

# 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](mailto: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><b>For additional details on how to use the mark, please refer to page 4.1.</b></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. <b>For additional details, please refer to page 5.1.</b></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. <b>For additional details, please refer to page 5.2.</b></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. <b>For additional details, please refer to page 6.2.</b></p>

Visual Example of Mark

# USING THE ENERGY STAR CERTIFICATION MARK



This mark is available to any organization that has signed a Partnership Agreement or Partnership Letter, is currently an active partner with EPA's ENERGY STAR program, and has had one or more products, homes, or buildings certified as ENERGY STAR.

## CORRECT USE

The Certification Mark is used as a label on products, homes, and buildings that have been verified to meet ENERGY STAR requirements. Examples of proper use are illustrated on the following page.

Uses of the Certification Mark include:

- Advertisements, **1** point-of-purchase materials, and other promotional materials when used on or near a certified product, home, or building;
- Product literature or a Web page **2** that identifies a certified product, home, or building; and
- Certified products or product packaging **3** See Special Conditions section on the following pages for guidance on how to use the mark on the EnergyGuide Label, Heating, Ventilation and Air-Conditioning (HVAC) Equipment, and Gas Furnaces.

## INCORRECT USE

In addition to the ENERGY STAR General Guidelines on page 3.1, please observe the following incorrect use guidelines when using the ENERGY STAR Certification Mark:

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use near non-certified products, homes, or buildings in advertisements or other promotional materials.
- Do not use on homes or buildings that have not been certified as ENERGY STAR.
- Do not use on non-product specific promotional materials.
- Do not use on insulation products or battery charging systems.
- Do not use on cars, vans, or other vehicles.

For ENERGY STAR certified homes and buildings, EPA provides a label for placement on the home or building. Builders constructing ENERGY STAR certified new homes will receive this label from their home verification organization and should affix it to the home's circuit breaker panel or other suitable location. Owners of ENERGY STAR certified buildings will receive this label from EPA. The label should be affixed to the outside of the building to promote that the building has earned the ENERGY STAR. Additional labels can be ordered online at [energystaronlinestore.com](http://energystaronlinestore.com).



# USING THE ENERGY STAR CERTIFICATION MARK SPECIAL CONDITIONS



## ENERGYGUIDE LABEL 1

The Certification Mark may be added in black to the EnergyGuide Label for appliances, televisions, and HVAC equipment that have earned the ENERGY STAR.

## HVAC EQUIPMENT 2

When using the Certification Mark in association with a certified heat pump or central air conditioner, the following disclaimer must appear: "This product meets ENERGY STAR requirements when appropriate coil components are used. Ask your contractor for details."

## REGIONAL PRODUCT LABELS

### WINDOWS 3

All certified windows, doors, and skylights must display the ENERGY STAR Product Qualification Label in accordance with the [Partner Requirements and Resource Guidelines for Manufacturers](#). The Product Qualification Label includes the Certification Mark and illustrates the regions in which the label applies, unless it applies to all regions.

### FURNACES

Certain gas furnaces are qualified only in southern states and must display the Gas Furnace Regional Mark in accordance with those specific guidelines on page 4.8

## INDUSTRIAL PLANT BANNERS AND FLAGS

This ENERGY STAR mark can only be used by a plant that has met EPA's ENERGY STAR requirements and has been awarded use of the mark. A parent corporation is responsible for any subsidiary using this mark in accordance with these guidelines; parent companies and non-awarded plants are not allowed to use or post the ENERGY STAR mark. An awarded plant can display the ENERGY STAR mark on banners or flags in any quantity that they want.

## MINIMUM GUIDELINES FOR ELECTRONIC LABELING

The following minimum guidelines apply to electronic labeling as an alternative to physical product labeling:

1. The Certification Mark must appear at system start-up for a minimum of 10 seconds unless the product start-up process is shorter than 10 seconds. In these cases, the mark should show for as much time as possible, but for no less than five seconds.
2. The Certification Mark must appear in cyan, black, or white, and meet the requirements for legibility and visibility as described on page 4.1.
3. As display screens come in a variety of sizes and capabilities, the Certification Mark must be at least 10 percent of the total screen size, but may not be smaller than 76 pixels x 78 pixels and must be clearly legible.

1

U.S. Government Federal law prohibits removal of this label before consumer purchase.

**ENERGYGUIDE**

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

Estimated Yearly Operating Cost

**\$67**

\$57 \$74

Cost Range of Similar Models

**630 kWh**  
 Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

• Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and through-the-door ice.  
 • Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.  
 • For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

ENERGY STAR

2

Programmable Thermostat  
 Automatically adjust your h.  
 home. Within a few years, pr.  
 will pay for themselves in ene.  
 temperatures for four to five ho.  
 than a full 24 hours.

ENERGY STAR qualified heating ai.  
 can save 10-40 percent on heating  
 and may also improve the comfort h.

Air Conditioners  
 Compared to conventional models, En.  
 qualified central air conditioners and i.  
 conditioners reduce energy waste by a.  
 10 percent, respectively. Replacing an o.  
 conditioner with a new Energy Star quali.  
 saves about \$50 per year in electricity dep.  
 climate and the size of the unit you're repla.

Boilers  
 An ENERGY STAR qualified boiler with techn.  
 such as electric ignition and sealed combustio.  
 save about 10 percent on heating bills.

This product meets ENERGY STAR requirem.  
 when appropriate coil components are used.  
 Ask your contractor for details.

3

ENERGY STAR® Qualified in all 50 States.  
 Aprobado por ENERGY STAR en los 50 estados.

ENERGY STAR  
 energystar.gov/windows

Qualified/Aprobado

For full information on this window, see label on product.  
 Para más información sobre esta ventana, consultar la etiqueta del producto.

# 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](http://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: XXX cu. ft.  
Freezer Section: XX cu. ft.  
Overall: XX cu. ft.  
Refrigerator Section: XX cu. ft.

**ENERGY STAR Qualified Model#YYYY**

Capacity: XXX cu. ft.  
Freezer Section: XX cu. ft.  
Overall: XX cu. ft.  
Refrigerator Section: XX cu. ft.

Approvals:

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

**2**

**Non-ENERGY STAR Qualified Equipment**

Model#XXXX

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

**Certifications:**

**3**

**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**

**Non-ENERGY STAR Qualified Equipment**

Model#XXXX

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

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

# 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.

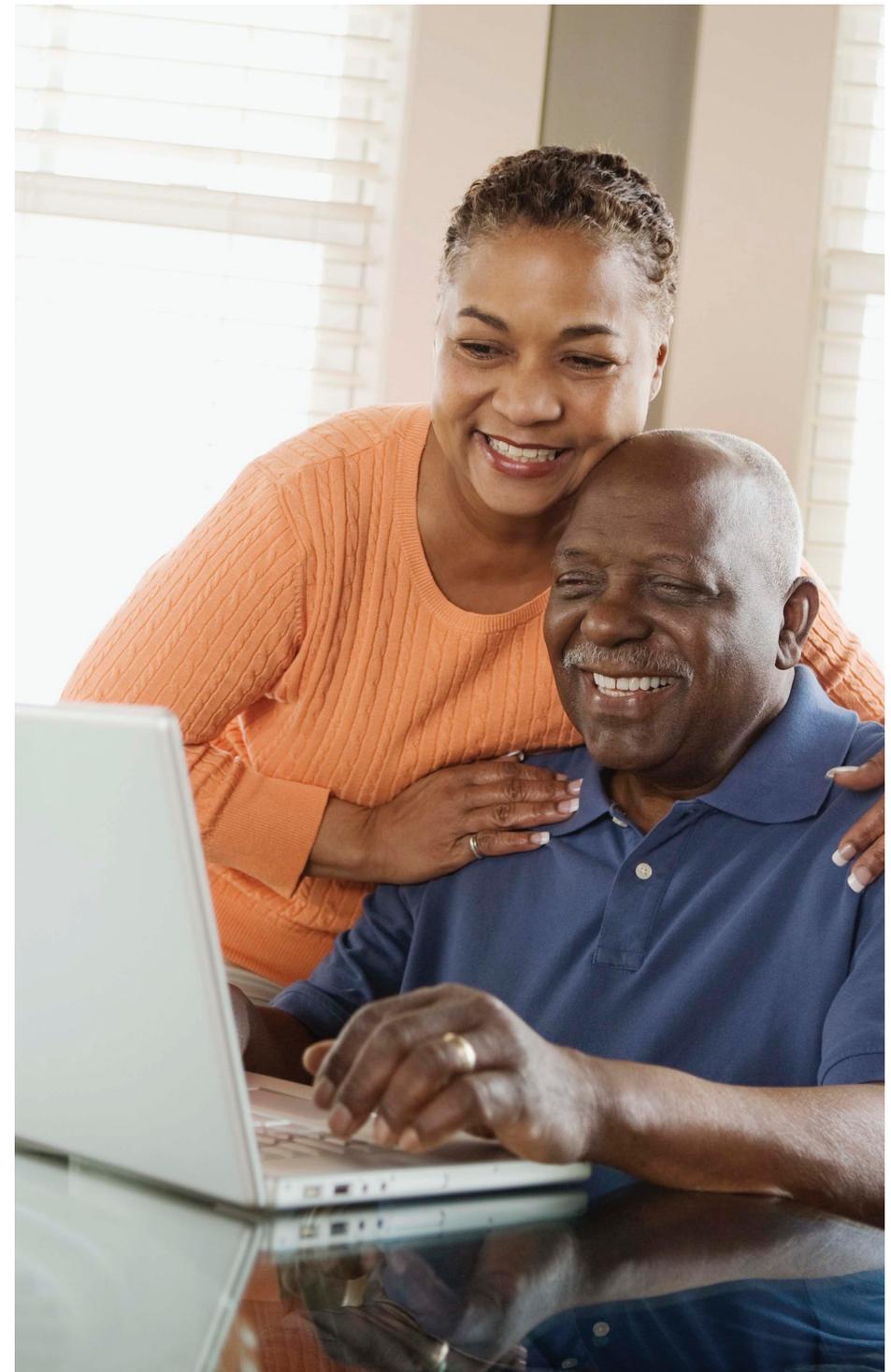
1. The ENERGY STAR name should always appear in all capital letters and as two words.
2. There should be no space between the words “ENERGY STAR” and the ® symbol;
3. The registration symbol ® must be used the first time the words “ENERGY STAR” appear and the ® symbol should then be repeated in a document 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
<b>EARNING THE ENERGY STAR</b>	
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
<b>EARNING THE ENERGY STAR (CONTINUED)</b>	
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
<b>PERFORMANCE GUIDELINES</b>	
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
<b>PARTNERS</b>	
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.
<b>PORTFOLIO MANAGER</b>	
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](mailto: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](mailto:logomisuse@energystar.gov).

