USING THE ENERGY STAR® PROMOTIONAL MARK

LEARN MORE AT
energystar.gov

This mark is available to organizations that have signed Partnership Agreements or Partnership Letters and are currently active partners with EPA's ENERGY STAR® program. This mark is also available upon request for members of the media or other organizations interested in communicating about ENERGY STAR.

CORRECT USE

The Promotional Mark may be used in educational and promotional materials that are intended to raise awareness of the ENERGY STAR program. It may be used in any materials that promote the benefits of improved energy efficiency with ENERGY STAR.

When promoting ENERGY STAR in French language materials, use the French Promotional Mark (available upon request).

Uses of the Promotional Mark include:

- Promotional and educational campaign materials 1 designed to convey the benefits of the ENERGY STAR program;
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular product as ENERGY STAR certified;
- Pins, hats, and other promotional items; 2
- Web pages 3 that provide organization-wide information, such as an "About Us" page; and
- Company-owned cars, vans, or other vehicles.

INCORRECT USE

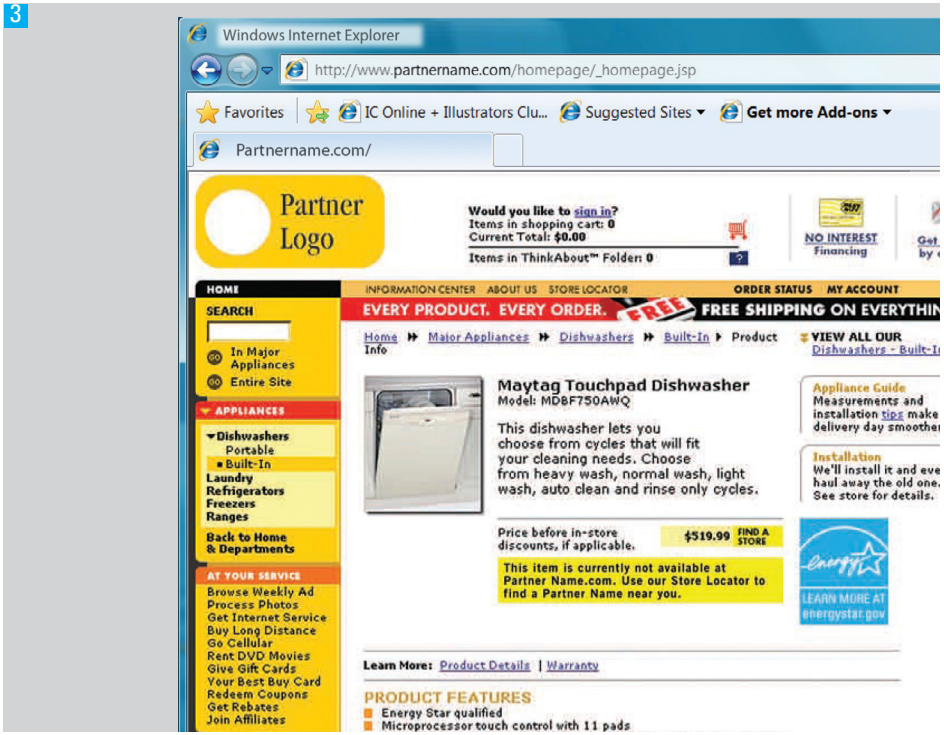
In addition to the ENERGY STAR General Guidelines found on page 4, please observe the following requirements when using the ENERGY STAR Promotional Mark.

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use on a product or product packaging (the Certification Mark should be used to identify a certified product, home, or building as ENERGY STAR).
- 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.
- Do not use in materials without including the partner name and/or logo.

1

2

3



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.	
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.	
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.	
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.	

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

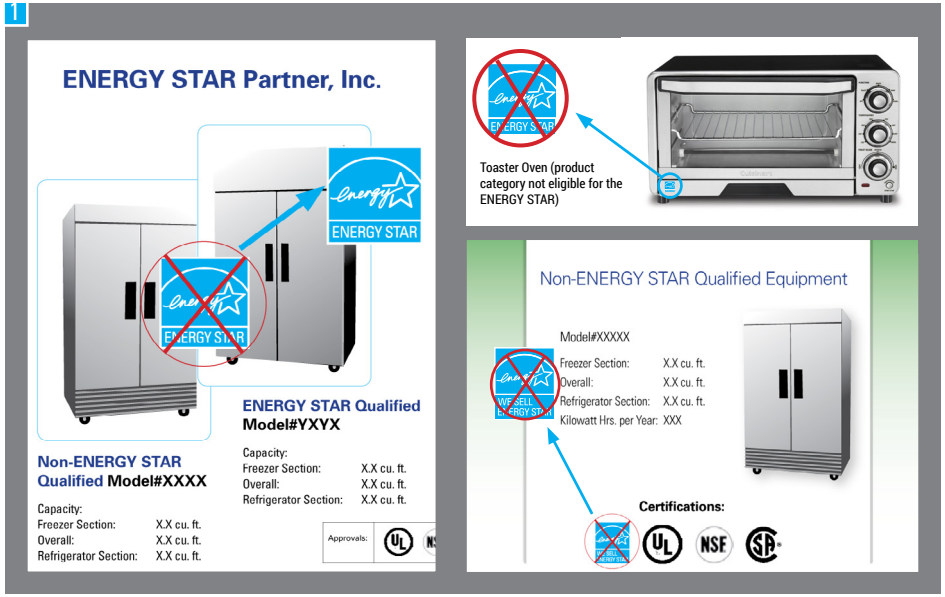
- Using the Promotional Marks to imply endorsement of a product, home, or building by ENERGY STAR or to indicate or imply that a product, home, or building is ENERGY STAR certified.

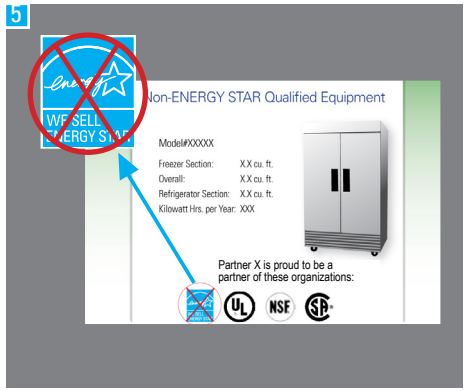
PARTNER MARK 4

- 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.





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.

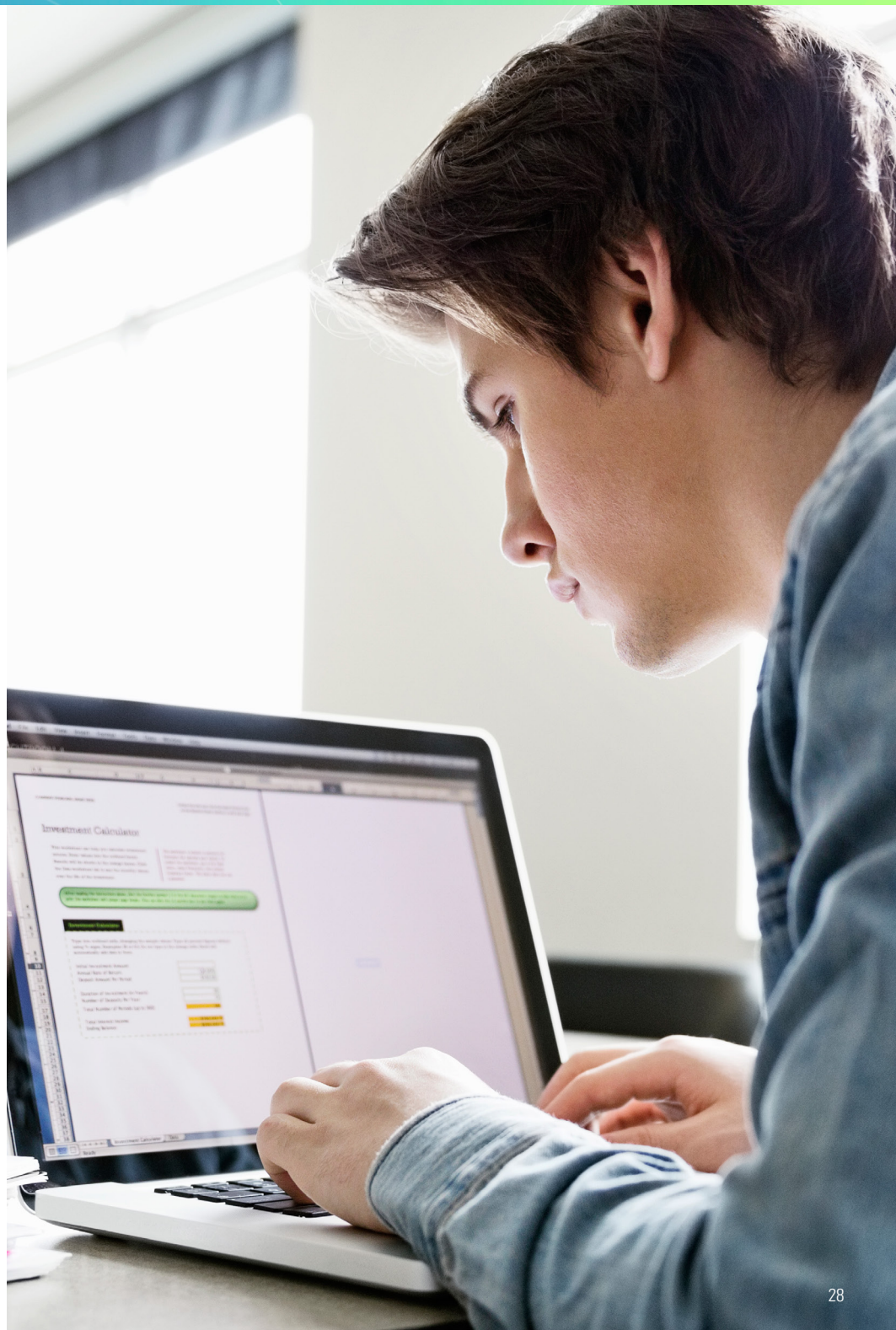
1. The ENERGY STAR name should always appear in all capital letters and as two words.
2. There should be no space between the words "ENERGY STAR" and the ® symbol;
3. The registration symbol ® must be used the first time the words "ENERGY STAR" appear, and the ® symbol should then be repeated in a document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