The purpose of this document is to provide clarification on how the ENERGY STAR marks should be used by partners participating in EPA’s ENERGY STAR Residential New Construction Program. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Brand Book. Please review the ENERGY STAR Brand Book in their entirety at www.energystar.gov/brandbook.

CORRECT USE

Examples of common uses of the marks are illustrated below:

1. Linkage Phrase Mark on websites to educate the public about the ENERGY STAR Residential New Construction Program.
2. Partner Mark on annual reports promoting an organization’s ENERGY STAR partnership.
3. Designed to Earn Mark on promotional materials for multifamily projects approved as Designed to Earn the ENERGY STAR.
4. Certification Mark on plaques or signage in front of or on ENERGY STAR certified homes and apartments.

INCORRECT USE

- Do not use the ENERGY STAR marks or name to imply EPA or federal government endorsement of a partner’s organization.
- Do not use the ENERGY STAR marks or name in any other company name, domain name, or website title.
- Do not use the ENERGY STAR marks or name in association with homes and apartments that are not built to ENERGY STAR specifications.
- Do not alter, cut apart, separate, or otherwise distort the ENERGY STAR marks or name in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- Do not use the ENERGY STAR marks in an unapproved color. The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed.
- Do not use the ENERGY STAR marks in an unapproved size; marks must be legible and proportions must be maintained. Please see the ENERGY STAR Brand Book for specific mark size requirements.

QUESTIONS/COMMENTS

If you have specific questions regarding the use of the ENERGY STAR marks, please contact your Account Manager or energystarhomes@energystar.gov.
Learn more about the ENERGY STAR marks by clicking the images below to jump to a description of the various marks and their uses. To return to this menu, click on the ENERGY STAR mark in the top left corner of each page. The horizontal version of each mark is the preferred version.

**LINKAGE PHRASE MARK**

- ASK ABOUT ENERGY STAR CERTIFIED HOMES
- ASK ABOUT ENERGY STAR CERTIFIED APARTMENTS

**LINKAGE PHRASE MARK (100% COMMITMENT)**

- Committed to Building 100% ENERGY STAR

**PROMOTIONAL MARK**

- LEARN MORE AT energystar.gov

**PROMOTIONAL MARK (REGIONAL/STATE)**

- NEW YORK
  - ENERGY STAR CERTIFIED HOMES PROGRAM

**PARTNER MARK**

- ENERGY STAR PARTNER

**DESIGNED TO EARN MARK**

- The estimated energy use for this design meets strict U.S. EPA ENERGY STAR® criteria. Post-construction verification is required to earn ENERGY STAR certification.

- www.energystar.gov

**CERTIFICATION MARK**

- ENERGY STAR
Using the ENERGY STAR® Marks: A Quick Reference Guide for Residential New Construction Programs

**MARK USAGE**
To educate consumers about ENERGY STAR certified homes and apartments and promote an organization’s support of the ENERGY STAR Residential New Construction Program

**USE MARK IN OR ON**
- Signs and placards associated with homes and apartments being built to meet ENERGY STAR specifications
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home or apartment as ENERGY STAR certified
- Web pages
- Company vehicles

**DO NOT USE MARK**
- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use in association with homes or apartments that are not built or not being built to meet ENERGY STAR specifications
- Do not use on home plans
### Committed to Building 100% ENERGY STAR

#### MARK USAGE
- To promote an organization’s support of the ENERGY STAR Residential New Construction Program
- Builders may make the 100% Commitment for an individual division if all homes and apartments built by that division are ENERGY STAR certified. A corporate level commitment requires all divisions and communities to be 100% committed.

#### USE MARK IN OR ON
- Signs and placards associated with homes and apartments being built to meet ENERGY STAR specifications
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home or apartment as ENERGY STAR certified
- Web pages
- Company vehicles

#### DO NOT USE MARK
- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use in association with homes or apartments that are not built or not being built to meet ENERGY STAR specifications
- Do not use on home plans
- Do not use in association with any individual divisions that have not made the 100% Commitment

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**LINKAGE PHRASE MARK (100% COMMITMENT)**

**Using the ENERGY STAR® Marks:**
**A Quick Reference Guide for Residential New Construction Programs**
**MARK USAGE**
To educate the public about the ENERGY STAR program

**USE MARK IN OR ON**
- Brochures
- Fact sheets
- News articles
- Training materials
- Web pages
- Pins, hats, and other promotional items

**DO NOT USE MARK**
- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use on home plans
## PROMOTIONAL MARK (REGIONAL/STATE)

**MARK USAGE**
- To educate builders and the public about a regional/state ENERGY STAR Residential New Construction Program.
- Only partners participating in a regional/state ENERGY STAR Residential New Construction Program may use this mark.

**USE MARK IN OR ON**
- Stationery
- Advertisements
- Signs and placards
- Web pages
- Brochures
- Fact sheets
- News articles
- Training materials
- Pins, hats, and other promotional items

**DO NOT USE MARK**
- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use on home plans
## Using the ENERGY STAR® Marks:
### A Quick Reference Guide for Residential New Construction Programs

### Partner Mark

### Mark Usage
- To promote an organization’s partnership with ENERGY STAR

### Use Mark In or On
- Annual reports
- Stationery
- Web pages

### Do Not Use Mark
- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use on home plans
Using the ENERGY STAR® Marks: A Quick Reference Guide for Residential New Construction Programs

**MARK USAGE**

To identify new multifamily properties that are in the design or construction phase, are verified to have met the design requirements, and have achieved an ENERGY STAR design score of 75 or higher in Portfolio Manager.

**USE MARK IN OR ON**

- Directly on certified project plans
- Advertisements or web pages only if adjacent to the project description or design that achieved the ENERGY STAR
- Case studies or other project materials referring to the specified project
- Signs or placards at the project’s construction site

**DO NOT USE MARK**

- Do not use to identify ENERGY STAR certified homes or apartments
- No not use in a way that could be misconstrued that the constructed and occupied building has earned ENERGY STAR certification
- Do not use on stationary, pins, hats, and other promotional items
- Do not use on vehicles

DESIGNED TO EARN MARK

The estimated energy use for this design meets strict U.S. EPA ENERGY STAR® criteria. Post-construction verification is required to earn ENERGY STAR certification.

www.energystar.gov
## Using the ENERGY STAR® Marks:
### A Quick Reference Guide for Residential New Construction Programs

### Certification Mark

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| To identify certified homes and apartments | - ENERGY STAR certified homes, apartments, home labels, and certificates  
- Plaques or signage in front of or on ENERGY STAR certified homes and apartments  
- Advertisements or web pages, only if adjacent to a picture of an ENERGY STAR certified home or apartment | - Do not use to promote participation in the ENERGY STAR Residential New Construction Program in general advertisements and marketing materials  
- Do not use on stationery, pins, hats, and other promotional items  
- Do not use on vehicles  
- Do not use on home plans |