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 Certified Homes program. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Identity Guidelines. Please review the ENERGY STAR Identity Guidelines in their entirety at www.energystar.gov/logos.

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 Certified Homes program.
2. Partner Mark on annual reports promoting an organization’s ENERGY STAR partnership.
3. Certification Mark on plaques or signage in front of or on ENERGY STAR certified homes.

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 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 Identity Guidelines 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 logos@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]

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

Committed to Building 100% ENERGY STAR

![Ask about ENERGY STAR certified homes]

**PROMOTIONAL MARK**

![Learn more at energystar.gov]

**PROMOTIONAL MARK (REGIONAL/STATE)**

NEW YORK

![Energy STAR certified homes program]

**PARTNER MARK**

![Energy STAR partner]

**CERTIFICATION MARK**

![Energy STAR]
# Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

**MARK USAGE**
To educate consumers about ENERGY STAR certified homes and promote an organization’s support of the ENERGY STAR Certified Homes program

<table>
<thead>
<tr>
<th>USE MARK IN OR ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Signs and placards associated with homes being built to meet ENERGY STAR specifications</td>
</tr>
<tr>
<td>• Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home as ENERGY STAR certified</td>
</tr>
<tr>
<td>• Web pages</td>
</tr>
<tr>
<td>• Company vehicles</td>
</tr>
</tbody>
</table>

**DO NOT USE MARK**
• Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified
• Do not use in association with homes that are not built or not being built to meet ENERGY STAR specifications
• Do not use on home plans
### Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

**MARK USAGE**
- To promote an organization’s support of the ENERGY STAR Certified Homes program.
- Builders may make the 100% Commitment for an individual division if all homes built by that division are ENERGY STAR certified.
  
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- Builders may make the 100% Commitment for an individual division if all homes built by that division are ENERGY STAR certified.

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

<table>
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<tr>
<th>MARK USAGE</th>
<th>USE MARK IN OR ON</th>
<th>DO NOT USE MARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>To promote an organization’s support of the ENERGY STAR Certified Homes program.</td>
<td>Signs and placards associated with homes being built to meet ENERGY STAR specifications</td>
<td>Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified</td>
</tr>
<tr>
<td>Builders may make the 100% Commitment for an individual division if all homes built by that division are ENERGY STAR certified. A corporate level commitment requires all divisions and communities to be 100% committed.</td>
<td>Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home as ENERGY STAR certified</td>
<td>Do not use in association with homes that are not built or not being built to meet ENERGY STAR specifications</td>
</tr>
<tr>
<td></td>
<td>Web pages</td>
<td>Do not use on home plans</td>
</tr>
<tr>
<td></td>
<td>Company vehicles</td>
<td>Do not use in association with any individual divisions that have not made the 100% Commitment</td>
</tr>
</tbody>
</table>
To educate the public about the ENERGY STAR program:

- Brochures
- Fact sheets
- News articles
- Training materials
- Web pages
- Pins, hats, and other promotional items

Do not use the PROMOTIONAL MARK to:

- Identify ENERGY STAR certified homes
- Imply that non-labeled homes are ENERGY STAR certified
- Use on home plans

MARK USAGE

<table>
<thead>
<tr>
<th>PROMOTIONAL MARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEARN MORE AT energystar.gov</td>
</tr>
</tbody>
</table>

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
- Do not use on home plans

LEARN MORE AT energystar.gov
**PROMOTIONAL MARK (REGIONAL/STATE)**

**NEW YORK**

**MARK USAGE**
- To educate builders and the public about a regional/state ENERGY STAR Certified Homes program
- Only partners participating in a regional/state ENERGY STAR Certified Homes program may use this mark.

**NEW YORK**

**ENERGY STAR CERTIFIED HOMES PROGRAM**

**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, nor to imply that non-labeled homes are ENERGY STAR certified
- Do not use on home plans
**PARTNER MARK**

Using the ENERGY STAR® Marks:
A Quick Reference Guide for New Homes Partners

<table>
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</table>
| To promote an organization’s partnership with ENERGY STAR | • Annual reports  
• Stationery  
• Web pages | • Do not use to identify ENERGY STAR certified homes, nor to imply that non-labeled homes are ENERGY STAR certified  
• Do not use on home plans |
### USING THE ENERGY STAR® MARKS:

**A Quick Reference Guide for New Homes Partners**

**CERTIFICATION MARK**

**MARK USAGE**

- To identify certified homes

**USE MARK IN OR ON**

- ENERGY STAR certified homes, home labels, and certificates
- Plaques or signage in front of or on ENERGY STAR certified homes
- Advertisements or web pages, only if adjacent to a picture of an ENERGY STAR certified home

**DO NOT USE MARK**

- Do not use to promote participation in the ENERGY STAR Certified Homes 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