



# USING THE ENERGY STAR® MARKS CORRECTLY A BRIEF INTRODUCTION TO THE MARK GUIDELINES

The purpose of this document is to provide clarification about how the ENERGY STAR marks and ENERGY STAR name should be used in all mediums. These include, but are not limited to, print advertisements, Web sites, product catalogs, and specification sheets.

This document provides a partial list of guidelines, based on the most common misuses of the ENERGY STAR marks. Please note that this document is intended to supplement, rather than 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).**

This document also presents additional examples of common mark misuses and how each should be corrected, as well as how to report mark violations. The final section of this guide provides some helpful tips on how to write about ENERGY STAR.

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. Partners should be mindful of how they use the ENERGY STAR marks in all communication and outreach materials. Ensuring that the marks are properly used protects every ENERGY STAR partner's investment in the program—and consumer confidence in the ENERGY STAR brand.



## KEY GUIDELINES

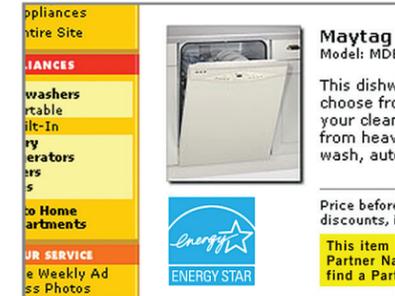
- Neither the marks nor the ENERGY STAR name may be used in any other organization name, product name, service name, domain name, or Web site title.
- The marks may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
- The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- If your organization is not an ENERGY STAR partner, but offers ENERGY STAR certified products, you must include the name of the manufacturer near the ENERGY STAR mark.
- The color for the mark is ENERGY STAR blue (100% Cyan); the Web color equivalent is hex color #00AEFF. Alternate versions in black or reversed out to white are allowed, but Cyan is preferred.
- 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.

## PROPER USE OF THE ENERGY STAR MARKS

### 1 CERTIFICATION MARK



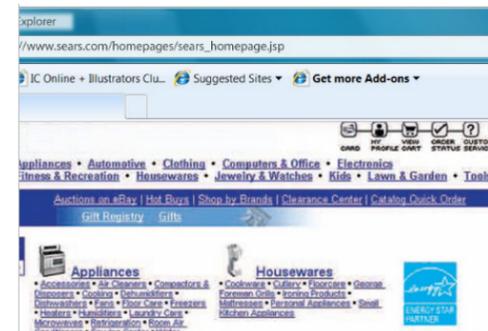
Use the Certification Mark as a label on products, homes, and buildings that have been verified to meet ENERGY STAR requirements. The mark should be used only on or near an ENERGY STAR certified product, home, or building. This mark may only be used by active ENERGY STAR partners who have signed a partnership agreement. Please see the two examples of proper usage shown below.



### 2 PARTNER MARKS



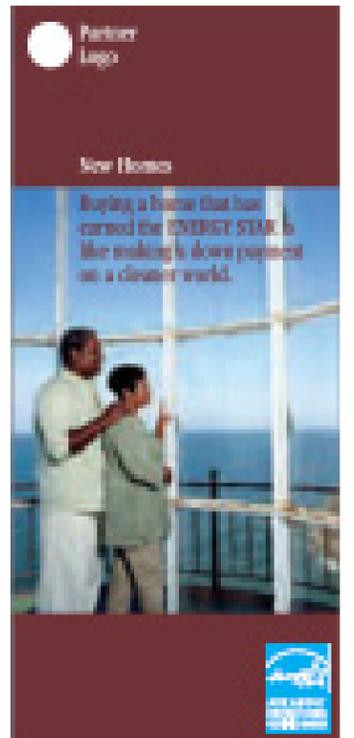
Use the Partner Mark to promote your organization's commitment to and partnership in the ENERGY STAR program. This mark may only be used by ENERGY STAR partners who have signed a partnership agreement. Please see below for an example of proper usage.



### 4 LINKAGE PHRASE MARKS



Use the Linkage Phrase Marks in promotional materials to show that an organization offers ENERGY STAR certified products or builds ENERGY STAR certified new homes. This mark may be used by ENERGY STAR partners and retailers selling ENERGY STAR certified products or services. Please see below for an example of proper usage.



### 3 PROMOTIONAL MARKS



Use the Promotional Mark in public education campaigns on the benefits of ENERGY STAR. The Promotional Mark can be used in brochures, media kits, and flyers. Please see below for an example of proper usage.

# COMMON MISUSES OF THE ENERGY STAR MARKS

## 1 ALL MARKS

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

**a** ENERGY STAR Partner, Inc.

Advertisement

**b**

Non-ENERGY STAR Qualified Equipment

Model#XXXXX  
Freezer Section: XX cu. ft.  
Overall: XX cu. ft.  
Refrigerator Section: XX cu. ft.  
Kilowatt Hrs. per Year: XXX

Certifications: UL NSF SIF

Advertisement

**c**

Clothes Dryer  
(product category not eligible for the ENERGY STAR)

Product

## 2 CERTIFICATION MARK

- a. 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](http://www.energystar.gov/logos).
- b. Using the Certification Mark on advertisements featuring products that are not ENERGY STAR certified.

**a**

Product packaging

**b** 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 CARRY  
PLATES • KNIVES •  
FRYERS • OVENS

Advertisement

## 3 PARTNER MARK

- a. 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.
- b. Using the Partner Mark on or adjacent to a product, product packaging, home, or building.
- c. Using the Partner Mark on advertisements or Web pages to imply that a product, home, or building is ENERGY STAR certified.

**b**

Product packaging

**c** Reduce energy consumption with this 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

Advertisement

# COMMON MISUSES OF THE ENERGY STAR MARKS (CONTINUED)

## 4 PROMOTIONAL MARKS

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.

Product

## 5 LINKAGE PHRASE MARKS

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

Advertisement

# WRITING ABOUT ENERGY STAR

The ENERGY STAR name should always appear in all capital letters and as two words. There should not be a dash between ENERGY and STAR.

The registered symbol ® must be used the first time the words “ENERGY STAR” appear within a print document or on a website. There should be no space between the words “ENERGY STAR” and the ® symbol and the ® symbol should always be in superscript.

When writing about ENERGY STAR, it is correct to state that a product, home, or building has “earned the ENERGY STAR” or is an “ENERGY STAR certified” product, home, or building. For example, it is acceptable to write either “ENERGY STAR certified TV” or “a TV that has earned the ENERGY STAR.”

When writing in social media platforms, do not use ENERGY STAR hashtags (e.g., #ENERGYSTAR) 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.

### ADDITIONAL INFORMATION:

To ensure proper usage, ask a member of the ENERGY STAR team to review your advertisements, Web pages, catalogs, or other marketing and outreach materials prior to publishing.

ENERGY STAR actively monitors proper use of the ENERGY STAR name and marks. To report a trademark violation or to ask for a review of materials, please contact [logomisuse@energystar.gov](mailto:logomisuse@energystar.gov).