residential or residential associated space (e.g. the lobby entrance to the residential portion of the building).

When promoting or marketing a project as ENERGY STAR, follow the guidelines below:

- For MFHR buildings where dwelling units and residential associated space consist of 100% of the building square footage, the MFHR Developer may promote the project, building and the individual units in the building as ENERGY STAR in advertising and other promotions.
- For MFHR buildings with commercial associated space, the MFHR Developer may only promote the units within the certified building as ENERGY STAR units in advertising and other promotions.



INCORRECT USE EXAMPLES

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. This page presents examples of common mark misuses.

ALL MARKS 1

- Using any mark on or near a product, home, or building that has not earned the ENERGY STAR.
- Using any mark to promote a product, home, or building that is energy efficient, but not ENERGY STAR certified.
- Using any mark to promote a product, home, or building that is not eligible for the ENERGY STAR.

CERTIFICATION MARK 2

- Using the Certification Mark on insulation products or battery charging systems. For information regarding the use of ENERGY STAR marks on those products, please visit the product-specific sections within the Brand Book at www.energystar.gov/logos.
- Using the Certification Mark on advertisements featuring products that are not ENERGY STAR certified.

PROMOTIONAL MARKS 3

- Using the Promotional Marks to imply endorsement of a product, home, or building by ENERGY STAR or to indicate or imply that a product, home, or building is ENERGY STAR certified.

PARTNER MARK 4

- Using the Partner Mark if your organization is not an active ENERGY STAR partner. To confirm your organization is an active partner, please visit the [ENERGY STAR Partner List](#), or contact your program Account Manager.
- Using the Partner Mark on or adjacent to a product, product packaging, home, or building.
- Using the Partner Mark on advertisements or Web pages to imply that a product, home, or building is ENERGY STAR certified.

LINKAGE PHRASE MARKS 5

- Using the Linkage Phrase Marks to imply partnership with ENERGY STAR or to imply that a product is ENERGY STAR certified.

1

ENERGY STAR Partner, Inc.

Non-ENERGY STAR Qualified Model#XXXX

Capacity: X.X cu. ft.
Freezer Section: X.X cu. ft.
Overall: X.X cu. ft.
Refrigerator Section: X.X cu. ft.

Approvals:

Toaster Oven (product category not eligible for the ENERGY STAR)

2

ENERGY STAR Partner, Inc.
CFS EQUIPMENT

CATALOG OF CFS EQUIPMENT: ALL EQUIPMENT TYPES

Contains information about both **ENERGY STAR** qualified and **non-ENERGY STAR** qualified equipment

WE SELL ENERGY STAR

3

LEARN MORE AT energystar.gov

4

Reduce energy consumption with this **non-ENERGY STAR** qualified equipment!

Save X% amount of natural gas over X years with our energy-efficient equipment that is not ENERGY STAR qualified.

ENERGY STAR Partner, Inc.

5

Partner X is proud to be a partner of these organizations:

Approvals:

TERMINOLOGY – Proper Use of the ENERGY STAR Name

The ENERGY STAR name and mark are registered trademarks owned by the U.S. EPA.

This section provides the appropriate terminology to use when describing the various elements of the ENERGY STAR program, as well as examples of incorrect terminology. EPA requires that partners follow this terminology to ensure brand consistency.

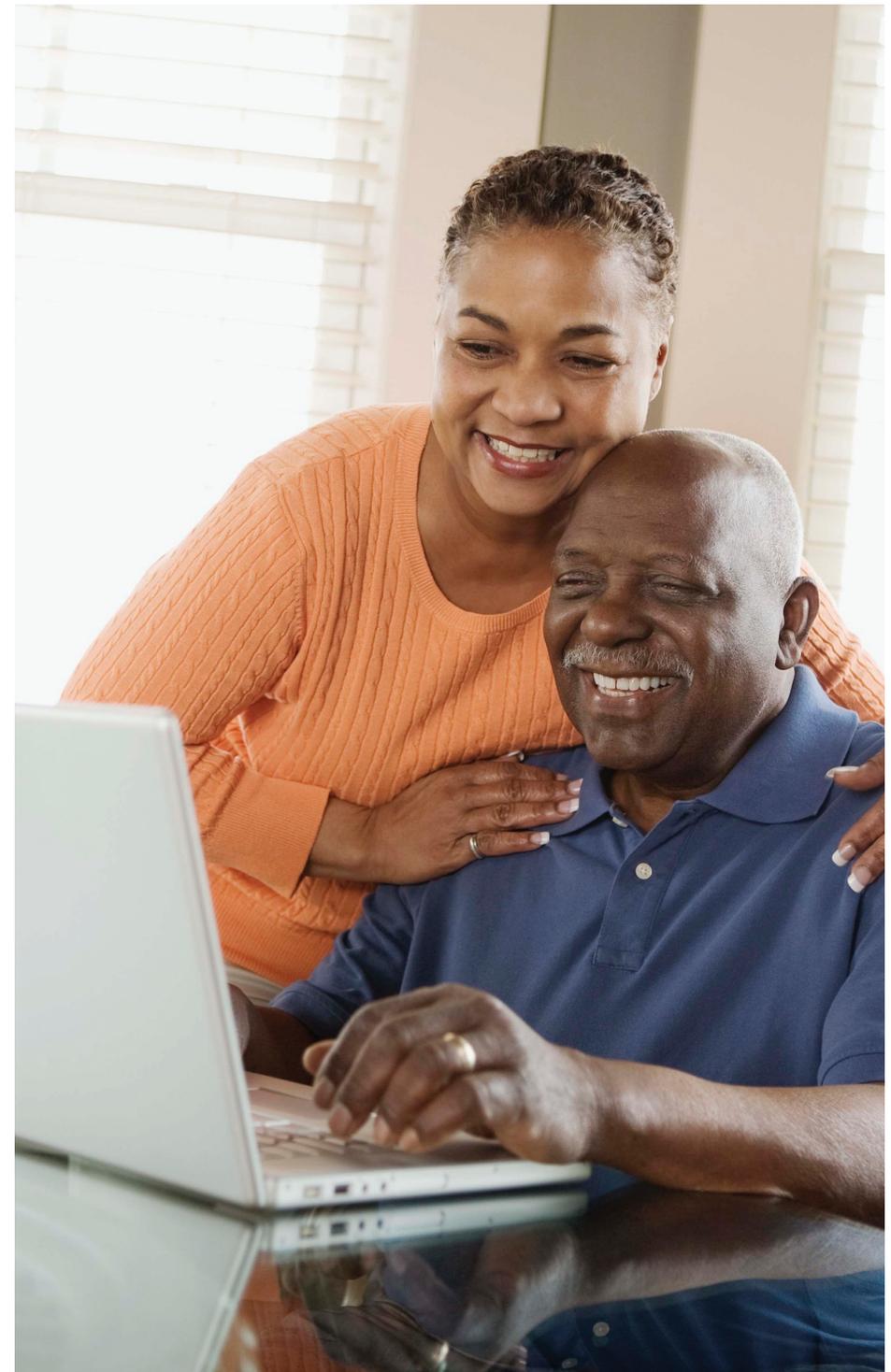
1. The ENERGY STAR name should always appear in all capital letters and as two words.
2. There should be no space between the words “ENERGY STAR” and the ® symbol;
3. The registration symbol ® must be used the first time the words “ENERGY STAR” appear and the ® symbol should then be repeated in a document for each chapter title or Web page; and
4. The ® symbol should always be in superscript.

When writing about ENERGY STAR, please use the following language:

1. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.
2. ENERGY STAR products are third-party certified by an EPA-recognized Certification Body.
3. ENERGY STAR certified new homes are verified by independent Home Energy Raters.
4. ENERGY STAR certified multifamily high rise buildings are verified by a professional engineer or registered architect.
5. ENERGY STAR certified buildings and plants earn a score of 75 or higher on EPA’s 1-100 energy performance scale and are verified by a Professional, Engineer, Registered, or Architect.
6. Products/Homes/Buildings that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency.

CORRECT	INCORRECT
EARNING THE ENERGY STAR	
ENERGY STAR certified TV (or computer, refrigerator, etc.)	ENERGY STAR compliant TV ENERGY STAR rated TV ENERGY STAR TV
TV (or computer, refrigerator etc.) that has earned the ENERGY STAR	ENERGY STAR rating EPA-approved EPA-endorsed Endorsed by EPA
ENERGY STAR certified products (referring to the full suite of products) ENERGY STAR products (referring to the full suite of products)	ENERGY STAR TV (or computer, refrigerator, etc.)
ENERGY STAR certified homes	ENERGY STAR homes Designed to be ENERGY STAR labeled or ENERGY STAR compliant
ENERGY STAR certified multifamily high rise building ENERGY STAR certified units ENERGY STAR certified apartments ENERGY STAR certified condos	ENERGY STAR multifamily high rise building ENERGY STAR units ENERGY STAR apartments ENERGY STAR condos
ENERGY STAR certified buildings and plants	ENERGY STAR Building(s) or Plant(s) label ENERGY STAR labeled building or plant ENERGY STAR rated building or plant
Facility/Building/School/Home has earned EPA’s ENERGY STAR Facility/Building/School/Home has earned EPA’s ENERGY STAR certification	Meeting ENERGY STAR standards* <i>* Note: When talking about Federal Energy Efficiency Standards, the use of “standards” is correct.</i>

CORRECT	INCORRECT
EARNING THE ENERGY STAR (CONTINUED)	
The plans for a Facility/Building/School have achieved Designed to Earn the ENERGY STAR Products/homes/buildings that have earned the ENERGY STAR	ENERGY STAR rated homes ENERGY STAR rating
PERFORMANCE GUIDELINES	
ENERGY STAR specifications (in reference to products)	EPA-approved EPA-endorsed
ENERGY STAR requirements	ENERGY STAR rated homes ENERGY STAR rating
ENERGY STAR energy performance scale	Received an endorsement by EPA Facility/ Building/School has “won” the ENERGY STAR label
PARTNERS	
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 the ENERGY STAR program	An EPA approved seller of ENERGY STAR equipment
ENERGY STAR for Buildings/Small Business/etc.	ENERGY STAR Commercial Real Estate/ Small Business/etc.
ENERGY STAR Certified Homes program	ENERGY STAR Homes Program
XYZ is a participating contractor in ABC’s Home Performance with ENERGY STAR program.	XYZ is a Home Performance with ENERGY STAR contractor.
PORTFOLIO MANAGER	
EPA’s online energy management and tracking tool, ENERGY STAR Portfolio Manager EPA’s ENERGY STAR Portfolio Manager	PortfolioManager PM or ESPM ENERGY STAR’s Portfolio Manager



WRITING ABOUT ENERGY STAR IN SOCIAL MEDIA

EPA uses social media platforms to engage in two-way conversations with consumers and partners about ENERGY STAR facts and messaging. EPA encourages partners using social media to also participate in conversations about ENERGY STAR. In addition to following the ENERGY STAR General Guidelines on page 3.1 when using the words “ENERGY STAR” in social media, please also observe the following guidance.

CORRECT USE

- Use an ENERGY STAR hashtag (e.g., #ENERGYSTAR, #CTWEarthDay2011) or an ENERGY STAR conversation link (e.g., @ENERGYSTAR, @ENERGYSTARbldgs) to share energy-efficient news relevant to the ENERGY STAR program.

INCORRECT USE

- Do not use ENERGY STAR hashtags or ENERGY STAR conversation links in association with products, homes, or buildings that have not earned the ENERGY STAR.
- Do not use “ENERGY STAR” to create a Facebook page identity, Twitter handle, or URL.
- Do not share news unrelated to the ENERGY STAR program.
- Do not use defamatory language (such as obscene, indecent, or profane language).
- Do not submit copyrighted or other proprietary material in any form on the ENERGY STAR social media channels without clearly indicating that you have permission to do so.



ENERGY STAR REVIEW POLICY

To help avoid inadvertent misuse of the ENERGY STAR marks, EPA strongly recommends that partners submit any promotional efforts that feature ENERGY STAR for review prior to final production or printing, particularly if the marks are being used in a new way. Submitted materials will be reviewed for consistency with these guidelines. EPA strives to provide feedback within two business days of receipt of the materials. Large-scale efforts may require a longer review.

Materials for review or any questions regarding proper use of the trademarks should be submitted to the partner's Account Manager or via email at: logo@energystar.gov.

TRADEMARK VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name and marks. To report potential trademark violations, please email us at: logomisuse@energystar.gov.

