

# ENERGY STAR® Emerging Technology Award Graphic Guidelines

The U.S. Environmental Protection Agency's (EPA) ENERGY STAR Emerging Technology Award is an annual award given to products that meet rigorous performance criteria in select categories each year. By recognizing innovative products that have the potential to significantly reduce greenhouse gas emissions, the award aims to advance promising technologies that may not yet meet key principles associated with categories eligible for the ENERGY STAR label (e.g., broadly available, proven, and cost-effective to the consumer) or may be relatively more complex to properly install and operate. By raising the profile of such products, EPA is helping to build demand so costs may be reduced and availability of these products broadened.

EPA has created the ENERGY STAR Emerging Technology Award Graphic for manufacturers and retailers to use when promoting products that have earned the award:

## ENERGY STAR 2011 Emerging Technology Award

This graphic may not be used in any way to imply EPA endorsement of the company. To make sure there is no consumer confusion about this award, the following additional guidelines must be observed.

This graphic must be used only in association with products that have won the award. The graphic can be used on advertisements and/or point of purchase displays **1**, Web pages **2**, and/or promotional materials.

A company that does not partner with EPA in the ENERGY STAR program or whose product has not achieved the ENERGY STAR Emerging Technology Award is not authorized to use any ENERGY STAR logos.

A parent corporation is responsible for any subsidiary using this ENERGY STAR Emerging Technology Award Graphic in accordance with these guidelines.

The graphic may never be associated with products that have not won the award.



# ENERGY STAR® Emerging Technology Award Graphic Guidelines

## WHEN USING THE GRAPHIC PLEASE:

- Do not alter, edit, or add to the look up of the graphic.
- Do not use on any product or product packaging.
- The graphic may never be used in a manner that would disparage ENERGY STAR, EPA, DOE, or any other government body.
- Do not use in conjunction with any other ENERGY STAR logo.
- Do not alter the graphic to incorporate language such as, Partner of the Year Award, ENERGY STAR Partner, etc.
- Do not use on vehicles, homes, or buildings.
- Do not use to imply that any product, service, or organization has met ENERGY STAR performance criteria.
- Do not use on letterhead, business cards, and other stationery.
- Do not use to denote ENERGY STAR partnership or endorsement.
- Do not separate any of the graphic's elements.
- Do not use the graphic in association with or in reference to a model recognized with the Award if the product is re-designed in such a way to void the accuracy of the field performance data submitted to EPA through the initial award application process.

## WRITING ABOUT THE EMERGING TECHNOLOGY AWARD:

### CORRECT

The [insert model name] micro CHP system has been recognized with the U.S. Environmental Protection Agency's 2011 ENERGY STAR Emerging Technology Award.

The [insert model name] micro CHP system was awarded the U.S. Environmental Protection Agency's 2011 ENERGY STAR Emerging Technology Award.

The [insert model name] micro CHP system has been awarded the U.S. Environmental Protection Agency's 2011 ENERGY STAR Emerging Technology Award for high standards met by the U.S. Environmental Protection Agency.

### INCORRECT

The [insert model name] is approved for use by the U.S. Environmental Protection Agency's ENERGY STAR program.

The [insert model name] is certified by the U.S. Environmental Protection Agency's ENERGY STAR program.

The U.S. Environmental Protection Agency/ENERGY STAR program promotes the use of [insert model name] to improve the energy efficiency of your home.

## REVIEW POLICY

EPA must approve any major educational or promotional campaigns that feature the graphic prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to Peter Banwell (banwell.peter@epa.gov).

## GRAPHIC VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name, marks, and associated graphics. The following explains the general course of action for addressing violations:

1. Anyone who misuses the graphic will be contacted in writing or by telephone.

2. A reasonable amount of time will be given to correct the error(s) per EPA's discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in the withdrawal of the stakeholder's participation in the ENERGY STAR Emerging Technology Award and/or legal action.

## QUESTIONS ABOUT USING THE GRAPHIC

Materials should be submitted to Peter Banwell (banwell.peter@epa.gov).