ENERGY STAR®. The simple choice for energy efficiency.

THE ENERGY STAR BRAND BOOK

USING THE ENERGY STAR IDENTITY TO MAINTAIN AND BUILD VALUE

THE PURPOSE

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to the U.S. Environmental Protection Agency's (EPA) ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change.

The Brand Book describes the implementation of a strong and distinctive identity for ENERGY STAR. Whether you are labeling a product, new home, or building that has earned the ENERGY STAR, designing a new outreach campaign, or communicating your organization's commitment to energy efficiency, this book is designed to help you make the most of all that ENERGY STAR has to offer.

This book provides instructions on how the ENERGY STAR marks and ENERGY STAR name should be used. This includes, but is not limited to, how to use them on print advertisements, websites, and marketing materials. This book also presents examples of common mark uses and misuses, as well as how to report improper use of the mark to EPA. The final section of this guide provides ENERGY STAR's visual identity, helpful tips on how to write about ENERGY STAR, and how to engage with the brand through our social media channels.

The ENERGY STAR brand 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.

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THE HISTORY

In the early 1990s, an innovative idea took hold with the advent of the ENERGY STAR® program. EPA's vision was bold and untested in the environmental arena: capture and channel the ingenuity of the marketplace to overcome barriers to energy efficiency, and prevent pollution rather than remedy it. ENERGY STAR has traveled a carefully planned journey, considering each step with deliberate and thoughtful examination.

EPA first introduced the ENERGY STAR label to recognize energy-efficient computers. Since then, the label has grown to identify efficient products across more than 70 product categories. EPA expanded the label for use on efficient new homes in 1995, and efficient buildings became eligible for the label in 1999 when EPA unveiled a new standardized approach for measuring the energy performance of an entire building.

Since the mid-1990s, EPA has collaborated with the U.S. Department of Energy (DOE) on specific ENERGY STAR program responsibilities. In 2009, EPA and DOE signed a new agreement designed to enhance and strengthen the program. Key components of the agreement included developing third-party certification requirements for ENERGY STAR products, ensuring that performance specifications are updated as technologies advance, and creating a program highlighting the most efficient ENERGY STAR certified products. EPA continues to be responsible for brand management of the ENERGY STAR program.

EPA also continues to offer many tools and materials to partner organizations to use in your efforts to promote energy efficiency. These include:

- The ENERGY STAR marks;
- Public service announcements;
- Promotional and campaign materials;
- Performance rating systems;
- Sales training materials;
- Educational brochures; and
- Awards in recognition of excellence.

As of 2014, nearly 90 percent of Americans recognize the ENERGY STAR label. Organizations from small school districts to large Fortune 500 companies have embraced its value. Families and businesses have saved $360 billion on utility bills and prevented more than 2.5 billion metric tons of greenhouse gas emissions over the past two decades. The interplay of government, business, and market forces brought together through ENERGY STAR has literally changed history.

THE ENERGY STAR® BRAND

The ENERGY STAR® brand is a valuable asset that must be properly used and protected. This book is designed to help you understand and properly use the key elements of the ENERGY STAR brand. Consistently and deliberately presenting the meaning and benefits of ENERGY STAR maintains and builds its value.

PASSIONATE HUMAN ENERGY

ENERGY STAR displays passionate human energy in the brand by using visuals with people as the focus. When people are featured, the ENERGY STAR brand can be there with them, in their hands, as a gesture of passionate affiliation. Without a word, it says they strongly believe in and identify with the brand. Please note that the ENERGY STAR Certification Mark may not be associated with products, homes, or buildings that are not ENERGY STAR certified.

EXPANSIVE VISUAL ENERGY

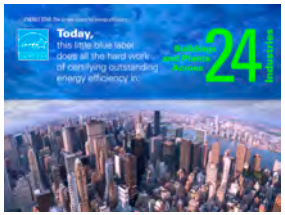
Inspired by the curve in the ENERGY STAR Certification Mark, curved wide-angle imagery is used to evoke an expansive sense of the planet we live on, and ultimately, what is at stake.

FRESH COLOR ENERGY

The ENERGY STAR color palette features fresh color energy to support the emphasis, energy, and interest of the brand. A full spectrum of vibrant accent colors adds energy to the brand palette (full spectrum can be seen on page 25). The signature cyan blue and medium-gray remain as primaries, but are joined by a range of clean and bright jewel tones that can appear as accent areas, transparent overlays, type color, and icon colors.

FULL-BLEED IMAGES WITH COLOR OVERLAYS

Where appropriate, imagery will bleed off the page and behind transparent overlay panels. This will maximize visual engagement, increase visual depth, and present a contemporary energy.



BOLD TYPE ENERGY

The ENERGY STAR brand font remains Univers, but where appropriate can gain power and energy through bold type sizes, graphic configurations, and color. Words at varying sizes, orientations, or combined with imagery can draw attention, emphasize a point, or add drama.

THE ENERGY STAR MARKS

The ENERGY STAR marks have great clarity, consistency, and consumer recognition in the marketplace. The words "ENERGY STAR" are incorporated into each mark, so consumers can easily identify the connection between the mark and the ENERGY STAR program. Cyan blue was chosen as the primary color for the marks because it represents many positive attributes for ENERGY STAR, including clarity, air, sky, and the environment.

When writing and talking about ENERGY STAR, EPA recommends incorporating strong messaging about ENERGY STAR as the simple choice for energy efficiency, the power of the individual to protect the environment, and clear statements about EPA as the authority behind ENERGY STAR to more fully communicate the ENERGY STAR brand.

More than a mark of energy efficiency, ENERGY STAR is also a symbol of trust, quality, and responsible stewardship of our environment.

USING THE ENERGY STAR® MARKS

GENERAL REQUIREMENTS

The ENERGY STAR® program is a partnership between private and public sector organizations and the federal government. Through this partnership, organizations may receive authorization to use one or more of the ENERGY STAR trademarks, owned by the U.S. Environmental Protection Agency, to identify and promote their certified products, homes, buildings, or highlight their partnership with ENERGY STAR and commitment to energy efficiency.

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

1. Certification Mark;
2. Partnership Mark;
3. Promotional Mark; and
4. Linkage Phrase Marks.

To use these marks, organizations must sign a Partnership Agreement and be an active partner in EPA's ENERGY STAR program. If you have questions about your partnership status, check EPA's ENERGY STAR Partner List or contact your Account Manager. Members of the media can contact media@energystar.gov to request high-resolution marks and guidance on how the mark should be used. In addition to the specific guidelines for each mark, organizations must also abide by the following general guidelines for the use of the ENERGY STAR name and all forms of its marks:

1. The marks may not be altered, rotated, cut apart, or otherwise distorted.
2. The ENERGY STAR name and marks may not be used to imply EPA or ENERGY STAR endorsement or approval of an organization, its products, or its services.
3. Neither the marks, nor any portion thereof, nor any reference to the ENERGY STAR name may be used in an organization's name or logo, product name or logo, service name or logo, or website domain name.
4. The marks may not be used in a manner that would disparage ENERGY STAR, EPA, or any other entity.
5. The marks may not be associated with products, homes, or buildings that are not ENERGY STAR certified.
6. Partners and other authorized organizations are responsible for their own proper use of the ENERGY STAR marks, as well as use by their representatives, such as ad agencies, contractors, and companies that produce promotional items on their behalf.
7. EPA requires that a clear space surround the mark at all times. No other mark elements, such as text or images, should appear directly next to the mark.
8. The marks may be resized, but the proportions must be maintained. The lettering inside the marks must remain legible when reproduced for print or electronic formats.
9. The color for the marks is 100% cyan; the Web color equivalent is hex color #00AEEF. Alternate versions in black or reversed out to white are allowed, but cyan is preferred. The marks should not be used as an outline, nor should they appear in the same color as the background (e.g., a cyan mark should not be used on a cyan background).

ENERGY STAR® MARK VISUAL OVERVIEW

Mark	How to Use the Mark	Visual Example of Mark
Certification Mark	The Certification Mark is used as a label on products, homes, and buildings that have been verified to meet ENERGY STAR® requirements. Guidance on how to use the Certification Mark for specific programs or conditions is available on page 9. For additional details on how to use the mark, please refer to page 8.	ENERGY STAR
Promotional Mark	The Promotional Mark is used in educational and promotional materials intended to inform others about the benefits of the ENERGY STAR program. It may be used on materials that promote the benefits of energy efficiency with ENERGY STAR but do not identify a particular product, home, or building as ENERGY STAR certified. Additional Promotional Marks for specific programs or conditions are also available. For additional details, please refer to page 13.	ASK ABOUT ENERGY STAR LEARN MORE AT energystar.gov
Linkage Phrase Marks	The Linkage Phrase Marks are used in promotional materials to show that an organization offers ENERGY STAR certified products or builds ENERGY STAR certified new homes. It may be used on materials designed to provide consumers with general information about ENERGY STAR certified products and homes, rather than to identify a particular product, home, or building as ENERGY STAR certified. Additional Linkage Phrase Marks for specific programs or conditions are also available. For additional details, please refer to page 14.	ASK ABOUT ENERGY STAR WE SELL ENERGY STAR ASK ABOUT ENERGY STAR WE SELL ENERGY STAR
Partnership Marks	The Partnership Mark is used to promote an organization's commitment to and partnership in the ENERGY STAR program. It may not be used to identify a particular product, home, or building as ENERGY STAR certified. For additional details, please refer to page 16.	ENERGY STAR PARTNER ENERGY STAR PARTNER

ENERGY STAR® REVIEW POLICY

To help avoid inadvertent misuse of the ENERGY STAR® marks, EPA strongly recommends that partners submit any promotional efforts that feature ENERGY STAR for review prior to final production or printing, particularly if the marks are being used in a new way. Submitted materials will be reviewed for consistency with these guidelines. EPA strives to provide feedback within two business days of receipt of the materials. Large-scale efforts may require a longer review.

Materials for review or any questions regarding proper use of the trademarks should be submitted to the partner's Account Manager or via email at: logo@energystar.gov.

TRADEMARK VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR® name and marks. To report potential trademark violations, please email us at: logomisuse@energystar.gov.

INCORRECT USE EXAMPLES

The ENERGY STAR® identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. This page presents examples of common mark misuses.

ALL MARKS 1

- Using any mark on or near a product, home, or building that has not earned the ENERGY STAR.
- Using any mark to promote a product, home, or building that is energy efficient, but not ENERGY STAR certified.
- Using any mark to promote a product, home, or building that is not eligible for the ENERGY STAR.

CERTIFICATION MARK 2

- Using the Certification Mark on insulation products. For information regarding the use of ENERGY STAR marks on those products, please visit the product-specific sections within the Brand Book at www.energystar.gov/brandbook.
- Using the Certification Mark on advertisements featuring products that are not ENERGY STAR certified.

PROMOTIONAL MARKS 3

- Using the Promotional Marks to imply endorsement of a product, home, or building by ENERGY STAR or to indicate or imply that a product, home, or building is ENERGY STAR certified.

PARTNER MARK 4

- Using the Partner Mark if your organization is not an active ENERGY STAR partner. To confirm your organization is an active partner, please visit www.energystar.gov/partnersearch, or contact your program Account Manager.
- Using the Partner Mark on or adjacent to a product, product packaging, home, or building.
- Using the Partner Mark on advertisements or Web pages to imply that a product, home, or building is ENERGY STAR certified.

LINKAGE PHRASE MARKS 5

- Using the Linkage Phrase Marks to imply partnership with ENERGY STAR or to imply that a product is ENERGY STAR certified.

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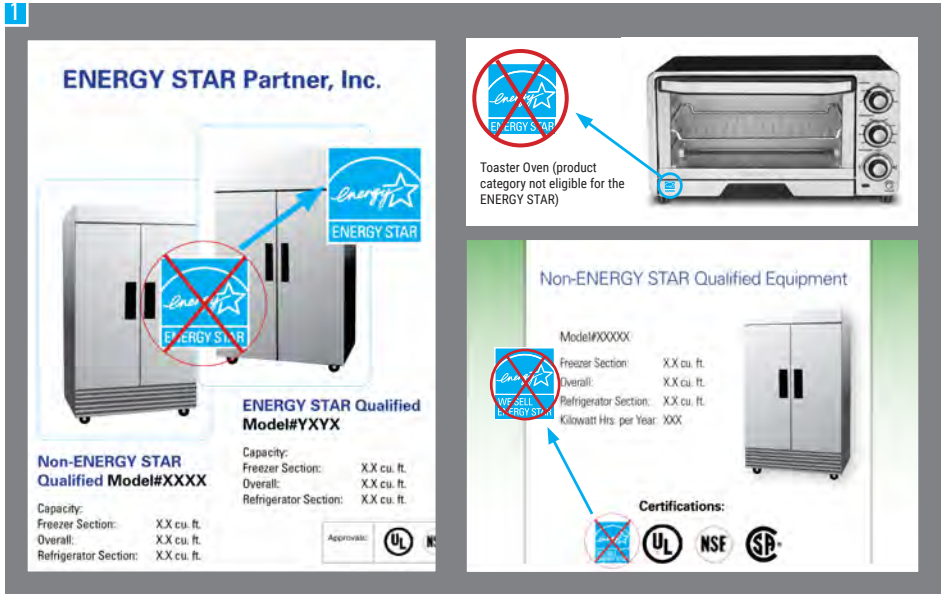

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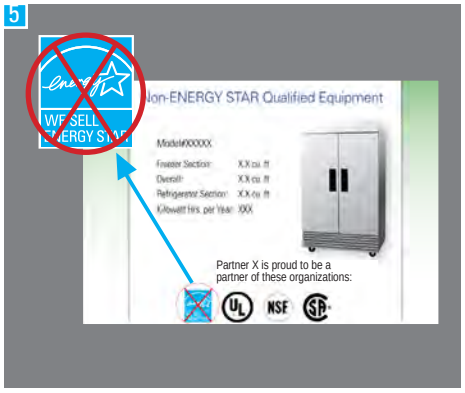

USING THE ENERGY STAR® CERTIFICATION MARK

This mark is available to any organization that has signed a Partnership Agreement or Partnership Letter, is currently an active partner with EPA's ENERGY STAR® program, and has had one or more products, homes, or buildings certified as ENERGY STAR.

CORRECT USE

The Certification Mark is used as a label on products, homes, and buildings that have been verified to meet ENERGY STAR requirements. Examples of proper use are illustrated on the following page.

Uses of the Certification Mark include:

- Advertisements, 1 point-of-purchase materials, and other promotional materials when used on or near a certified product, home, or building;
- Product literature or a Web page 2 that identifies a certified product, home, or building; and
- Certified products or product packaging. 3 See Special Conditions section on the following pages for guidance on how to use the mark on the FTC's EnergyGuide Label, Heating, Ventilation and Air-Conditioning (HVAC) Equipment, and Gas Furnaces.

INCORRECT USE

In addition to the ENERGY STAR General Requirements on page 4, please observe the following requirements when using the ENERGY STAR Certification Mark:

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use near non-certified products, homes, or buildings in advertisements or other promotional materials.
- Do not use on homes or buildings that have not been certified as ENERGY STAR.
- Do not use on non-product specific promotional materials.
- Do not use on insulation products.
- Do not use on cars, vans, or other vehicles.

For ENERGY STAR certified new homes and buildings, EPA provides a label for placement on the home or building. Builders constructing ENERGY STAR certified new homes will receive this label from their home verification organization and should affix it to the home's circuit breaker panel or other suitable location. Owners of ENERGY STAR certified buildings will receive this label from EPA. The label should be affixed to the outside of the building to promote that the building has earned the ENERGY STAR for a specific year.

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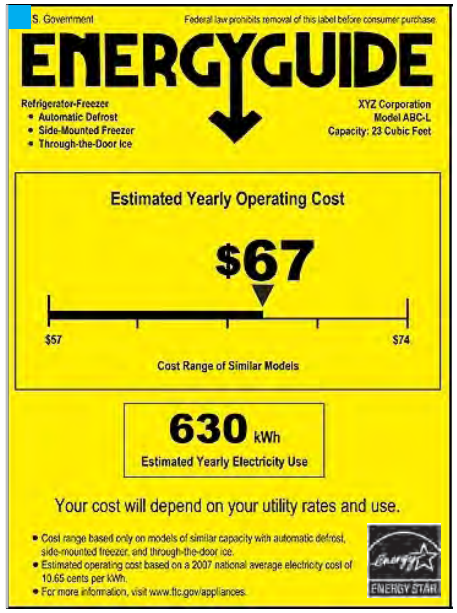
USING THE ENERGY STAR® CERTIFICATION MARK
SPECIAL CONDITIONS

For product-specific labeling requirements, please review the ENERGY STAR® Program Requirements document found on the relevant product's web page at energystar.gov.

ENERGYGUIDE LABEL 1

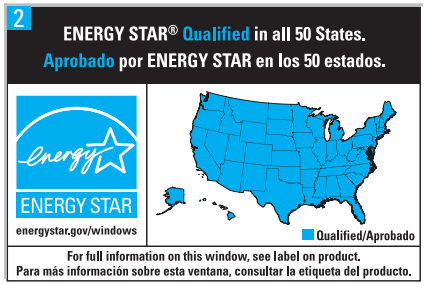
The Certification Mark may be added in black to the FTC's EnergyGuide Label for appliances, televisions, and HVAC equipment that have earned the ENERGY STAR.



REGIONAL PRODUCT LABELS

WINDOWS 2

All certified windows, doors, and skylights must display the ENERGY STAR Product Qualification Label in accordance with the *Partner Requirements and Resource Guidelines for Manufacturers*. The Product Qualification Label includes the Certification Mark and illustrates the regions in which the label applies, unless it applies to all regions.



FURNACES

Certain gas furnaces are qualified only in southern states and must display the Gas Furnace Regional Mark in accordance with those specific guidelines on page 14.

MINIMUM GUIDELINES FOR ELECTRONIC LABELING

The following minimum guidelines apply to electronic labeling as an alternative to physical product labeling:

1. The Certification Mark must appear at system start-up for a minimum of 10 seconds unless the product start-up process is shorter than 10 seconds. In these cases, the mark should show for as much time as possible, but for no less than five seconds.
2. The Certification Mark must appear in cyan, black, or white, and meet the requirements for legibility and visibility as described on page 8.
3. As display screens come in a variety of sizes and capabilities, the Certification Mark must be at least 10 percent of the total screen size, but may not be smaller than 76 pixels x 78 pixels and must be clearly legible.

HVAC EQUIPMENT

When using the Certification Mark in association with a certified heat pump or central air conditioner, the following disclaimer must appear: "This product meets ENERGY STAR requirements when appropriate coil components are used. Ask your contractor for details."

INDUSTRIAL PLANT BANNERS AND FLAGS

This ENERGY STAR graphic can only be used by a plant that has met EPA's ENERGY STAR requirements and has been awarded use of the mark. A parent corporation is responsible for any subsidiary using this graphic in accordance with these requirements; parent companies and non-awarded plants are not allowed to use or post the ENERGY STAR graphic. An awarded plant can display the ENERGY STAR graphic on banners or flags in any desired quantity.

USING THE ENERGY STAR® CERTIFICATION MARK

MULTIFAMILY HIGH RISE POST-CONSTRUCTION

Upon confirmation from EPA that all program requirements have been met and verified, a partner may identify or promote Multifamily High Rise (MFHR) units as ENERGY STAR® certified, as specified below.

When identifying MFHR units that have earned the ENERGY STAR:

- The MFHR Developer may identify the units as ENERGY STAR only on or in the building units.

When promoting or marketing a project as ENERGY STAR, follow the requirements below:

- The MFHR Developer may promote the units within the building as ENERGY STAR certified units in advertising and other promotions.

INCORRECT USE

In addition to the ENERGY STAR General Guidelines on page 4 and 8, please observe the following incorrect use guidelines when using the ENERGY STAR Certification Mark for units in multifamily high rise buildings:

- Do not use to promote participation in the ENERGY STAR Multifamily High Rise 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 building plans.
- Do not use to promote the building or property as ENERGY STAR certified.

USING DESIGNED TO EARN THE ENERGY STAR® MARK FOR MULTIFAMILY HIGH RISE & COMMERCIAL NEW CONSTRUCTION PROJECTS

The Designed to Earn the ENERGY STAR® Mark is awarded for commercial and multifamily high rise new construction projects that have been verified that the estimated energy use meets strict U.S. EPA criteria and received an ENERGY STAR 1 – 100 score of 75 or higher. The Mark may only be used when referring to the specified design projects approved by EPA.

CORRECT USE

This mark is a graphic that's available in both horizontal and vertical formats for multifamily high rise and commercial new construction projects. The Designed to Earn the ENERGY STAR graphic is issued at the completion of the initial design or during the construction phases of a project. This mark is used strictly for the design project and not to be used for the constructed and occupied property.

It may be used by the architect of record, building owner, and property developer on their promotional materials for projects approved as Designed to Earn the ENERGY STAR.

ENERGY STAR Partners may promote or market commercial and multifamily high rise new construction projects as Designed to Earn the ENERGY STAR using the suggested language below:

- "The [Project Name] multifamily high rise new construction project was awarded Designed to Earn the ENERGY STAR for meeting strict EPA criteria for energy efficiency."
- "The [Project Name] commercial new construction property was awarded Designed to Earn the ENERGY STAR by EPA for meeting superior energy efficiency criteria."

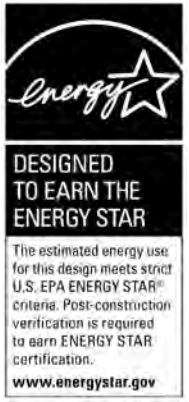
USES FOR THE DESIGNED TO EARN THE ENERGY STAR MARK INCLUDE:

- Advertisements 1 or other promotional materials, either print or electronic, which are specific to the design. The mark should be located adjacent to the project name and/or description of the certified design.
- Case studies 2 of the certified design project, display graphic in the document about the specified project.
- Architectural plans 3 adjacent to the building name in the title block.
- Construction site of the specified project may display the Designed to Earn the ENERGY STAR graphic adjacent to the project name, architect of record and owner/developer names.

INCORRECT USE

The ENERGY STAR General Requirements on page 4 stipulates the incorrect use of the Designed to Earn the ENERGY STAR Mark.

- Do not use as a designation for an EPA or ENERGY STAR partnership or endorsement.
- Do not use in a way that could be misconstrued that the constructed and occupied building or individual units of a multifamily high rise property has earned ENERGY STAR certification.
- Do not use in advertisements or other promotional materials, either print or electronic that are not associated with projects that achieved Designed to Earn the ENERGY STAR.
- Do not use as a standalone promotion for properties once the project is constructed, occupied, and generating utility bills.
- Do not use as a standalone promotion for design projects that were never constructed after 24 months of the EPA approval date.
- Do not use on stationery, such as letterhead, correspondence, or business cards.
- Do not use on cars, vans, or other vehicles.



The Designed to Earn the ENERGY STAR Mark is available in horizontal and vertical layouts. Each format is also available in cyan and black and white.

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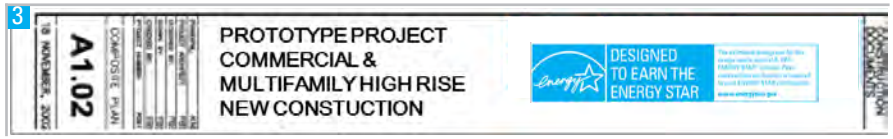

USING THE GAS FURNACE REGIONAL MARK

The ENERGY STAR® Certified Gas Furnace Regional Mark identifies certain gas furnaces that earn the ENERGY STAR only in particular states. Climate is a key factor in the certifying criteria for gas furnaces; therefore, some gas furnaces will be ENERGY STAR certified only in certain regions.

ENERGY STAR certified gas furnaces that have met an Annual Fuel Utilization Efficiency (AFUE) rating of at least 95% are certified nationwide. These products may use the ENERGY STAR Certification Mark. However, some gas furnaces may earn the ENERGY STAR with an AFUE rating of less than 95% only in certain states. In these cases, the products may use the ENERGY STAR Certified Gas Furnace Regional Mark to denote that the gas furnace has earned the ENERGY STAR in the states indicated.

CORRECT USE:

The mark may be used in point-of-purchase (PoP) displays at retail stores or as a visual identifier on product literature 1 and Web pages that highlight the certified product. It may be placed on the gas furnace. 2 Gas furnaces certified only in the states indicated on the mark may not use the ENERGY STAR Certification Mark.

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USING THE ENERGY STAR® PROMOTIONAL MARK

LEARN MORE AT energystar.gov

This mark is available to organizations that have signed Partnership Agreements or Partnership Letters and are currently active partners with EPA's ENERGY STAR® program. This mark is also available upon request for members of the media or other organizations interested in communicating about ENERGY STAR.

CORRECT USE

The Promotional Mark may be used in educational and promotional materials that are intended to raise awareness of the ENERGY STAR program. It may be used in any materials that promote the benefits of improved energy efficiency with ENERGY STAR.

When promoting ENERGY STAR in French language materials, use the French Promotional Mark (available upon request).

Uses of the Promotional Mark include:

- Promotional and educational campaign materials 1 designed to convey the benefits of the ENERGY STAR program;
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular product as ENERGY STAR certified;
- Pins, hats, and other promotional items; 2
- Web pages 3 that provide organization-wide information, such as an "About Us" page; and
- Company-owned cars, vans, or other vehicles.

INCORRECT USE

In addition to the ENERGY STAR General Guidelines found on page 4, please observe the following requirements when using the ENERGY STAR Promotional Mark.

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use on a product or product packaging (the Certification Mark should be used to identify a certified product, home, or building as ENERGY STAR).
- Do not use in association with any product, home, or building to signify or suggest certification with ENERGY STAR.
- Do not use near non-certified products, homes, or buildings in promotional materials.
- Do not use in materials without including the partner name and/or logo.

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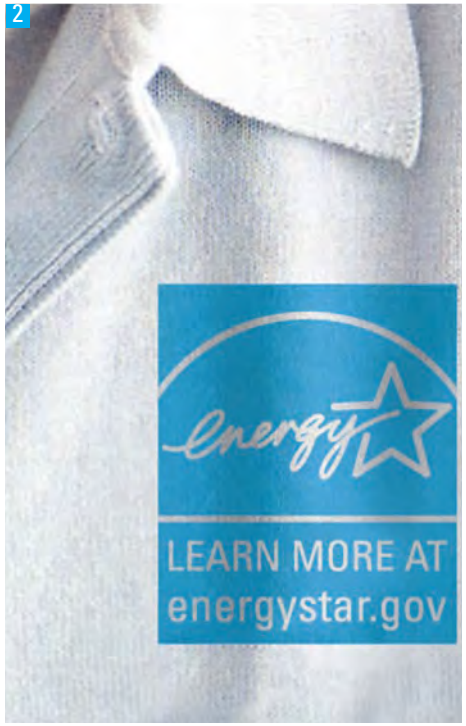

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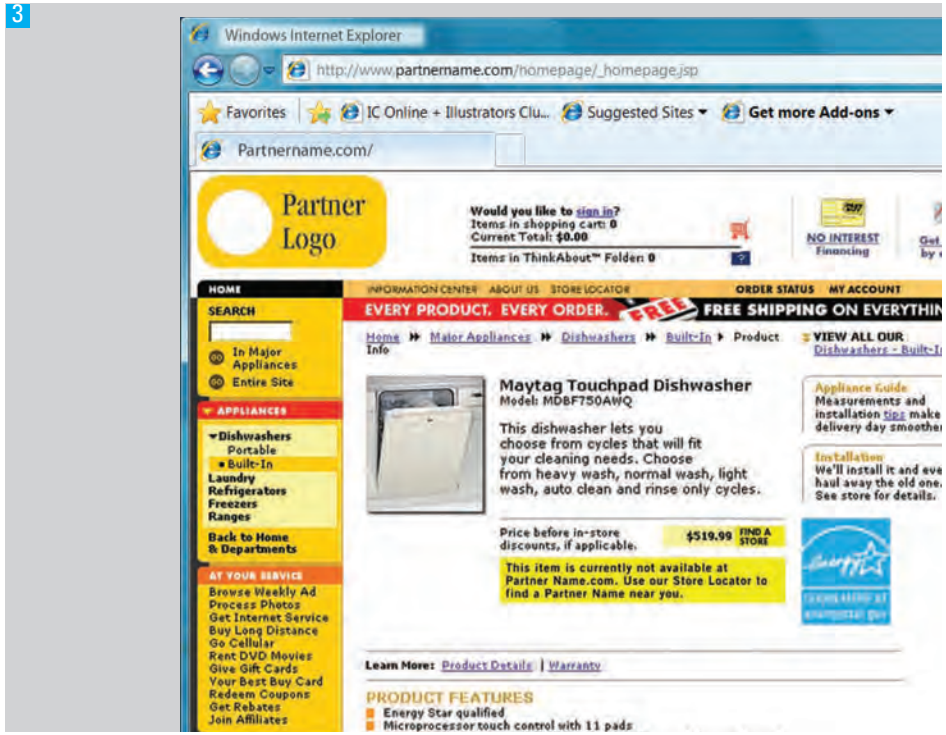


USING THE ENERGY STAR® LINKAGE PHRASE MARKS

This mark is available to organizations that have signed Partnership Agreements or Partnership Letters and are currently active partners with EPA's ENERGY STAR® program. This mark is also available upon request for members of the media or other organizations interested in communicating about ENERGY STAR.

CORRECT USE

There is one version of the Linkage Phrase Mark that is available to organizations and members of the media upon request:

- Ask About ENERGY STAR

There are five versions of the Linkage Phrase Marks that are available to active partners of the ENERGY STAR program:

- We Sell ENERGY STAR
- Ask About ENERGY STAR Certified Homes
- Ask About Home Performance with ENERGY STAR
- Ask About ENERGY STAR Certified Apartments
- Ask About ENERGY STAR Verified HVAC Installation

The Linkage Phrase Marks should be used in marketing and promotional materials and items to show that an organization offers ENERGY STAR certified products or builds ENERGY STAR certified new homes or apartments. The marks may be used on promotional materials designed to provide consumers with general information about ENERGY STAR certified products, homes, and apartments, rather than to identify a particular product as ENERGY STAR.

If multiple product models or homes are featured in an advertisement and some do not meet the ENERGY STAR requirements, the We Sell ENERGY STAR or Ask About ENERGY STAR Marks may be used to indicate that ENERGY STAR products or homes are available without identifying specific models.

Examples of common uses of the Linkage Phrase Marks are listed below. Visual illustrations are shown on the following page. Uses of the Linkage Phrase Marks include:

- Advertisements, 1 point-of-purchase materials, and other promotional materials that do not identify a particular product as ENERGY STAR certified;
- Stationery, such as letterhead, correspondence, and business cards;
- Web pages that do not identify a particular product as ENERGY STAR certified;
- Company-owned cars, vans, or other vehicles;
- The Ask About ENERGY STAR Certified Homes mark may be used in association with homes being built to earn the ENERGY STAR certification.
- The Ask About ENERGY STAR Certified Apartments mark may be used in association with apartments being built to earn the ENERGY STAR certification;
- Guidance for using the Ask About ENERGY STAR Verified HVAC Installation Mark can be found on page 16.
- The Ask About Home Performance with ENERGY STAR mark may be used in association with home improvement projects completed with the Home Performance with ENERGY STAR systematic approach.

INCORRECT USE

In addition to the ENERGY STAR General Requirements found on page 4, please observe the following requirements when using the ENERGY STAR Linkage Phrase Marks:

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use on a product, product packaging, home, or building (the Certification Mark should be used to identify a certified product, home or building as ENERGY STAR).
- Do not use near non-certified products, homes, or buildings in promotional materials.
- Do not use on materials without also including the partner name and/or logo.
- Do not use to imply partnership with ENERGY STAR.

USING THE ENERGY STAR® VERIFIED HVAC INSTALLATION LINKAGE PHRASE MARK

This mark may be used by HVAC contractors participating in EPA's ENERGY STAR Verified HVAC Installation Program (ESVI) for existing homes. A program sponsor that has signed an ESVI Partnership Agreement may also use the mark for program promotion

Program Sponsors
The ESVI sponsor is responsible for ensuring that their program participants' use of the mark is consistent with the terms of these guidelines. Addionally, program sponsors should approve program participants' use of the ESVI Linkage Phrase Mark in promotional materials that feature the ENERGY STAR name prior to final production. EPA, however, is ultimately responsible for ensuring the proper usage of the mark.

CORRECT USE

EPA developed the ESVI Linkage Phrase Mark to be used in promotional materials to educate consumers about ESVI and promote an organization's support of the ESVI Program.

Uses of the ENERGY STAR Verified HVAC Installation Linkage Phrase Mark include:

- Advertisements, point-of-purchase materials, and other promotionl materials 1;
- Web pages 2 that promote ENERGY STAR Verified HVAC Installations;
- Company vehicles and uniforms 3;
- Signs and placards associated with installations designed to meet the ESVI Program Requirements.

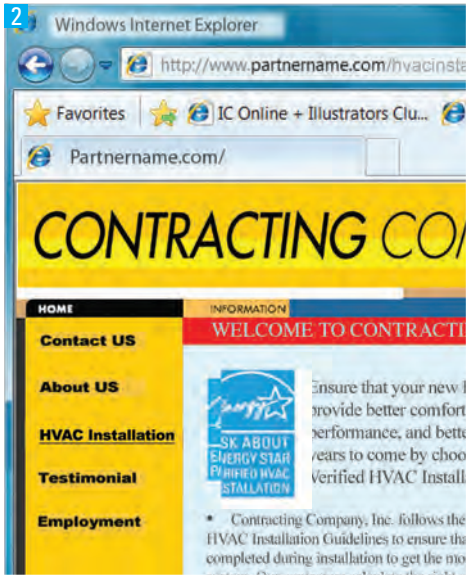
INCORRECT USE

In addition to the ENERGY STAR General Requirements found on page 4, please observe the following guidelines when using the ESVI Linkage Phrase Mark:

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use in association with services that do not meet ESVI Program Requirements.
- Do not use on a product or product packaging (the Certification Mark should be used to identify a certified product).
- Do not use to promote participation in the ENERGY STAR Certified Homes Program.
- Do not use on load calculations or company specific commissioning forms.

1

2



3

USING THE ENERGY STAR® PARTNERSHIP MARK

This mark is available to organizations that have signed Partnership Agreements or Partnership Letters and are currently active partners with EPA's ENERGY STAR® program.

CORRECT USE

The Partnership Mark helps ENERGY STAR partners communicate their commitment to the ENERGY STAR program and energy efficiency. The mark should not be used to identify a particular product, home, or building as ENERGY STAR, nor imply that all of a partner's products, homes or buildings are or will be ENERGY STAR certified.

Examples of common uses of the Partnership Mark are listed below.

Uses of the Partnership Mark include:

- Annual reports; 1
- Stationery; and
- Web pages 2 that provide organization-wide information, such as an "About Us" page.

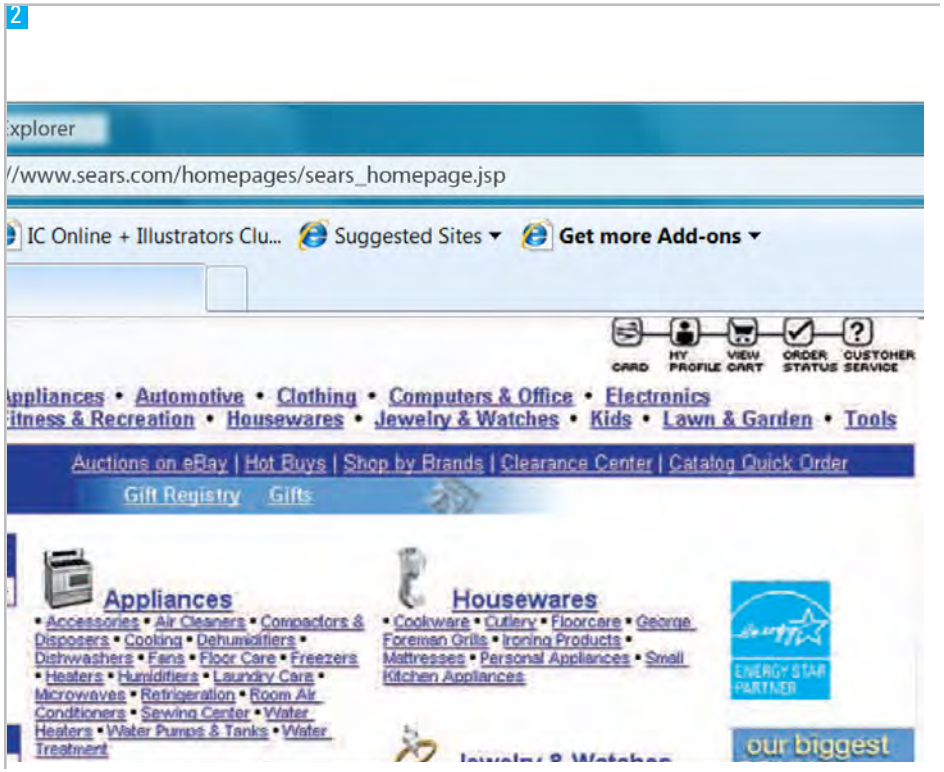
INCORRECT USE

In addition to the general ENERGY STAR Mark Guidance on page 4, please observe the following requirements when using the ENERGY STAR Partnership Mark:

- Do not use to denote or imply EPA or ENERGY STAR endorsement of an organization or its products, homes, buildings, or services.
- Do not use on a product, product packaging, home, or building. (The Certification Mark should be used to identify a certified product.)
- Do not use on promotional materials, advertisements, or Web pages in association with any product, home, or building to signify or suggest ENERGY STAR certification. (The Certification Mark should be used to identify certified products, homes, or buildings).
- Do not use to imply that all of an organization's products, homes, or buildings are ENERGY STAR certified.
- Do not use on cars, vans, or other vehicles.
- Do not use if your organization is not an active ENERGY STAR partner.
- Do not use near non-certified products, homes, or buildings in promotional materials.

1

2



USING THE ENERGY STAR® MOST EFFICIENT MARK

The ENERGY STAR® Most Efficient Mark is designed to recognize a select group of ENERGY STAR products as the best of the best for energy savings and innovation. The goal of this effort is to recognize products that deliver cutting-edge energy efficiency along with the latest in technological innovation—a simple choice for those seeking the very best of both.

Each year, EPA will establish criteria for specific product categories to earn ENERGY STAR Most Efficient recognition. Products that are recognized as ENERGY STAR Most Efficient must already qualify for the ENERGY STAR label.

CORRECT USE

This designation may be used in point-of-purchase materials at retail stores 1 or as a visual identifier on product literature or Web pages 2 that highlight these products. Utilities and regional energy efficiency programs can also use the designation as a visual identifier to encourage consumers to look for the most energy-efficient products.

When writing about products that have been recognized as ENERGY STAR Most Efficient, please use the following language: "Recognized as the Most Efficient of ENERGY STAR [YEAR]." This language can be used to highlight ENERGY STAR Most Efficient products on the Web and in print materials.

INCORRECT USE

- Do not use the designation or name in association with products that have not been recognized as Most Efficient, including products with applications pending.
- Do not use the designation or name on products or product packaging.
- Do not use the designation or name to denote ENERGY STAR partnership or endorsement.
- Do not use the designation and name on:
  - Buildings
  - Homes
  - Business cards
  - Letterhead
  - Stationery
  - Non-product specific promotional materials
  - Vehicles

1

2

USING THE ENERGY STAR® TENANT SPACE GRAPHIC IDENTIFIER

The ENERGY STAR® Tenant Space designation can be used to promote commercial building tenant spaces that have met energy-efficient design criteria set by EPA. This designation is available to partners and non-partners.

Please refer to the following requirements when talking or writing about ENERGY STAR Tenant Space:

1. The ENERGY STAR name should always precede the Tenant Space name the first time the words appear;
2. The registration symbol ® must be used after ENERGY STAR the first time that either one of them appears in a heading/title and then in the text (i.e., ENERGY STAR® Tenant Space);
3. The ® symbol should always be in superscript;
4. There should be no space between "ENERGY STAR" and the ® symbol;
5. The ® symbol should be repeated in a document for each chapter title or Web page; and
6. ENERGY STAR Tenant Space should never be portrayed as an acronym (e.g. TS or ESTS).

CORRECT USE

The ENERGY STAR Tenant Space designation may be used in promotional materials to demonstrate that a specific tenant space has been recognized by the EPA for meeting certain design criteria. It may also be used in promotional and educational materials designed to promote the ENERGY STAR program's work with tenants. The Tenant Space decal may be displayed on or within the designated space within a building.

INCORRECT USE

In addition to the ENERGY STAR General Requirements found on page 4, please observe the following incorrect use guidelines regarding the ENERGY STAR Tenant Space designation.

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use in a way that implies—or could be reasonably interpreted to imply—that a whole building is ENERGY STAR certified
- Do not use in association with any product, home, or whole building to signify or suggest ENERGY STAR certification.

ENERGY STAR®
TENANT SPACE
This space has been verified to meet energy design criteria set by the U.S. EPA.
Awarded in 2020

USING THE REGIONAL/STATE PROMOTIONAL MARKS FOR NEW HOMES

NEW YORK
ENERGY STAR CERTIFIED HOMES PROGRAM

This mark is available to builders, raters, and other sponsoring organizations that have signed Partnership Agreements and are currently active partners with EPA's ENERGY STAR® program and participating in a regional or state-wide ENERGY STAR Certified Homes program. This mark is currently available in MD, NY, RI, and the Pacific Northwest.

CORRECT USE

These marks may be used to educate builders and the public about a regional/state ENERGY STAR Certified Homes program. The marks may be used on:

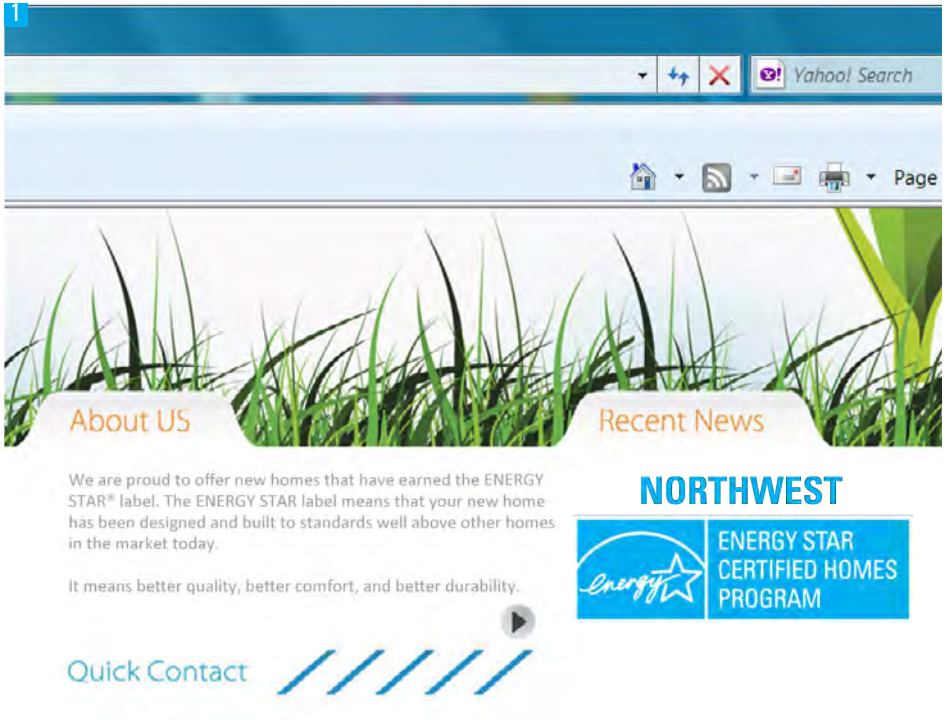
- Stationery;
- Signs, placards;
- Websites; 1
- Brochures; 2
- Advertisements; 3
- Fact sheets;
- News articles;
- Training materials; and
- Pins, hats, other promotional items.

INCORRECT USE

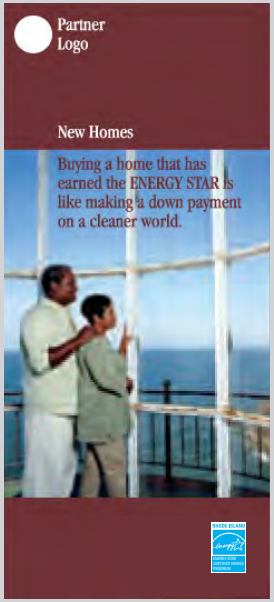
In addition to the ENERGY STAR General Requirements found on page 4, please observe the following requirements when using the ENERGY STAR Regional/State Promotional Mark for New Homes:

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- 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.
- Do not use near non-certified products, homes, or buildings in promotional materials.
- Do not use in materials without including the partner name and/or logo.

1



2



3

INSULATION EDUCATIONAL MARK

EPA has developed the ENERGY STAR® Educational Product Graphic to identify insulation products that qualify for ENERGY STAR. Products must first be certified by an EPA-approved third party Insulation Certification Body prior to using the graphic on a product. Only insulation manufacturers who have signed a Partnership Agreement may use the graphic.

The Educational Product Graphic must appear directly on qualified insulation products or, where appropriate, on product labels or packaging that is attached to or contains the actual insulation product. The educational product graphic should not appear in advertisements or other promotional materials, print or electronic.

The preferred color for the Educational Product Graphic is ENERGY STAR Blue (100% Cyan). Alternate versions in black or reversed out to white are allowed. The reversed out white version may only be used on top of a dark background.

To ensure brand integrity and accuracy of information, EPA must approve use of the Seal and Insulate with ENERGY STAR graphic as well as the use of the ENERGY STAR name prior to final production or printing. Materials will be reviewed within two (2) to five (5) business days of receipt of the materials. Please submit materials or any questions regarding logo use to insulation@energystar.gov.

1

2

USING THE SEAL AND INSULATE WITH ENERGY STAR® EDUCATIONAL MARKETING GRAPHIC

The Seal and Insulate with ENERGY STAR® Educational Marketing Graphic can be used to promote products and practices that, when used together, improve the energy performance of a home's envelope and reduce energy use. This mark is available to insulation manufacturers that have signed a Partnership Agreement or Partnership Letter, and are currently active partners with EPA's ENERGY STAR program.

CORRECT USE

The Seal and Insulate with ENERGY STAR Educational Marketing Graphic may be used in marketing and advertising materials 1 to educate consumers and to show that an organization carries products or offers services that clearly contribute to the improvement of the home envelope as recommended by EPA's ENERGY STAR program. It must be placed in a general location that is not product-specific. It may not appear on products or product labels.

EPA must approve all uses of the Seal and Insulate with ENERGY STAR Educational Marketing Graphic, as well as materials that feature the ENERGY STAR name, prior to final production or printing. The submitted materials will be reviewed for consistency with EPA's guidelines within two business days of receipt of the materials. Materials should be submitted to your primary program contact.

INCORRECT USE

In addition to the ENERGY STAR General Guidelines found on page 4, please observe the following guidelines when using the Seal and Insulate with ENERGY STAR Educational Marketing Graphic.

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use on a product or product packaging.
- Do not use in association with any product, home, or building to signify or suggest certification with ENERGY STAR.
- Do not use near non-certified products, homes, or buildings in promotional materials.
- Do not use in materials without including the partner name and/or logo.
- Do not use on cars, vans, or other vehicles.

USING THE HOME PERFORMANCE WITH ENERGY STAR® PROGRAM MARK

This mark may be used by active Home Performance with ENERGY STAR® program sponsor and participants. A program sponsor that has signed the Home Performance with ENERGY STAR Partnership Agreement may also use the mark for program promotion.

Program Sponsors
The Home Performance with ENERGY STAR sponsor is responsible for ensuring that their program participants' use of the mark is consistent with the terms of these guidelines. Additionally, program sponsors should approve program participants' use of the Home Performance with ENERGY STAR Mark in promotional materials that feature the ENERGY STAR name prior to final production. EPA, however, is ultimately responsible for ensuring the proper usage of the mark.

CORRECT USE

EPA developed the Home Performance with ENERGY STAR Mark to be used in promotional materials to educate consumers about the program or to show that an organization participates in a locally sponsored program.

Examples of common uses of the Home Performance with ENERGY STAR Mark, available in both horizontal and vertical versions, are listed below. It is recommended, but not required, that the following language appear next to the Home Performance with ENERGY STAR Mark, where applicable, for educational purposes: "Working to deliver whole-house energy savings to improve comfort and help protect the environment."

Uses of the Home Performance with ENERGY STAR Mark include:

- Advertising and promotional or educational materials 1 that do not identify a specific product, home, or building as ENERGY STAR;
- Pins, hats, and other promotional items 2;
- Web pages 3 that promote the Home Performance with ENERGY STAR program.

INCORRECT USE

In addition to the ENERGY STAR General Requirements found on page 4, please observe the following guidelines when using the Home Performance with ENERGY STAR Mark:

- Do not use to denote endorsement.
- Do not display with other ENERGY STAR marks (e.g., if an organization participating in Home Performance with ENERGY STAR also sells ENERGY STAR qualified windows, the organization should display either the Certification Mark next to a qualified window or the Home Performance with ENERGY STAR Mark, but not both).
- Do not use to imply that any product, service, or organization has met ENERGY STAR performance criteria.
- Do not use on a product or product packaging (the Certification Mark should be used to identify a qualified product).
- Do not use in association with any product, home, or building to signify qualification with ENERGY STAR (the Certification Mark should be used to identify qualified products, homes, or buildings).
- Do not use on promotional materials featuring services that are not directly related to participation in a program using Home Performance with ENERGY STAR.

1

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3

USING THE ENERGY STAR® PORTFOLIO MANAGER® MARK

The ENERGY STAR® Portfolio Manager® Mark can be used to promote use of the tool and practices that, when used together, improve the energy performance of a building. This mark is available to partners and non-partners. Non-partners can access the logo by visiting www.energystar.gov/buildings/press-room/photos-and-graphics.

The name ENERGY STAR Portfolio Manager and the Portfolio Manager logo are registered trademarks owned by the U.S. EPA. Please refer to the following requirements when talking or writing about ENERGY STAR Portfolio Manager:

1. The ENERGY STAR name should always precede the Portfolio Manager name the first time the words appear;
2. The registration symbol ® must be used after both ENERGY STAR and Portfolio Manager the first time that either one of them appears in a heading/title and then in the text (i.e., ENERGY STAR® Portfolio Manager®);
3. The ® symbol should always be in superscript;
4. There should be no space between "Portfolio Manager" and the ® symbol
5. The ® symbol should be repeated in a document for each chapter title or Web page; and
6. ENERGY STAR Portfolio Manager should never be portrayed as an acronym (e.g. PM or ESPM).

CORRECT USE

The Portfolio Manager Mark may be used in educational and promotional materials that are intended to raise awareness of the ENERGY STAR Portfolio Manager tool. It may be used in materials that promote the benefits of measuring and tracking energy performance with ENERGY STAR Portfolio Manager.

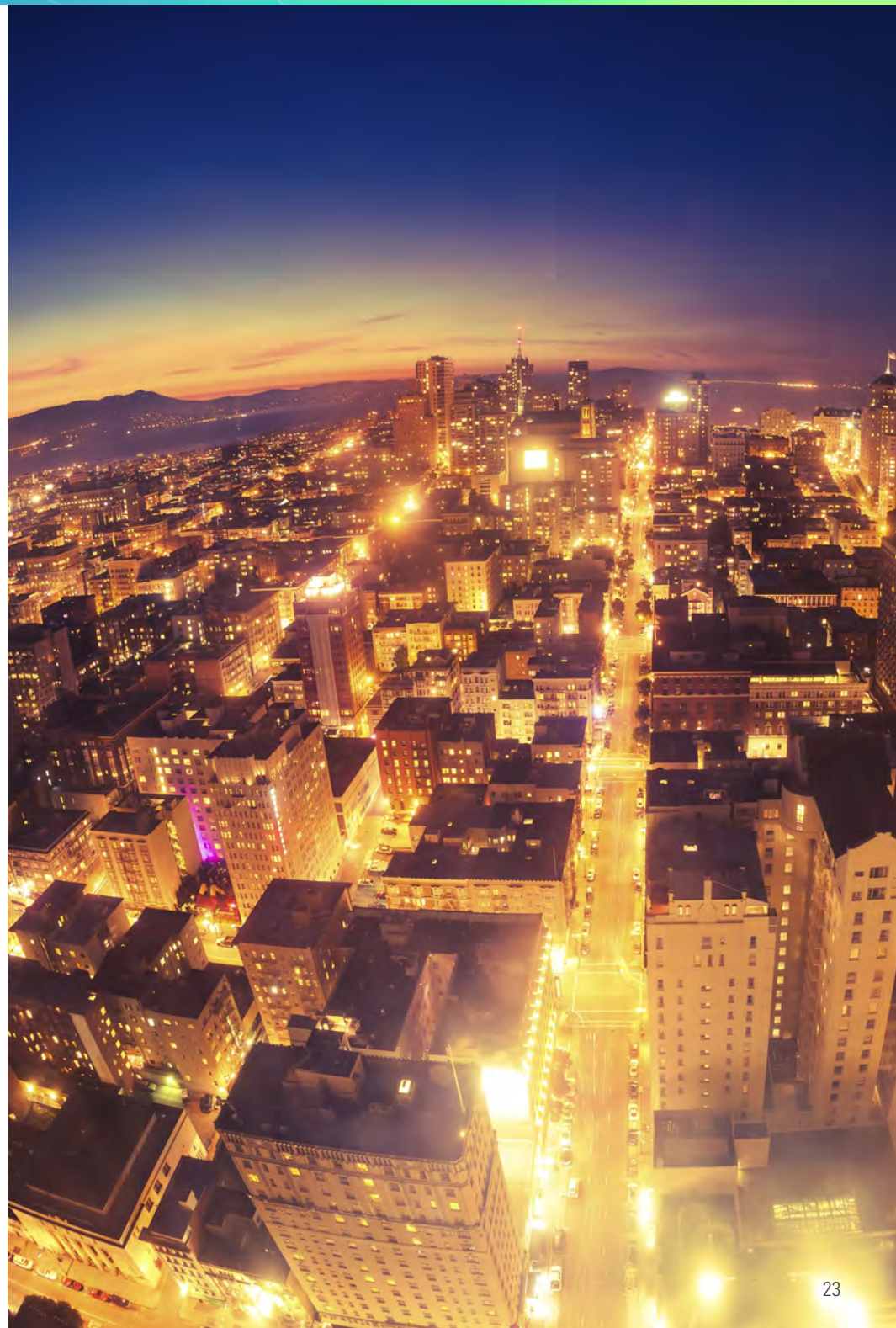
Uses of the Portfolio Manager Mark include:

- Promotional and educational materials designed to convey the benefits of ENERGY STAR Portfolio Manager.

INCORRECT USE

In addition to the ENERGY STAR General Requirements found on page 4, please observe the following incorrect use guidelines when using the ENERGY STAR Portfolio Manager Mark.

- Do not use to denote EPA or ENERGY STAR partnership or endorsement.
- Do not use on a building (the Certification Mark should be used to identify a building as ENERGY STAR certified).
- Do not use in association with any product, home, or building to signify or suggest qualification with ENERGY STAR.
- Do not use near non-certified products, homes, or buildings in promotional materials.



SPECIAL APPLICATIONS: EPA-recognized laboratories, certification, and accreditation bodies

The ENERGY STAR® marks are not available for use by laboratories, certification, and accreditation bodies. However, EPA-recognized laboratories, certification, and accreditation bodies may use one of the approved sentences below:

- "Acme Laboratories is recognized by EPA to test [product] for the ENERGY STAR program."
- "Acme Accreditation is recognized by EPA to accredit laboratories for the testing of [product] for the ENERGY STAR program."
- "Acme Certification is recognized by EPA to certify [product] for the ENERGY STAR program."

ENERGY STAR® STYLE GUIDE

When developing ENERGY STAR® communications materials, such as brochures, fact sheets, and posters, EPA uses the following key components to promote a strong ENERGY STAR brand:

- ENERGY STAR Marks;
- EPA's Voice of Authority; and the
- Type Font and Color Palette.

ENERGY STAR MARKS

The ENERGY STAR marks work across a range of sizes and backgrounds, denote a strong environmental feel, and reproduce easily due to a one-color rendering (100% Cyan) in most applications. More than a mark of energy efficiency, ENERGY STAR is also a symbol of trust, quality, and responsible stewardship of our environment. The ENERGY STAR mark should be featured prominently in communications and marketing materials, as it is an important visual component of the ENERGY STAR brand.

VOICE OF AUTHORITY

ENERGY STAR materials should include the voice of authority, which includes three elements: a) a description of the ENERGY STAR program; b) a mention that the ENERGY STAR program is a government program sponsored by EPA; and c) a clear call to action directing readers to visit the ENERGY STAR website. In certain cases, the voice of authority may also be used to display a combination of marketing and programmatic language.

TYPE FONT AND COLOR PALETTE

The official type font for printed ENERGY STAR materials is Univers Condensed. A full spectrum of vibrant accent colors may be used in headline text and supporting copy. This spectrum is shown here. The signature cyan blue and medium gray are primaries, but are joined by a range of clean and bright jewel tones. These hues can appear as accent areas, transparent overlays, type color, and icon colors to add emphasis, energy, and interest.

Where appropriate, imagery should bleed off the page and behind transparent overlay panels. This will maximize visual engagement, increase visual depth, and present a contemporary energy.

Pantone Color Bridge	CMYK	RGB
CYAN	100/0/0/0	32/187/237
421 CP	13/8/11/26	170/174/173
361 CP	77/0/100/0	44/179/74
375 CP	46/0/90/0	149/201/79
107 CP	0/0/92/0	255/242/31
185 CP	0/93/79/0	238/56/62
152 CP	0/66/100/0	243/119/32
1235 CP	0/31/99/0	252/182/25
246 CP	31/88/0/0	177/67/152
300 CP	99/50/0/0	0/113/187
3262 CP	76/0/38/0	0/184/176

ENERGY STAR® STYLE GUIDE (CONTINUED)

SAMPLE GENERAL VOICE OF AUTHORITY LANGUAGE:

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Join the millions who are already making a difference at energystar.gov.

ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions who are already making a difference at energystar.gov.

SAMPLE VOICE OF AUTHORITY FEATURING A COMBINATION OF MARKETING AND PROGRAMMATIC LANGUAGE:

- CONGRATULATIONS TO THE 20XX ENERGY STAR PARTNERS OF THE YEAR. These business and community leaders were selected for their commitment to energy efficiency and protecting the environment. Find out who in your community is leading the way at energystar.gov.
- ENERGY STAR certified new homes are designed and built to standards well above most other homes on the market today, delivering energy efficiency savings of up to 30 percent when compared to typical new homes. Learn more at energystar.gov.

IMAGERY SUGGESTIONS

Imagery is an important part of the ENERGY STAR® brand. When selecting imagery for use in materials that convey the benefits of ENERGY STAR, EPA recommends using photographs that illustrate the program's goals—protecting the environment for future generations and collective participation by consumers and partners.

EPA has defined the following attributes that can be used as a guide for imagery selection. Images should:

- Use curved wide-angle imagery, inspired by the curve in the ENERGY STAR Certification Mark. The curvature can be applied to any image with a horizon.
- Show participation of or affiliation from an individual or individuals;
- Suggest positivity, authenticity, and active involvement; and
- Show simplicity rather than complexity.

Examples of images can be found on the ENERGY STAR website at www.energystar.gov/imagegallery, where you can also find additional information on obtaining a rights agreement from the appropriate vendor.

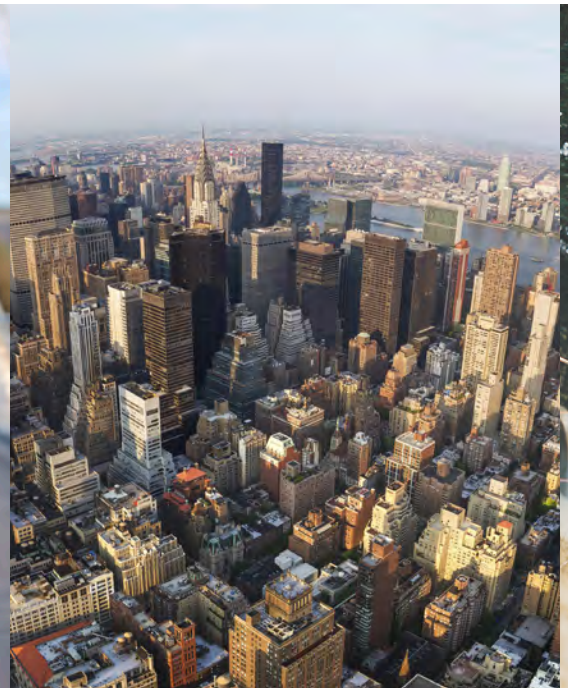
WRITING AND TALKING ABOUT ENERGY STAR®

OVERARCHING MESSAGING

For people and organizations seeking the benefits of greater energy efficiency and protecting the environment, ENERGY STAR® is the simple choice. EPA builds four broad messages into outreach materials and recommends that ENERGY STAR partners do the same, to the extent possible, to help convey the full range of ENERGY STAR benefits.

The four broad messages are:

1. ENERGY STAR is the simple choice for energy efficiency.
2. Behind each ENERGY STAR label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change.
3. ENERGY STAR is a voluntary government program backed by EPA that provides unbiased information to organizations and consumers about cost-effective, energy-efficient products, practices, and services.
4. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Join the millions who are already making a difference at energystar.gov.



TERMINOLOGY – Proper Use of the ENERGY STAR® Name

The ENERGY STAR® name and mark are registered trademarks owned by the U.S. EPA.

This section provides the appropriate terminology to use when describing the various elements of the ENERGY STAR program, as well as examples of incorrect terminology. EPA requires that partners follow this terminology to ensure brand consistency.

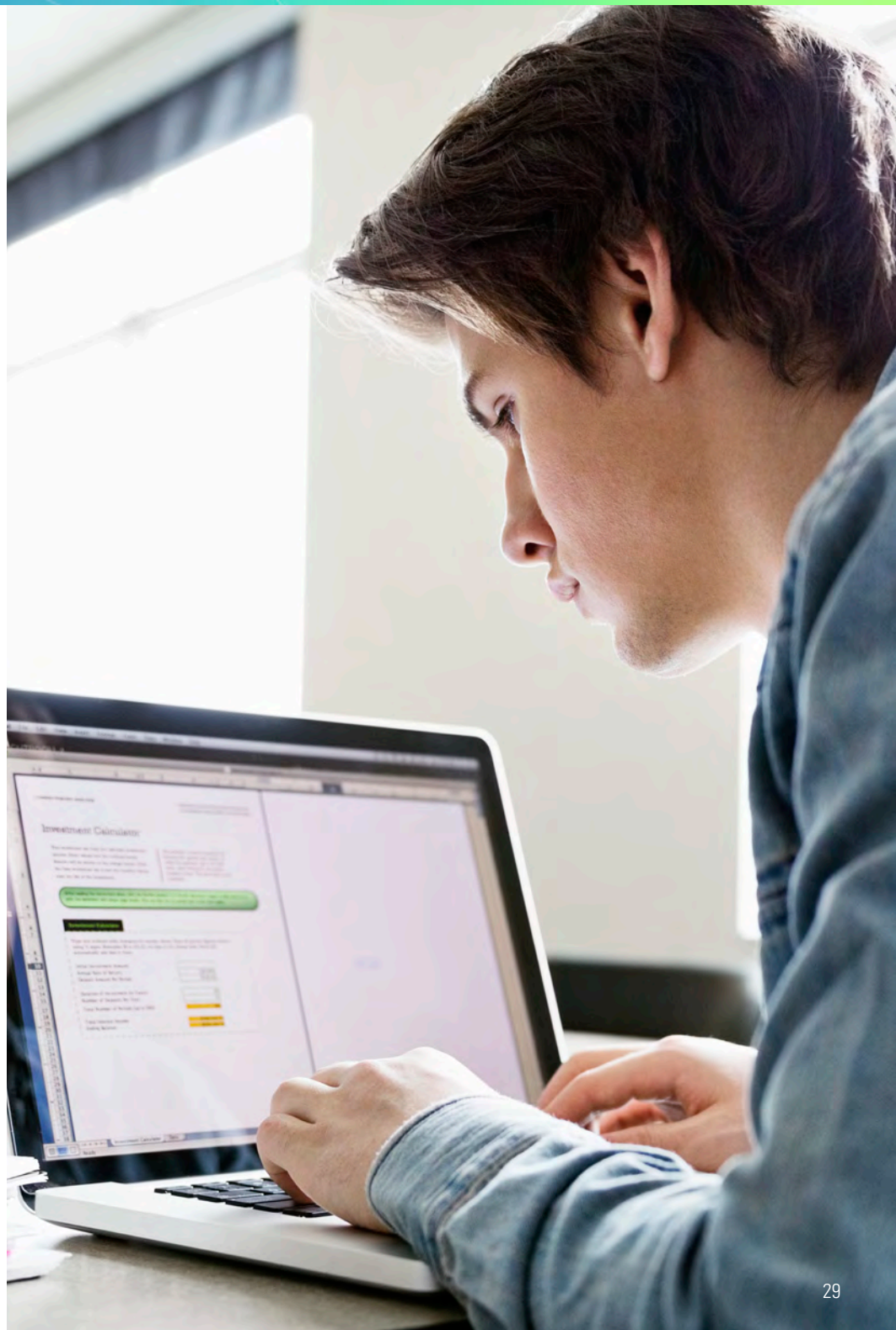
1. The ENERGY STAR name should always appear in all capital letters and as two words.
2. There should be no space between the words "ENERGY STAR" and the ® symbol;
3. The registration symbol ® must be used the first time the words "ENERGY STAR" appear, and the ® symbol should then be repeated in a document for each chapter title or Web page; and
4. The ® symbol should always be in superscript.

When writing about ENERGY STAR, please use the following language:

1. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.
2. ENERGY STAR products are third-party certified by an EPA-recognized Certification Body.
3. ENERGY STAR certified new homes are verified by independent energy rating companies.
4. ENERGY STAR units in certified multifamily high rise buildings are verified by a professional engineer or registered architect.
5. ENERGY STAR certified buildings and plants earn a score of 75 or higher on EPA's 1-100 energy performance scale and are verified by a licensed Professional Engineer (PE) or Registered Architect (RA).
6. Products/Homes/Buildings that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency requirements set by the U.S. Environmental Protection Agency.

CORRECT	INCORRECT
EARNING THE ENERGY STAR	
ENERGY STAR certified TV (or computer, refrigerator, etc.)	ENERGY STAR compliant TV ENERGY STAR rated TV ENERGY STAR TV
TV (or computer, refrigerator etc.) that has earned the ENERGY STAR	ENERGY STAR rating EPA-approved EPA-endorsed Endorsed by EPA
ENERGY STAR certified products (referring to the full suite of products) ENERGY STAR products (referring to the full suite of products)	ENERGY STAR TV (or computer, refrigerator, etc.)
ENERGY STAR certified homes	ENERGY STAR homes Constructed to meet ENERGY STAR requirements Designed to be ENERGY STAR labeled or ENERGY STAR compliant
ENERGY STAR certified units ENERGY STAR certified apartments ENERGY STAR certified condos	ENERGY STAR multifamily high rise building ENERGY STAR units ENERGY STAR apartments ENERGY STAR condos
ENERGY STAR certified buildings and plants	ENERGY STAR Building(s) or Plant(s) label ENERGY STAR labeled building or plant ENERGY STAR rated building or plant
Facility/Building/School/Home has earned EPA's ENERGY STAR Facility/Building/School/Home has earned EPA's ENERGY STAR certification	Meeting ENERGY STAR standards* ** Note: When talking about Federal Energy Efficiency Standards, the use of "standards" is correct.*

CORRECT	INCORRECT
EARNING THE ENERGY STAR (CONT.)	
The plans for a Facility/Building/School have achieved Designed to Earn the ENERGY STAR Products/homes/buildings that have earned the ENERGY STAR	ENERGY STAR rated homes ENERGY STAR rating
PERFORMANCE GUIDELINES	
ENERGY STAR specifications (in reference to products)	EPA-approved EPA-endorsed
ENERGY STAR requirements	ENERGY STAR rated homes ENERGY STAR rating
ENERGY STAR energy performance scale	Received an endorsement by EPA Facility/Building/School has "won" the ENERGY STAR label
PARTNERS	
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 the ENERGY STAR program	An EPA approved seller of ENERGY STAR equipment
ENERGY STAR for Buildings/Small Business/etc.	ENERGY STAR Commercial Real Estate/Small Business/etc.
ENERGY STAR Certified Homes program	ENERGY STAR Homes Program
XYZ is a participating contractor in ABC's Home Performance with ENERGY STAR program.	XYZ is a Home Performance with ENERGY STAR contractor.
PORTFOLIO MANAGER	
EPA's online energy management and tracking tool, ENERGY STAR Portfolio Manager ENERGY STAR Portfolio Manager EPA's ENERGY STAR Portfolio Manager	PortfolioManager PM or ESPM ENERGY STAR's Portfolio Manager



WRITING ABOUT ENERGY STAR® IN SOCIAL MEDIA

EPA uses social media platforms to engage in conversations with consumers and partners about ENERGY STAR® facts and messaging. EPA encourages partners using social media to also participate in conversations about ENERGY STAR. In addition to following the ENERGY STAR General Requirements on page 4, please also observe the following guidance when using the words "ENERGY STAR" on social media. Our goal on social media is to drive traffic to energystar.gov.

WHERE TO FIND US

Facebook (www.facebook.com/energystar)

Twitter

- For product and brand-wide news and resources, follow @ENERGYSTAR
- For energy-efficient commercial building news and resources, follow @ENERGYSTARbldgs
- For energy-efficient new home and home improvement resources, follow @ENERGYSTARHomes

Pinterest (www.pinterest.com/energystar)

LinkedIn

- ENERGY STAR Certified New Homes Group
- ENERGY STAR Buildings and Plants Partners

YouTube (www.youtube.com/EPAENERGYSTAR)

CORRECT USE

- Use an ENERGY STAR hashtag (e.g., #ENERGYSTAR, #ENERGYSTARPOY) or an ENERGY STAR conversation link (e.g.,@ENERGYSTAR, @ENERGYSTARbldgs, @ENERGYSTARHomes) to share news relevant to the ENERGY STAR program.
- Ask questions via the comment section on our posts, and we'll respond as quickly as possible. On Twitter, direct tweets to us using the @ symbol before the account you would like to communicate with. Tip: if you start your tweet with an @ symbol, be sure to place a period before it if you'd like the conversation to be public!
  - Ex: .@ENERGYSTAR has a lot of resources on how to save energy and money all year round!
- Attribute ENERGY STAR where relevant when sharing ENERGY STAR content, visuals, and other materials on social media platforms.

INCORRECT USE

- Do not use ENERGY STAR hashtags or ENERGY STAR conversation links in association with products, homes, or buildings that have not earned the ENERGY STAR.
- Do not use "ENERGY STAR" to create a Facebook page identity, Twitter handle, or URL.
- Do not use defamatory language such as obscenities, indecencies, or profanities. For more guidance on appropriate versus inappropriate comments, please see our social media commenting policy under the "About" section of our Facebook page.
- Do not submit copyrighted or other proprietary material in any form on the ENERGY STAR social media channels without clearly indicating that you have permission to do so.