



# All About ENERGY STAR®: What Every Partner Should Know

Kirsten Murray, ICF International,  
on behalf of the U.S. Environmental Protection Agency

October 22, 2012



Learn more at [energystar.gov](http://energystar.gov)



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# Welcome to ENERGY STAR!

# ENERGY STAR is...



ENERGY STAR is a U.S. Environmental Protection Agency voluntary labeling program introduced in 1992 to help businesses and individuals save money and protect the climate through superior energy efficiency. Today, the ENERGY STAR label can be found on more than 65 different kinds of products, as well as new homes and buildings. Products that have earned the ENERGY STAR designation prevent greenhouse gas emissions by meeting strict energy-efficiency specifications set by the government.

# You are not alone



- The ENERGY STAR program is broadly comprised of:
  - Manufacturers
  - Retailers
  - Builders
  - Service & Product Providers
  - Lenders
  - Raters
  - Utilities and Regional Energy Efficiency Program Sponsors
  - Small Businesses
  - Testing Labs and Certification Bodies
  - International Partners

# Many Resources Available

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- [www.energystar.gov](http://www.energystar.gov)
  - Qualified Product Lists (QPLs)
  - Marketing Tools
  - Training Tools
  - Product Specifications
- My ENERGY STAR Account (MESA)

# Start your tour here: The ENERGY STAR Home Page



The screenshot shows the ENERGY STAR website interface. At the top, there is a banner celebrating 20 years of partnership, promise, and progress, with the U.S. Environmental Protection Agency logo. Below the banner is a navigation bar with the ENERGY STAR logo and links for About ENERGY STAR, News Room, FAQs, and social media icons. The main content area is divided into several sections: PRODUCTS, HOME IMPROVEMENT, BUILDINGS & PLANTS, and NEW HOMES. Each section has a sub-header and a list of links. On the right side, there is a SEARCH bar, a HEADLINES section with news items, and a LOGIN section with fields for Username and Password.

**ENERGY STAR** U.S. Environmental Protection Agency

20 YEARS OF PARTNERSHIP, PROMISE, AND PROGRESS  
CELEBRATING 20 YEARS OF ENERGY STAR  
Find out more. →

SEARCH

**PRODUCTS** ▶

- Explore Products >
- Find ENERGY STAR Products
- How a Product Earns the Label
- Save Energy at Home
- Join Our Movement
- Store Locator
- Rebate Finder

**HOME IMPROVEMENT** ▶

- ENERGY STAR HOME ADVISOR
- Explore Home Improvement >
- Common Home Problems
- Assess Your Home
- Air Seal & Insulate
- Heat & Cool Efficiently
- Home Performance with ENERGY STAR
- For Contractors

**BUILDINGS & PLANTS** ▶

- Explore Buildings & Plants >
- Find Certified Buildings & Plants
- Models of Success
- Guidelines for Energy Management
- Tools & Resources Library
- Expert Help
- Commercial Building Design

**NEW HOMES** ▶

- Learn About the Next Generation of ENERGY STAR Homes
- Explore Certified New Homes >
- Find an ENERGY STAR Builder
- Find Home Energy Rater Partners
- Find Incentives for ENERGY STAR New Homes
- ENERGY STAR New Home Features
- Benefits for Homeowners

**HEADLINES**

- EPA Kicks Off Third Annual ENERGY STAR National Building Competition
- EPA Honors the Best Energy-Efficient Building Designs
- EPA Celebrates 20th Anniversary of ENERGY STAR

More Headlines >

**GO TO PARTNER RESOURCES** ▶

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# Start your tour here: The ENERGY STAR Home Page



The screenshot shows the ENERGY STAR Home Page with a celebratory banner for 20 years. The main navigation bar includes the ENERGY STAR logo, navigation links (About, News Room, FAQs, etc.), a search bar, and social media icons. The page is organized into several sections: PRODUCTS, HOME IMPROVEMENT, BUILDINGS & PLANTS, and NEW HOMES. A red circle highlights the 'Explore Products >' link in the PRODUCTS section. On the right, there is a HEADLINES section with news items and a GO TO PARTNER RESOURCES section with a login form.

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# Finding Products



About ENERGY STAR - News Room - FAQs - **KIDS** - RSS - Facebook - Twitter - YouTube - Email - Blog

SEARCH

- PRODUCTS**
- HOME IMPROVEMENT
- NEW HOMES
- BUILDINGS & PLANTS
- PARTNER RESOURCES

## Products

Find ENERGY STAR Products

How a Product Earns the Label

Save Energy at Home

Join Our Movement

Home > Products > Find ENERGY STAR Products

## Find ENERGY STAR Products

### All Products

For Your Home

Business & Government

Products in Development

Can't Find a Product?

#### Appliances

- » Clothes Washers
- » Dehumidifiers
- » Dishwashers
- » Freezers
- » Refrigerators
- » Room Air Cleaners & Purifiers

#### Computers

- » Computers
- » Displays ?
- » Imaging Equipment ?
- » Uninterruptible Power Supplies

#### Electronics

- » Audio/Video

#### Heating & Cooling

- » Air Conditioning, Central
- » Air Conditioning, Room
- » Boilers
- » Dehumidifiers
- » Ductless Heating & Cooling
- » Fans, Ventilating
- » Furnaces

#### Lighting and Fans

- » Decorative Light Strings
- » Fans, Ceiling
- » Light Bulbs
- » Light Fixtures

#### Plumbing

- » Water Heater, Gas Condensing

# Product Pages: Light Bulbs



## Did You Know?

If every American home replaced just one light bulb with a light bulb that's earned the ENERGY STAR, we would save enough energy to light 3 million homes for a year, save about \$600 million in annual energy costs, and prevent 9 billion pounds of greenhouse gas emissions per year, equivalent to those from about 800,000 cars.

### About ENERGY STAR Light Bulbs

Overview

Specifications

Buying Guidance

FAQs

## What else should I look for when buying ENERGY STAR light bulbs?

Choosing between the various types of ENERGY STAR qualified light bulbs and deciding where to use them can be daunting. Here you'll find guidance on choosing the right bulbs for your fixtures and [locating a convenient retailer](#). For an interactive learning experience, click on the [Choose a Light Guide](#).

- **ENERGY STAR qualified bulbs use less power (watts) than incandescent bulbs.** [Learn](#) how to find the right amount of light for your needs.
- **ENERGY STAR qualified bulbs are available in a variety of shades.** [Learn](#) how to choose the color of light for your needs.
- **Not all ENERGY STAR qualified bulbs are dimmable.** If you need a dimmable bulb, please check the packaging before you make your purchase.

[Printable purchasing guide](#)

[Learn about compact fluorescent light bulbs \(CFLs\)](#)

[Learn about LED lighting](#)



Switch to Energy-Saving Bulbs

**LIGHT BULB FINDER**  
Mobile App



[Light Bulb Finder Mobile App](#) EXIT ↵

## Light Bulbs Resources

- » [Find a Qualified CFL Model](#)
- » [Qualified Bulbs](#)  
[Excel](#) [PDF](#)
- » [Find a Store](#)
- » [Special Offers](#)
- » [Savings Calculator](#)
- » [Tips for Purchasing CFLs](#) (1.8MB)
- » [Interactive Guide to Choosing Lights | Text-only version](#)
- » [Learn about CFLs](#)
- » [Learn about LED lights](#)
- » [Federal Light Bulb Standards: Get the Facts](#) (336KB)

## Related Products

- » [Decorative Light Strings](#)
- » [Fans, Ceiling](#)
- » [Fans, Ventilating](#)
- » [Light Fixtures](#)



- » [Residential Lighting Highlights](#) (1.81MB)

# Light Bulbs



[Home](#) > [Products](#) > [Lighting](#)

## Lighting

You may have heard that light bulbs are becoming more energy efficient to help you save energy, money and protect the environment. Looking for the ENERGY STAR can help you navigate the world of efficient lighting options with confidence.

### Get the Facts



#### One small switch:

Switching from traditional lighting to ENERGY STAR qualified lighting is a smart move. With energy savings of 75% or more you can save about \$6 per bulb or about \$14 a fixture annually on your energy bill. The new light bulb standards only require bulbs to be 25% more efficient that leaves a lot of savings on the table.

### How to Choose: The ABCs of Efficient Lighting

#### Appearance

How to choose starts with the knowing which light you want to replace and being informed about your energy efficient options.

If you are looking to install a new fixture you're probably most concerned with how it will look. ENERGY STAR qualified fixtures are available in a wide assortment

#### Brightness

#### Cost



[Text only version](#)

### Resources

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- » [CFL recycling and clean up](#)

### Related Products

- » [Decorative Light Strings](#)
- » [Fans, Ceiling](#)
- » [Fans, Ventilating](#)
- » [Light Bulbs](#)
- » [Light Fixtures](#)

### Related Sites

- » [Lumennow.org](#) 

**/lighting**

# Interactive Guide for Lighting



## Welcome to the ENERGY STAR Choose A Light Guide!

### How To Choose

Which bulb do I need? Click on a light fixture —  — to find out.



### Where To Use

Click different bulbs along the bottom toolbar to learn where they work best.



### Find the Right Light

You can also click on each light switch to sample the different color temperatures ENERGY STAR qualified bulbs are available in.

# ABCs of Efficient Lighting: Appearance



## How to Choose: The ABCs of Efficient Lighting

### Appearance

### Brightness

### Cost

How to choose starts with the knowing which light you want to replace and being informed about your energy efficient options.

If you are looking to install a new fixture you're probably most concerned with how it will look. ENERGY STAR qualified fixtures are available in a wide assortment of styles. Just ask your local retailer to show you their ENERGY STAR qualified models.

When replacing bulbs consider the tips below.

### Light color or appearance



[Click to see the options](#)

Think about the purpose and the mood you want from your light. Most people prefer soft yellowish light in bedrooms, dining rooms and living rooms, or rooms with warm paint tones and opt for cooler white light in work spaces such as home offices, garages, outdoors or in rooms with cooler paint tones. ENERGY STAR qualified lighting products are available in a wide range of warm to cool white light. This information is available on the packaging in the Lighting Facts label (shown to the right). [Learn more about light color.](#)



[Text only version](#)

Lighting Facts Per Bulb	
<b>Brightness</b>	870 lumens
<b>Estimated Yearly Energy Cost</b>	\$1.57
<small>Based on 3 hrs/day, 11 c/kWh Cost depends on rates and use</small>	
<b>Life</b>	5.5 years
<small>Based on 3 hrs/day</small>	
<b>Light Appearance</b>	
<b>Energy Used</b>	13 watts

Lighting Facts label required by law as of January 1, 2012



- Dimmer Switches



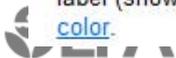
- Recessed Lighting



- Three-way bulbs



- Lighting Controls



# ABCs of Efficient Lighting: Brightness



## How to Choose: The ABCs of Efficient Lighting

Appearance	Brightness	Cost
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### How to Choose – Look for the Lumens (not watts)



About lumens and the lighting facts label: From [www.ftc.gov](http://www.ftc.gov)



You can find the brightness in lumens right on the front of the package.

- Watts are simply a measure of power – the amount of electricity a bulb needs to operate, while the light output or brightness of the bulb is actually measured in LUMENS.
- As light bulbs get more efficient they use less watts to produce the same amount of light as traditional bulbs. As familiar wattages disappear because of new federal standards their replacements will save money and resources – about \$150 a year per household. With this change we need to learn something new – lumens – the measurement of light a bulb puts out. Luckily this information is right on the front of light bulb packaging and will be printed on bulbs by 2012.
- As part of an effort to save energy and reduce United States dependence on foreign energy, Federal legislation is requiring the most common light bulbs (regardless of technology) to produce familiar light levels using less watts. The good news is that light bulb manufacturers support the new standard because it is already possible using today's technology and it fosters innovation!
- Light bulbs of a variety of technologies, including incandescent, compact fluorescent and LED can



HOW MUCH LIGHT DO I NEED?		
INCANDESCENT BULBS (WATTS)	MINIMUM LIGHT OUTPUT (LUMENS)	COMMON ENERGY STAR QUALIFIED BULBS (WATTS)
25	250	4 to 9
40	450	9 to 13
60	800	13 to 15
75	1,100	18 to 25
100	1,600	23 to 30
125	2,000	22 to 40
150	2,600	40 to 45

See the typical lumens from traditional bulbs so you can find the lumens you need in a more efficient ENERGY STAR model. Remember, to save energy costs, find the bulb with the lumens you need, then choose the ENERGY STAR qualified one with the lowest watts.

# ABCs of Efficient Lighting: Cost



13W ENERGY STAR qualified CFL

Brightness	Estimated Energy Cost
800 lumens	\$1.57 Per year



43W Incandescent halogen

Brightness	Estimated Energy Cost
800 lumens	\$5.18 Per year



12.5W ENERGY STAR qualified LED bulb

Brightness	Estimated Energy Cost
800 lumens	\$1.50 Per year



60W Incandescent

Brightness	Estimated Energy Cost
800 lumens	\$7.32 Per year

## Get the Facts



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## How to Choose: The ABCs of Efficient Lighting

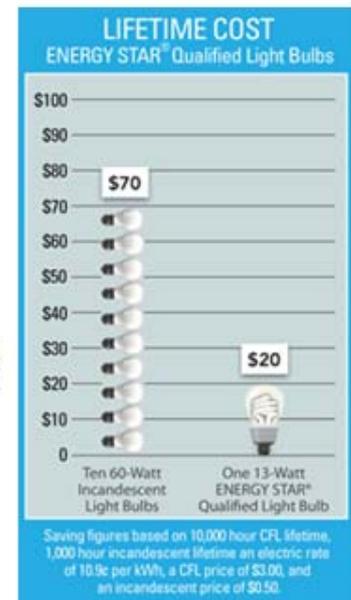
Appearance

Brightness

Cost

Choose the bulb that will cost you the least in the long run, not just the lowest first cost.

- New labeling requirements give you the information you need to compare bulbs true operating cost right on the front of the package.
- Stop throwing your money away. Replace traditional bulbs that are still operating with ENERGY STAR qualified CFLs and recover your costs in about 6 months. Then rest easy knowing you've cut your lighting energy use by 75% and you won't have to change the bulb(s) for about 9 years.
- ENERGY STAR qualified bulbs are 75% more efficient than traditional light bulbs, while initial compliance with the law only requires bulbs to be about 25% more efficient. To get the biggest savings, long life, and quality you can trust look for the ENERGY STAR.
- [Find out how much you can save](#)



# More Great Info!

[Home](#) > [Products](#) > [Lighting](#)

## Lighting

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### Get the Facts



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#### Brightness

#### Cost



[Text only version](#)

### Resources

- » [Get the Facts on the new light bulb legislation](#)  (336KB)
- » [Purchasing checklist](#)  (1.8MB)
- » [Savings calculator](#)
- » [Special Offers](#)
- » [The value of ENERGY STAR qualified lighting](#)
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### Related Products

- » [Decorative Light Strings](#)
- » [Fans, Ceiling](#)
- » [Fans, Ventilating](#)
- » [Light Bulbs](#)
- » [Light Fixtures](#)

### Related Sites

- » [Lumennow.org](#) EXIT 

# Purchasing Checklist



## LEARN MORE AT [energystar.gov](http://energystar.gov) Bulb Purchasing Guide

My Fixture Has A ...	
<b>Dimmer</b>	Look for an ENERGY STAR <sup>®</sup> qualified bulb that is marked "Dimmable". <a href="#">Learn more</a>
<b>Three-way socket</b>	Look for an ENERGY STAR qualified bulb that is marked "3-Way". <a href="#">Learn more</a>
<b>Electronic control</b>	Check with the manufacturer of your photocell, motion sensor, or timer for compatibility with energy efficient lighting. <a href="#">Learn more</a>

What Color Would Work Best For My Use?		
With ENERGY STAR light bulbs you have options for your white light. Light color is measured on the Kelvin scale (K). As you see below, lower numbers mean the light appears yellowish and higher numbers mean the light is whiter or bluer. <a href="#">Learn more</a>		
<b>Warm White, Soft White</b>	<b>Cool White, Neutral White</b>	<b>Natural or Daylight (think blue sky at noon)</b>
Standard color of incandescent bulbs.	Good for kitchens and work spaces.	Good for reading.
2700K 3000K	3500K 4100K	5000K 6500K

How Much Light Do I Want?		
To determine which ENERGY STAR qualified light bulbs will provide the same amount of light as your current incandescent light bulbs, consult the following chart but focus on lumens to make sure you get the right amount of light: <a href="#">Learn more</a>		
Incandescent Bulbs (watts)	Minimum Light Output (lumens)	ENERGY STAR Qualified Bulbs (watts)
40	450	9 to 13
60	800	13 to 15
75	1,100	18 to 25
100	1,600	23 to 30
150	2,600	30 to 52

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

How to Choose the right ENERGY STAR <sup>®</sup> Qualified Bulbs									
	Table/ Floor Lamps	Pendant Fixtures	Ceiling Fixtures	Ceiling Fans	Wall Sconces	Recessed Cans	Track Lighting	Outdoor Covered	Outdoor Flood
Spiral									
Covered A-shaped									
Globe									
Tube									
Candle									
Indoor Reflector									
Outdoor Reflector									

# Light Bulbs



Home > Products > Find ENERGY STAR Products > Lighting > Light Bulbs

## Light Bulbs for Consumers

(Are you a partner? [For Partners](#))

### Did You Know?

If every American home replaced just one light bulb with a light bulb that's earned the ENERGY STAR, we would save enough energy to light 3 million homes for a year, save about \$600 million in annual energy costs, and prevent 9 billion pounds of greenhouse gas emissions per year, equivalent to those from about 800,000 cars.

### About ENERGY STAR Light Bulbs

Overview	Specifications	Buying Guidance	FAQs
<p><b>Earning the ENERGY STAR</b> means products meet strict energy efficiency guidelines set by the US Environmental Protection Agency. Lighting products that have earned the ENERGY STAR deliver exceptional features, while using less energy. Saving energy helps you save money on utility bills and protect the environment by reducing greenhouse gas emissions in the fight against climate change.</p> <p><b>An ENERGY STAR qualified light bulb:</b></p>			



- ### Light Bulbs Resources
- » [Find a Qualified CFL Model](#)
  - » [Qualified Bulbs](#)  
[Excel](#) | [PDF](#)
  - » [Find a Store](#)
  - » [Special Offers](#)
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- ### Related Products
- » [Decorative Light Strings](#)

# Rebates and Incentives



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EPA presents THE NATIONAL BUILDING FOR ENERGY EFFICIENCY

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More Headlines >

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**ENERGY STAR** U.S. Environmental Protection Agency

CELEBRATING 20 YEARS OF ENERGY STAR

20 YEARS OF PARTNERSHIP, PROMISE, AND PROGRESS

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**GO TO PARTNER RESOURCES** ▶

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Password:

Sign In | [Forgot password?](#)

# Rebates and Incentives



- To encourage customers to buy energy efficient products, ENERGY STAR partners occasionally sponsor special offers, such as **sales tax exemptions or credits**, or **rebates** on qualified products.
- Partners also occasionally sponsor **recycling incentives** for the proper disposal of old products.
- The search tool is provided as a service to consumers to find such special offers or rebates where they exist, based on information that partners submit to ENERGY STAR.
- Contact your ENERGY STAR account manager or send an e-mail to [efficiencyrebates@energystar.gov](mailto:efficiencyrebates@energystar.gov) if you are a retailer or manufacturer partner and have opportunities you would like to share.

# Rebates and Incentives



- Database for Incentives and Joint Marketing Exchange (DIME)
  - This tool is to help manufacturers and retailers identify regional incentive and marketing opportunities for promoting ENERGY STAR qualified products and to enable all partners to coordinate with the appropriate contact from other partner organizations on promotional opportunities.
- 2012 ENERGY STAR Summary of Lighting Programs by energy efficiency program sponsors



**CELEBRATING 20 YEARS OF ENERGY STAR**

**ENERGY STAR® SUMMARY OF LIGHTING PROGRAMS**  
BY ENERGY EFFICIENCY PROGRAM SPONSORS (EEPS)

**September 2012 Update**

The U.S. Environmental Protection Agency (EPA) is pleased to provide the 2012 ENERGY STAR® Summary of Lighting Programs (Summary). The Summary provides an overview of a variety of programs offered by utilities and other energy efficiency program sponsors in the United States to promote ENERGY STAR certified light bulbs and fixtures, decorative light strings, and ceiling and ventilating fans with light kits. The Summary includes information provided by energy efficiency program sponsors and describes their current program offerings for 2012-2013 and beyond.

Each ENERGY STAR lighting program is summarized with a focus on incentives (e.g., mail-in rebates, buy-downs, and instant rebates), marketing and consumer education efforts, program contacts, and other relevant program details.

The Summary of Lighting Programs is divided into the following sections:

1. Executive Summary
2. Program Budget Map, National Rebate Charts and Graphs – Overview of promotion types for lighting programs across the United States.
3. Tax Incentives – A summary table of current sales tax exemptions and income tax credits or deductions available in select states.
4. Lighting Programs at a Glance – A summary table of current lighting promotions organized by state.
5. Program Details – In-depth descriptions of each energy efficiency program sponsor partner's programs, including contact information for program managers.

If you have any questions or comments about the ENERGY STAR Summary of Lighting Programs, please contact Nora Lovrien Guether at ICF International, at [nora.lovrien@icf.com](mailto:nora.lovrien@icf.com) or 202.362.1565.

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# Change the World Campaign



**CHANGE THE WORLD. Start with ENERGY STAR.**

Make a change today to save energy and protect the climate. 2,870,785 individuals already have.

TAKE THE PLEDGE

FIND HELPFUL RESOURCES

BECOME A PLEDGE DRIVER

SHARE YOUR STORY

[Map View](#)

[List View](#)

**/changetheworld**

# Partner of the Year Awards



## 2013 ENERGY STAR Award Applications Now Available

Each year, the ENERGY STAR program honors organizations that have made outstanding contributions to protecting the environment through energy efficiency.

All organizations participating in the ENERGY STAR program are encouraged to apply for a 2013 ENERGY STAR Award. To be considered, an organization must meet the specific eligibility requirements in the award application and submit a complete online application package by 8 pm EST, November 28, 2012.\*\*

### Award Applications:

#### Partner of the Year

- Energy Management [PDF](#) (171KB) | [Word](#)
- Supplemental Guidance for Building Partners [PDF](#) (341KB) | [Word](#)
- New Home Builder [PDF](#) (144KB) | [Word](#)
- Home Energy Rater [PDF](#) (141KB) | [Word](#)
- Product Manufacturer [PDF](#) (147KB) | [Word](#)
  - Additional Guidance for Window, Door, and Skylight Manufacturers [PDF](#) (66KB) | [Word](#)
- Retailer [PDF](#) (146KB) | [Word](#)
- Service and Product Provider [PDF](#) (162KB) | [Word](#)
- Program Delivery [PDF](#) (160KB) | [Word](#)

#### Excellence Awards

- Affordable Housing [PDF](#) (123KB) | [Word](#)
- ENERGY STAR Promotion [PDF](#) (142KB) | [Word](#)
- Lighting Retailer or Showroom [PDF](#) (135KB) | [Word](#)

For questions on the awards process, please contact your account manager or the Partner of the Year Awards Coordinator, Brittney Gordon, at [gordon.brittney@epa.gov](mailto:gordon.brittney@epa.gov).

#### Save the date!

**What:** 2013 ENERGY STAR Awards Ceremony

**Date:** March 26, 2013

**Location:**  
Marriott Wardman Park Hotel  
2660 Woodley Road, NW  
Washington, DC 20008  
1-202-328-2000

#### Resources

[Video: A Partner Perspective on Working with the ENERGY STAR Program](#)

[Award Archives](#)

[Emerging Technology Awards](#)

[/awards](#)

# Which logo should I use?

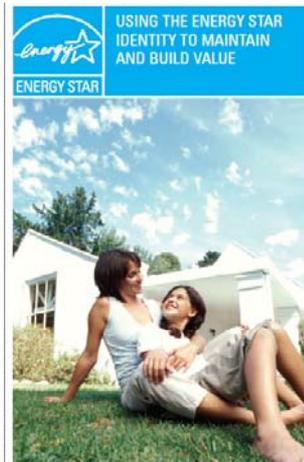


## ENERGY STAR Identity Guidelines (Logo Use Guidelines)

Please choose how you want to download:

[ENERGY STAR Identity Guidelines](#) (5.99MB) OR  
This file is large and may take a few minutes to download.

[20th Anniversary Guidelines](#) (118KB)



### View by Section:

- [Introduction](#) (133KB)
- [Promotional Mark](#) (2.1MB)
- [Certification Mark](#) (1.28MB)
- [Linkage Phrase Mark](#) (665KB)
- [Partnership Mark](#) (594KB)

### Quick Reference Guides:

- [Quick Reference Guide: Using the ENERGY STAR Marks Correctly](#) (1.79MB)
- [A Quick Reference Guide for New Homes Partners](#) (2.38MB)

### Special Applications

- [Battery Charging Systems Graphics](#) (145KB)
- [Furnace Regional Mark](#) (1.03MB)
- [Home Performance with ENERGY STAR Graphic](#) (1.45MB)
- [Industrial Plant Graphics](#) (263KB)
- [Insulation Products Graphic](#) (75KB)
- [Recognition for Labs, Certification, and Accreditation Bodies](#)
- [Seal and Insulate with ENERGY STAR Graphic](#) (65KB)



After reading the Identity Guidelines, you can access the [ENERGY STAR marks](#).

**Please note:** If you have an older version of Adobe Reader, you may have trouble downloading and viewing the Identity Guidelines. Please download [the latest version of Adobe Reader](#). [EXIT](#) ⇄

# The most commonly used ENERGY STAR Marks



- Influencing 91% of consumer purchases, the ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the *Good Housekeeping* seal (2009 Fairfield Research).



- **Certification Mark:** Use on labeled products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.



- **Promotional Mark:** Use on any materials that feature ENERGY STAR such as brochures, media kits and flyers. It is to be used in public education campaigns on the benefits of ENERGY STAR.



- **Linkage Phrase Mark** (Also “Ask about ENERGY STAR): Use in marketing materials, such as ads and circulars, to show that a company sells either ENERGY STAR qualified products or services that can deliver ENERGY STAR performance levels.



- **Partnership Mark:** Use to promote an organization’s commitment to and partnership in the ENERGY STAR Program.

# Key Brand Guidelines



- Neither the marks nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name, or Web site title.
- The marks may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
- The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- If your company is not an ENERGY STAR partner, but offers ENERGY STAR qualified products, you must include the name of the manufacturer near the ENERGY STAR mark.
- The preferred color for the mark is ENERGY STAR blue (100% cyan). Alternate versions in black or reversed out to white are allowed.
- The symbol block within the mark may not be reproduced smaller in width than .375 inch (3/8”) for print. Lettering legibility inside the mark must be maintained on the Web.

Get started at [www.energystar.gov/logouse](http://www.energystar.gov/logouse)

Select the “*Quick Reference Guide: Using the ENERGY STAR Marks Correctly.*”

# Brand Integrity



## Maintaining the Integrity of ENERGY STAR

The ENERGY STAR mark is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. The U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE) undertake a broad range of efforts to ensure that:

- the ENERGY STAR name and trademarks are applied properly and consistently in the marketplace
- ENERGY STAR delivers on its promise to designate products and services that protect the environment through superior energy efficiency without trade-offs in performance or functionality
- the program is positioned to enjoy broad consumer confidence and deliver growing energy savings and related environmental benefits for years to come.

These efforts include:

- **Formal partnership agreements.** EPA enters into formal agreements with product manufacturers and retailers that clearly and consistently outline the terms and conditions for using the ENERGY STAR name and marks. As a partner in the program, organizations agree to abide by the **ENERGY STAR program identity guidelines** to ensure proper use of the logo. Compliance with ENERGY STAR program requirements and the Partnership Agreement is required for a manufacturer to maintain partnership status.
  - [Manufacturing Partnership Agreements](#)  (319KB)
  - [Identity Guidelines](#)
- **Product performance specifications.** EPA provides clear and detailed specifications that reference objective, repeatable test procedures.
- **Monitoring the use of the name and marks**
  - EPA monitors the use of the ENERGY STAR mark and name in trade media, advertisements, and the internet.

**/integrity**

# Inappropriate Logo Use

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- If you see misuse of the ENERGY STAR logo on products, contact:

[logomisuse@energystar.gov](mailto:logomisuse@energystar.gov)

# Verification Testing



- **"Off-the-shelf" Verification Testing.** EPA and DOE oversee verification testing to ensure products using the ENERGY STAR meet program requirements.
  - [2011 ENERGY STAR Verification Testing Summary](#)  (166KB)
    - [CFLs \(2009-Present\)](#)  (181KB)
      - [CFL ENERGY STAR Verification Testing Report - June 2011](#)  (931KB)
      - [CFL ENERGY STAR Verification Testing Report - February 2012](#)  (1.7MB)
    - [CFLs \(1999-2009\)](#)  (51KB)
    - [EPA Testing Results Summary \(2002-2009\)](#)  (379KB)
    - [EPA Testing Partner Notification Letters \(2002-2009\)](#)
    - [QA4 Results](#)  (44KB)
    - [QA4 Testing Guidelines and Procedures Manual V2 Final](#)  (179KB)
  - **Taking action to enforce the proper use of the ENERGY STAR mark.** EPA monitors ENERGY STAR labeled product models through a variety of market surveillance activities, including verification testing. Models that fail to meet ENERGY STAR requirements are subject to EPA's [disqualification procedures](#)  (59KB).
    - Non-Lighting Products Disqualified from the ENERGY STAR Program: 1/1/2010 to 10/2/2012 — [Excel](#)  | [PDF](#)  (31KB)
    - Lighting Products Disqualified from the ENERGY STAR Program: 6/1/2010 to 10/2/2012 — [Excel](#)  | [PDF](#)  (133KB)

# Resources for Lighting Equipment Manufacturers and Retailers



**ENERGY STAR**

About ENERGY STAR · News Room · FAQs ·

SEARCH

PRODUCTS HOME IMPROVEMENT NEW HOMES BUILDINGS & PLANTS **PARTNER RESOURCES**

Partner Resources [Home > Partner Resources > Manufacturers > Resources for Lighting Equipment Manufacturers and Retailers](#)

## Resources for Lighting Equipment Manufacturers and Retailers

**Manufacturers**

Retailers

New Home Industry

Utilities/EEPS

Service & Product Providers

Buildings & Plants

Small Businesses

Congregations

For Contractors

For Federal Agencies

[Join ENERGY STAR](#)

### Menu

- Light Bulbs (CFLs and LED Lamps)
- Luminaires
- Decorative Light Strings
- Advanced Lighting Package Sales and Marketing Materials
- ENERGY STAR Training Center
- ENERGY STAR Logos
- Campaigns
- Case Studies
- Archive

**2011 EPA report: Next Generation Lighting Programs: Opportunities to Advance Efficient Lighting for a Cleaner Environment**

**/lightingresources**



# Third-Party Certification



- To ensure consumer confidence in the ENERGY STAR label and to protect the investment of ENERGY STAR manufacturing partners, EPA requires all ENERGY STAR products to be third-party certified.
- This requirement includes product testing in an EPA-recognized laboratory that meets international standards for quality and competency, review of the product by an EPA-recognized certification body to determine ENERGY STAR eligibility, and ongoing testing to ensure that products continue to deliver superior energy efficiency and performance.

**/3rdpartycert**

# Specifications



- ENERGY STAR specifications are periodically revised to raise the bar and ensure that only the most efficient products carry the ENERGY STAR label.
  - EPA is currently developing a new specification for Lamps, to replace the current Compact Fluorescent Lamps (CFLs V4.3) and Integral LED Lamp (V1.4) specifications. Visit [www.energystar.gov/lamps](http://www.energystar.gov/lamps) for more information on the specification development process.
  - The Luminaires V1.1 specification became effective on April 1, 2012, replacing the Residential Light Fixtures (RLF V4.2) and Solid State Lighting Luminaires (SSL V1.3) specs.

**/specifications**

# Unit Shipment Data



- All ENERGY STAR manufacturing partners are required to report annually their qualified product unit shipment data.
- EPA collects unit shipment data to determine the market penetration of ENERGY STAR products and evaluate the overall performance of the program.
- Failure to submit unit shipment data results in the removal of the partner's qualified products from the qualified products list on the ENERGY STAR website!
- The reporting process begins in January and the submittal deadline is **March 1** of each year.
- In January, all partners' primary and secondary contacts will receive a data collection letter and product submittal form.

**/USD**

# Stay current with MESA



- Partner Resources
- Manufacturers
- Retailers
- New Home Industry
- Utilities/EEPS
- Service & Product Providers
- Buildings & Plants
- Small Businesses
- Congregations
- For Contractors
- For Federal Agencies
- Join ENERGY STAR

[Home](#) > [Partner Resources](#) > [Login to My ENERGY STAR Account](#)

## Login to My ENERGY STAR Account

User Name: \*

Password: \*

[login](#)

I've [forgotten my password](#).  
I've [forgotten my user name and password](#)

If you cannot obtain your user name and/or password or are having trouble signing in, please call 1-888-STAR-YES for assistance.

Questions about using this tool? [Visit the MY ENERGY STAR Tutorial](#) (2.71MB)

This tool is intended to be used in Internet Explorer 5.5 and higher and Netscape 6 and higher. For you to experience the full functionality of this tool, Javascript must also be turned on in your browser.



# Questions?

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