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 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 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.

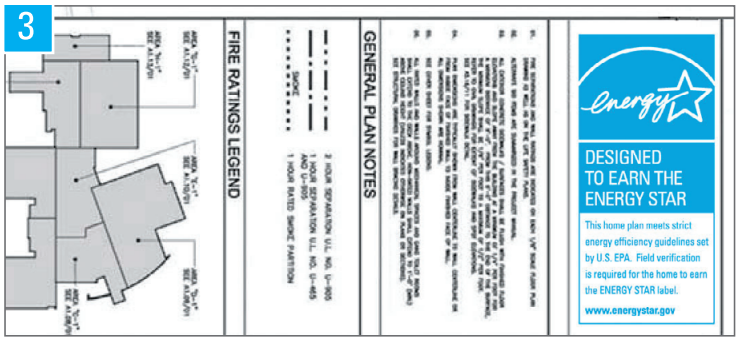
INCORRECT USE

- 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, or website title.
- 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). Alternate versions in black or reversed out to white are allowed.
- Do not use the ENERGY STAR marks in an unapproved size; marks must be legible and proportions must be maintained. Please see the ENERGY STAR Identity Guidelines for specific mark size requirements.

1

2

3



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QUESTIONS/COMMENTS

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

EPA
United States
Environmental Protection
Agency

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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. The horizontal version of each mark is the preferred version.

LINKAGE PHRASE MARK

ASK ABOUT ENERGY STAR CERTIFIED HOMES

ASK ABOUT ENERGY STAR CERTIFIED HOMES

LINKAGE PHRASE MARK (100% COMMITMENT)

Committed to Building 100% ENERGY STAR

ASK ABOUT ENERGY STAR CERTIFIED HOMES

PROMOTIONAL MARK

LEARN MORE AT energystar.gov

LEARN MORE AT energystar.gov

PROMOTIONAL MARK (REGIONAL/STATE)

NEW YORK

ENERGY STAR CERTIFIED HOMES PROGRAM

NEW YORK

ENERGY STAR CERTIFIED HOMES PROGRAM

PARTNER MARK

ENERGY STAR PARTNER

ENERGY STAR PARTNER

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

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

CERTIFICATION MARK

ENERGY STAR

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LINKAGE PHRASE MARK

ASK ABOUT ENERGY STAR CERTIFIED HOMES

ASK ABOUT ENERGY STAR CERTIFIED HOMES

MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
To educate consumers about ENERGY STAR certified homes and promote an organization's support of the ENERGY STAR Certified Homes program	• 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 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

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LINKAGE PHRASE MARK (100% COMMITMENT)

Committed to Building 100% ENERGY STAR

ASK ABOUT ENERGY STAR CERTIFIED HOMES

MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
• 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.	• 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 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

LEARN MORE AT energystar.gov

MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
To educate the public about the ENERGY STAR program	• Brochures • Fact sheets • News articles • Training materials • Web pages • Pins, hats, and other promotional items	• 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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ENERGY STAR

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
• To educate builders and the public about a regional/state ENERGY STAR Certified Homes program • Only partners participating in a regional/state ENERGY STAR Certified Homes program may use this mark.	• Stationery • Advertisements • Signs and placards • Web pages • Brochures • Fact sheets • News articles • Training materials • Pins, hats, and other promotional items	• 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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PARTNER MARK

ENERGY STAR PARTNER

ENERGY STAR PARTNER

MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
To promote an organization's partnership with ENERGY STAR	• Annual reports • Stationery • Web pages	• 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

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

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

MARK USAGE	USE MARK IN OR ON	DO NOT USE 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	• 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 to identify ENERGY STAR certified homes, nor to imply that non-labeled homes or home plans are ENERGY STAR certified

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CERTIFICATION MARK

MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
To identify certified homes	• ENERGY STAR certified homes, home labels, and certificates • Plaques or signage in front of or on ENERGY STAR certified homes • Advertisements or web pages, only if adjacent to a picture of an ENERGY STAR certified home	• Do not use to promote participation in the ENERGY STAR Certified Homes program in general advertisements and marketing materials • Do not use on stationary, pins, hats, and other promotional items • Do not use on vehicles • Do not use on home plans