

# USING THE ENERGY STAR IDENTITY INTERNATIONALLY TO MAINTAIN AND BUILD VALUE

The ENERGY STAR®  
Partnership Protects Our  
Environment Through Energy  
Efficiency



# PURPOSE

These guidelines outline the implementation of a strong and distinctive identity for ENERGY STAR. Whether you are labeling a product because it has earned the ENERGY STAR, designing a new outreach campaign or communicating your organization's environmental commitment, these guidelines are designed to help you make the most of your ENERGY STAR partnership. All of us have the power to make a change for the better if we work together.



- 1.0 THE POWER OF ENERGY STAR:  
HISTORY & SUCCESS
- 2.0 THE ENERGY STAR IDENTITY
- 3.0 USING THE ENERGY STAR MARK:  
GENERAL GUIDELINES
- 4.0 USING THE ENERGY STAR MARK
- 5.0 WRITING AND TALKING ABOUT  
ENERGY STAR

# THE POWER OF ENERGY STAR

ENERGY STAR has become a powerful platform for improving the environment through energy efficiency.

## SUCCESS IN THE US

Since the Environmental Protection Agency (EPA) introduced the ENERGY STAR label, Americans have purchased more than 1 billion products carrying that mark and improved the efficiency of thousands of buildings and homes. As a nation we have prevented greenhouse gas emissions equivalent to those from 14 million vehicles.

Over this time the public has become more aware of and interested in energy efficiency, ENERGY STAR, and protecting the environment.

Many consumers want to know what they can do to save energy and protect the environment and believe that products that address energy and environmental issues are desirable.

*ENERGY STAR HAS BECOME A POWERFUL PLATFORM FOR IMPROVING THE ENVIRONMENT THROUGH ENERGY EFFICIENCY*



ENERGY STAR is growing to meet these interests. Recent surveys and studies show:

- 56% of the American public is aware of the label;
- The ENERGY STAR label is influencing product purchasing and consumers will use the label in the future as part of their purchasing decisions;
- Market penetration of ENERGY STAR qualified products has increased substantially in regions with active programs

# ENERGY STAR INTERNATIONAL IMPLEMENTATION

Agreements to promote certain ENERGY STAR qualified products have been established with government agencies in various countries. These partnerships help unify voluntary energy efficiency labeling programs in major global markets and make it easier for partner organizations to participate by providing a single set of energy efficiency qualifications. The implementing agency, or Management Entity, in each country is listed below:

- Australia- Australian Greenhouse Office
- Canada- National Resources Canada
- European Union- European Commission

- Japan- Energy Conservation Centre, Japan on behalf of the Ministry of Economy, Trade and Industry
- New Zealand- Energy Efficiency and Conservation Authority
- Taiwan- Environment and Development Foundation on behalf of Environmental Protection Administration in Taipei

# THE FUTURE



There is much more work to do over the coming years on improving the environment through energy efficiency. Based on recent surveys and studies, as well as a thorough review of the use of the ENERGY STAR mark in today's market place, it is clear that there are several measures that can make ENERGY STAR more effective as we go forward. The improvements are as follows:

- Building a strong call to action into the ENERGY STAR identity that speaks to the individual both emotionally and rationally about their ability to make a change for the better;

- Building clearer statements about government backing of ENERGY STAR into promotional campaigns and outreach materials so that consumers are not confused about its source and can trust in ENERGY STAR as credible, unbiased information;
- Updating the ENERGY STAR mark to be more memorable, recognizable and clearer across a range of applications.

These improvements will help increase awareness of ENERGY STAR and will more strongly influence the change in behavior required to protect the environment for future generations.

# 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 mark has been updated to have greater clarity, consistency and consumer recognition. The update includes adding the words "ENERGY STAR" into the 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 mark 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 mark.

The refined ENERGY STAR mark:

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

In addition, EPA recommends that strong messaging about the power of the individual to protect the environment as well as clear statements about the government as the authority behind ENERGY STAR be incorporated into outreach materials, as appropriate, to more fully communicate the ENERGY STAR identity.



## THESE GUIDELINES

The rest of these guidelines outline how to use the ENERGY STAR mark across a wide range of activities and applications. General guidelines are provided first, followed by more specific guidelines for using the ENERGY STAR mark. In addition,

these guidelines provide recommendations for what words to use when writing or talking about the ENERGY STAR program (see pages 5.0-5.1), including how to reference the government source of authority.



# USING THE ENERGY STAR MARK

## GENERAL GUIDELINES

The ENERGY STAR Program is a partnership between businesses and organizations and the Federal government. As part of this partnership, businesses and organizations can use the ENERGY STAR name and mark, registered mark owned by the U.S. government, as part of their energy efficiency and environmental activities.

Organizations must enter into an agreement with a management entity to use the mark as provided in this document. Allowing alterations to this mark would confuse businesses and consumers about the source of the ENERGY STAR program and reduce its value for all.<sup>1</sup>

Organizations using this mark must abide by the following general guidelines:

1. The ENERGY STAR name and mark may never be used in any manner that would imply endorsement of a company, its products, or its services. Neither the mark nor the ENERGY STAR name may be used in any other company name or logo, product name, service name, domain name or Web site title.
2. The mark may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
3. The mark may never be used in a manner that would disparage ENERGY STAR, EPA, the Department of Energy (DOE), or any other government body.
4. The mark may never be associated with products that do not qualify as ENERGY STAR.
5. Partners and other authorized organizations are responsible for their own use of the ENERGY STAR mark, as well as use by their representatives, such as ad agencies and implementation contractors.

<sup>1</sup> Government documents may use slight variations of the ENERGY STAR mark where it is important to the communication goal of the material and where there would be no confusion about the source of authority.

# USING THE ENERGY STAR MARK

## GENERAL GUIDELINES

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:

- The ® symbol should always be in superscript;
- There shall be no space between the words “ENERGY STAR” and the ® symbol;
- The ® symbol shall be repeated in a document for each chapter title or Web page.

### ENERGY STAR REVIEW POLICY

- Advertisements where the certification mark is placed next to qualified products do not need to be approved.
- The appropriate Management Entity must approve any major educational or promotional campaigns that feature the ENERGY STAR name or mark prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines. Materials should be submitted to the primary program contact in your country.

### MARK VIOLATIONS

Management entities actively monitor proper use of the ENERGY STAR name and mark. The following explains the general course of action for addressing mark violations:

1. Anyone who misuses the mark will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) per the Management Entity's discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a stakeholder's participation in ENERGY STAR and/or legal action.

### QUESTIONS ABOUT USING THE MARK

If you have questions regarding the use of the mark, please call your primary program contact.

# USING THE ENERGY STAR MARK

The ENERGY STAR mark is a certification mark to be used as a label on products that meet or exceed ENERGY STAR performance guidelines.

Examples of common uses of the mark are provided on the following pages. They illustrate our recommendations (see pages 4.0-4.2) on how to get the greatest value of the mark.

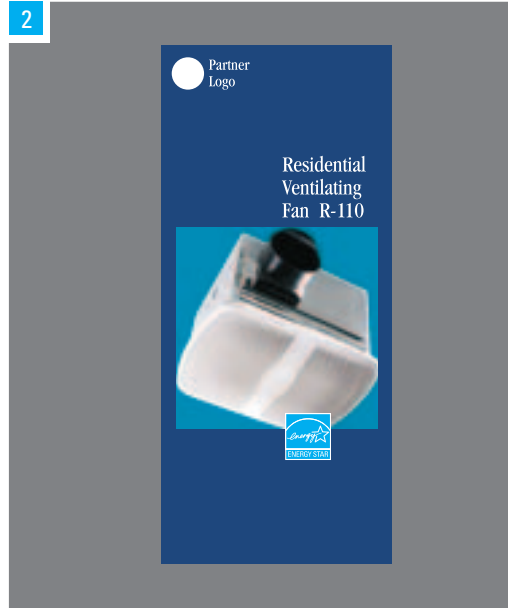
Uses of the mark include:

- On a qualifying product; **1**
- In product literature for a qualifying product; **2**
- On the Web to identify a qualifying product; **3**
- In advertisements where it is used near to or on a qualifying product; **4**
- On Point of Purchase materials; **5**
- One qualifying product packaging; **6** **7**

3



4



4.0

4.1

Partner Logo

Save energy,  
Save money,  
**Save the environment!**

Cash-Back Rewards on ENERGY STAR®  
qualified:




Room air conditioners – up to \$40

**Make a cool change to  
ENERGY STAR**

*ALL OF US HAVE THE POWER TO  
MAKE A CHANGE FOR THE BETTER  
IF WE WORK TOGETHER*





# USING THE ENERGY STAR MARK

## ONE VERSION 1

Use only one version of the mark. We created this mark to maximize the footprint of the mark and for contrast and legibility. The mark includes an ENERGY STAR Symbol block and an attached messaging block. The messaging is the ENERGY STAR name itself to reinforce the legibility of the symbol. The two blocks are separated by a white rule equal in thickness to the arc within the symbol. The mark also has a white keyline around it that is also equal in thickness to the arc within the symbol.

## CLEAR SPACE 2

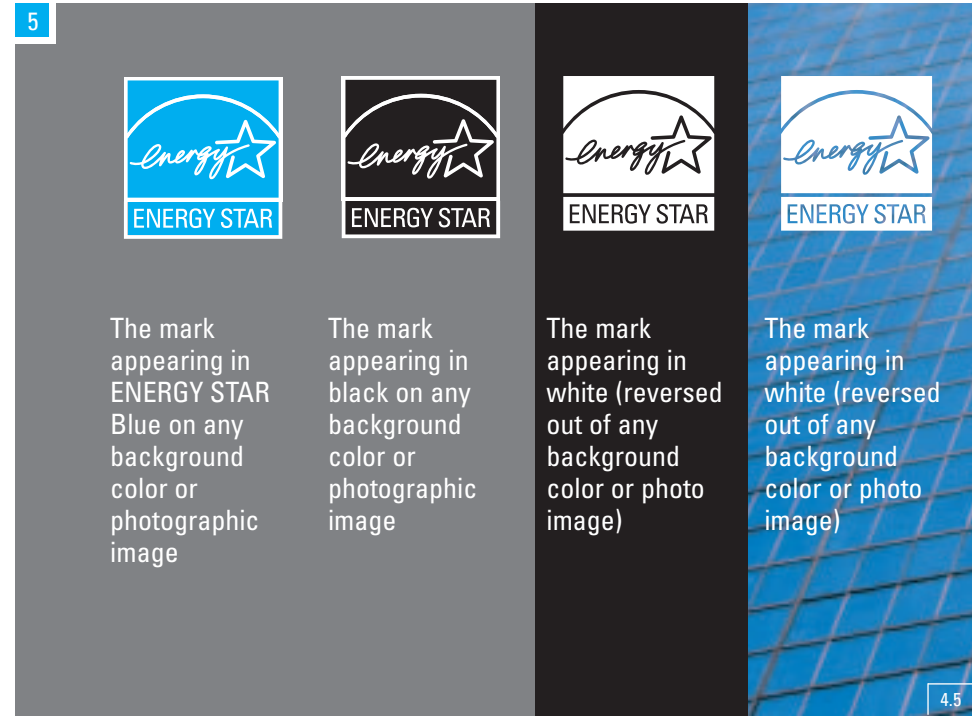
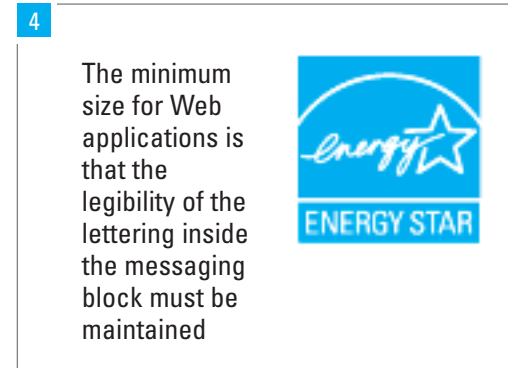
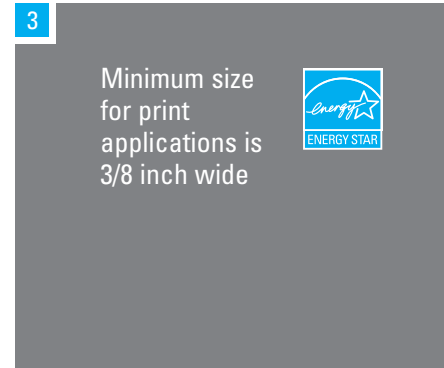
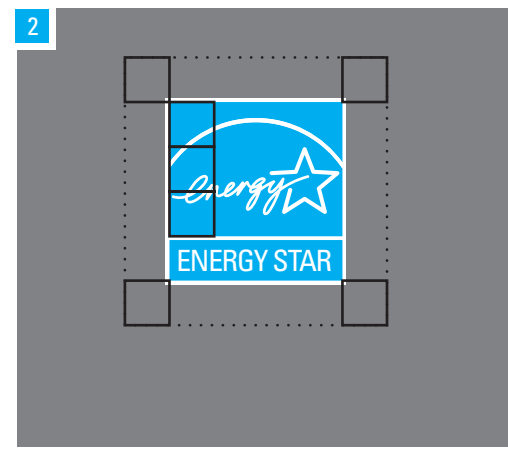
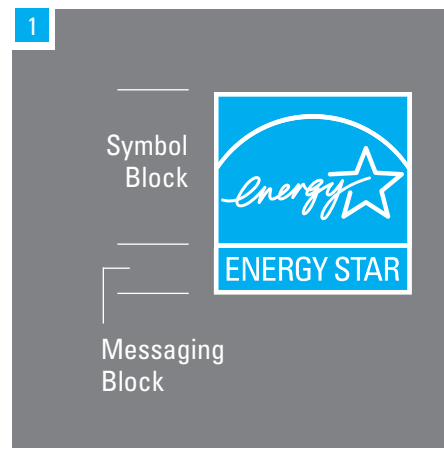
We require that a clear space of .333 (1/3) the height of the graphic box within the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. We require this clear space since the mark frequently appears on materials using complex imagery such as other marks, graphic devices and text.

## MINIMUM SIZE 3

The solid color with white graphics and keyline assure a high level of protection for the mark itself. The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the mark not be reproduced smaller in width than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web.

## PREFERRED COLOR 4

The preferred color for the mark is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The mark in ENERGY STAR Blue, shown in these examples, demonstrates how clear, strong and easy-to-remember simple geometry combined with a strong color can be. The Web color equivalent of ENERGY STAR Blue is hex color #0099ff. If multicolor printing is available for advertising, product literature, or point of purchase materials the mark should be printed in ENERGY STAR Blue. If ENERGY STAR Blue is not available then the black can be substituted.



# USING THE ENERGY STAR MARK

## INCORRECT USE OF THE MARK

Please:

- Do not use the mark on non-qualifying products.
- Do not alter the mark by using the ENERGY STAR symbol without the messaging block containing the name "ENERGY STAR."

When reproducing the mark 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 mark in an unapproved color.
16. Do not let text run into the mark.
17. Do not use only the symbol block. The messaging block must appear as well.
18. Do not delete the symbol block from the mark.



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15

do not let text run into mark do not let text run into mark do not let text run into mark do not let text run into mark



17



18

# 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

## INCORRECT

### EARNING THE ENERGY STAR

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

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

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

Products that have earned the ENERGY STAR

ENERGY STAR product (e.g., TV)  
ENERGY STAR products (referring to the suite of Products)  
ENERGY STAR equipment  
Endorsed by EPA/DOE  
Meeting ENERGY STAR standards

### PARTNERS/PROGRAM PARTICIPANTS

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 ENERGY STAR

An EPA/DOE approved seller of ENERGY STAR equipment

A company promoting ENERGY STAR

Endorsed by DOE/Endorsed by EPA

ENERGY STAR qualified monitors

ENERGY STAR Monitor Program

# WRITING AND TALKING ABOUT ENERGY STAR

## CORRECT

## INCORRECT

### GOVERNMENT SOURCE OF AUTHORITY

Products 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 Standards\*

ENERGY STAR specifications

EPA/DOE-approved

ENERGY STAR performance levels

EPA/DOE-endorsed

Voluntary programs

Received an endorsement by EPA/DOE

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



*THE ENERGY STAR IS MORE  
THAN A LABEL AWARDED FOR  
ENERGY EFFICIENCY*





For more information visit  
[www.energystar.gov](http://www.energystar.gov) or call  
1.888.STAR.YES (1.888.782.7937)

ENERGY STAR  
International PDF version

DOCUMENT NUMBER 430B03003