



Guidelines for Reproducing, Applying and Using the ENERGY STAR® Symbol in Canada

March 2011

These guidelines have been developed in accordance with the requirements set out in Canada's Administrative Agreement with the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE). The Agreement calls for consistent use of the symbol to:

- identify products that meet ENERGY STAR high-performance levels; and
- promote the ENERGY STAR symbol in educational and promotional material.

All Participants in Canada's ENERGY STAR Initiative are responsible for the proper use of the ENERGY STAR name and symbol. This includes their own use of the name and symbol as well as use by their authorized representatives, such as advertising agencies and suppliers.

The responsible agents in your organization must read and understand these guidelines and apply them when designing and producing material that promotes ENERGY STAR.

Note: Window and door manufacturers and their dealers should refer to the document entitled Labelling and Promotional Guidelines for ENERGY STAR Qualified Windows, Doors and Skylights Sold in Canada for additional details on the correct use of the ENERGY STAR symbol for these products.



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1. Registration of the ENERGY STAR name and symbol in Canada

The EPA has officially registered the ENERGY STAR name and symbol in Canada with the Canadian Intellectual Property Office. Natural Resources Canada (NRCan) is responsible for promoting and monitoring the use of the ENERGY STAR name and symbol in Canada. Monitoring entails overseeing the use of the symbol in the marketplace and communicating directly with entities that misuse it. You may use the name and symbol only in accordance with the following guidelines and by signing a **Participant Administrative Arrangement** or **letter of permission**.

Misuse of the name and symbol may result in termination of the Participant Arrangement. In addition, the U.S. Customs Service may seize products exported to the U.S. if they display the ENERGY STAR symbol incorrectly, according to EPA guidelines.

2. ENERGY STAR Review Policy

NRCan must review and approve any educational or promotional materials that feature the ENERGY STAR name or symbol before final production or printing to ensure consistency with the guidelines. Materials should be submitted to your account manager or primary contact, who will ensure timely turnaround of review.



Guidelines for Using the ENERGY STAR Symbol

3. ENERGY STAR Identity

The ENERGY STAR identity consists of two parts:

- the ENERGY STAR name and
- the ENERGY STAR symbol.

The words "ENERGY STAR" must always appear in capital letters:

ENERGY STAR®

To indicate the registered status of the mark, the registered symbol (®) must be used with the ENERGY STAR name as follows:

- The ® symbol should always be in superscript.
- There is no space between the words "ENERGY STAR" and the ® symbol.
- Repeat the ® symbol in a document for each chapter title or Web page.
- Include the ® symbol the first time the ENERGY STAR name appears in a brochure, advertisement, poster, product packaging or the material for distribution in Canada.

Note: *In documents prepared by NRCAN and the EPA that use the phrase "ENERGY STAR" repeatedly, such as these guidelines, it is possible to display the registered symbol only on the first mention of "ENERGY STAR", provided that the documents are not intended for the general public. Documents that are intended for the general public should follow the above guidelines concerning the registered mark.*

The ENERGY STAR Symbol



The ENERGY STAR symbol consists of a graphic block and accompanying messaging block.

The words "ENERGY STAR" and the ENERGY STAR symbol must never be used in a manner that

- suggests that NRCAN or any other government body endorses a particular organization, company or product;
- promotes products that are not ENERGY STAR qualified; or
- disparages NRCAN or any other government body.



4. Educational Use of the ENERGY STAR Name and Symbol

As a Participant, you may include the ENERGY STAR name and the promotional version of the symbol in general educational or informational materials that describe ENERGY STAR and its requirements, such as brochures, newsletters and annual reports.

The ENERGY STAR name or symbol cannot be placed alongside other product or association logos in a publication or brochure that would give the impression that NRCan endorses the organization, unless the name or symbol is accompanied by an explanatory statement. If you use ENERGY STAR information received from NRCan, the following credit line must appear in all publications:

© Reproduced with permission of the Minister of Natural Resources Canada, 20XX.

Note: "20XX" represents the year of publication of the document.

Reproduction of ENERGY STAR information from NRCan must appear as received, without any changes or modifications.

Instructions on how to obtain details and/or further information on the ENERGY STAR Initiative in Canada must appear as follows:

For information on Canada's ENERGY STAR Initiative, call the toll-free publications line of Natural Resources Canada's Office of Energy Efficiency at 1-800-387-2000, or visit the Web site at www.energystar.nrcan.gc.ca.

For joint funding initiatives, the "Canada" wordmark must appear, as stipulated in the *Communications Policy of the Government of Canada*. Please ensure that you comply with Federal Identity Program requirements. For further information, visit the Treasury Board Secretariat Web site.

Canada



5. Using the ENERGY STAR Symbol as a Product Label

Canada is promoting three versions of the ENERGY STAR symbol:

- **The certification version** – the only version allowed for labels on qualified products.
- **The promotional version** – used in promotional material. It may also be used for educational and promotional purposes.
- **The participant version** – used only by Participants to highlight their involvement in the initiative.

All three versions are available in 100 percent cyan (blue), black and white, and white. The EPA promotes other symbols in the U.S., but only the versions of the ENERGY STAR symbol that are shown in these guidelines are promoted in Canada.

Applying the Certification Version of the ENERGY STAR Symbol to Products

Only the certification version of the ENERGY STAR symbol may be used to identify products that meet ENERGY STAR specifications.



To maintain the integrity of the symbol and the credibility of ENERGY STAR, the symbol may be used only to designate products that have met ENERGY STAR specifications. You may use the symbol directly on these products or on materials associated with them, such as packaging or product inserts.

The certification symbol can only be used:

1. on qualified products, their packaging, and inserts into the product packaging;
2. on qualified production line fenestration models only if the label also shows the zone(s) of qualification;
3. anywhere in electronic and printed media with multiple products if they are all ENERGY STAR qualified;
4. directly beside or on qualified products in electronic and printed media that contain non-qualified products;

In all other cases, such as when a number of logos are grouped together, one of the promotional symbols must be used. Example:





Other promotional symbol examples:



Using the ENERGY STAR Symbol in Product Advertisements

When preparing print advertisements or brochures, place the certification version of the ENERGY STAR symbol on, or directly adjacent to, the illustration of the qualified product. If only one product is pictured in the advertisement – and that product is ENERGY STAR qualified – you may place the symbol anywhere on the page. However, if more than one product is pictured, you must place the symbol on the illustrations of qualified products only. Do not place the symbol along the bottom or side of the page next to other general icons (logos), unless every product displayed on the page meets ENERGY STAR specifications.

When you use the certification version of the ENERGY STAR symbol in a general advertisement for a product line in which only certain models are qualified, use language that clearly identifies those models. For example:

The [product model name] meets or exceeds ENERGY STAR specifications.

Alternatively, include specific language under each of the qualified models. For example, add the bulleted point "ENERGY STAR qualified" to a list of product attributes.

The only time you may use the ENERGY STAR symbol without referring to a specific product is when you are informing the public of the certification purpose of the symbol. For example, include the following statement:

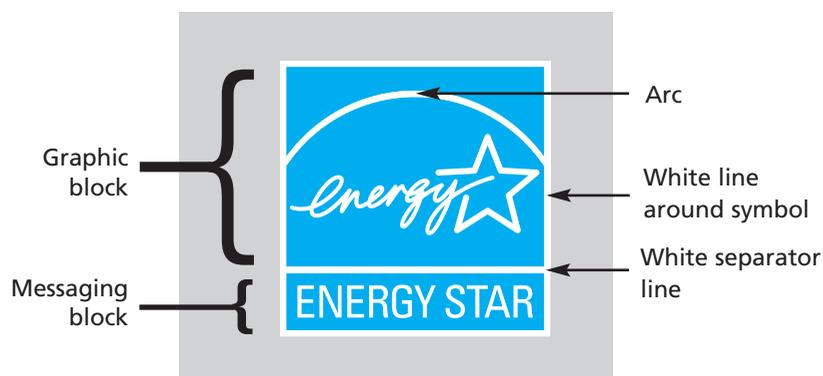
Look for the ENERGY STAR® on our products. It shows that the product meets ENERGY STAR guidelines for energy efficiency.



6. Reproducing the ENERGY STAR Name and Symbol

The symbol comprises the ENERGY STAR graphic block and the attached messaging block. The two blocks are separated by a single white rule equal in thickness to the arc within the graphic. The symbol also has a white line around it that is equal in thickness to the arc within the graphic. This applies to all versions of the symbol.

ENERGY STAR Symbol:



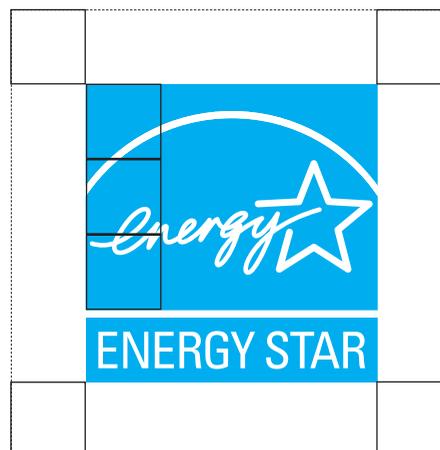
The different versions of the symbol – in 100 percent cyan (blue), in black and white and in white – are supplied to Participants electronically in various graphic formats: .EPS (Encapsulated PostScript) for use on personal computers (PCs) and Macintosh computers, JPG (JPEG – Joint Photographic Experts Group), BMP (Bitmap) and TIF (TIFF – Tagged Image File Format). Distribute these files to your graphics department and/or supplier.

Integrity of the Symbol

The symbol must never be altered, cut apart, separated or otherwise distorted in perspective or appearance in any way. The word "ENERGY" in the symbol must always appear in English.

Clear Space

Text must not run into or through the symbol. If the symbol is placed over a strongly patterned background, a clear area needs to be created around the symbol for clarity. This area should be equivalent to one third (1/3) the height of the graphic block. No other graphic element, such as text and images, should appear in this area.





Guidelines for Using the ENERGY STAR Symbol

Minimum Size

Although the symbol can be resized, constant proportions must be maintained. To ensure legibility for print applications, the graphic block of the symbol should not be reproduced to a size smaller than 1 cm in width.



Minimum width

For Web applications, legibility of the wording inside the messaging block must be maintained.

Colour Specification

The colour for the ENERGY STAR symbol is 100 percent cyan (blue). The equivalent Web colour is hex colour #0099FF. Black or dropped-out white versions are also allowed. If colour printing is available for advertising, product literature, point-of-purchase materials, etc., the symbol should be printed in 100 percent cyan (blue). If cyan is not available, an alternate version in black is allowed.

Preferred:



100 percent cyan on colour background or photographic image

Optional:



Black on colour background or photographic image



Dropped-out on colour background



Dropped-out on photographic image



Guidelines for Using the ENERGY STAR Symbol

Incorrect use of the ENERGY STAR Symbol

In the examples below, the ENERGY STAR symbol has been modified. These uses are deemed **unacceptable**.

Distorted symbols:



Distorted symbol



Distorted symbol



Distorted symbol

Altered symbols:



Altered symbol



Altered symbol



Altered symbol

Improper use of the symbol or the symbol should not be placed on a busy background:



Improper



Improper use on a busy background

Other Versions of the ENERGY STAR Symbol

Canada also promotes a **promotional version** and a **participant version** of the symbol. The guidelines in this document also apply to these versions.



Guidelines for Using the ENERGY STAR Symbol

These versions of the ENERGY STAR symbol are designed for promotional use only and may not be used as labels to identify ENERGY STAR qualified products. Both versions are available in vertical format (preferred) and in horizontal format (for optional use to meet graphic design requirements).

Promotional Version of the ENERGY STAR Symbol

Preferred:

Optional:



Either the English or the French tag lines can appear first. The order in which the bilingual tag lines appear is as follows:

- when the text is entirely English, the order is English, then French (High Efficiency / Haute efficacité); and
- when the text is entirely French, the order is French, then English (Haute efficacité / High Efficiency).

Participant Version of ENERGY STAR Symbol

You can promote your participation in Canada's ENERGY STAR Initiative by using the participant version of the symbol.

Preferred:

Optional:





7. Using the ENERGY STAR Name in a Body of Text

When you introduce ENERGY STAR in a text (such as a press release), you must emphasize its Canadian identity, as follows:

- English – The ENERGY STAR® Initiative in Canada.
- French – L'Initiative de haute efficacité ENERGY STAR® au Canada.

You may also express the ENERGY STAR symbol in the body of the text, as follows:

- English – The ENERGY STAR® symbol or registered mark.
- French – Le symbole de haute efficacité ENERGY STAR®, ou la marque de commerce enregistrée.

8. Using the ENERGY STAR Symbol Adjacent to the EnerGuide Label

ENERGY STAR high-performance levels are defined for five types of household appliances that must have an EnerGuide label:

- refrigerators (top-mount, side-by-side and bottom-mount models);
- freezers;
- clothes washers;
- dishwashers; and
- room air conditioners.

Appliances become ENERGY STAR qualified products when they meet:

- the minimum energy efficiency requirements, as set out in the *Energy Efficiency Act* and *Energy Efficiency Regulations*; and
- the prescribed ENERGY STAR performance levels, as determined by NRCan.

If you are a manufacturer and/or dealer whose products meet ENERGY STAR performance levels, you can choose to insert the ENERGY STAR symbol on the EnerGuide label. If the EnerGuide label and/or information appear with the ENERGY STAR symbol, credit is to appear in the publication as follows:

© The EnerGuide label and text is produced with permission of the Minister of Natural Resources Canada, 20XX. The ENERGY STAR® mark is administered and promoted in Canada by Natural Resources Canada.

Note: "20XX" represents the year of publication of the document.



ENERGY STAR
HIGH EFFICIENCY
HAUTE EFFICACITÉ

The International ENERGY STAR® Symbol in Canada

Guidelines for Using the ENERGY STAR Symbol

Labelling Guidelines for EnerGuide

The EnerGuide label (its correct use, placement, size and colour) and design considerations are described in *EnerGuide Labelling Instructions for Appliances and Room Air Conditioners – Revised April 2005*.

For information on EnerGuide labelling or to obtain electronic versions of the EnerGuide label or a dual EnerGuide / ENERGY STAR label, contact

Kelly-Anne Chisholm
Chief, Compliance Operations
Office of Energy Efficiency
Natural Resources Canada
1 Observatory Crescent, Building 1
Ottawa ON K1A 0E4
Tel.: 613-947-7352
Fax: 613-947-5286
E-mail: kchisholm@nrcan.gc.ca

9. For Questions About Using the ENERGY STAR Symbol

For more information about the ENERGY STAR symbol, contact your account manager.



ENERGY STAR
HIGH EFFICIENCY
HAUTE EFFICACITÉ

The International ENERGY STAR® Symbol in Canada

Guidelines for Using the ENERGY STAR Symbol

10. Useful Terminology When Describing ENERGY STAR

Here are some guidelines and examples to follow when writing or talking about ENERGY STAR

Correct	Not Acceptable
ENERGY STAR® labelled (product name) (e.g. TV)	An ENERGY STAR® (product name)
ENERGY STAR® qualified (product name)	ENERGY STAR® compliant (product name) ENERGY STAR® certified (product name) ENERGY STAR® rated (product name)
Product with/bearing the ENERGY STAR® symbol	ENERGY STAR® product (e.g. TV)
Product with/bearing the ENERGY STAR® registered trademark	ENERGY STAR® products (referring to an array of products)
Products displaying the ENERGY STAR® symbol	ENERGY STAR® equipment Endorsed by Natural Resources Canada
Products displaying the ENERGY STAR® registered trademark	Meeting ENERGY STAR® standards

Here are some examples for writing and talking about ENERGY STAR performance guidelines

Correct	Not Acceptable
ENERGY STAR® guidelines	ENERGY STAR® standards*
ENERGY STAR® specifications	ENERGY STAR® requirements
ENERGY STAR® performance levels	NRCan-approved
Voluntary program	NRCan-endorsed Received endorsement from NRCan

***Note:** talking about the Government of Canada's *Energy Efficiency Standards*, the use of the term "standards" is correct.



ENERGY STAR
HIGH EFFICIENCY
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The International ENERGY STAR® Symbol in Canada

Guidelines for Using the ENERGY STAR Symbol

Terminologie utile pour décrire ENERGY STAR

Voici quelques lignes directrices et exemples à suivre en matière de rédaction ou de communication concernant ENERGY STAR

Correct	Inacceptable
Un (nom du produit) portant le symbole de haute efficacité ENERGY STAR® (p. ex., un téléviseur)	Un (nom du produit) ENERGY STAR®
Un (nom du produit) homologué ENERGY STAR® Un (nom du produit) répondant aux exigences ENERGY STAR® Un (nom du produit) conforme aux exigences ENERGY STAR®	Un (nom du produit) conforme à ENERGY STAR® Un (nom du produit) certifié ENERGY STAR® Un (nom du produit) coté ENERGY STAR®
Produits portant le symbole de haute efficacité ENERGY STAR®	Produit ENERGY STAR® (p. ex., un téléviseur)
Produits portant la marque de commerce enregistrée ENERGY STAR®	Produits ENERGY STAR® (en parlant d'une gamme de produits)
Produits affichant le symbole de haute efficacité ENERGY STAR®	Équipement ENERGY STAR® Produits appuyés par Ressources naturelles Canada
Produits affichant la marque de commerce enregistrée ENERGY STAR®	Produits respectant les normes ENERGY STAR®

Voici quelques lignes directrices et exemples à suivre en matière de rédaction ou de communication concernant ENERGY STAR

Correct	Inacceptable
Lignes directrices ENERGY STAR	* Normes ENERGY STAR
Critères d'admissibilité ENERGY STAR	Exigences ENERGY STAR
Critères d'efficacité ENERGY STAR	Approuvé par RNCan
Programme volontaire	Appuyé par RNCan A obtenu l'appui de RNCan

* **Nota :** Lorsqu'on parle des *Normes d'efficacité énergétique du gouvernement du Canada*, l'utilisation du terme « normes » est adéquate.