THE PURPOSE

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to the U.S. Environmental Protection Agency's (EPA) ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change.

The Brand Book describes the implementation of a strong and distinctive identity for ENERGY STAR. Whether you are labeling a product, new home, or building that has earned the ENERGY STAR, designing a new outreach campaign, or communicating your organization's commitment to energy efficiency, this book is designed to help you make the most of all that ENERGY STAR has to offer.

This book provides instructions on how the ENERGY STAR marks and ENERGY STAR name should be used. This includes, but is not limited to, how to use them on print advertisements, websites, and marketing materials. This book also presents examples of common mark uses and misuses, as well as how to report improper use of the mark to EPA. The final section of this guide provides ENERGY STAR's visual identity, helpful tips on how to write about ENERGY STAR, and how to engage with the brand through our social media channels.

The ENERGY STAR brand is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. Partners should be mindful of how they use the ENERGY STAR marks in all communication and outreach materials. Ensuring that the marks are properly used protects every ENERGY STAR partner's investment in the program and consumer confidence in the ENERGY STAR brand.

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THE HISTORY

In the early 1990s, an innovative idea took hold with the advent of the ENERGY STAR® program. EPA's vision was bold and untested in the environmental arena: capture and channel the ingenuity of the marketplace to overcome barriers to energy efficiency, and prevent pollution rather than remedy it. ENERGY STAR has traveled a carefully planned journey, considering each step with deliberate and thoughtful examination.

EPA first introduced the ENERGY STAR label to recognize energy-efficient computers. Since then, the label has grown to identify efficient products across more than 70 product categories. EPA expanded the label for use on efficient new homes in 1995, and efficient buildings became eligible for the label in 1999 when EPA unveiled a new standardized approach for measuring the energy performance of an entire building.

Since the mid-1990s, EPA has collaborated with the U.S. Department of Energy (DOE) on specific ENERGY STAR program responsibilities. In 2009, EPA and DOE signed a new agreement designed to enhance and strengthen the program. Key components of the agreement included developing third-party certification requirements for ENERGY STAR products, ensuring that performance specifications are updated as technologies advance, and creating a program highlighting the most efficient ENERGY STAR certified products. EPA continues to be responsible for brand management of the ENERGY STAR program.

EPA also continues to offer many tools and materials to partner organizations to use in your efforts to promote energy efficiency. These include:

- The ENERGY STAR marks;
- Public service announcements;
- Promotional and campaign materials;
- Performance rating systems;
- Sales training materials;
- Educational brochures; and
- Awards in recognition of excellence.

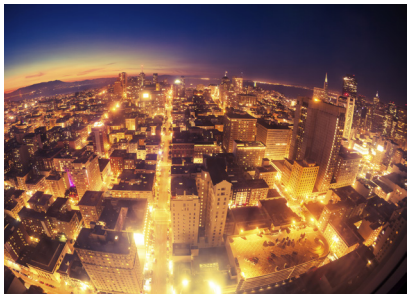
As of 2014, nearly 90 percent of Americans recognize the ENERGY STAR label. Organizations from small school districts to large Fortune 500 companies have embraced its value. Families and businesses have saved $360 billion on utility bills and prevented more than 2.5 billion metric tons of greenhouse gas emissions over the past two decades. The interplay of government, business, and market forces brought together through ENERGY STAR has literally changed history.

THE ENERGY STAR® BRAND

The ENERGY STAR® brand is a valuable asset that must be properly used and protected. This book is designed to help you understand and properly use the key elements of the ENERGY STAR brand. Consistently and deliberately presenting the meaning and benefits of ENERGY STAR maintains and builds its value.

PASSIONATE HUMAN ENERGY

ENERGY STAR displays passionate human energy in the brand by using visuals with people as the focus. When people are featured, the ENERGY STAR brand can be there with them, in their hands, as a gesture of passionate affiliation. Without a word, it says they strongly believe in and identify with the brand. Please note that the ENERGY STAR Certification Mark may not be associated with products, homes, or buildings that are not ENERGY STAR certified.



EXPANSIVE VISUAL ENERGY

Inspired by the curve in the ENERGY STAR Certification Mark, curved wide-angle imagery is used to evoke an expansive sense of the planet we live on, and ultimately, what is at stake.

FRESH COLOR ENERGY

The ENERGY STAR color palette features fresh color energy to support the emphasis, energy, and interest of the brand. A full spectrum of vibrant accent colors adds energy to the brand palette (full spectrum can be seen on page 25). The signature cyan blue and medium-gray remain as primaries, but are joined by a range of clean and bright jewel tones that can appear as accent areas, transparent overlays, type color, and icon colors.

FULL-BLEED IMAGES WITH COLOR OVERLAYS

Where appropriate, imagery will bleed off the page and behind transparent overlay panels. This will maximize visual engagement, increase visual depth, and present a contemporary energy.

BOLD TYPE ENERGY

The ENERGY STAR brand font remains Univers, but where appropriate can gain power and energy through bold type sizes, graphic configurations, and color. Words at varying sizes, orientations, or combined with imagery can draw attention, emphasize a point, or add drama.

THE ENERGY STAR MARKS

The ENERGY STAR marks have great clarity, consistency, and consumer recognition in the marketplace. The words "ENERGY STAR" are incorporated into each mark, so consumers can easily identify the connection between the mark and the ENERGY STAR program. Cyan blue was chosen as the primary color for the marks because it represents many positive attributes for ENERGY STAR, including clarity, air, sky, and the environment.

When writing and talking about ENERGY STAR, EPA recommends incorporating strong messaging about ENERGY STAR as the simple choice for energy efficiency, the power of the individual to protect the environment, and clear statements about EPA as the authority behind ENERGY STAR to more fully communicate the ENERGY STAR brand.

More than a mark of energy efficiency, ENERGY STAR is also a symbol of trust, quality, and responsible stewardship of our environment.

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

Mark	How to Use the Mark	Visual Example of Mark
Certification Mark	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.	ENERGY STAR
Promotional Mark	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 14.	ASK ABOUT ENERGY STAR LEARN MORE AT energystar.gov
Linkage Phrase Marks	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 15.	ASK ABOUT ENERGY STAR WE SELL ENERGY STAR ASK ABOUT ENERGY STAR WE SELL ENERGY STAR
Partnership Marks	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.	ENERGY STAR PARTNER ENERGY STAR PARTNER

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 1

- 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 2

- 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 3

- 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.

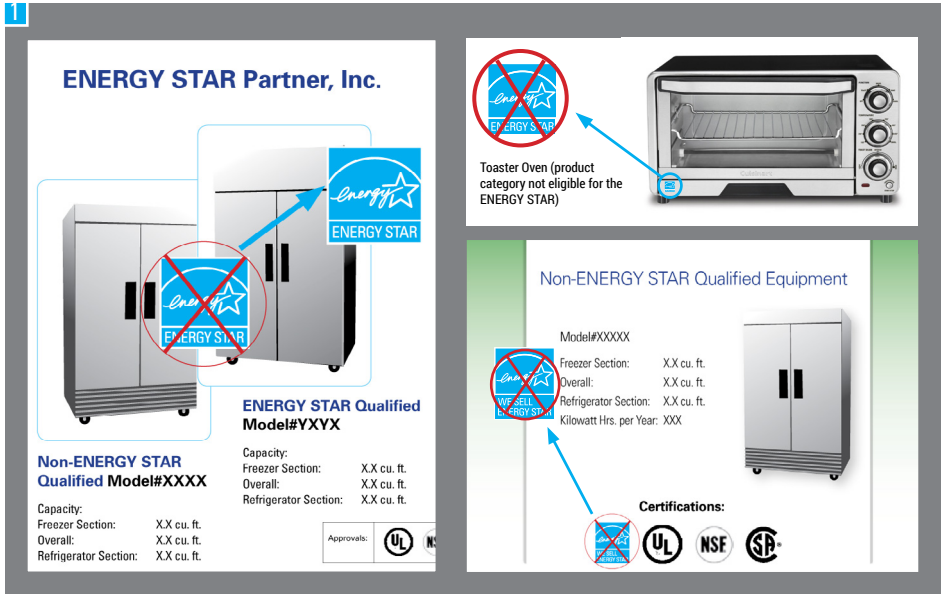
PARTNER MARK 4

- Using the Partner Mark if your organization is not an active ENERGY STAR partner. To confirm your organization is an active partner, please visit the ENERGY STAR Partner List, 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 5

- Using the Linkage Phrase Marks to imply partnership with ENERGY STAR or to imply that a product is ENERGY STAR certified.

1

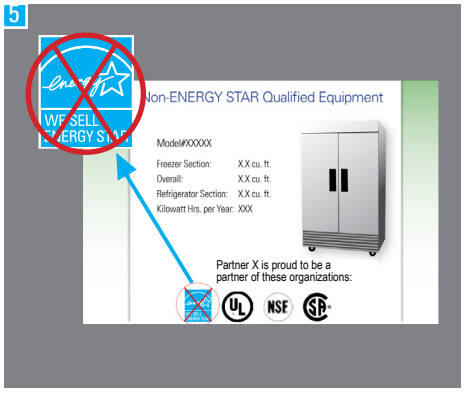


2

3

4

5



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.

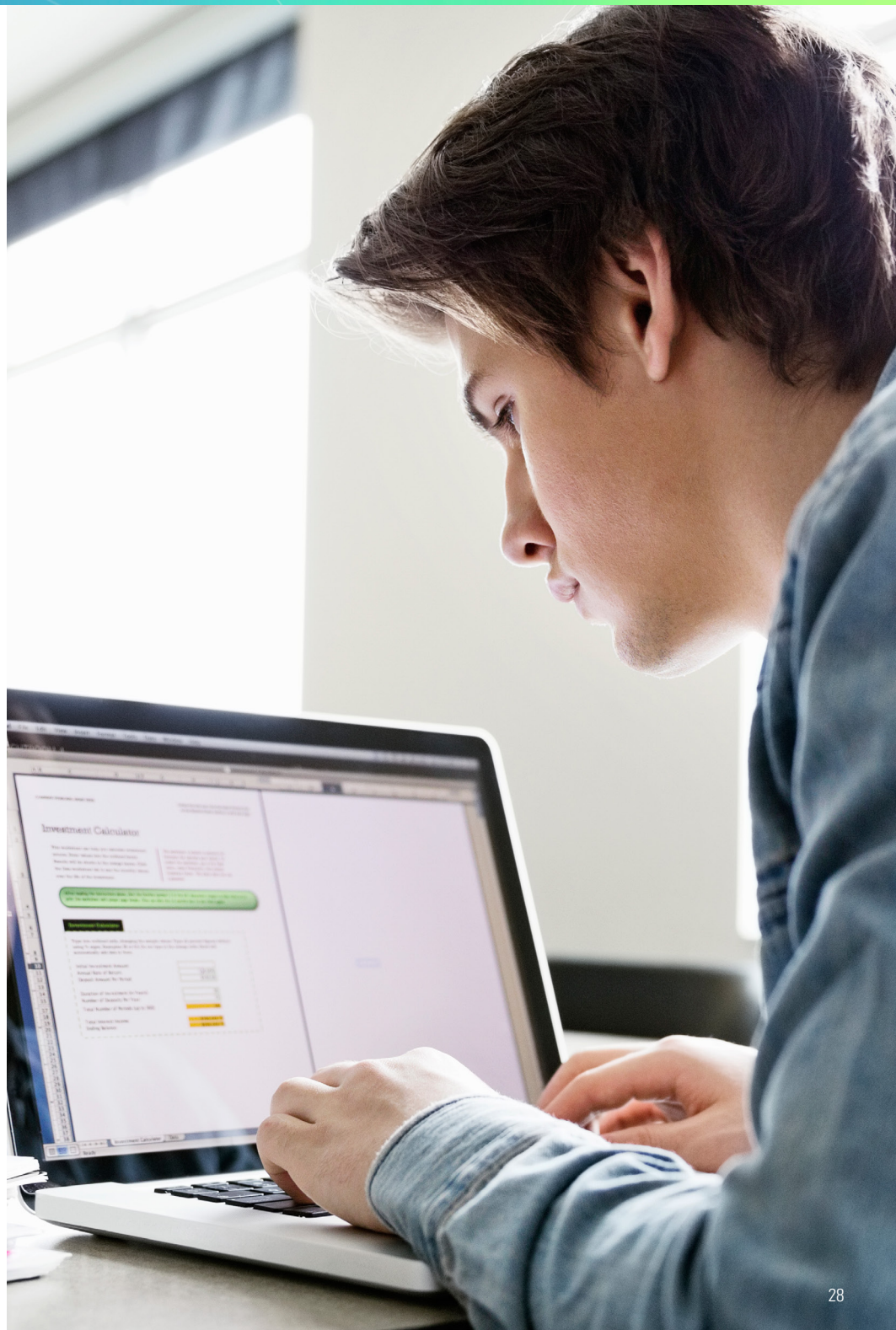
1. The ENERGY STAR name should always appear in all capital letters and as two words.
2. There should be no space between the words "ENERGY STAR" and the ® symbol;
3. The registration symbol ® must be used the first time the words "ENERGY STAR" appear, and the ® symbol should then be repeated in a document 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 Home Energy Raters.
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.

CORRECT	INCORRECT
EARNING THE ENERGY STAR	
ENERGY STAR certified TV (or computer, refrigerator, etc.)	ENERGY STAR compliant TV ENERGY STAR rated TV ENERGY STAR TV
TV (or computer, refrigerator etc.) that has earned the ENERGY STAR	ENERGY STAR rating EPA-approved EPA-endorsed Endorsed by EPA
ENERGY STAR certified products (referring to the full suite of products) ENERGY STAR products (referring to the full suite of products)	ENERGY STAR TV (or computer, refrigerator, etc.)
ENERGY STAR certified homes	ENERGY STAR homes Constructed to meet ENERGY STAR requirements Designed to be ENERGY STAR labeled or ENERGY STAR compliant
ENERGY STAR certified units ENERGY STAR certified apartments ENERGY STAR certified condos	ENERGY STAR multifamily high rise building ENERGY STAR units ENERGY STAR apartments ENERGY STAR condos
ENERGY STAR certified buildings and plants	ENERGY STAR Building(s) or Plant(s) label ENERGY STAR labeled building or plant ENERGY STAR rated building or plant
Facility/Building/School/Home has earned EPA's ENERGY STAR Facility/Building/School/Home has earned EPA's ENERGY STAR certification	Meeting ENERGY STAR standards* ** Note: When talking about Federal Energy Efficiency Standards, the use of "standards" is correct.*

CORRECT	INCORRECT
EARNING THE ENERGY STAR (CONT.)	
The plans for a Facility/Building/School have achieved Designed to Earn the ENERGY STAR Products/homes/buildings that have earned the ENERGY STAR	ENERGY STAR rated homes ENERGY STAR rating
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 ENERGY STAR's Portfolio Manager EPA's ENERGY STAR Portfolio Manager	PortfolioManager PM or ESPM ENERGY STAR's 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)

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.

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.

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.