

ENERGY STAR[®] MARK AND TERMINOLOGY USE 101

The ENERGY STAR symbol has been a trusted mark of high efficiency in Canada since 2001. Using proper marks and terminology ensures brand consistency and protects consumer confidence. Here is what you need to know:

MARKS

Key Guidelines

- Participants are responsible for proper use of the marks.
- The coloured mark is preferred and should always appear as 100% cyan.
- The ENERGY STAR name and marks are not to be used to imply endorsement.
- The ENERGY STAR name and marks cannot be used in an organization's name, logo, product name, etc.

The marks

- Are only used by participants or organizations who have authorization.
- Cannot be altered or distorted.
- Can be resized, as long as proportions are the same and text is legible.
- Need a clear space around them at all times.

Certification Mark



CORRECT

- ✔ Label that represents certified products, homes, or buildings.
- ✔ Used only on or beside certified products, homes or buildings, including in digital formats (content features/descriptions, etc.).

INCORRECT

- ✘ This is not a promotional mark and cannot be used to imply participation in the program or to advertise the program.

Participation Mark



- ✔ Promotional mark used to represent the participation in the Products and New Homes program.
- ✔ Can be used in email signatures, web landing pages, newsletters, business cards, etc.

- ✘ Does not identify a product, home, or building as certified.

Promotional Marks



- ✔ Educational and promotional marks used to highlight and inform others about the program's benefits.
- ✔ Can be used for promoting the benefits of energy efficiency and the ENERGY STAR program in blogs, social media content, publications, etc.

- ✘ Cannot be used to identify a product, home, or building as certified.

Linkage Phrase Marks



- ✔ Promotional marks used to show that an organization sells and offers consumers general information about certified products and homes.
- ✔ Can be featured in flyers, pamphlets, banners, websites, training materials, etc. Often used in-stores.

- ✘ Cannot be used to identify a product, home, or building as certified.

TERMINOLOGY

Key Guidelines

- The ENERGY STAR name should always appear in all capital letters and as two words.
- There should be no space between the words “ENERGY STAR” and the registration symbol (®).
- The registration symbol (®) must be used the first time the words “ENERGY STAR” appear, and the registration symbol should then be repeated in a document for each chapter title or web page.
- The registration symbol should always be in superscript (®).
- Once a product has earned the certification, the wording “ENERGY STAR certified” precedes the naming of the product.

The following highlights some common mistakes when writing about the ENERGY STAR program, along with the correct forms.

CORRECT

First time the words appear:

✓ ENERGY STAR®

Subsequent usage of the words:

✓ ENERGY STAR

Example:

✓ ENERGY STAR® (...) ENERGY STAR (...) ENERGY STAR

INCORRECT

✗ ENERGY STAR®

✗ ENERGY STAR ®

✗ ENERGY STAR ®

✗ ENERGY STAR™

✗ ENERGY STAR^{MD}

✗ ENERGYSTAR

✗ ENERGY STAR® (...) ENERGY STAR® (...) ENERGY STAR®

✗ Energy Star®

✗ Energy Star ®

✗ Energy Star®

✗ Energy Star

✗ Energystar

✗ ESTAR

✗ ES

Earning the ENERGY STAR certification

CORRECT

Example:

✓ ENERGY STAR certified TV
("TV" used as a product example)

INCORRECT

✗ ENERGY STAR qualified TV

✗ ENERGY STAR compliant TV

✗ ENERGY STAR rated TV

✗ ENERGY STAR TV

Please refer to the **ENERGY STAR Canada Brand Book** for full mandatory guidelines on brand usage.

The ENERGY STAR name and symbol are trademarks registered in Canada by the United States Environmental Protection Agency and are administered and promoted by Natural Resources Canada.