

THE ENERGY STAR IDENTITY

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. These guidelines will help us all understand and properly use the key elements of the ENERGY STAR identity. Consistently presenting the meaning and benefits of ENERGY STAR maintains and builds its value and immeasurably benefits all.

Several refinements have been made to enhance the value of the ENERGY STAR identity. First, the ENERGY STAR marks have been updated to have greater clarity, consistency and consumer recognition. The update includes adding the words "ENERGY STAR" into each mark so that it is closely associated with the ENERGY STAR name. We have also incorporated the power of a strong, clear color, one of the most important elements of an identity if used consistently and frequently. Blue has been chosen as the primary color for the marks because it represents many positive attributes for ENERGY STAR including clarity, air, sky, and the environment. ENERGY STAR Blue (100% Cyan) is the preferred color for the use of the marks.

The refined ENERGY STAR marks:

- Work better across a range of sizes and backgrounds, and particularly well in retail settings;
- Maintain a strong environmental feel with ENERGY STAR Blue;
- Read as ENERGY STAR due to the words underneath;
- Reproduce easily due to a one color rendering (100% Cyan) in most applications.

TIMING

The updated ENERGY STAR marks will appear in the marketplace beginning in early 2003. EPA encourages use of the new marks as soon as possible. We understand that partners will need sufficient time to use up existing stocks of materials to smoothly transition to the use of the new marks.

THESE GUIDELINES

These guidelines are a quick reference on how to use the ENERGY STAR marks across a wide range of activities and applications. General guidelines are provided first, followed by more specific guidelines for each category of mark. In addition, these guidelines provide recommendations for what words to use when writing or talking about the ENERGY STAR program.

If you would like a copy of the complete ENERGY STAR identity guidelines (which this document was created from), you can download them at: http://www.energystar.gov/index.cfm?c=logos.pt_guidelines or we can provide you with a CD containing the pdf file.

QUESTIONS

If you have questions, please contact Lynn Clement, Marketing Program Manager at 888-509-3247 ext 110.

GENERAL GUIDELINES

Organizations using these marks must abide by the following general guidelines:

1. The ENERGY STAR name and marks may never be used in any manner that would imply EPA or DOE endorsement of a company, its products, or its services. Neither the marks nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name or Web site title.
2. The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
3. The marks may never be used in a manner that would disparage ENERGY STAR, EPA, DOE, or any other government body.
4. The marks may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
5. Partners and other authorized organizations are responsible for their own use of the ENERGY STAR marks, as well as use by their representatives, such as ad agencies and implementation contractors.
6. The ENERGY STAR name should always appear in capital letters.
7. The registration symbol ® must be used with the first time the words “ENERGY STAR” appear in material and:
 - a. The ® symbol should always be in superscript;
 - b. There shall be no space between the words “ENERGY STAR” and the ® symbol;
 - c. The ® symbol shall be repeated in a document for each chapter title or Web page.

The ENERGY STAR marks, each designed for specific purposes, are shown on the following pages and fall under the following four categories:

1. Promotional Mark;
2. Certification Mark;
3. Linkage Phrase Mark (2 options);
4. Partnership Mark.

THE ENERGY STAR MARKS

1. Promotional Mark



Use the 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.

2. Certification Mark



Use the Certification Mark as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines. See special applications: Insulation (pages 9.2-9.3 of official guidelines); and HVAC (pages 6.6-6.7 of official guidelines).

3. Linkage Phrase Mark



Use the Linkage Phrase Mark in marketing materials, such as ads and circulars, to show that a company sells either ENERGY STAR qualified products or services that can deliver ENERGY STAR performance levels.

4. Partnership Marks

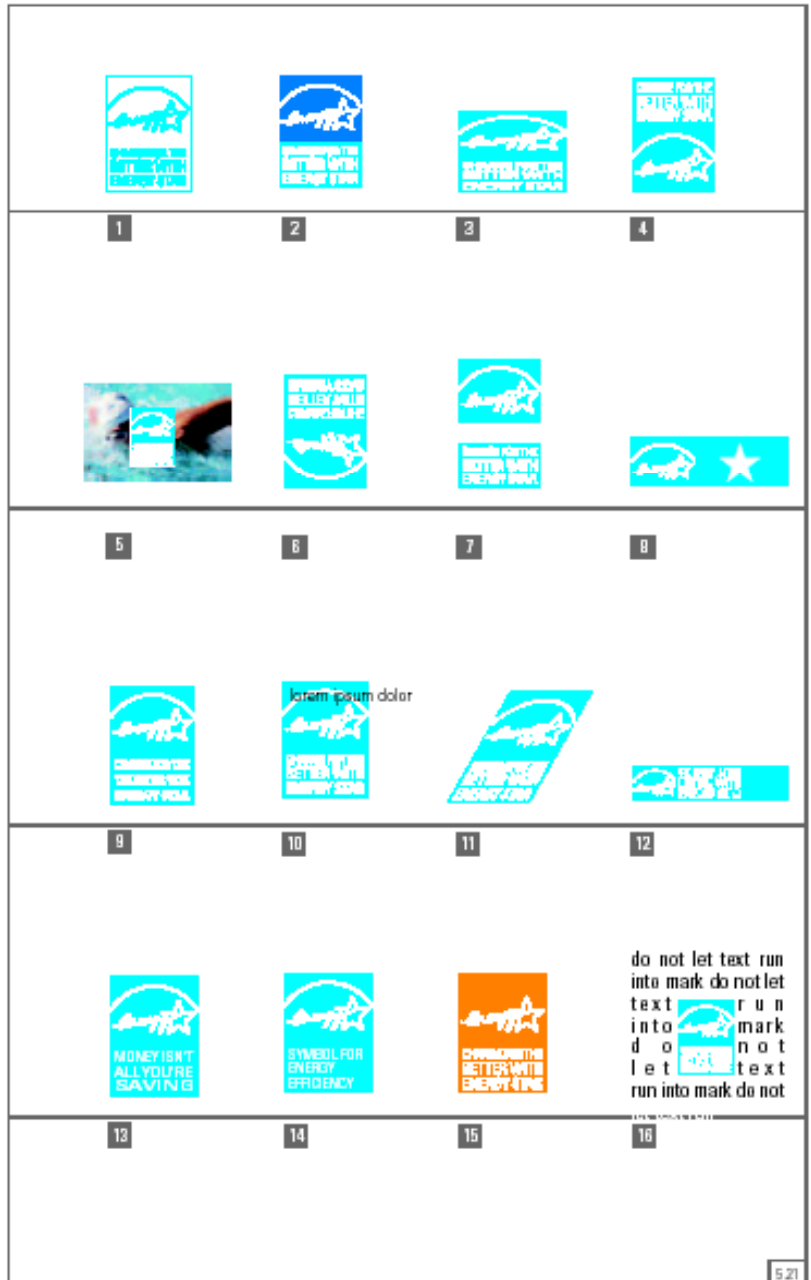


Use the Partnership Mark to promote an organization's commitment to and partnership in the ENERGY STAR Program.

INCORRECT USAGE OF THE ENERGY STAR MARKS

When reproducing the marks, please:

1. Do not make the mark an outline. Do not use a white mark on a white background.
2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.
8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.



WRITING AND TALKING ABOUT ENERGY STAR

To maintain and build the value of ENERGY STAR, EPA recommends terminology to use when writing and talking about elements of the program.

CORRECT

EARNING THE ENERGY STAR

ENERGY STAR qualified TV (or VCR, building, etc.)

TV (or VCR, home, building, etc.) that has earned the ENERGY STAR

Products/homes/buildings that have earned the ENERGY STAR

Facility/Building/School has been awarded the ENERGY STAR

INCORRECT

ENERGY STAR compliant TV
ENERGY STAR certified TV
ENERGY STAR rated TV

ENERGY STAR product (e.g., TV)

ENERGY STAR Building(s) label

ENERGY STAR products (referring to the suite of Products)

ENERGY STAR equipment

Endorsed by EPA/DOE

Meeting ENERGY STAR standards

ENERGY STAR rated building

ENERGY STAR Building(s) "standard"

CORRECT

INCORRECT

GOVERNMENT SOURCE OF
AUTHORITY

Products/Homes/Buildings that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy

ENERGY STAR and the ENERGY STAR mark are registered U.S. Marks

ENERGY STAR is a registered mark owned by the U.S. government

PERFORMANCE GUIDELINES

ENERGY STAR guidelines

ENERGY STAR specifications

ENERGY STAR performance levels

Voluntary programs

A building manager can “measure,” “rate,” or “benchmark” a facility’s energy use by using the EPA’s National Building Performance Rating System

ENERGY STAR Standards*

EPA/DOE-approved

EPA/DOE-endorsed

Received an endorsement by EPA/DOE

Facility/Building/School has “won” the ENERGY STAR label

* Note: When talking about Federal Energy Efficiency Standards, the use of “standards” is correct.

CORRECT**INCORRECT**

PARTNERS

An ENERGY STAR company

An ENERGY STAR partner

Company X, a company endorsed by EPA

Company X, an ENERGY STAR Partner

An EPA/DOE approved seller of ENERGY STAR equipment

A company participating in ENERGY STAR

Endorsed by DOE/Endorsed by EPA

A company promoting ENERGY STAR

ENERGY STAR Commercial Real Estate Program

ENERGY STAR Working with Key Sectors

ENERGY STAR: [+ a tailored marketing message], e.g., ENERGY STAR: make your commercial real estate business more profitable

ENERGY STAR Small Business Program

ENERGY STAR for Small Business

ENERGY STAR Schools Program

ENERGY STAR for Schools

ENERGY STAR Finance Program

ENERGY STAR financing

ENERGY STAR loans

ENERGY STAR mortgages

ENERGY STAR Exit Sign Program

ENERGY STAR qualified exit signs