



Change the World, Start with ENERGY STAR®

Campaign Creative Guide

Updated April 2012



Learn more at energystar.gov

Overview



- The following graphics and tools are available to help you promote your participation in the campaign and drive pledges:
 - Messaging Guidelines
 - Primary Campaign Identifiers
 - Web Banner/Pledge Button
 - Paper Pledge Form
 - Image Suggestions
 - General Usage Guidelines
 - Questions/Comments

Messaging Guidelines



- **Lead Messages:**
 - Change the World, Start with ENERGY STAR
 - Save energy, save money, and help protect the climate
 - Saving energy is more rewarding than ever, for you, your wallet, and the environment
- **Call to Action:**
 - Make a change today. Save energy. Discover the rewards.
- **Support Messages** *(based on space available):*
 - Change the world with ENERGY STAR and discover the rewards, for you, your home, and the planet.
 - You can help be part of the solution! Saving energy not only lowers your utility bills, it also helps reduce greenhouse gas emissions and lessens the effects of climate change.
 - Join with the U.S. Environmental Protection Agency and millions of individuals who have pledged, with the help of ENERGY STAR, to reduce their carbon footprint by using less energy.

Messaging Guidelines (cont.)



- *Messages for Partner Organizations:*
 - Get Your Organization Involved. Be a star on our map and help your customers save energy and protect the climate with ENERGY STAR.
 - Co-brand your event using ENERGY STAR's turn-key materials found in our toolkit at www.energystar.gov/eventtoolkit
 - Can your region represent? Add your events and activities to the ENERGY STARs Across America map--regions with the most participation will get special recognition on ENERGY STAR Day (October 10th, 2012)!
- *20th Anniversary Messages:*
 - This year, EPA is proud to celebrate the 20th anniversary of the ENERGY STAR program. For two decades, ENERGY STAR has helped millions of Americans and thousands of businesses save energy, save money, and protect the climate.
 - Today ENERGY STAR is one of the most well known brands in the country, with over 80% of Americans recognizing it as the symbol of superior energy efficiency.
 - Over the past 20 years, Americans with the help from ENERGY STAR, have saved a total of nearly \$230 billion on utility bills and prevented more than 1.7 billion metric tons of greenhouse gas emissions.

Primary Campaign Identifiers – *Preferred for Partner Use*



Square and horizontal options are available—*recommended for use where creative space is available, e.g., websites, in-store signage, brochures, handouts*



Web Banner/Pledge Button



CHANGE THE WORLD, START WITH ENERGY STAR®

Join us at our event! Learn how to save energy,
save money, and help protect the climate.

DATE & TIME:

LOCATION:



**CHANGE THE WORLD,
START WITH ENERGY STAR®**

Take the ENERGY STAR Pledge [GO](#)

Paper Pledge Form



The paper pledge is now available in a customizable PDF.

Request an electronic copy and reporting Excel spreadsheet file for use at events by emailing us at: changetheworld@energystar.gov





ENERGY STAR
CHANGE THE WORLD, START WITH ENERGY STAR®

I will make the following changes in my home:

LIGHTING

- Replace ___ # light bulbs (up to 50)
- Purchase ___ # ENERGY STAR light strings this holiday season

ELECTRONICS
Choose an ENERGY STAR qualified:

- TV
- DVD player
- Home theater in a box (sound system)
- Computer
- Enable my ENERGY STAR computer and monitor to sleep while I'm away

APPLIANCES AND WATER HEATERS
Choose an ENERGY STAR qualified:

- Clothes Washer
- Dishwasher
- Refrigerator
- Recycle my old refrigerator

HEATING AND COOLING

- Purchase and properly use a programmable thermostat
- Set or program my thermostat to save energy while I'm asleep or away
- Have my heating and cooling equipment maintained by a professional

SEAL AND INSULATE

- Seal air leaks and stop drafts by using caulk, weather stripping, and spray foam to seal my home's envelope

HAVE KIDS?

- Join EPA and the Lorax in saving the planet with Team ENERGY STAR. Learn how your family can save energy and money, have fun, and earn exciting rewards too. Check here for more information.

PRIVACY DISCLAIMER: By taking the Pledge, you acknowledge and agree that: 1) Your personal information submitted as part of the ENERGY STAR Pledge will be shared with both the EPA and with [Pledge Driver Name]; 2) that EPA's use of your personal information shall be governed by the EPA's Privacy Policy, and [Pledge Driver Name] will handle your information in accordance with its Privacy Policy; and 3) you may receive e-mails from EPA and [Pledge Driver Name].

Add your Pledge Driver Logo Here

Join EPA, [Pledge Driver Name] and millions of Americans in taking action to save energy and money, and protect the climate.

First Name* _____ Last Initial* _____

E-mail* _____

Country* _____ Zip Code* _____

(*) Indicates a required field

- Turn off lights when not needed
- Monitor
- Combination Unit
- Inkjet Printer
- Gas Water Heater (Tankless or Storage)
- Electric Heat Pump Water Heater
- Change my system's air filter regularly
- Seal leaks and repair disconnections in my duct system
- Add more insulation to my attic to block out heat and cold



energystar.gov/changetheworld



Image Suggestions



When selecting imagery for use in materials that convey the benefits of ENERGY STAR, EPA recommends using photographs that are suggestive of EPA's goals—protecting the environment for future generations and collective participation by consumers and partners.

EPA has defined the following attributes that can be used as a guide for imagery selection. Images should:

- suggest or contain actual presence of blue sky, including the presence of blue sky through a window if it is an interior photograph;
- show participation of an individual or individuals—family situations are preferred;
- convey activity rather than passivity;
- suggest positiveness;
- show simplicity rather than complexity.



Information about purchasing high-resolution images is available at:

<http://www.energystar.gov/index.cfm?fuseaction=globalwarming.showBackgroundImages>

General Usage Guidelines



- Below are some general guidelines for using EPA's Change the World, Start with ENERGY STAR campaign identifier. We encourage you to use them to promote your organization's participation in the campaign. If you have any questions about these guidelines, please feel free to contact us at changetheworld@energystar.gov.
 - The identifier may never be used in a manner that would disparage ENERGY STAR, EPA, or any other government body.
 - The identifier should not be used in any manner that would imply EPA endorsement of a company, its products, or its services. If your company has not signed an official ENERGY STAR partnership agreement with EPA, please do not use this identifier to denote partnership.
 - The identifier should not be used in conjunction with other ENERGY STAR marks.
 - The identifier should be used 'as-is,' and neither the language, ENERGY STAR logo, or photos should be altered or substituted.
 - Partners and other authorized organizations are responsible for their own use of the campaign identifier, as well as use by their representatives, such as ad agencies and implementation contractors.
- Please refer to the ENERGY STAR Identity Guidelines for additional information on proper use of any other ENERGY STAR Mark, including how to write and talk about the ENERGY STAR program:
https://www.energystar.gov/index.cfm?c=logos.pt_guidelines.

Questions/Comments



- Please contact Cara Clusen, EPA Contractor, at changetheworld@energystar.gov