Guidelines for using the ENERGY STAR® Most Efficient Mark

The ENERGY STAR Most Efficient Mark is an extension of the ENERGY STAR brand and is designed to recognize and advance the most efficient products among those that qualify for the ENERGY STAR. This recognition is offered for specific categories and awarded for a specific year. The goal of this effort is to encourage new, more energy-efficient products into the market more quickly by targeting early adopters.

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.

The purpose of this document is to lay out the specific rules to use this mark.These guidelines supplement the *ENERGY STAR Brand Book*, which organizations have already committed to abide by as part of their partnership with EPA. These guidelines were developed to ensure that the ENERGY STAR Most Efficient Mark is used correctly.

USING THE ENERGY STAR MOST EFFICIENT MARK

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

CORRECT USE:

- Highlight a product that has been recognized as ENERGY STAR Most Efficient.
- The mark may be resized, but the proportions must be maintained. For legibility in print, EPA recommends that the ENERGY STAR symbol block within the mark not be reproduced smaller in width than .375 inch (3/8").
- A clear space of .333 (1/3) the height of the mark should surround the mark at all times. No other graphic elements, such as text and images can appear in this area. This spacing is mandatory since the mark may appear within materials using complex imagery, such as other marks, graphic devices, and text.
- The mark should always appear in ENERGY STAR Blue (100% Cyan), whether on the Web or in print materials.

INCORRECT USE:

- Do not use the mark or name in association with products that have not been recognized as ENERGY STAR Most Efficient, including products with applications pending.
- Do not use the mark or name on products or product packaging.
- Do not use the mark or name to denote ENERGY STAR partnership or endorsement.
- Do not alter the lock up of the mark.
- Do not rotate the mark.
- Do not separate any of the mark's elements.
- Do not violate the clear space of the mark.
- Do not display the mark in any color besides ENERGY STAR Blue (100% Cyan).
- Do not use the mark and/or name on:
  - Buildings
  - Business Cards
  - Homes
  - Letterhead
  - Non-Product specific promotional materials
  - Stationery
  - Vehicles

EPA
United States Environmental Protection Agency

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PREFERRED TEXT

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.

EXAMPLES

PREFERRED TEXT ON A RETAILER WEBSITE:

USING THE MARK IN A RETAILER DISPLAY:

CORRECT	INCORRECT
• Products that are recognized as the Most Efficient of ENERGY STAR in [YEAR] prevent greenhouse gas emissions by meeting rigorous energy efficiency performance levels set by the U.S. Environmental Protection Agency • Company [X] produces/sells a product that has been recognized by EPA as Most Efficient in [YEAR] • Product X has been designated as one of the Most Efficient ENERGY STAR certified products in [YEAR] • Awarded the ENERGY STAR Most Efficient Mark in [YEAR] • Refrigerator (or washing machine, etc.) has been awarded ENERGY STAR Most Efficient for [YEAR] • ENERGY STAR Most Efficient [YEAR] recognition • ENERGY STAR Most Efficient [YEAR] criteria • Recognized as the Most Efficient of ENERGY STAR in [YEAR]	• Product X has been recognized as the Most Efficient of ENERGY STAR in [YEAR] (application pending) • Company X, a company endorsed by EPA/DOE • Endorsed by EPA/DOE • EPA/DOE-endorsed • An EPA/DOE approved seller of • EPA/DOE-approved • An ENERGY STAR (or Most Efficient) recommended product • An ENERGY STAR Most Efficient company • A Most Efficient company • Winner of the Most Efficient award • Most Efficient compliant refrigerator • Most Efficient certified refrigerator • Most Efficient rated refrigerator • Refrigerator (or washing machine) has "won" the Most Efficient label

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AS A REMINDER, WHEN WRITING ABOUT ENERGY STAR:

- The ENERGY STAR name should always appear in all capital letters and as two words.
- 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.
- The ® symbol should always be in superscript.
- There should be no space between the words "ENERGY STAR" and the ® symbol.
- Companies must abide by all pertinent rules outlined in the *ENERGY STAR Brand Book* when using the ENERGY STAR mark with Most Efficient language. The *ENERGY STAR Brand Book* is available at energystar.gov/logouse.

ENERGY STAR REVIEW POLICY

- Print and online materials where the Certification Mark and the preferred text (as listed on the previous page) is placed next to products that have earned the ENERGY STAR Most Efficient Mark do not need to be approved.
- EPA must approve any major educational or promotional campaigns that feature the ENERGY STAR Most Efficient name or mark prior to final production or printing. The submitted materials will be reviewed for consistency with these guidelines within two (2) business days of receipt of the materials. Materials should be submitted to your Account Manager or primary program contact.

MARK VIOLATIONS

EPA actively monitors proper use of the ENERGY STAR name and marks, including the use of the ENERGY STAR Most Efficient Mark. The following explains the general course of action for addressing mark violations:

- Anyone who misuses the marks will be contacted in writing or by telephone.
- A reasonable amount of time will be given to correct the error(s) per EPA's discretion. The time frame will be dependent upon the medium in which the violation appeared and the severity of the violation.
- Follow-up will be conducted to ensure that the error(s) has/have been corrected. Failure to make the required change may result in withdrawal of recognition.

FOR MORE INFORMATION

- If you have questions regarding the use of the ENERGY STAR Most Efficient Mark, please email logo@energystar.gov.