



Co-Branding with ENERGY STAR

Presenter: Melissa Klein, EPA

2011 ENERGY STAR Products Partner Meeting



Learn more at energystar.gov

Overview



- Session Introduction: The Power of the ENERGY STAR
- Co-Branding Guidelines and ENERGY STAR Partnership Agreement
- APT Presentation
- Questions and Answers

The Power of ENERGY STAR



- Today, more than 80% of the American public recognizes the ENERGY STAR label.
- Of those who knowingly purchased an ENERGY STAR qualified product, about 75% credited the label as an important factor.
- Americans have purchased almost 3.5 billion ENERGY STAR qualified products since 2000.



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 mass market promotional efforts 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.

Cert Mark Examples



SAVE MONEY AND HELP THE ENVIRONMENT

In 2009, Best Buy® sold enough ENERGY STAR® qualified televisions to collectively save our customers more than **40,000,000 in energy costs!**

Learn more at BestBuy.com/green

40" Class 1080p 60Hz LCD HDTV
10" measured diagonally, 3 HDMI® inputs, 1 USB input and 1 PC input. (LH4KCS01F1Z2) SKU: 9783506 Reg. Price 749.99 **SAVE \$50** **699.99** (Blue Savings)

49" Class 720p 60Hz LCD HDTV
18.5" measured diagonally, 3 HDMI® input and 1 PC input. (LH19C350101Z2) SKU: 9775347 Reg. Price 299.99 **SAVE \$20** **279.99** (Blue Savings)

BRING IN ANY E PRODUCT TO R SAVE \$20 ON SELECT ENE

We strive to off that help dimini

7-Outlet Energy-Saving Strip
Controlled by a master outlet, it by turning off power to equipment SKUs: 9254849/9394648

Sears.com navigation bar: Home, Share, Solve, Sears, Homeart, CRAFTSMAN, Kenmore, LANDFEND, All great indoors, Sears Outlet, PartBinout, See it all

en español find a store Sears Credit Cards customer service Shopping Cart

Welcome, sign in or register

View All Departments Appliances

APPLIANCE QUESTIONS? call 1-888-295-5965 call me now

the big switch IS ON

Do your part to help the world. And enter for a chance to win a suite of ENERGY STAR® qualified appliances. **LEARN MORE >>**

SHOP CATEGORIES

- Small kitchen Appliances
- Microwaves
- Washers & Dryers
- Refrigerators
- Dishwashers

RELATED LINKS

- Delightful Parts and Accessories
- Sewing & Garment Care
- Stacked Laundry Units

write a review and you will be entered to WIN A \$2,500 SEARS GIFT CARD learn more

Ask the Experts

Questions about saving energy and water?

Get Answers >

1 2 3 4 5 II

15% OFF ALL KENMORE APPLIANCES

OR **10% OFF ALL OTHER BRANDS**

Exclusions apply. See details.

Shop Appliances >

Sears BLUE APPLIANCE CREW

Only Sears carries the TOP 10 BRANDS, including the NEW Kenmore & Kenmore Elite.

Have you made the big switch?

SAVE MONEY. LIVE GREENER. And send a few old appliances to greener pastures. **Take the Photo >**



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
- No hyphen between ENERGY STAR and qualified

Additional Guidelines Cont.



- EPA requires that a clear space of 1/3 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 2011 Pilot

How to Use this New Designation



Learn more at energystar.gov

Most Efficient



- The **ENERGY STAR Most Efficient 2011** 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
 - Geothermal Heat Pumps
 - Air Source Heat Pumps
 - Central Air Conditioners

When to Use the Most Efficient Logo



- 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

products that are recognized as the most

greenhouse gas emissions by measuring

Agency”

- “ENERGY STAR Most Efficient recognition”

Most Efficient



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

Support Resources for Co-Branding



- Partner Resources: www.energystar.gov/partners
- Logo Use: www.energystar.gov/logos
- ICF Account Managers
- Coming in 2012: Revamped partner resource pages for energy efficiency program sponsors. These brand new pages will include visual “best practices” examples that will help partners better use the ENERGY STAR. We will highlight good examples from partners on a rotating schedule. This revamp will also include an up-to-date listing of most-used ENERGY STAR facts.



Applied Proactive Technologies, Inc.

Quick Reference Guide for Use of
the ENERGY STAR Logos

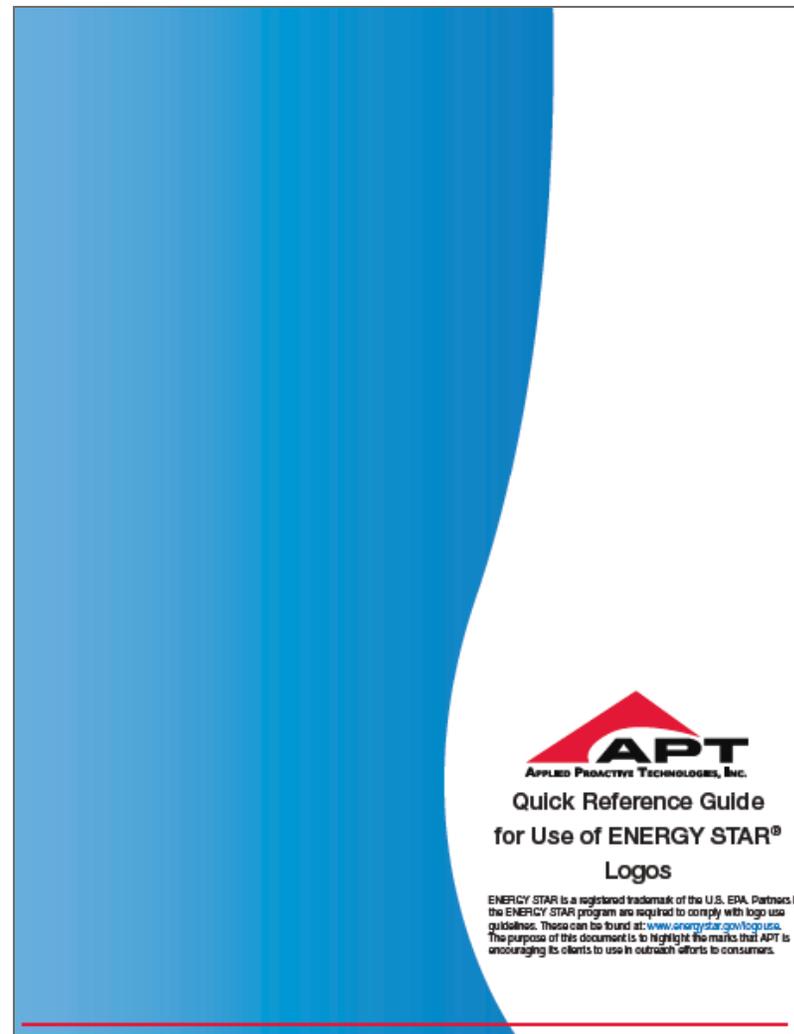


Learn more at energystar.gov

APT Presentation



Logo Use Guidelines Title Page



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Logo Use Guidelines Table of Contents

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MARKETING DEPARTMENT INFO

The APT reference guide is to insure that all ENERGY STAR® logos will be used in accordance with the EPA guidelines on all utility POP templates. Any new designs and/or messaging that is not specified in the reference guide must be sent to the marketing department for approval.

APT has worked with EPA to develop this guide.

Any questions please contact:

Leisa Ritchie
Marketing Manager
413.731.6546

Applied Proactive Technologies
1242 Main St.
Springfield, MA 01103

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ENERGY STAR® LOGO

For more information visit: www.energystar.gov/logouse

The appropriate ENERGY STAR marks for use on Applied Proactive Technologies, Inc.'s marketing materials are (A) "LEARN MORE AT energystar.gov" and (B) "ENERGY STAR PARTNER"

A Promotional Mark

Use this promotional mark 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.

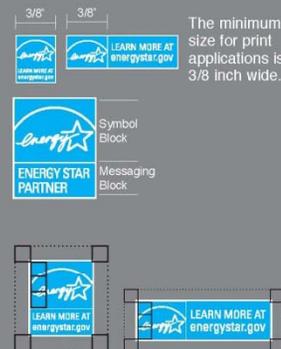


B Partnership Mark

This mark is used to promote an organization's commitment to and partnership in the ENERGY STAR Program. When using the Partner Mark please place near the Sponsor Logo.



Proper Sizing



The minimum size for print applications is 3/8 inch wide.



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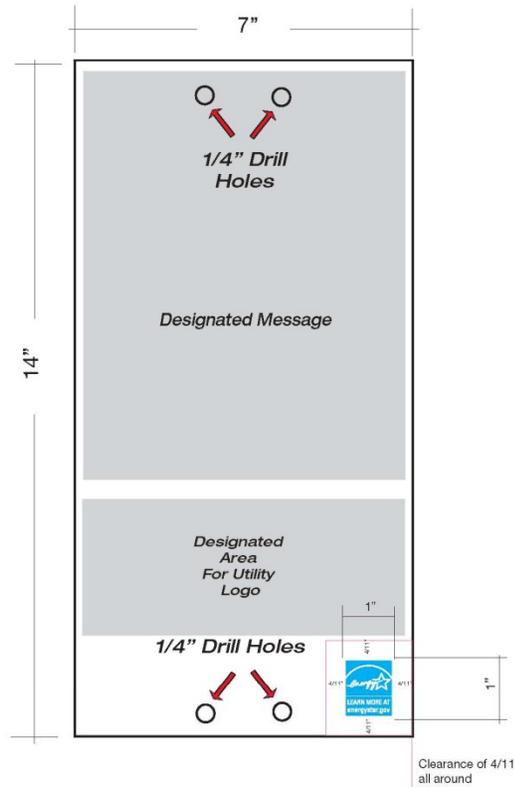
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ENERGY STAR® VERTICAL BEAM SIGN

7" x 14"
Vertical Beam
Sign



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Design Sample

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Design Sample

SPECIAL PRICING ON SELECT ENERGY STAR® QUALIFIED PRODUCTS BROUGHT TO YOU BY:

Efficiency Long Island brought to you by:

Design Sample

SPECIAL PRICING ON THE ENERGY STAR® QUALIFIED PRODUCT

Energize Delaware
EnergizeDelaware.org

Design Sample

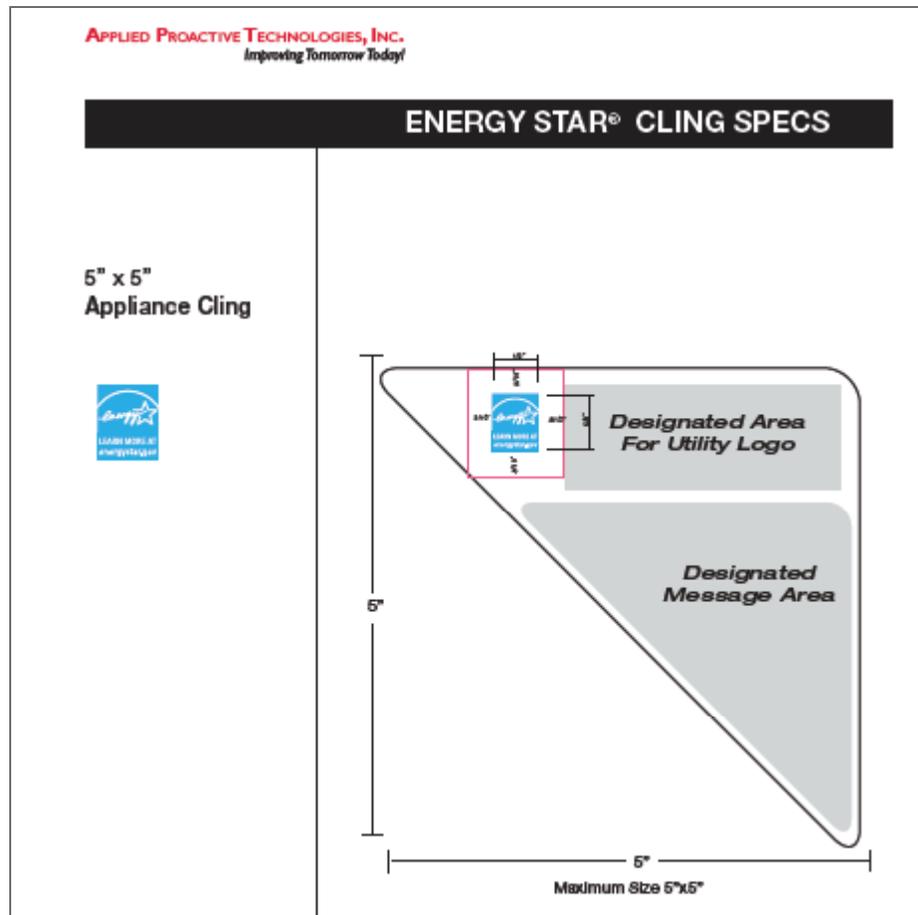
ENERGY STAR® Qualified Reflector Lamp Package

\$2.50 OFF

LED Creeper _____ at the regular price _____

Model #: _____

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Design Sample



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FACTS ABOUT SPECIFIC PRODUCTS FROM EPA'S ENERGY STAR® PROGRAM

The following pages contain information and energy saving advice from the EPA's ENERGY STAR website. If a source is needed for this information, please use: US Environmental Protection Agency, ENERGY STAR Program. These pages will be updated and redistributed by the Marketing department as changes occur.



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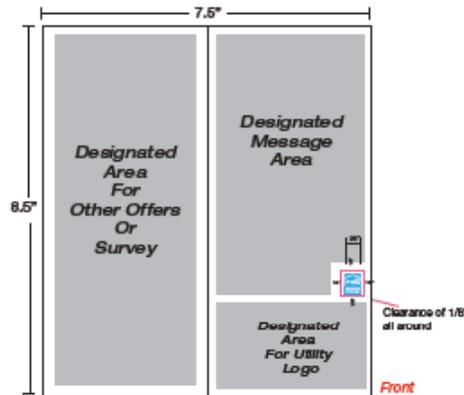
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ENERGY STAR® BI-FOLD MAIL-IN REBATE SPECS

7.5" x 8.5"
Bi-Fold
Mail-in Rebate
2 Sided



Front



Back

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ENERGY STAR® BI-FOLD MAIL-IN REBATE SPECS

7.5" x 8.5"
Bi-Fold
Mail-in Rebate
2 Sided



Design Sample

Front

Back

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PRODUCT INFORMATION FROM ENERGY STAR®

APPLIANCES **Clothes Washers**

Did You Know?

Clothes washers that have earned the ENERGY STAR reduce energy by about 30 percent and water consumption by over 50 percent compared to regular washers

- The average American family washes almost 400 loads of laundry each year. It's a good thing families can cut their related energy costs by about a third - and the water costs by more than half - just by purchasing a clothes washer with the ENERGY STAR label.
- Over the life of your new ENERGY STAR qualified washer, you'll save enough money in operating costs to pay for the matching dryer. With your water savings, you could fill three backyard swimming pools.
- Is your washer over 10 years old? Replace it with a new ENERGY STAR qualified washer and you could save \$135 each year on your utility bills. That's like getting your High Efficiency (HE) detergent free year round.

Current Specification Effective Date:
Jan. 1, 2011

Current facts from ENERGY STAR®
as of 2/03/11



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- Any Questions?