

ATTACHMENT B

GUIDELINES FOR PROPER USE OF THE ENERGY STAR NAME AND INTERNATIONAL LOGO

The ENERGY STAR name and International Logo are US registered marks of the US EPA. As such, the name and logo may only be used in accordance with the following guidelines and the Memoranda of Understanding (MOU) or the European Commission Registration Form signed by Program Participants in the ENERGY STAR labelling program. Please distribute these guidelines to those who will be responsible for preparing ENERGY STAR materials on your behalf.

US EPA (and the European Commission, in the European Community Member States Territory) oversee proper use of the ENERGY STAR name and International Logo. This includes monitoring the use of the marks in the marketplace, and directly contacting those organisations that are using them improperly or without authorisation. Consequences of misusing the marks may include the termination of the Program Participant's participation in the ENERGY STAR labelling program, and, for products imported into the US improperly using the marks, the possible seizure by the US Customs Service of those goods.

I. INTRODUCTION

The ENERGY STAR name may be used for general educational purposes. The name may be displayed when describing the ENERGY STAR labelling program, such as in a special educational brochure, newsletter, annual report, or other article that provides the details of the program and the program's requirements. (See Section II below for more information.)

The International Logo may be used as a product label to designate specific products that meet the specifications contained in the ENERGY STAR MOUs or European Commission Registration Form. (See Section III below for more information.)

II. GENERAL EDUCATIONAL USE OF THE ENERGY STAR NAME

Program Participants are allowed to include the ENERGY STAR name in general educational or informational materials that discuss the ENERGY STAR labelling program. This includes brochures, newsletter articles, annual reports, etc.

III. USE OF INTERNATIONAL LOGO BY PROGRAM PARTICIPANTS AS A PRODUCT LABEL

A. Applying the International Logo to products

The International Logo is a certification mark and may only be used to certify specific products that have been determined to meet the ENERGY STAR labelling program requirements. For those specific products, the International Logo may be used directly on the product or on materials associated with the product, such as packaging or product inserts. In order to maintain the integrity of the International Logo, and the credibility of the ENERGY STAR labelling program, it is imperative that this basic rule not be broken.

Each ENERGY STAR Program Participant has signed an MOU or the European Commission Registration Form making it responsible for the proper use of the International Logo. This includes its own use of the International Logo, as well as use by its authorised representatives, e.g. advertising agencies, dealers, etc. Therefore, the Program Participant should make available these logo-use guidelines to any party that would be preparing materials on the Program Participant's behalf.

B. Using the International Logo in product advertisements

When preparing print advertisements or brochures, the International Logo should be placed on or directly adjacent to the compliant product. If only one product is pictured in the advertisement (and that product is compliant) the International Logo may be placed anywhere on the page. But if multiple products are pictured, the International Logo should be placed only next to those products which are compliant. The International Logo may not be placed along the bottom or side of the advertisement next to other general icons unless every product pictured in the advertisement is ENERGY STAR-compliant.

If the International Logo is used in a general advertisement for a product line where only certain models are compliant, the Program Participant should include language that clarifies the situation (e.g. 'The [product model name] meets the ENERGY STAR requirements') or the Program Participant may include specific language under each of the compliant models (e.g. include a bullet point 'ENERGY STAR-compliant' in a list of product attributes).

The only time a Program Participant may use the International Logo without making reference to a specific product is when the Program Participant is informing the public of the certification purpose of the mark. For example, the Program Participant may include a statement stating, 'Look for the (International Logo) on our products. It represents that the product meets the ENERGY STAR guidelines for energy efficiency.' In addition, under no circumstances shall the name or logo be used in a manner that would imply US EPA and/or the European Commission endorsement of the company, its products, or its services.

C. International Logo disclaimer statement

As described in the MOU and European Commission Registration Form, when the International Logo is used by a Program Participant, it shall always be accompanied by the following statement: 'As an ENERGY STAR Program Participant, (your company name) has determined that this product meets the ENERGY STAR guidelines for energy efficiency.' The disclaimer statement must accompany the logo, but it does not have to appear side-by-side; the phrase may be placed where normal explanatory information is found. For example:

- Print advertisements or posters: The disclaimer statement may be placed with other standard trademark and registration information at the bottom of the advertisement where other companies' products are recognised (e.g. 'Product X is a registered trademark of XYZ Corp.; As an ENERGY STAR Program Participant, XYZ Corp. has determined that this product meets the ENERGY STAR guidelines for energy efficiency').
- On brochures and manuals, the phrase must appear with the first use and/or in the front section with the recognition of other trademarks.
- When the logo is applied directly to the product, the Program Participant may place this statement in the user's manual or on the nameplate.
- If the logo appears on the product packaging, the Program Participant is not required to include the disclaimer statement on the packaging; rather, the Program Participant may use the disclaimer statement in the user's manual, or in other collateral sales and marketing materials.
- As a general rule, the type must be visible – at a minimum 2.5-point type size.

IV. REPRODUCTION OF THE INTERNATIONAL LOGO

The International Logo is available in color and in black and white on disk in two graphic formats: .EPS (Encapsulated Postscript) and .BMP (Bitmap). These files are for distribution to your customer graphics department. The .EPS version can be used on both PC and Mac computers. (.TIF format is also available upon request.)

As described in all of the ENERGY STAR MOUs and the Registration Form, the International Logo shall not be altered, cut apart or separated in any way. Following are more detailed guidelines:

- The logo may be resized, but please maintain the same proportions.
- The colors of the 4-color logo must be reproduced faithfully (4-color process).

- The 4-color logo may be reproduced in black and white shading.
- The simplified outline or 'line art' logo may be reproduced in the following manner:
 - black or white on solid colors,
 - one-color version in the color of your choice,
 - two-color version, with colors from the 4-color version, e.g. blue and yellow, green and blue, yellow and blue.

V. REGISTERED MARK

As noted above, the ENERGY STAR name and International Logo are US registered marks of the US EPA. When using the ENERGY STAR name or International Logo in communications and marketing materials, the Program Participant must do the following:

- When referring to the ENERGY STAR labelling program or its Program Participants, the ENERGY STAR name must always be expressed in capital letters. It is also appropriate to use a slightly larger point size for the first letter of each word, e.g. 12-point for the E and S, and 10-point for the other letters – ENERGY STAR.
- The Program Participant must indicate the registered status of the marks by including the registered symbol (®) each time the ENERGY STAR name or International Logo appears in the US market in a brochure, advertisement, poster, product packaging, etc. (i.e. ENERGY STAR®). (Please note that in US EPA-developed materials where the phrase ENERGY STAR is used repeatedly, such as the logo-use guidelines, the registered symbol will only appear once so as not to distract the reader.)

– AND –

The Program Participant may provide in the US market the registered mark statement: 'ENERGY STAR is a US registered mark'. Similar to the disclaimer statement, the registered mark statement may be placed where normal explanatory information is found (e.g. at the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure, or on the product packaging).

VI. OTHER ENERGY STAR LOGOS (NOT FOR USE BY OFFICE EQUIPMENT PROGRAM PARTICIPANTS)

The International Logo is the only logo that Program Participants should use on their products. This version of the logo does not include any text or acronyms. Please call US EPA (or the European Commission in European Community Member States Territory) if you need a diskette copy of the logo mailed to you.

It is likely that you have seen other versions of the logo in the marketplace. These logos are either obsolete or are for use with other ENERGY STAR product areas. Please do NOT use the following logos:

OBSOLETE LOGO
IN OTHER PROGRAMS
(HVAC, HOMES, ETC.)



LOGO FOR USE BY PARTICIPANTS



VII. ADDITIONAL QUESTIONS REGARDING THE USE OF THE LOGO

ENERGY STAR Hotline

In the US call toll-free: 1-888-STAR-YES (1-888-782-7937)

Outside of the US call: 202 775-6650

Fax: 202 775-6680

EUROPEAN COMMISSION

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