



Guidelines for using the ENERGY STAR® Most Efficient Designation

The ENERGY STAR Most Efficient designation is an extension of the ENERGY STAR® brand and is designed to recognize and advance the most efficient products among those that qualify for the ENERGY STAR. This recognition will be for specific categories and awarded for a specific year. The goal of this effort is to encourage new, more energy-efficient products into the market more quickly by targeting early adopters.

Each year, EPA will establish criteria for specific product categories to earn the Most Efficient designation. Products that are recognized as Most Efficient must already qualify for the ENERGY STAR label.

The purpose of this document is to lay out the specific rules to use this designation. These guidelines supplement the ENERGY STAR Identity Guidelines that an organization has already committed to abide by as part of their partnership with EPA. These guidelines were developed to ensure that this Most Efficient designation is used correctly. Below is the designation:



**Most Efficient
2011**
www.energystar.gov

USING THE MOST EFFICIENT DESIGNATION

This designation may be used in point-of-purchase (PoP) displays at retail or as a visual identifier on product literature or Web pages that highlight these products. Utilities and regional energy efficiency programs can also use the designation as a visual identifier to encourage consumers to look for the most energy efficient products. When using the designation:

THINGS THAT YOU CAN DO:

- Highlight a product that has been recognized as Most Efficient.
- The designation may be resized, but the proportions must be maintained. For legibility in print, it is recommended that the designation not be reproduced 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, such as text and images can appear in this area. This spacing is mandatory since the designation may appear within materials using complex imagery, such as other designations, graphic devices, and text.
- The designation should always appear in ENERGY STAR Blue (100% Cyan), whether on the Web or in print materials.

THINGS YOU CANNOT DO:

- 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 designation.
- Separate any of the designation's elements.
- Violate the clear space of the designation.
- Display the designation in any color besides ENERGY STAR Blue (100% Cyan).
- This designation **cannot** be used on:
 - Buildings
 - Business Cards
 - Homes
 - Letterhead
 - Non-Product specific promotional materials
 - Stationary
 - Vehicles



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EXAMPLES

PREFERRED TEXT ON A RETAILER WEBSITE:



USING THE DESIGNATION IN A RETAILER DISPLAY:



WRITING ABOUT PRODUCTS THAT QUALIFY FOR THE MOST EFFICIENT DESIGNATION

When writing about products that have been recognized as Most Efficient, please use the following language: “Recognized as the Most Efficient of ENERGY STAR [YEAR]”. This language can be used to highlight Most Efficient designated products on the Web and in print materials.

CORRECT

- Products that are recognized as the Most Efficient of ENERGY STAR in 2011 prevent greenhouse gas emissions by meeting rigorous energy efficiency performance levels set by the U.S. Environmental Protection Agency.
- Company [X] produces/sells a product that has been recognized by EPA as Most Efficient in 2011.
- Product X has been designated as one of the Most Efficient ENERGY STAR qualified products in 2011.
- Awarded the ENERGY STAR Most Efficient designation in 2011
- Refrigerator (or washing machine, etc.) has been awarded ENERGY STAR Most Efficient for 2011
- ENERGY STAR Most Efficient recognition
- ENERGY STAR Most Efficient criteria
- Recognized as the Most Efficient of ENERGY STAR in [YEAR]

INCORRECT

- Company X, a company endorsed by EPA/DOE
- Endorsed by EPA/DOE
- EPA/DOE-endorsed
- An EPA/DOE approved seller of
- EPA/DOE-approved
- An ENERGY STAR (or Most Efficient) recommended product
- An ENERGY STAR Most Efficient company
- A Most Efficient company
- Winner of the Most Efficient award
- Most Efficient compliant refrigerator
- Most Efficient certified refrigerator
- Most Efficient rated refrigerator
- Refrigerator (or washing machine) has “won” the Most Efficient label



Guidelines for using the ENERGY STAR[®] Most Efficient Designation

AS A REMINDER, WHEN WRITING ABOUT ENERGY STAR:

- 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 and:
- The ® symbol should always be in superscript;
- There shall be no space between the words “ENERGY STAR” and the ® symbol;
- The ® symbol shall be repeated in a document for each chapter title or Web page.
- Companies must abide by all pertinent rules outlined in the ENERGY STAR Identity Guidelines when using the ENERGY STAR designation with Most Efficient language. The ENERGY STAR Identity Guidelines are available at www.energystar.gov/logos.

ENERGY STAR REVIEW POLICY

- Print and online materials where the Certification mark and Preferred Text is placed next to products that have earned the Most Efficient designation do not need to be approved.
- EPA must approve any major educational or promotional campaigns that feature the Most Efficient name or designation 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 your Account Manager or primary program contact.

DESIGNATION VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name and designations, including the use of the Most Efficient designation. The following explains the general course of action for addressing designation violations:

- Anyone who misuses the designations will be contacted in writing or by telephone.
- 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.
- Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in withdrawal of recognition.

FOR MORE INFORMATION

- If you have questions regarding the use of the ENERGY STAR Most Efficient designation, please e-mail logomisuse@energystar.gov. You can also visit www.energystar.gov.