



ENERGY STAR[®] Co-Branding

ENERGY STAR Partnership Agreement and Program Requirements



- Through the ENERGY STAR Partnership agreement partners agree to adhere to the ENERGY STAR Identity Guidelines.
- These guidelines describe how the ENERGY STAR name and mark may be used. Partners ensure that their authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance.
- ENERGY STAR program requirements ask all partners to submit all marketing materials for review.

Identity Use Guidelines



- The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. Proper use of the ENERGY STAR will protect each partner's investment.

Identity Use Guidelines: The Marks



- The marks may not be altered
- May not imply EPA or ENERGY STAR endorsement
- May not be used in an organization's name, product name, service name or domain name
- May not be used in a manner that would disparage ENERGY STAR or EPA
- May not be associated with products/homes/buildings that do not qualify as ENERGY STAR

Identity Use Guidelines



- To help partners avoid inadvertent logo use violations, EPA strongly recommends that you submit any marketing concepts and/or consumer education materials featuring the ENERGY STAR name or mark well in advance for review prior to production
- EPA strives to review all material within two business days of receipt
- Some materials will take longer to review, therefore early submission is encouraged

Identity Use Guidelines



- Materials should be submitted to your account manager
- After review, the final product should be sent to your account manager for cataloging purposes

Identity Use Guidelines- The Marks



- Certification Mark
- Promotional Mark
- Linkage Phrase Marks
- Partnership Mark

Certification Mark



- The Certification Mark should be used as a label on products, homes and buildings that meet or exceed ENERGY STAR performance guidelines.



Certification Mark



- The Certification Mark may be used in direct reference to an ENERGY STAR qualified product.
- The Certification Mark may be used when directing customers to look for the mark. Example: “Look for the ENERGY STAR.”
- The Certification Mark may be used in advertisements, point-of-purchase materials, and other promotional materials when used on or near a qualified product, home or building.
- Do not use the certification mark on non-product specific promotional materials.

Promotional Mark



- The Promotional Mark should be used in educational and promotional materials intended to raise awareness of the ENERGY STAR program.



Promotional Mark



- May be used in advertisements and point-of-purchase materials that do not highlight a particular product, home, or building (in which case the certification mark would be appropriate)
- Promotional and campaign materials
- T-Shirts, hats, etc.
- Web pages

The Use of Older Promotional or Campaign Marks



- The marks shown here are no longer officially used by the ENERGY STAR program.

Linkage Phrase Marks



Linkage Phrase Marks



- Available to any organization that has a signed Partnership Agreement and is currently an active partner with ENERGY STAR.
- The Linkage Phrase Marks should be used in promotional materials to show that an organization offers ENERGY STAR qualified products or builds ENERGY STAR qualified new homes. It may be used on materials designed to provide consumers with general information about ENERGY STAR qualified products and homes, rather than to reference a particular product, home, or building.

Linkage Phrase Marks



- May be used in advertisements, point-of-purchase materials, etc.
- If multiple product models are featured in an advertisement and some models do not meet the ENERGY STAR guidelines, the We Sell ENERGY STAR or Ask About ENERGY STAR Marks may be used without identifying specific models.

Partnership Mark



- The Partnership Mark is available to any organization that has a signed partnership agreement or letter and is currently an active partner.



Partnership Mark



- The Partnership Mark should be used to promote an organization's commitment to and partnership in the ENERGY STAR program. It may not be used in materials highlighting a particular product, home or building.
- Uses include advertisements and other promotional materials, annual reports, stationary, T-Shirts, hats, web pages, etc.
- Do not use this mark on materials without also including the partner name and/or logo.
- Do not use on cars, vans, or other vehicles

Additional Guidelines



- The ENERGY STAR name should always appear in capital letters.
- The registration symbol ® must be used with the first time the words “ENERGY STAR” appear in material
- The ® symbol should always be in superscript
- There is no space between the words “ENERGY STAR” and the ® symbol
- The ® symbol should be repeated in a document for each chapter title or Web page.

Additional Guidelines Cont.



- EPA requires that a clear space of 1/3rd the height of the graphic box within the mark should surround the mark at all times. No other graphic elements can appear in this area.
- The marks may be resized, but the proportions must be maintained. For legibility in print, EPA recommends that the symbol block within the marks not be reproduced smaller in width than .375 inch (3/8”).

Additional Guidelines Cont.



- The preferred color for the mark is ENERGY STAR Blue (100% Cyan)
- The web color equivalent is hex color #0099FF
- Versions in black or reversed out white are allowed



ENERGY STAR

Most Efficient 2012 Pilot

How to Use this New Designation

Most Efficient



- The **ENERGY STAR Most Efficient 2012** pilot initiative recognizes the most efficient products among those that qualify for the ENERGY STAR. These exceptional products represent the leading edge in energy efficient products this year.

Product Categories

- Clothes Washers
- Refrigerators/Freezers
- Televisions
- Heating and Cooling
 - Furnaces
 - Boilers
 - Geothermal Heat Pumps
 - Air Source Heat Pumps
 - Central Air Conditioners

When to Use Most Efficient



- This designation may be used in point-of-purchase displays at retail or as a visual identifier on product literature or web pages that highlight these products. Energy efficiency program sponsors can also use the designation as a visual identifier to encourage consumers to look for the most energy efficient products.

How to Use Most Efficient



- Use to highlight a product that has been recognized as Most Efficient
- Designation may be resized, but proportions must be maintained. Do not reproduce smaller in width than .375 inch (3/8")
- A clear space of .333 (1/3) the height of the designation should surround the designation at all times. No other graphic elements can appear in this area.
- Designation must appear in ENERGY STAR Blue (100% Cyan) on the web and in printed materials.

Things You Cannot Do with Most Efficient



- Use it on products or product packaging
- Use it to denote ENERGY STAR partnership or endorsement
- Alter the lock up of the designation
- Rotate the design
- Violate the clear space
- Separate the designation's elements
- Display in any color besides 100% Cyan
- Designation cannot be used on buildings, business cards, homes, letterhead, non-product specific materials, stationary, or vehicles.

Writing About Most Efficient Products



- “Recognized as the Most Efficient of ENERGY STAR [Year]”
- “Products that are recognized as the Most Efficient of ENERGY STAR in 2012 prevent greenhouse gas emissions by meeting rigorous energy efficiency performance levels set by the U.S. Environmental Protection Agency”
- “ENERGY STAR Most Efficient recognition”

Most Efficient



- For more information go to:
www.energystar.gov/mostefficient
www.energystar.gov/me-criteria

Contact Info:



- Brittney Gordon
- 202-343-9122
- Gordon.brittney@epa.gov

ICF Account Managers



- Northeast – Marianne Graham, mgraham@icfi.com
- Mid-Atlantic – Leigh-Golding DeSantis, ldesantis@icfi.com
- Southeast – Marylou Einfalt, meinfalt@icfi.com
- Midwest – Nora Buehler, nbuehler@icfi.com
- Southwest – Marylou Einfalt, meinfalt@icfi.com
- West – Alice Liddell, aliddell@icfi.com