



## Wisconsin ENERGY STAR<sup>®</sup> Homes Identity guidelines for program participants

**These identity guidelines must be followed when using the Wisconsin ENERGY STAR Homes logo, or when referring to the Wisconsin ENERGY STAR Homes Program**

1. The ENERGY STAR name should always appear in capital letters.
2. The registration symbol ® must be used the first time the words “ENERGY STAR” appears in material and:
  - a. The ® symbol shall 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 and/or Web page.
3. The following language guidelines must be followed:

**Correct**

  - We build Wisconsin ENERGY STAR Homes
  - We partner with Wisconsin ENERGY STAR Homes
  - We deliver Wisconsin ENERGY STAR Homes services

**Incorrect**

  - Wisconsin ENERGY STAR Homes Builder
  - Wisconsin ENERGY STAR Homes consultant
4. When referring to the program, the full title “Wisconsin ENERGY STAR Homes Program” must be used.

**Above are the logos to be used when promoting, selling or advertising the Wisconsin ENERGY STAR Homes Program**

1. These logos can be used for:
  - Signs, placards
  - Trucks and van signage
  - Promotional items and apparel
  - Advertisements
  - Websites
  - PowerPoint Presentations
2. The logo may not be reproduced in any other colors than black, white or cyan blue (100%)
3. See reverse side for examples

If you have any questions about the use of the Wisconsin ENERGY STAR Homes name and logo, or to receive electronic versions of the logo, please contact:

Advertising and Events Coordinator  
888.509.3247 ext 314  
coopads@weccusa.org



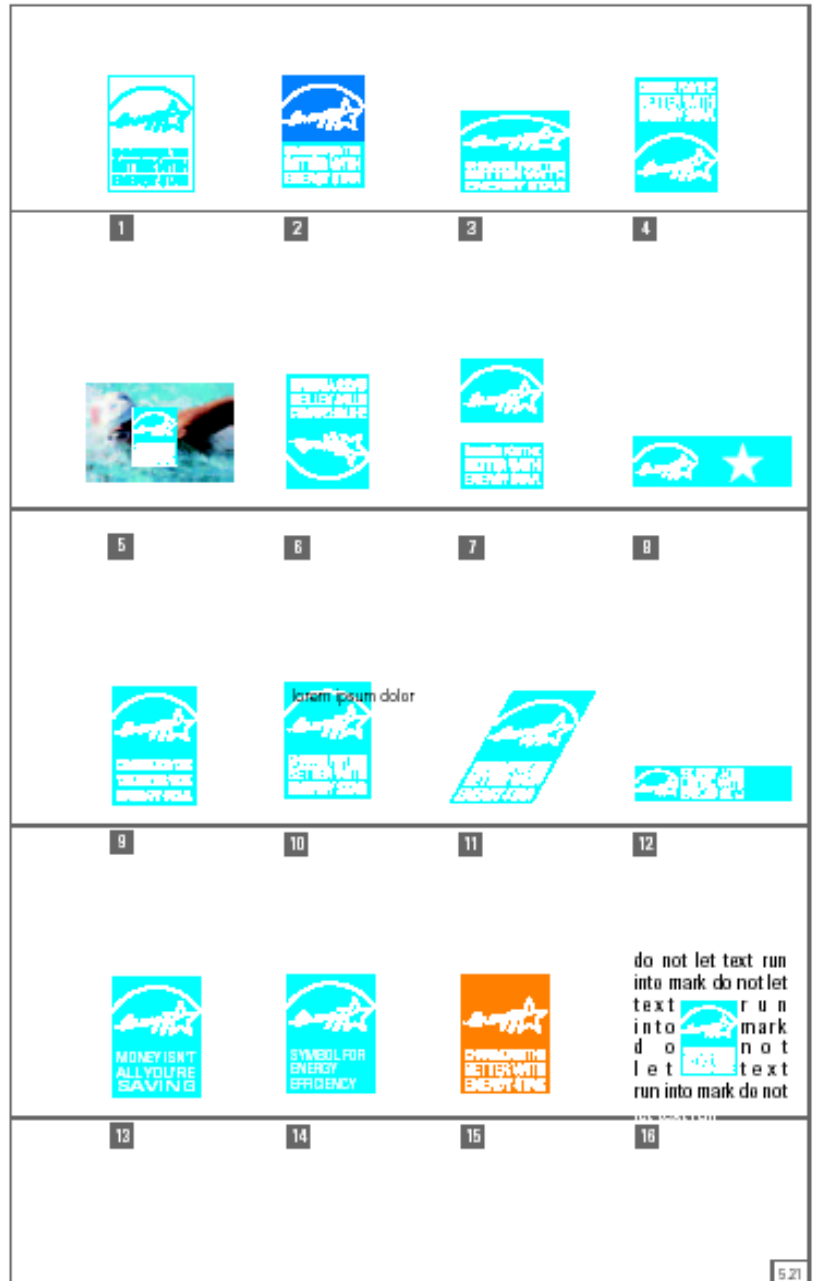
# Wisconsin ENERGY STAR<sup>®</sup> Homes

## Identity guidelines for program participants

### 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.



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