



USING THE ENERGY STAR® MARKS CORRECTLY

A BRIEF INTRODUCTION TO THE MARK GUIDELINES

The purpose of this document is to provide clarification about how the ENERGY STAR marks and ENERGY STAR name should be used in all mediums. These include, but are not limited to, print advertisements, Web sites, product catalogs, and specification sheets.

This document provides a partial list of guidelines, based on the most common misuses of the ENERGY STAR marks. Please note that this document is intended to supplement, rather than replace, the ENERGY STAR Identity Guidelines.

Please review the ENERGY STAR Identity Guidelines in their entirety at www.energystar.gov/logos.

This document also presents additional examples of common mark misuses and how each should be corrected, as well as how to report mark violations. The final section of this guide provides some helpful tips on how to write about ENERGY STAR.

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. Partners should be mindful of how they use the ENERGY STAR marks in all communication and outreach materials. Ensuring that the marks are properly used protects every ENERGY STAR partner's investment in the program—and consumer confidence in the ENERGY STAR brand.

KEY GUIDELINES

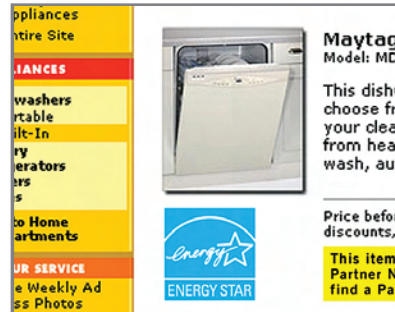
- **Neither the marks nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name, or Web site title.**
- **The marks may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.**
- **The marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance. This includes removing the words ENERGY STAR from the mark.**
- **If your company is not an ENERGY STAR partner, but offers ENERGY STAR qualified products, you must include the name of the manufacturer near the ENERGY STAR mark.**
- **The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed.**
- **The symbol block within the mark may not be reproduced smaller in width than .375 inch (3/8") for print. Lettering legibility inside the mark must be maintained on the Web.**

PROPER USE OF THE ENERGY STAR MARKS

1 CERTIFICATION MARK



Use the Certification Mark as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines. The mark should be used only on or near an ENERGY STAR qualified product, home, or building. This mark may only be used by active ENERGY STAR partners who have signed a partnership agreement. Please see the two examples of proper usage shown below.



2 PARTNER MARKS



Use the Partner Mark to promote your company's commitment to and partnership in the ENERGY STAR program. This mark may only be used by ENERGY STAR partners who have signed a partnership agreement. Please see below for an example of proper usage.



4 LINKAGE PHRASE MARKS



Use the Linkage Phrase Marks in marketing materials and on Web sites to show that your company sells either ENERGY STAR qualified products or offers services that can deliver ENERGY STAR performance levels. This mark may be used by ENERGY STAR partners and retailers selling ENERGY STAR qualified products or services. Please see below for an example of proper usage.



3 PROMOTIONAL MARKS



Use the Promotional Mark in public education campaigns on the benefits of ENERGY STAR. The Promotional Mark can be used in brochures, media kits, and flyers. Please see below for an example of proper usage.



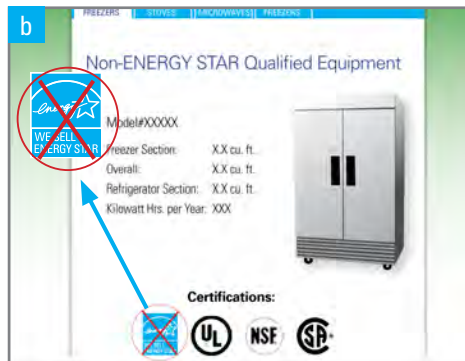
COMMON MISUSES OF THE ENERGY STAR MARKS

1 ALL MARKS

- Using any mark on or near products, homes, or buildings that have not earned the ENERGY STAR.
- Using any mark to promote a product that is energy efficient, but not ENERGY STAR qualified.
- Using any mark to promote a product that is not eligible for the ENERGY STAR.



Advertisement



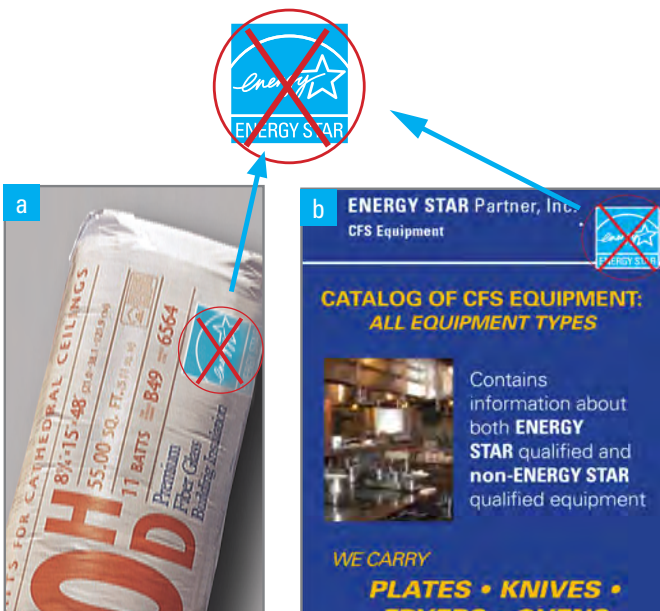
Advertisement



Product

2 CERTIFICATION MARK

- Using the Certification Mark on insulation products, external power supplies, or battery charging systems. For information regarding the use of ENERGY STAR marks on those products, please visit the product-specific sections within the Identity Guidelines at www.energystar.gov/logos.
- Using the Certification Mark on advertisements featuring products that are not ENERGY STAR qualified

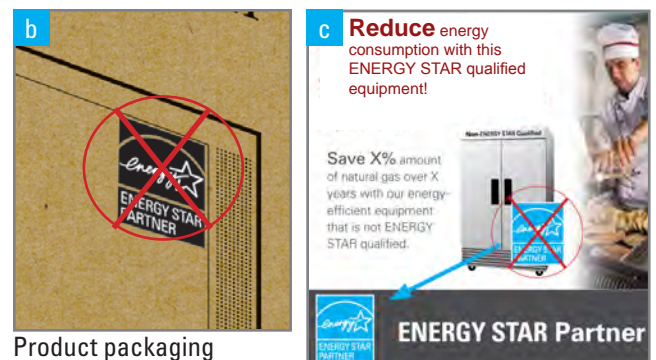


Product packaging

Advertisement

3 PARTNER MARK

- Using the Partner Mark if your company is not an active ENERGY STAR partner. To determine partnership status, please review the ENERGY STAR Partner Locator at energystar.gov/partnerlocator.
- Using the Partner Mark on or adjacent to a product, or on product packaging.
- Using the Partner Mark on advertisements or Web pages to imply that a product is ENERGY STAR qualified.



Product packaging

Advertisement

COMMON MISUSES OF THE ENERGY STAR MARKS (CONTINUED)

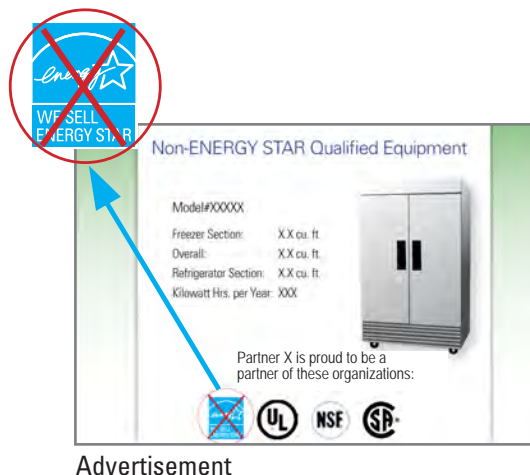
4 PROMOTIONAL MARKS

Using the Promotional Marks to imply endorsement of a product by ENERGY STAR or to imply that a product is ENERGY STAR qualified.



5 LINKAGE PHRASE MARKS

Using the Linkage Phrase Marks to imply partnership with ENERGY STAR.



WRITING ABOUT ENERGY STAR

The ENERGY STAR name should always appear in capital letters. There should not be a dash between ENERGY and STAR.

The registered symbol ® must be used the first time the words “ENERGY STAR” appear within a print document or on a Web site.

When writing about ENERGY STAR, it is correct to state that a product, home, or building has “earned the ENERGY STAR” or is an “ENERGY STAR qualified” product, home, or building. For example, it is acceptable to write either “ENERGY STAR qualified TV” or “a TV that has earned the ENERGY STAR.”

ADDITIONAL INFORMATION:

To ensure proper usage, ask a member of the ENERGY STAR team to review your advertisements, Web pages, catalogs, or other marketing and outreach materials prior to publishing.

ENERGY STAR actively monitors proper use of the ENERGY STAR name and marks. To report a trademark violation or to ask for a review of materials, please contact logomisuse@energystar.gov.