The ENERGY STAR® Portfolio Manager® Mark can be used to promote use of the tool and practices that, when used together, improve the energy performance of a building. This mark is available to partners and non-partners. Non-partners can access the logo by visiting www.energystar.gov/buildings/press-room/photos-and-graphics.

The name ENERGY STAR Portfolio Manager and the Portfolio Manager logo are registered trademarks owned by the U.S. EPA. Please refer to the following requirements when talking or writing about ENERGY STAR Portfolio Manager:

1. The ENERGY STAR name should always precede the Portfolio Manager name the first time the words appear;
2. The registration symbol ® must be used after both ENERGY STAR and Portfolio Manager the first time that either one of them appears in a heading/title and then in the text (i.e., ENERGY STAR® Portfolio Manager®);
3. The ® symbol should always be in superscript;
4. There should be no space between “Portfolio Manager” and the ® symbol;
5. The ® symbol should be repeated in a document for each chapter title or Web page; and
6. ENERGY STAR Portfolio Manager should never be portrayed as an acronym (e.g. PM or ESPM).

CORRECT USE
The Portfolio Manager Mark may be used in educational and promotional materials that are intended to raise awareness of the ENERGY STAR Portfolio Manager tool. It may be used in materials that promote the benefits of measuring and tracking energy performance with ENERGY STAR Portfolio Manager.

Uses of the Portfolio Manager Mark include:
- Promotional and educational materials designed to convey the benefits of ENERGY STAR Portfolio Manager.

INCORRECT USE
In addition to the ENERGY STAR General Requirements found on page 4, please observe the following incorrect use guidelines when using the ENERGY STAR Portfolio Manager Mark.
- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use on a building (the Certification Mark should be used to identify a building as ENERGY STAR certified).
- Do not use in association with any product, home, or building to signify or suggest certification with ENERGY STAR.
- Do not use near non-certified products, homes, or buildings in promotional materials.
USING THE ENERGY STAR® MARKS

GENERAL REQUIREMENTS

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 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, or any other entity.
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 cyan mark should not be used on a cyan background).
### ENERGY STAR® MARK VISUAL OVERVIEW

<table>
<thead>
<tr>
<th>Mark</th>
<th>How to Use the Mark</th>
<th>Visual Example of Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certification Mark</td>
<td>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 9. For additional details on how to use the mark, please refer to page 8.</td>
<td>![Certification Mark]</td>
</tr>
<tr>
<td>Promotional Mark</td>
<td>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. For additional details, please refer to page 13.</td>
<td>![Promotional Mark]</td>
</tr>
<tr>
<td>Linkage Phrase Marks</td>
<td>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. For additional details, please refer to page 14.</td>
<td>![Linkage Phrase Marks]</td>
</tr>
<tr>
<td>Partnership Marks</td>
<td>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. For additional details, please refer to page 16.</td>
<td>![Partnership Marks]</td>
</tr>
</tbody>
</table>
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

• 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

• Using the Certification Mark on insulation products. 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/brandbook.
• Using the Certification Mark on advertisements featuring products that are not ENERGY STAR certified.

PROMOTIONAL MARKS

• 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

• Using the Partner Mark if your organization is not an active ENERGY STAR partner. To confirm your organization is an active partner, please visit www.energystar.gov/partnersearch, 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

• Using the Linkage Phrase Marks to imply partnership with ENERGY STAR or to imply that a product is ENERGY STAR certified.
### 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 energy rating companies.
4. ENERGY STAR units in 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 licensed Professional Engineer (PE) or Registered Architect (RA).
6. Products/Homes/Buildings that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency requirements set by the U.S. Environmental Protection Agency.

<table>
<thead>
<tr>
<th>CORRECT</th>
<th>INCORRECT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EARNING THE ENERGY STAR</strong></td>
<td></td>
</tr>
<tr>
<td>ENERGY STAR certified TV (or computer, refrigerator, etc.)</td>
<td>ENERGY STAR compliant TV</td>
</tr>
<tr>
<td>ENERGY STAR rated TV</td>
<td>ENERGY STAR TV</td>
</tr>
<tr>
<td>TV (or computer, refrigerator etc.) that has earned the ENERGY STAR</td>
<td>ENERGY STAR rating</td>
</tr>
<tr>
<td>EPA-approved</td>
<td>EPA-endorsed</td>
</tr>
<tr>
<td>Endorsed by EPA</td>
<td></td>
</tr>
<tr>
<td>ENERGY STAR certified products (referring to the full suite of products)</td>
<td>ENERGY STAR TV (or computer, refrigerator, etc.)</td>
</tr>
<tr>
<td>ENERGY STAR products (referring to the full suite of products)</td>
<td></td>
</tr>
<tr>
<td>ENERGY STAR certified homes</td>
<td>ENERGY STAR homes</td>
</tr>
<tr>
<td>Constructed to meet ENERGY STAR requirements</td>
<td>Designed to be ENERGY STAR labeled or ENERGY STAR compliant</td>
</tr>
<tr>
<td>ENERGY STAR certified units</td>
<td>ENERGY STAR multifamily high rise building</td>
</tr>
<tr>
<td>ENERGY STAR certified apartments</td>
<td>ENERGY STAR units</td>
</tr>
<tr>
<td>ENERGY STAR certified condos</td>
<td>ENERGY STAR apartments</td>
</tr>
<tr>
<td>ENERGY STAR certified buildings and plants</td>
<td>ENERGY STAR condos</td>
</tr>
<tr>
<td>ENERGY STAR Building(s) or Plant(s) label</td>
<td>ENERGY STAR labeled building or plant</td>
</tr>
<tr>
<td>ENERGY STAR labeled building or plant</td>
<td>ENERGY STAR rated building or plant</td>
</tr>
<tr>
<td>Facility/Building/School/Home has earned EPA’s ENERGY STAR</td>
<td>Meeting ENERGY STAR standards*</td>
</tr>
</tbody>
</table>
| Facility/Building/School/Home has earned EPA’s ENERGY STAR certification | * Note: When talking about Federal Energy Efficiency Standards, the use of “standards” is correct.
<table>
<thead>
<tr>
<th>CORRECT</th>
<th>INCORRECT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EARNING THE ENERGY STAR (CONT.)</strong></td>
<td></td>
</tr>
</tbody>
</table>
| The plans for a Facility/Building/School have achieved Designed to Earn the ENERGY STAR | ENERGY STAR rated homes 
ENERGY STAR rating |
| Products/homes/buildings that have earned the ENERGY STAR | 

| PERFORMANCE GUIDELINES | 
|------------------------|-----------|
| 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 |

| PARTNERS | 
|----------|-----------|
| 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. |

| PORTFOLIO MANAGER | 
|-------------------|-----------|
| EPA's online energy management and tracking tool, ENERGY STAR Portfolio Manager | PortfolioManager 
PM or ESPM |
| ENERGY STAR Portfolio Manager | ENERGY STAR's Portfolio Manager |
| EPA's ENERGY STAR Portfolio Manager | 

WRITING ABOUT ENERGY STAR® IN SOCIAL MEDIA

EPA uses social media platforms to engage in 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 Requirements on page 4, please also observe the following guidance when using the words “ENERGY STAR” on social media. Our goal on social media is to drive traffic to energystar.gov.

WHERE TO FIND US

Facebook (www.facebook.com/energystar)
Twitter
- For product and brand-wide news and resources, follow @ENERGYSTAR
- For energy-efficient commercial building news and resources, follow @ENERGYSTARbldgs
- For energy-efficient new home and home improvement resources, follow @ENERGYSTARHomes

Pinterest (www.pinterest.com/energystar)
LinkedIn
- ENERGY STAR Certified New Homes Group
- ENERGY STAR Buildings and Plants Partners

YouTube (www.youtube.com/EPAENERGYSTAR)

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 use defamatory language such as obscenities, indecencies, or profanities. For more guidance on appropriate versus inappropriate comments, please see our social media commenting policy under the “About” section of our Facebook page.
- 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.

CORRECT USE

- Use an ENERGY STAR hashtag (e.g., #ENERGYSTAR, #ENERGYSTARPOY) or an ENERGY STAR conversation link (e.g.,@ENERGYSTAR, @ENERGYSTARbldgs, @ENERGYSTARHomes) to share news relevant to the ENERGY STAR program.
- Ask questions via the comment section on our posts, and we’ll respond as quickly as possible. On Twitter, direct tweets to us using the @ symbol before the account you would like to communicate with. Tip: if you start your tweet with an @ symbol, be sure to place a period before it if you’d like the conversation to be public!
  - Ex: @ENERGYSTAR has a lot of resources on how to save energy and money all year round!
- Attribute ENERGY STAR where relevant when sharing ENERGY STAR content, visuals, and other materials on social media platforms.
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.

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.