



Using the ENERGY STAR® Marks: A Quick Reference Guide for Residential New Construction Programs

The purpose of this document is to provide clarification on how the ENERGY STAR marks should be used by partners participating in EPA's ENERGY STAR Residential New Construction Program. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Brand Book. Please review the ENERGY STAR Brand Book in their entirety at www.energystar.gov/brandbook.

CORRECT USE

Examples of common uses of the marks are illustrated below:

- 1 Linkage Phrase Mark on websites to educate the public about the ENERGY STAR Residential New Construction Program.
- 2 Partner Mark on annual reports promoting an organization's ENERGY STAR partnership.
- 3 Designed to Earn Mark on promotional materials for multifamily projects approved as Designed to Earn the ENERGY STAR.
- 4 Certification Mark on plaques or signage in front of or on ENERGY STAR certified homes and apartments.



INCORRECT USE

- Do not use the ENERGY STAR marks or name to imply EPA or federal government endorsement of a partner's organization.
- Do not use the ENERGY STAR marks or name in any other company name, domain name, or website title.
- Do not use the ENERGY STAR marks or name in association with homes and apartments that are not built to ENERGY STAR specifications.
- Do not alter, cut apart, separate, or otherwise distort the ENERGY STAR marks or name in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- Do not use the ENERGY STAR marks in an unapproved color. The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed.
- Do not use the ENERGY STAR marks in an unapproved size; marks must be legible and proportions must be maintained. Please see the ENERGY STAR Brand Book for specific mark size requirements.



QUESTIONS/COMMENTS

If you have specific questions regarding the use of the ENERGY STAR marks, please contact your Account Manager or energystarhomes@energystar.gov.



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Learn more about the ENERGY STAR marks by clicking the images below to jump to a description of the various marks and their uses. To return to this menu, click on the ENERGY STAR mark in the top left corner of each page. The horizontal version of each mark is the preferred version.

LINKAGE PHRASE MARK



LINKAGE PHRASE MARK (100% COMMITMENT)

**Committed to Building
100% ENERGY STAR**



PROMOTIONAL MARK



PROMOTIONAL MARK (REGIONAL/STATE)

NEW YORK



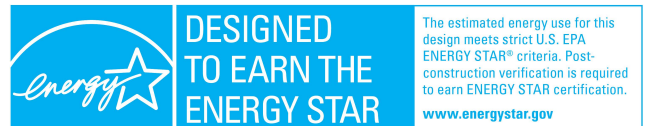
NEW YORK



PARTNER MARK



DESIGNED TO EARN MARK



**DESIGNED
TO EARN THE
ENERGY STAR**

The estimated energy use for this design meets strict U.S. EPA ENERGY STAR® criteria. Post-construction verification is required to earn ENERGY STAR certification.
www.energystar.gov

CERTIFICATION MARK





ENERGY STAR

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LINKAGE PHRASE MARK



MARK USAGE

To educate consumers about ENERGY STAR certified homes and apartments and promote an organization's support of the ENERGY STAR Residential New Construction Program

USE MARK IN OR ON

- Signs and placards associated with homes and apartments being built to meet ENERGY STAR specifications
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home or apartment as ENERGY STAR certified
- Web pages
- Company vehicles

DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use in association with homes or apartments that are not built or not being built to meet ENERGY STAR specifications
- Do not use on home plans



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LINKAGE PHRASE MARK (100% COMMITMENT)

Committed to Building 100% ENERGY STAR



ASK ABOUT
ENERGY STAR
CERTIFIED HOMES

MARK USAGE

- To promote an organization's support of the ENERGY STAR Residential New Construction Program
- Builders may make the 100% Commitment for an individual division if all homes and apartments built by that division are ENERGY STAR certified. A corporate level commitment requires all divisions and communities to be 100% committed

USE MARK IN OR ON

- Signs and placards associated with homes and apartments being built to meet ENERGY STAR specifications
- Advertisements, point-of-purchase materials, and other promotional materials that do not identify a particular home or apartment as ENERGY STAR certified
- Web pages
- Company vehicles

DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use in association with homes or apartments that are not built or not being built to meet ENERGY STAR specifications
- Do not use on home plans
- Do not use in association with any individual divisions that have not made the 100% Commitment



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PROMOTIONAL MARK



LEARN MORE AT
energystar.gov



LEARN MORE AT
energystar.gov

MARK USAGE

To educate the public about the ENERGY STAR program

USE MARK IN OR ON

- Brochures
- Fact sheets
- News articles
- Training materials
- Web pages
- Pins, hats, and other promotional items

DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified
- Do not use on home plans



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PROMOTIONAL MARK (REGIONAL/STATE)

NEW YORK



ENERGY STAR
CERTIFIED HOMES
PROGRAM

NEW YORK



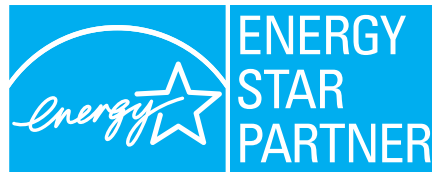
ENERGY STAR
CERTIFIED HOMES
PROGRAM

MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
<ul style="list-style-type: none"> • To educate builders and the public about a regional/state ENERGY STAR Residential New Construction Program. • Only partners participating in a regional/state ENERGY STAR Residential New Construction Program may use this mark. 	<ul style="list-style-type: none"> • Stationery • Advertisements • Signs and placards • Web pages • Brochures • Fact sheets • News articles • Training materials • Pins, hats, and other promotional items 	<ul style="list-style-type: none"> • Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified • Do not use on home plans



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PARTNER MARK



MARK USAGE	USE MARK IN OR ON	DO NOT USE MARK
<p>To promote an organization's partnership with ENERGY STAR</p>	<ul style="list-style-type: none">• Annual reports• Stationery• Web pages	<ul style="list-style-type: none">• Do not use to identify ENERGY STAR certified homes or apartments, nor to imply that non-labeled homes or apartments are ENERGY STAR certified• Do not use on home plans



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DESIGNED TO EARN MARK



DESIGNED
TO EARN THE
ENERGY STAR

The estimated energy use for this design meets strict U.S. EPA ENERGY STAR® criteria. Post-construction verification is required to earn ENERGY STAR certification.

www.energystar.gov



DESIGNED
TO EARN THE
ENERGY STAR

The estimated energy use for this design meets strict U.S. EPA ENERGY STAR® criteria. Post-construction verification is required to earn ENERGY STAR certification.

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MARK USAGE

To identify new multifamily properties that are in the design or construction phase, are verified to have met the design requirements, and have achieved an ENERGY STAR design score of 75 or higher in Portfolio Manager

USE MARK IN OR ON

- Directly on certified project plans
- Advertisements or web pages only if adjacent to the project description or design that achieved the ENERGY STAR
- Case studies or other project materials referring to the specified project
- Signs or placards at the project's construction site

DO NOT USE MARK

- Do not use to identify ENERGY STAR certified homes or apartments
- Do not use in a way that could be misconstrued that the constructed and occupied building has earned ENERGY STAR certification
- Do not use on stationary, pins, hats, and other promotional items
- Do not use on vehicles



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CERTIFICATION MARK



MARK USAGE

To identify certified homes and apartments

USE MARK IN OR ON

- ENERGY STAR certified homes, apartments, home labels, and certificates
- Plaques or signage in front of or on ENERGY STAR certified homes and apartments
- Advertisements or web pages, only if adjacent to a picture of an ENERGY STAR certified home or apartment

DO NOT USE MARK

- Do not use to promote participation in the ENERGY STAR Residential New Construction 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 home plans