



# 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 participating in EPA's ENERGY STAR Certified Homes program. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Brand Book. Please review the ENERGY STAR Brand Book in its entirety at [www.energystar.gov/logouse](http://www.energystar.gov/logouse).

## CORRECT USE

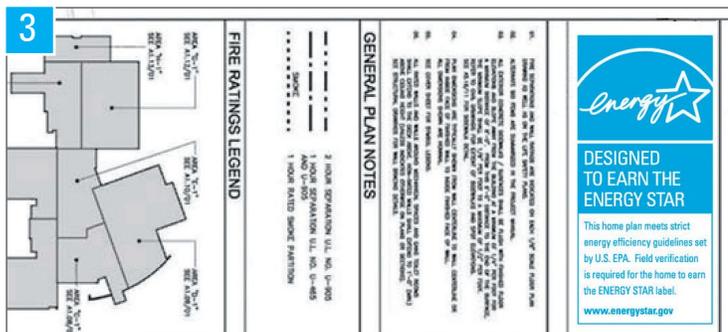
Examples of common uses of the marks are illustrated below:

- 1 Linkage Phrase Mark on websites to educate the public about the ENERGY STAR Certified Homes program.
- 2 Partner Mark on annual reports promoting an organization's ENERGY STAR partnership.
- 3 Designed to Earn Mark on home plans, once verified by a third-party Home Energy Rater.
- 4 Certification Mark on plaques or signage in front of or on ENERGY STAR certified homes.



## INCORRECT USE

- Do not use the ENERGY STAR marks or name to imply EPA or federal government endorsement of a partner's organization.
- Do not use the ENERGY STAR marks or name in any other company name, domain name, website title, or social media account name.
- Do not use the ENERGY STAR marks or name in association with homes that are not built to ENERGY STAR specifications.
- Do not alter, cut apart, separate, or otherwise distort the ENERGY STAR marks or name 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); the Web color equivalent is hex color #00AEEF. Alternate versions in black or reversed out to white are allowed, but cyan is preferred.
- Do not use the ENERGY STAR marks in an unapproved size; marks must be legible and proportions must be maintained.



## QUESTIONS/COMMENTS

If you have specific questions regarding the use of the ENERGY STAR marks, please contact your Account Manager or [logo@energystar.gov](mailto:logo@energystar.gov).



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Learn more about the ENERGY STAR marks by clicking the images below to jump to a description of the various marks and their uses. To return to this menu, click on the ENERGY STAR mark in the top left corner of each page.

## LINKAGE PHRASE MARK



## LINKAGE PHRASE MARK (ENERGY STAR CERTIFIED APARTMENTS)



## PROMOTIONAL MARK



## LINKAGE PHRASE MARK (100% COMMITMENT)

**Committed to Building  
100% ENERGY STAR**



## PARTNER MARK



## PROMOTIONAL MARK (REGIONAL/STATE)

### NEW YORK



### NEW YORK



## CERTIFICATION MARK



## DESIGNED TO EARN MARK



This home plan meets strict energy efficiency guidelines set by U.S. EPA. Field verification is required for the home to earn the ENERGY STAR label.  
[www.energystar.gov](http://www.energystar.gov)

This home plan meets strict energy efficiency guidelines set by U.S. EPA. Field verification is required for the home to earn the ENERGY STAR label.  
[www.energystar.gov](http://www.energystar.gov)



ENERGY STAR

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## LINKAGE PHRASE MARK



ASK ABOUT  
ENERGY STAR  
CERTIFIED HOMES



ASK ABOUT  
ENERGY STAR  
CERTIFIED HOMES

### MARK USAGE

To educate consumers about ENERGY STAR certified homes and promote an organization's support of the ENERGY STAR Certified Homes program

### USE MARK IN OR ON

- Signs and placards associated with homes being built to meet ENERGY STAR specifications
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home as ENERGY STAR certified
- Web pages
- Company vehicles

### DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified
- Do not use in association with homes that are not built or not being built to meet ENERGY STAR specifications
- Do not use on home plans



ENERGY STAR

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## LINKAGE PHRASE MARK (ENERGY STAR CERTIFIED APARTMENTS)



ASK ABOUT  
ENERGY STAR  
CERTIFIED APARTMENTS



ASK ABOUT  
ENERGY STAR  
CERTIFIED APARTMENTS

### MARK USAGE

To educate consumers about ENERGY STAR certified apartments and promote an organization's support of the ENERGY STAR Multifamily High Rise (New Construction) program

### USE MARK IN OR ON

- Signs and placards associated with apartments being built to meet ENERGY STAR specifications
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular apartment as ENERGY STAR certified
- Web pages
- Company vehicles

### DO NOT USE MARK

- Do not use to identify ENERGY STAR certified apartments, nor to imply that non-labeled apartments are ENERGY STAR certified
- Do not use in association with apartments that are not built or not being built to meet ENERGY STAR specifications



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## LINKAGE PHRASE MARK (100% COMMITMENT)

### Committed to Building 100% ENERGY STAR



ASK ABOUT  
ENERGY STAR  
CERTIFIED HOMES

#### MARK USAGE

- To promote an organization's support of the ENERGY STAR Certified Homes program
- Builders may make the 100% Commitment for an individual division if all homes built by that division are ENERGY STAR certified. A corporate level commitment requires all divisions and communities to be 100% committed

#### USE MARK IN OR ON

- Signs and placards associated with homes being built to meet ENERGY STAR specifications
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home as ENERGY STAR certified
- Web pages
- Company vehicles

#### DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified
- Do not use in association with homes that are not built or not being built to meet ENERGY STAR specifications
- Do not use on home plans
- Do not use in association with any individual divisions that have not made the 100% Commitment



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## PROMOTIONAL MARK



LEARN MORE AT  
[energystar.gov](http://energystar.gov)



LEARN MORE AT  
[energystar.gov](http://energystar.gov)

### MARK USAGE

To educate the public about the ENERGY STAR program

### USE MARK IN OR ON

- Brochures
- Fact sheets
- Training materials
- Web pages that provide organization-wide information, such as an "About Us" page.
- Pins, hats, and other promotional items

### DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified
- Do not use on home plans



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## PROMOTIONAL MARK (REGIONAL/STATE)

### NEW YORK



ENERGY STAR  
CERTIFIED HOMES  
PROGRAM

### NEW YORK



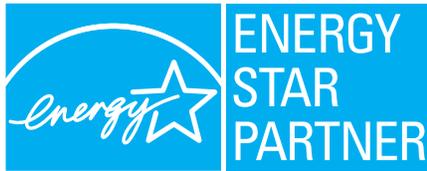
ENERGY STAR  
CERTIFIED HOMES  
PROGRAM

MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
<ul style="list-style-type: none"><li>• To educate builders and the public about a regional/state ENERGY STAR Certified Homes program</li><li>• Only partners participating in a regional/state ENERGY STAR Certified Homes program may use this mark</li></ul>	<ul style="list-style-type: none"><li>• Stationery</li><li>• Advertisements</li><li>• Signs and placards</li><li>• Web pages</li><li>• Brochures</li><li>• Fact sheets</li><li>• News articles</li><li>• Training materials</li><li>• Pins, hats, and other promotional items</li></ul>	<ul style="list-style-type: none"><li>• Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified</li><li>• Do not use on home plans</li><li>• Do not use in materials without including the partner name and/or logo</li></ul>



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

## PARTNER MARK



### MARK USAGE

To promote an organization's partnership with ENERGY STAR

### USE MARK IN OR ON

- Annual reports
- Stationery
- Web pages that provide organization-wide information, such as an "About Us" page

### DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified
- Do not use on home plans
- Do not use to imply that all of an organization's homes are ENERGY STAR certified
- Do not use if your organization is not an active ENERGY STAR partner



ENERGY STAR

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

## DESIGNED TO EARN MARK



### DESIGNED TO EARN THE ENERGY STAR

This home plan meets strict energy efficiency guidelines set by U.S. EPA. Field verification is required for the home to earn the ENERGY STAR label.

[www.energystar.gov](http://www.energystar.gov)



### DESIGNED TO EARN THE ENERGY STAR

This home plan meets strict energy efficiency guidelines set by U.S. EPA. Field verification is required for the home to earn the ENERGY STAR label.

[www.energystar.gov](http://www.energystar.gov)

#### MARK USAGE

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

#### USE MARK IN OR ON

- Directly on certified home plans, once verified by a third-party Home Energy Rater
- Advertisements or web pages only if adjacent to a home plan that has been verified as Designed to Earn the ENERGY STAR

#### DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes or home plans are ENERGY STAR certified
- Do not use in advertisements or other promotional materials, either print or electronic, that are not associated with the verified design



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## CERTIFICATION MARK



<b>MARK USAGE</b>	<b>USE MARK IN OR ON</b>	<b>DO NOT USE MARK</b>
<p>To identify certified homes</p>	<ul style="list-style-type: none"><li>• ENERGY STAR certified homes, home labels, and certificates</li><li>• Plaques or signage in front of or on ENERGY STAR certified homes</li><li>• Advertisements or web pages, only if adjacent to a picture of an ENERGY STAR certified home</li></ul>	<ul style="list-style-type: none"><li>• Do not use to promote participation in the ENERGY STAR Certified Homes program in general advertisements and marketing materials</li><li>• Do not use on stationery, pins, hats, and other promotional items</li><li>• Do not use on vehicles</li><li>• Do not use on home plans</li></ul>