



THE ENERGY STAR[®] CANADA BRAND BOOK

Using the ENERGY STAR identity to maintain
and build value in Canada

May 2021



TABLE OF CONTENTS

03 INTRODUCTION

05 USING THE ENERGY STAR® MARKS

09 Using The Certification Mark

13 Using The Promotional Marks

14 Using The Linkage Phrase Marks

15 Using The Participant Mark

16 Using The Most Efficient Mark

17 Using The Portfolio Manager Mark

18 Using The Canada Award Mark

19 ENERGY STAR CHALLENGES

19 EPA SPECIAL APPLICATIONS

20 ENERGY STAR STYLE GUIDE

24 ENERGY STAR TERMINOLOGY

27 ENERGY STAR STYLE GUIDE *FOR GOVERNMENT OF CANADA EMPLOYEES*

WHAT IS ENERGY STAR®?

ENERGY STAR was established by the United States Environmental Protection Agency (EPA) in 1992. Natural Resources Canada (NRCan) became an international partner of the program in 2001 and administers and promotes use of the ENERGY STAR name and symbol in Canada under an agreement with the EPA.

ENERGY STAR Canada is a voluntary partnership between the Government of Canada and more than 1,000 organizations working to use our natural resources more wisely through greater energy efficiency. Behind each ENERGY STAR label is a product, home, building or industrial facility that is independently certified to use less energy, thereby producing fewer of the emissions that contribute to climate change.

ENERGY STAR Canada is Canada's simple choice to save energy, save money and protect our planet.

The ENERGY STAR program started in Canada with product labelling, and now includes over 80 product categories, ranging from fridges to lighting and even electrical vehicle chargers. The ENERGY STAR for New Homes program was introduced in Canada in 2005, focusing on certifying the construction of energy efficient homes. 2013 saw the introduction of the ENERGY STAR Portfolio Manager energy benchmarking tool for commercial and institutional buildings, followed by the complementary launch of the building certification program in 2018. Meanwhile, in 2017, the ENERGY STAR for Industry program launched with certification and a challenge component. Finally, a pilot program for new multifamily high rise buildings was launched in 2018.

THE BRAND BOOK

The ENERGY STAR Canada Brand Book provides instructions on how the ENERGY STAR marks and ENERGY STAR name should be used in Canada. This book also presents examples of common mark uses and misuses, as well as how to report improper use of the mark to the Government of Canada.

Whether you are manufacturing and selling ENERGY STAR certified products, building certified home benchmarking buildings or industrial facilities for certification, or communicating your organization's commitment to energy efficiency, these instructions are for you.

The ENERGY STAR brand is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. Ensuring that the marks are used properly protects every ENERGY STAR participant's investment in the program and consumer confidence in the ENERGY STAR brand.

Thanks for your commitment to following these instructions, and to energy efficiency in Canada

-The ENERGY STAR Canada Team

energystar@canada.ca

The ENERGY STAR and PORTFOLIO MANAGER names and the ENERGY STAR symbol are trademarks registered in Canada by the United States Environmental Protection Agency and are administered and promoted by Natural Resources Canada (NRCan).



ENERGY STAR® Review Policy

As noted in participant administrative arrangements and builder licences (ENERGY STAR for New Homes, ENERGY STAR for Multifamily High Rise Program [New Construction] and ENERGY STAR for Products) and in certification letters (ENERGY STAR for Buildings and ENERGY STAR for Industry), participants and stakeholders are obligated to follow the instructions found in this document.

Proactive review of ENERGY STAR related materials helps both the program and our partners protect the brand. To avoid inadvertent misuse of the ENERGY STAR® marks, **Natural Resources Canada (NRCan) requests that participants and stakeholders submit any promotional materials that feature ENERGY STAR for review prior to final production or printing**, particularly if the marks are being used in a new way.

Materials for review or any questions regarding the proper use of the trademarks should be submitted to the participant's Account Manager or via email at energystar@canada.ca. We are committed to reviewing your request and providing feedback within five business days.

Protecting the ENERGY STAR name and marks in Canada

The Government of Canada has proudly administered and promoted the ENERGY STAR program in Canada since 2001 through NRCan's Office of Energy Efficiency. While the EPA has registered the ENERGY STAR name and mark as trademarks with the Canadian Intellectual Property Office, NRCan's agreement with the EPA requires NRCan to monitor use of the brand in the Canadian marketplace.

Monitoring entails overseeing how the ENERGY STAR name and marks are used and communicating directly with organizations that misuse them. Misuse of the name and symbol may result in termination of the participant arrangement, termination of your building's or facility's certification and reporting the misuse to the EPA. In extreme cases, the U.S. Customs and Border Protection may seize products imported into the U.S. if they display the ENERGY STAR mark incorrectly, and/or the Canadian Competition Bureau may be requested to investigate instances of fraud.

To report potential trademark violations, please email us at energystar@canada.ca.

ENERGY STAR Canada Brand Book vs. the U.S. EPA ENERGY STAR Brand Book

These brand instructions were created to address differences in the size, scale and scope of the programs in Canada and the United States. The ENERGY STAR Canada Brand Book should be the primary source of branding instructions for participants targeting the Canadian marketplace. The EPA's ENERGY STAR Brand Book should continue to be the primary source of branding instructions for partners targeting the U.S. marketplace.



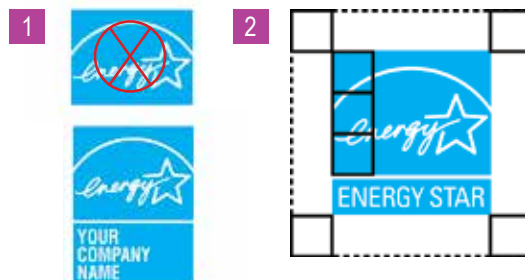
USAGE

USING THE ENERGY STAR[®] MARKS

The ENERGY STAR program is a partnership between private and public sector organizations and the Government of Canada. Through this partnership, organizations may receive authorization to use one or more of the ENERGY STAR trademarks.

Each ENERGY STAR® mark is designed for a specific purpose, and falls under the following four categories:

1. **Certification Mark;**
2. **Participant Mark;**
3. **Promotional Mark; and,**
4. **Linkage Phrase Marks.**



To use these marks, organizations must have an official relationship with NRCan.




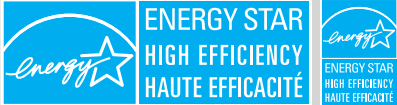


- ENERGY STAR for Products and ENERGY STAR for New Homes organizations must sign a “participant administrative arrangement” or “builder licence” and be an active participant in NRCan’s ENERGY STAR Canada program. If you are not sure if your organization is a participant, consult our participant list on our website or your account manager.
- Service organizations and builders in the ENERGY STAR Multifamily High Rise Program (New Construction) must sign a “license agreement” with Natural Resources Canada’s (NRCan).
- ENERGY STAR for Industry and ENERGY STAR for Buildings stakeholders must successfully certify a building or industrial facility.

In limited circumstances, organizations such as media or environmental organizations that do not have a “participant administrative arrangement” or “license agreement” in place can request permission to use specific marks for promotional purposes. Contact us at energystar@canada.ca for further information.

GENERAL RULES

In addition to the specific rules for each mark, organizations must also abide by the following general rules for the use of the ENERGY STAR name and all forms of its marks:

1. The marks may not be altered, rotated, cut apart, or otherwise distorted. **1**
2. The ENERGY STAR name and marks may not be used to imply that NRCan, Government of Canada, Environmental Protection Agency, U.S. Government or ENERGY STAR has endorsed or approved an organization, its products, or its services.
3. Neither the marks, nor any portion thereof, nor any reference to the ENERGY STAR name may be used in an organization’s name or logo, product name or logo, service name or logo, or website domain name.
4. The marks may not be used in a manner that would disparage ENERGY STAR, NRCan, EPA or any other entity.
5. The marks may not be associated with products, homes, buildings or industrial facilities that are not ENERGY STAR certified.
6. Participants and other authorized organizations are responsible for their own proper use of the ENERGY STAR marks, as well as use by their representatives, such as ad agencies, contractors, and companies that produce promotional items on their behalf.
7. NRCan requires that a clear space surround the mark at all times. No other mark elements, such as text or images, should appear directly next to the mark. **2**
8. The marks may be resized, but the proportions must be maintained. The lettering inside the marks must remain legible when reproduced for print or electronic formats.
9. The colour for the marks is 100% cyan; the Web colour equivalent is hex colour #00AEEF. Alternate versions in black or white drop out are allowed, but cyan is preferred. The marks should not be used as an outline, nor should they appear in the same colour as the background (i.e. a cyan mark should not be used on a cyan background).

ENERGY STAR® Mark Visual Overview		For Buildings	For Industry	For New Homes	Multifamily High Rise (New Construction)	For Products	Media, Other organizations
Certification Mark 	Used as a label on products, homes and buildings/ industrial facilities that have been verified to meet ENERGY STAR requirements. <i>Refer to page 9 for further guidance</i>	✓	✓	✓	✓	✓	✗
Participant's Mark 	Used to promote an organization's commitment to and partnership in either the ENERGY STAR for Products or ENERGY STAR for New Homes programs. It may not be used to identify a particular product, home, building or industrial facility as ENERGY STAR certified. <i>Refer to page 15 for further guidance</i>	✗	✗	✓	✗	✓	✗
Promotional Marks  	Used in educational and promotional materials intended to inform others about the benefits of the ENERGY STAR program. It may be used on materials that promote the benefits of energy efficiency with ENERGY STAR but do not identify a specific product, home, building, or industrial facility as ENERGY STAR certified. <i>Refer to page 13 for further guidance</i>	✗	✗	✓	✓	✓	✓
		✗	✗	✓	✓	✓	✓
Linkage Phrase Marks  	Used in promotional materials to show that an organization offers ENERGY STAR certified products and homes, rather than to identify a particular product, home, building, or industrial facility as ENERGY STAR certified. <i>Refer to page 14 for further guidance</i>	✗	✗	✓	✗	✓	✗
		✗	✗	✓	✓	✓	✓

COMMON EXAMPLES OF INCORRECT USE

All marks 1

- Using any mark on or near a product, home, building or facility that has **not** earned the ENERGY STAR®.
- Using any mark to promote a product, home, building, or facility that is energy efficient, but not ENERGY STAR certified.
- Using any mark to promote a product, home, building, or facility that is not eligible for ENERGY STAR certification.

Certification Mark

- Using the Certification Mark on advertisements featuring products that are not ENERGY STAR certified.

Participant Mark 2

- Using the U.S. EPA's Partner Mark, rather than the Canadian Participant Mark, for promotional activities targeting Canadian consumers solely.
- Using the Participant Mark if your organization is not an active ENERGY STAR participant (i.e. does not have a current participant administrative arrangement).
- Using the Participant Mark on or adjacent to a product, product packaging, home, building or industrial facility.
- Using the Participant Mark in promotional materials to imply that a product, home, building or industrial facility is ENERGY STAR certified.

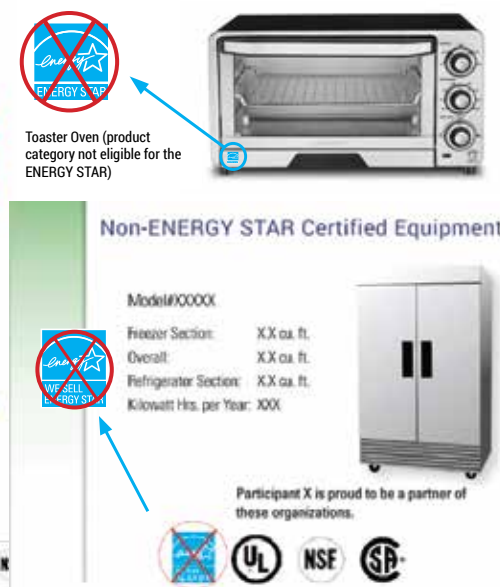
Promotional Marks 3

- Using the Promotional Marks to imply endorsement of a product, home, building or facility by ENERGY STAR or to indicate or imply that a product, home, building or facility is ENERGY STAR certified.

Linkage Phrase Marks 4

- Using the Linkage Phrase Marks to imply partnership with ENERGY STAR or to imply that a product is ENERGY STAR certified.

1 Participant ENERGY STAR, Inc.





USING THE ENERGY STAR® CERTIFICATION MARK

This mark is available to any organization that has:

- Signed a participant administrative arrangement or builder licence (for ENERGY STAR for Products and ENERGY STAR for New Homes), is currently active in the ENERGY STAR Canada program, and has one or more products or homes certified as ENERGY STAR.
- Signed a license agreement, had their building verified to meet ENERGY STAR requirements and received confirmation that the building is successfully certified (for ENERGY STAR Multifamily High Rise [New Construction]).
- Successfully certified a building or industrial facility, after having submitted a signed application and received confirmation from NRCAN that the building is certified (for ENERGY STAR for Buildings and ENERGY STAR for Industry).

EXAMPLES OF CORRECT USE



CORRECT USE

The certification mark is used as a label on products, homes, buildings and industrial facilities that have been verified to meet ENERGY STAR requirements.

Uses of the certification mark include:

- Advertisements, point-of-purchase materials, social media and other promotional materials when used on or near a certified product, home, building or facility.
- Product literature or a web page that identifies a certified product, home, building or facility;
- Certified products or product packaging *Refer to the “special conditions” section on the following pages for guidance on how to use the mark with the EnerGuide label.*
- **For ENERGY STAR certified new homes**, a label is placed on the home’s electrical panel or given to the homeowner by the builder.
- **For ENERGY STAR Multifamily High Rise (New Construction)**, a label is placed on the exterior of the certified building, in a window or door facing the exterior of the residential lobby or within the building’s residential or residential associated space (e.g. the lobby entrance to the residential portion of the building).
- **For ENERGY STAR certified buildings or industrial facilities**, NRCAN provides a label for placement on the exterior of the certified building or facility, or in a window or door facing the exterior of the certified building or facility. This label can also be used on banners and flags inside or outside the certified building or facility.

INCORRECT USE

In addition to the ENERGY STAR general rules on page 6, please observe the following rules when using the ENERGY STAR certification mark:

- Do not use near non-certified products, homes, buildings or industrial facilities in advertisements or other promotional materials;
- Do not use on homes, buildings or industrial facilities that have not been certified as ENERGY STAR;
- Do not use on non-product specific promotional materials;
- Do not use on cars, vans, or other vehicles.

Using The ENERGY STAR® Certification Mark

SPECIAL CONDITIONS

For product-specific labelling requirements, please review the product specification for full details.

EnerGuide Label

All major home appliances and room air conditioners sold in Canada, including all ENERGY STAR certified models, are required by Canada's *Energy Efficiency Regulations* to have an EnerGuide label. This is different from the yellow "EnergyGuide" labels used in the U.S. marketplace. Product brand owners can choose to show an ENERGY STAR certification version of the mark beside the EnerGuide label or use a dual EnerGuide / ENERGY STAR label.

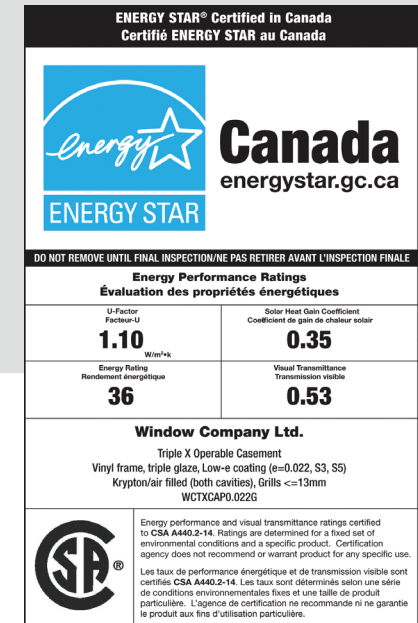
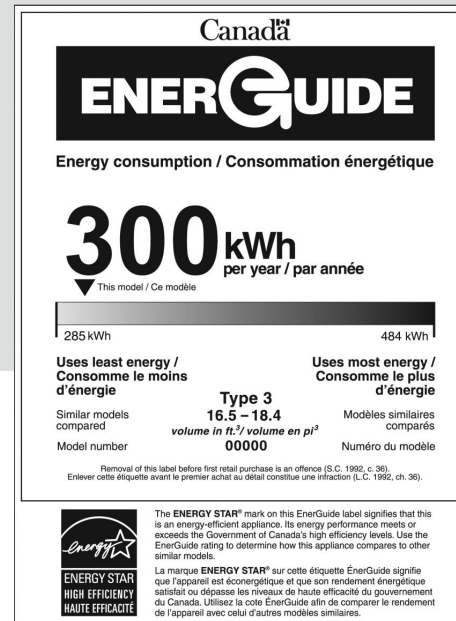
Product brand owners may also choose to use an EnerGuide label on regulated heating, ventilating and air conditioning (HVAC) equipment, including ENERGY STAR certified models, as a voluntary information tool. They may show an ENERGY STAR certification version of the mark beside the EnerGuide label.

More information on using the EnerGuide label in Canada can be found here: <https://www.nrcan.gc.ca/energy-efficiency/energy-efficiency-products/manufacturers-importers/12513>.

Windows

All certified windows, doors and skylights must display the ENERGY STAR product certification label in accordance with the [Guidelines for the labelling of ENERGY STAR® certified windows, doors and skylights sold in Canada](#). The product certification label includes the certification mark and illustrates the region(s) in which the label applies, unless it applies to all regions in Canada.

SAMPLE ENERGUIDE & WINDOW LABEL



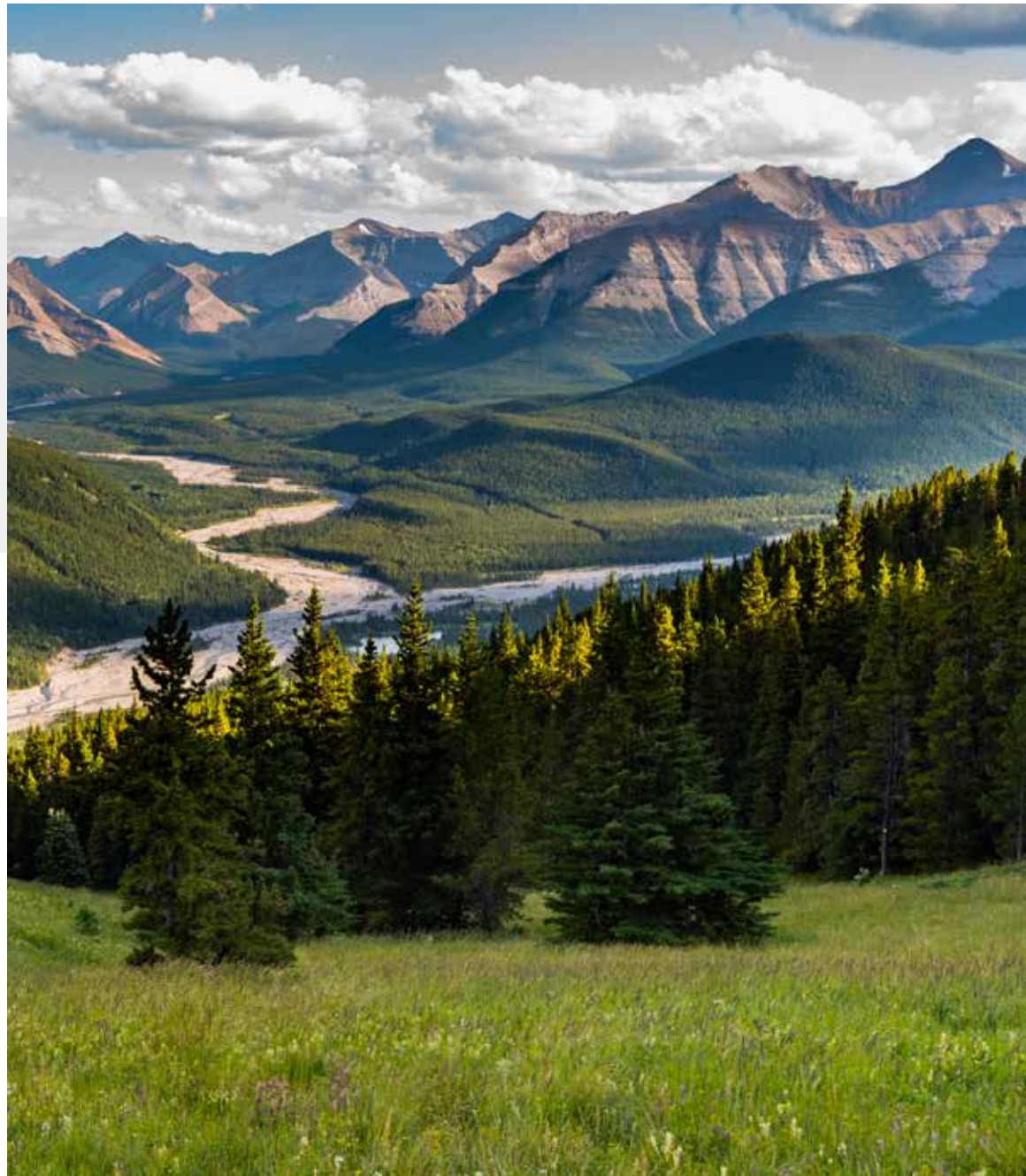
Electronics

The following minimum guidelines apply to electronic labelling as an alternative to physical product labelling:

1. The certification mark must appear at system start-up for a minimum of 10 second unless the product start-up process is shorter. In these cases, the mark should show for as much time as possible, but for no less than five second.
2. The certification mark must appear in cyan, black, or white, and meet the rules for legibility and visibility as described on page 6.
3. As display screens come in a variety of sizes and capabilities, the certification mark must be at least 10 percent of the total screen size, but may not be smaller than 76 pixels x 78 pixels and must be clearly legible.

Banners and Flags in Buildings and Industrial Facilities

The ENERGY STAR year-specific certification mark can only be used by a building or industrial facility that has met NRCan's ENERGY STAR requirements and has been awarded use of the mark. A parent corporation is responsible for any subsidiary using this graphic in accordance with these requirements. Parent companies and non-awarded buildings/industrial facilities are not allowed to use or post the ENERGY STAR certification mark. An awarded building/facility can display the ENERGY STAR certification mark on banners or flag inside or outside the building in any desired quantity.



Using The ENERGY STAR® Certification Mark

MULTIFAMILY HIGH RISE (NEW CONSTRUCTION)

Upon confirmation from NRCan that all program requirements have been met and verified, licensee or his/her representative may identify or promote the high-rise Multifamily High Rise (New Construction) (MFHR) building as ENERGY STAR certified, as specified below. *This section refers to “Part 3 Buildings” (as per the National Building Code of Canada). For low-rise multi-unit residential buildings (specifically buildings that qualify as a “Part 9 Building” per the National Building Code of Canada), such as stacked townhomes, the language elsewhere in this document that refers to “New Homes” applies.*

CORRECT USE

*The certification mark can only be used **post construction**.*

When identifying MFHR buildings that have earned the ENERGY STAR, proceed with the following guidelines:

- For MFHR buildings where dwelling units and residential associated space consist of 100% of the building square footage, the licensee may identify the building as ENERGY STAR certified on the exterior of the building.
- For MFHR buildings with commercial associated space, the licensee may identify the building as ENERGY STAR only within the building’s residential or residential associated space (e.g. the lobby entrance to the residential portion of the building).

When promoting or marketing a project as ENERGY STAR, follow the guidelines below:

- For MFHR buildings where dwelling units and residential associated space consist of 100% of the building square footage, the licensee may promote the project, building and the individual units in the building as ENERGY STAR certified in advertising and other promotions.
- For MFHR buildings with commercial associated space, the licensee may only promote the units within the certified building as ENERGY STAR certified units in advertising and other promotions.



INCORRECT USE

In addition to the ENERGY STAR general rules on page 6, please observe the following rules when using the ENERGY STAR certification mark for units in MFHRs

- Do not use to promote participation in the ENERGY STAR MFHR program in general advertisements and marketing materials.
- Do not use on stationery, email signatures, pins, hats, and other promotional items.
- Do not use on vehicles.
- Do not use on building plans.



USING THE ENERGY STAR® PROMOTIONAL MARKS

These marks are available to any organization that has signed a participant administrative arrangement, license agreement or builder licence (for ENERGY STAR for Products, ENERGY STAR for New Homes, and ENERGY STAR Multifamily High Rise [New Construction]) and is currently active in the ENERGY STAR Canada program. They are currently not available to ENERGY STAR for Buildings and ENERGY STAR for Industry stakeholders.

They are also [available upon request](#) for members of the media or other organizations interested in communicating about ENERGY STAR.

EXAMPLES OF CORRECT USE



CORRECT USE

The promotional marks may be used in educational and promotional materials that are intended to raise awareness of the ENERGY STAR Canada program. They may be used in any materials that promote the benefits of improved energy efficiency with ENERGY STAR.

When promoting ENERGY STAR in Francophone markets, use the French versions of the promotional marks.

Uses of the promotional marks include:

- Promotional and educational campaign materials designed to convey the benefits of the ENERGY STAR program;
- Advertisements, point-of-purchase materials, social media graphics and other promotional materials that do not identify a particular product, home, building or industrial facility as ENERGY STAR certified;
- Pins, hats, shirts and other promotional materials;
- Web pages that provide organization-wide information, such as an “About Us” page or “About ENERGY STAR” page; and,
- Company cars, vans, or other vehicles.

INCORRECT USE

In addition to the ENERGY STAR general rules found on page 6, please observe the following rules when using the ENERGY STAR promotional marks:

- Do not use on a product, home, building, industrial facility or related packaging. The certification mark should be used to identify a certified product, home, building or industrial facility as ENERGY STAR.
- Do not use in association with any product, home, building or industrial facility to signify or suggest certification with ENERGY STAR.
- Do not use near non-certified products, homes, buildings or industrial facilities in promotional materials; and,
- Do not use in materials without including the participant/stakeholder name and/or logo.



USING THE ENERGY STAR® LINKAGE PHRASE MARKS

The “We Sell ENERGY STAR” and “Ask About ENERGY STAR” marks are available to any organization that has signed a participant administrative arrangement or builder licence (only for ENERGY STAR for Products and ENERGY STAR for New Homes) and is currently active in the ENERGY STAR Canada program. Only the “Ask About ENERGY STAR” mark is available to organizations with a license agreement (ENERGY STAR Multifamily High Rise [New Construction]). These marks are currently not available to ENERGY STAR for Buildings and ENERGY STAR for Industry stakeholders.

Only the “Ask About ENERGY STAR” linkage phrase mark is [available upon request](#) for members of the media or other organizations interested in communicating about ENERGY STAR.

EXAMPLES OF CORRECT USE



CORRECT USE

The linkage phrase marks should be used in marketing and promotional materials to show that an organization offers ENERGY STAR certified products, builds ENERGY STAR certified new homes, or builds ENERGY STAR Multifamily High Rises (New Construction). The marks may be used on promotional materials designed to provide consumers general information about ENERGY STAR certified products, homes and high-rises, rather than to identify a particular product, home or building as ENERGY STAR.

If multiple models or homes are featured in an advertisement and some do not meet the ENERGY STAR requirements, the “We Sell ENERGY STAR” or “Ask About ENERGY STAR” marks may be used to indicate that ENERGY STAR products or homes are available without identifying specific models.

Uses of the linkage phrase marks include:

- Advertisements, point-of-purchase materials, social media graphics and other promotional materials that do not identify a particular product as ENERGY STAR certified;
- Stationery, such as letterhead, email signatures, and business cards;
- Web pages that do not identify a particular product as ENERGY STAR certified;
- Company cars, vans, or other vehicles; and,
- The “Ask About ENERGY STAR” mark may be used in association with homes or Multifamily High Rises (New Construction) being built to earn the ENERGY STAR certification.

INCORRECT USE

In addition to the ENERGY STAR general rules found on page 6, please observe the following rules when using the ENERGY STAR linkage phrase marks:

- Do not use on a product, home, building, industrial facility or related packaging. The certification mark should be used to identify a certified product, home, building or industrial facility as ENERGY STAR.
- Do not use near non-certified products, homes, buildings, or industrial facilities in promotional materials; and,
- Do not use in materials without including the participant/stakeholder name and/or logo.



USING THE ENERGY STAR® PARTICIPANT MARK

This mark is similar to the “ENERGY STAR Partner” mark in the U.S. It is available to any organization that has signed a participant administrative arrangement or builder licence (only for ENERGY STAR for Products and ENERGY STAR for New Homes) and is currently active in the ENERGY STAR Canada program. This mark is currently not available to organizations in the ENERGY STAR certified Multifamily High Rise program, and ENERGY STAR for Buildings and ENERGY STAR for Industry stakeholders.

EXAMPLES OF CORRECT USE



CORRECT USE

The participant mark helps ENERGY STAR participants communicate their commitment to the ENERGY STAR program and energy efficiency in Canada.

Uses of the participant mark include:

- Annual reports;
- Social media graphics that focus on the organization’s participation in the program;
- Stationery (hard and soft, including email signatures); and,
- Web pages that provide organization-wide information, such as an “About Us” page.

INCORRECT USE

In addition to the ENERGY STAR general rules found on page 6, please observe the following rules when using the ENERGY STAR participant mark:

- Do not use on a product, home, building, industrial facility or related packaging. The certification mark should be used to identify a certified product, home, building or industrial facility as ENERGY STAR;
- Do not use on promotional materials, advertisements, social media graphics, or web pages in association with any product, home, building or industrial facility to signify or suggest ENERGY STAR certification. The certification mark should be used to identify a certified product, home, building or industrial facility as ENERGY STAR;
- Do not use near non-certified products, homes, buildings, or industrial facilities in promotional materials;
- Do not use to imply that all of an organization’s products, homes, buildings, or industrial facilities are ENERGY STAR certified;
- Do not use on cars, vans, or other vehicles;
- Do not use if your organization is not an active ENERGY STAR participant; and,
- Organizations that are ENERGY STAR Canada Participants are asked not to use EPA’s “PARTNER” mark for materials targeted at the Canadian marketplace.



USING THE ENERGY STAR® MOST EFFICIENT MARK

If an organization targeting the Canadian market has not signed a participant administrative arrangement it cannot use the ENERGY STAR Most Efficient Mark.

This mark is designed to recognize a select group of ENERGY STAR products as the best of the best for energy savings and innovation. The goal of this effort is to recognize products that deliver cutting-edge energy efficiency along with the latest in technological innovation – a simple choice for those seeking the very best of both.

Each year, NRCan works with the EPA to establish criteria for specific product categories to earn ENERGY STAR Most Efficient recognition. Products that earn ENERGY STAR Most Efficient recognition must already qualify for the ENERGY STAR label.

EXAMPLES OF CORRECT USE



CORRECT USE

Uses of this mark include advertisements, social media graphics, product literature, web pages, point-of-purchase materials, and other promotional materials that highlight these products.

When writing about products that have been recognized, please use the following language: "Recognized as the Most Efficient of ENERGY STAR [YEAR]." This language can also be used to highlight ENERGY STAR Most Efficient products on the web and in print materials.

INCORRECT USE

In addition to the ENERGY STAR general rules found on page 6, please observe the following rules when using the ENERGY STAR Most Efficient mark:

- Do not use the designation or name in association with products that have not been recognized as Most Efficient, including products with applications pending;
- Do not use the designation or name on products or product packaging;
- Do not use the designation or name to denote ENERGY STAR partnership or endorsement;
- Do not use the designation and name on: buildings, industrial facilities, homes, business cards, letterhead, stationery, email signatures, non-product specific promotional materials, vehicles.



USING THE ENERGY STAR® PORTFOLIO MANAGER® MARK

This mark can be used to promote the use of the tool and practices that, when used together, improve the energy performance of a building. This mark is available to all interested stakeholders. Those without a formal relationship with NRCan can email a logo request to energystar@canada.ca.

The ENERGY STAR® Portfolio Manager® wordmark is a registered trademark in Canada owned by the U.S. EPA. Please refer to the following rules when communicating about ENERGY STAR Portfolio Manager:

- The ENERGY STAR name should always precede the Portfolio Manager name the first time the words appear;
- The registration symbol (®) must be used after both ENERGY STAR and Portfolio Manager the first time that either one of them appears in a heading/title and then in the text (i.e. ENERGY STAR® Portfolio Manager®);
- The registration symbol should always be in superscript;
- There should be no space between “Portfolio Manager” and the registration symbol;
- The registration symbol should be repeated in a document for each chapter title or Web page; and,
- ENERGY STAR Portfolio Manager should never be portrayed as an acronym (e.g. PM or ESPM).



CORRECT USE

This mark may be used in educational and promotional materials that are intended to raise awareness of the ENERGY STAR Portfolio Manager tool. It may be used in materials that promote the benefits of measuring and tracking energy performance with ENERGY STAR Portfolio Manager.

INCORRECT USE

In addition to the ENERGY STAR general rules found on page 6, please observe the following rules when using the ENERGY STAR Portfolio Manager mark:

- Do not use on a building. The certification mark should be used to identify a building as ENERGY STAR certified;
- Do not use in association with any product, home, building, or industrial facility to signify or suggest certification with ENERGY STAR; and,
- Do not use near non-certified products, homes, buildings or industrial facilities in promotional materials.



USING THE ENERGY STAR[®] CANADA AWARD MARK

Customized marks created to recognize ENERGY STAR Canada award winners are available from NRCan, and may only be used by the winning organizations for which they were created.



CORRECT USE

The ENERGY STAR Canada Award mark helps ENERGY STAR Canada award winners communicate their commitment to the ENERGY STAR program and energy efficiency in Canada, and highlights their exceptional achievements in promoting the brand.

Uses of the Award mark include:

- Annual reports;
- Social media graphics that focus on the organization's win;
- Stationery (hard and soft, including email signatures);
- Web pages that provide organization-wide information, such as an "About Us" page, or a news story on a blog celebrating the win;

INCORRECT USE

In addition to the ENERGY STAR general rules found on page 6, please observe the following rules when using the customised award mark:

- Do not use on a product, home, building, industrial facility or related packaging. The certification mark should be used to identify a certified product, home, building, or industrial facility as ENERGY STAR;
- Do not use on promotional materials, advertisements, or web pages in association with any product, home, building or industrial facility to signify or suggest ENERGY STAR certification. The certification mark should be used to identify a certified product, home, building, or industrial facility as ENERGY STAR;
- Do not use near non-certified products, homes, buildings or industrial facilities in promotional materials;
- Do not use to imply that all of an organization's products, homes, buildings or industrial facilities are ENERGY STAR certified; and
- Do not use on cars, vans, or other vehicles.

ENERGY STAR® Challenges

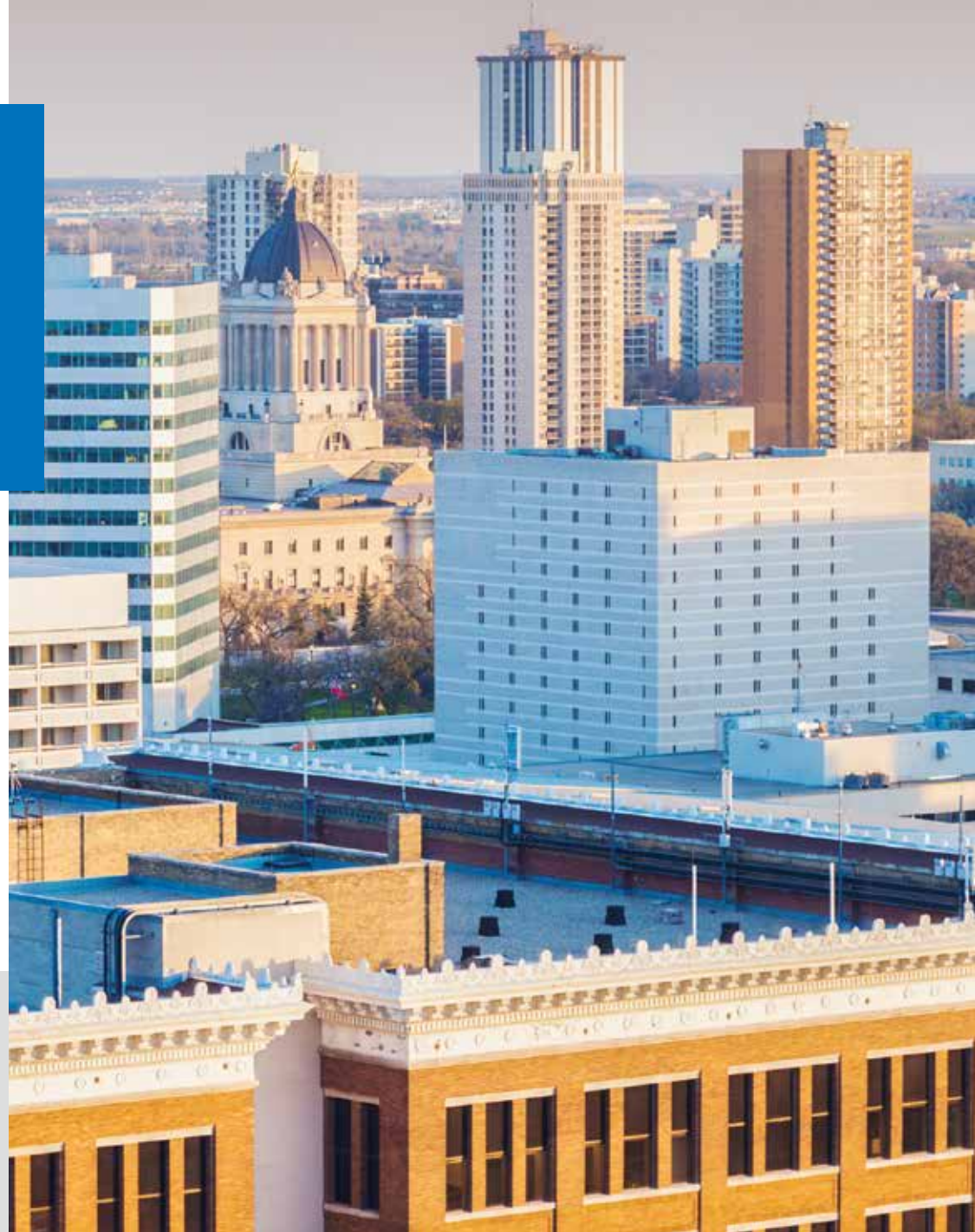
Participation in Canadian ENERGY STAR challenges does not automatically grant stakeholders status in the greater ENERGY STAR certification program, including access to the family of ENERGY STAR marks. Challenge participants should refer to the challenge rules and guidelines for full logo rules.

SPECIAL APPLICATIONS

EPA-recognized laboratories, certification and accreditation bodies

The ENERGY STAR marks are not available for use by laboratories, certification and accreditation bodies. However, EPA-recognized laboratories, certification, and accreditation bodies may use one of the approved sentences below:

- “XYZ Laboratories is recognized by EPA to test [product name] for the ENERGY STAR program.”
- “XYZ Accreditation is recognized by EPA to accredit laboratories for the testing of [product name] for the ENERGY STAR program.”
- “XYZ Certification is recognized by EPA to certify [product] for the ENERGY STAR program.”





Style Guide

ENERGY STAR[®] STYLE GUIDE

In addition to using the marks correctly, ENERGY STAR Canada participants and stakeholders are asked to follow some key stylistic guidelines.

ENERGY STAR® STYLE GUIDE

The terminology instructions in the section “ENERGY STAR Terminology” (page 24) are mandatory, while the guidelines in this section are strongly recommended practices.

Writing and Talking About ENERGY STAR

For people and organizations seeking the benefits of greater energy efficiency and protecting the planet, ENERGY STAR Canada is the simple choice. NRCan recommends that ENERGY STAR participants and stakeholders build the following four broad messages into outreach materials to help convey the full range of ENERGY STAR benefits.

1. ENERGY STAR Canada is the simple choice for energy efficiency.
2. Behind each ENERGY STAR label is a product, building, industrial facility, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change.
3. ENERGY STAR Canada is a voluntary government program administered by Natural Resources Canada that provides unbiased information to organizations and consumers about cost-effective, energy-efficient products, practices and services.
4. Since 2001, Canadians have looked to NRCan’s ENERGY STAR program for guidance on how to save energy, save money, and protect the planet. Join the millions who are already making a difference at energystar.gc.ca.

Sharing ENERGY STAR Content

Beyond the sharing of the ENERGY STAR marks that this guide explains, participants and stakeholders are encouraged to share energy efficiency messaging produced by ENERGY STAR (e.g. infographics, web content, videos). In cases where similar content has been produced by ENERGY STAR Canada and U.S. EPA ENERGY STAR, and you are communicating with Canadian consumers, we encourage you to share Canadian content.

To reproduce ENERGY STAR Canada related passages of text, infographics, or other graphics developed by NRCan, you must submit your request to energystar@canada.ca. We will help you obtain the proper permissions. If you are sharing ENERGY STAR Canada information on social media, a simple “@ mention” will suffice (please refer to section “Social Media” for further details).

When sharing facts and figures from ENERGY STAR Canada resources, including from our website and publications, please credit us as the source (e.g. “According to ENERGY STAR Canada, administered by the Government of Canada, ENERGY STAR certified fridges use 10% less energy than standard models”).

To reproduce ENERGY STAR content developed by the U.S. EPA, contact energystar@canada.ca.



SOCIAL MEDIA

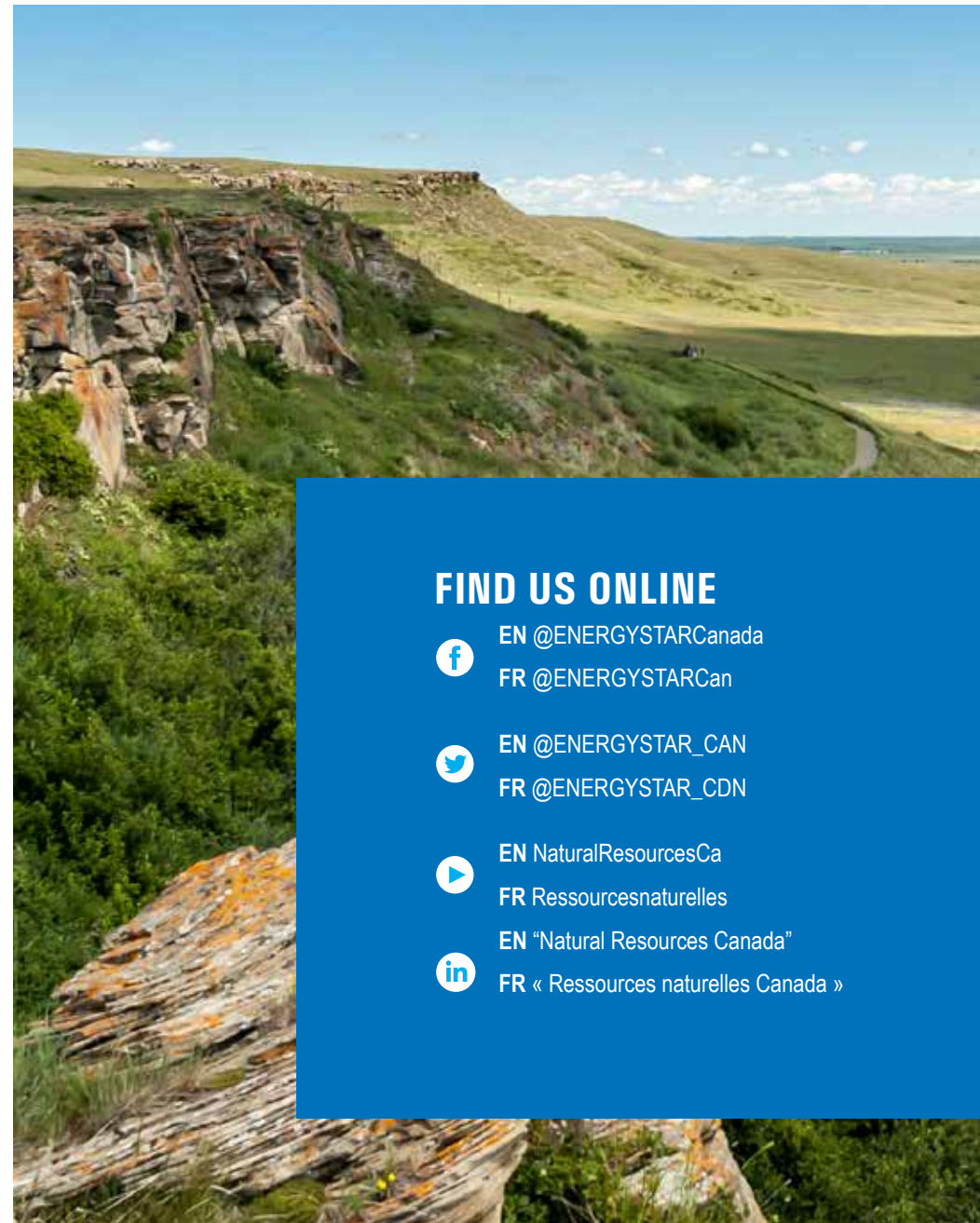
NRCan encourages participants and stakeholders to promote their ENERGY STAR® certified products, homes, buildings, and industrial facilities - as well as their involvement in the program - on social media. In addition to following the ENERGY STAR general rules on page 6, and following the rules for each mark, please also use the following guidance when using the words “ENERGY STAR”. Our goal at ENERGY STAR Canada on social media is to drive traffic to energystar.gc.ca.

CORRECT USE

- Use an ENERGY STAR Canada hashtag (e.g. #ENERGYSTARCanada, #ENERGYSTAR, #ENERGYSTARDay) or “@ mention” our official Canada Facebook and Twitter accounts (e.g. English Twitter: @ENERGYSTAR_CAN, French Twitter: @ENERGYSTAR_CDN) to share news relevant to the ENERGY STAR program.
- Tag us in images on Twitter and Facebook.
- Share content from energystar.gc.ca, rather than from energystar.gov, when similar content is available on both sites (e.g. product profiles, “how to” articles).
- Attribute ENERGY STAR Canada where relevant when sharing ENERGY STAR content, visuals, and other materials on social media platforms.

INCORRECT USE

- Do not use ENERGY STAR hashtags or ENERGY STAR conversation links in association with products, homes, buildings, or industrial facilities that have not earned the ENERGY STAR.
- Do not @ mention the EPA's ENERGY STAR accounts for content that is directed at the Canadian marketplace (e.g. @ENERGYSTAR, @ENERGYSTARbldgs, @ENERGYSTARHomes).
- Do not use “ENERGY STAR” to create a Facebook page identity or Twitter handle.



FIND US ONLINE



EN @ENERGYSTARCanada
FR @ENERGYSTARCan



EN @ENERGYSTAR_CAN
FR @ENERGYSTAR_CDN



EN NaturalResourcesCa
FR Ressourcesnaturelles



EN “Natural Resources Canada”
FR « Ressources naturelles Canada »

IMAGERY

Imagery is an important part of the ENERGY STAR® brand. When selecting imagery for use in materials that convey the benefits of ENERGY STAR, NRCan recommends using photographs that illustrate the program's goals – protecting the planet for future generations and collective participation by consumers, participants and stakeholders.

The following can be used as a guide for imagery selection:

- Use curved, wide-angle imagery, inspired by the curve in the ENERGY STAR certification mark. The curvature can be applied to any image with a horizon; **1**
- Show participation of or affiliation from an individual or individuals; **2**
- Suggest positivity, authenticity, and active involvement;
- Show simplicity rather than complexity; and,
- When using stock photography, avoid images that are clearly not Canadian (i.e. that use energy rating scales from the European Union or Australia, or that depict typical housing or products found only in Europe). **3** **4**



ENERGY STAR[®] TERMINOLOGY

NRCan requires participants and stakeholders to follow this terminology to not only ensure brand consistency but to meet our legal obligations with the EPA.



1. The ENERGY STAR name should always appear in all capital letters and as two words.
2. There should be no space between the words “ENERGY STAR” and the registration symbol (®).
3. 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.
4. The registration symbol should always be in superscript (®).

When writing about ENERGY STAR, please use the following language:

1. ENERGY STAR products are third-party certified by an EPA-recognized certification body.
2. ENERGY STAR certified new homes are evaluated, inspected and labelled by third-party energy advisors.
3. ENERGY STAR certified Multifamily High Rises (New Construction) are verified by a professional engineer or registered architect.
4. ENERGY STAR certified buildings and industrial facilities earn a score of 75 or higher on EPA’s 1-100 energy performance scale and are verified by a licensed professional engineer or registered architect.
5. Products/Buildings/Industrial Facilities that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency requirements set by Natural Resources Canada and the United States Environmental Protection Agency.
6. Homes that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency requirements set by Natural Resources Canada.
7. 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.

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

Correct	Incorrect
ENERGY STAR	<ul style="list-style-type: none"> • Energystar • ENERGYSTAR • EnergyStar • Energy Star • ESTAR • ES
Earning the ENERGY STAR	
ENERGY STAR certified TV	<ul style="list-style-type: none"> • ENERGY STAR qualified TV • ENERGY STAR compliant TV • ENERGY STAR rated TV • ENERGY STAR TV
TV that has earned the ENERGY STAR TV with/bearing/displaying the ENERGY STAR symbol	<ul style="list-style-type: none"> • ENERGY STAR rating • NRCan/EPA-approved • NRCan/EPA-endorsed • Meets ENERGY STAR standards • Endorsed by NRCan/EPA
<i>When referring to the full suite of products:</i> ENERGY STAR certified products	<ul style="list-style-type: none"> • ENERGY STAR TVs • ENERGY STAR products • ENERGY STAR equipment
ENERGY STAR certified homes	<ul style="list-style-type: none"> • ENERGY STAR home • ENERGY STAR compliant home • Comparable to ENERGY STAR • Constructed to meet ENERGY STAR requirements • Designed to be ENERGY STAR labelled or ENERGY STAR compliant

Correct	Incorrect
ENERGY STAR certified <ul style="list-style-type: none"> • Multifamily High-Rise (New Construction) • Certified Apartment building (New Construction) • Condo building (New Construction) • Units/apartments/condos 	<ul style="list-style-type: none"> • ENERGY STAR multi-unit residential building
ENERGY STAR certified building/ industrial facility	<ul style="list-style-type: none"> • ENERGY STAR building/plant label • ENERGY STAR labelled building/ plant • ENERGY STAR rated building/plant
Facility/Building/School/Home has earned NRCan's ENERGY STAR Products/homes/buildings/industrial facilities that have earned the ENERGY STAR	<ul style="list-style-type: none"> • ENERGY STAR rated home(s) • ENERGY STAR rating • Meeting ENERGY STAR standards <p><i>Note: The use of the term "standards" is acceptable only when referring to Canada's Energy Efficiency Standards, which pertain only to products.</i></p>
Performance Guidelines	
ENERGY STAR specifications (in reference to products)	<ul style="list-style-type: none"> • NRCan/EPA-approved • NRCan/EPA-endorsed
Built to ENERGY STAR for New Homes Standard	<ul style="list-style-type: none"> • Built to ENERGY STAR standards
ENERGY STAR requirements	<ul style="list-style-type: none"> • ENERGY STAR rated homes • ENERGY STAR rating

The following tables shows some common mistakes when writing about the ENERGY STAR® program, along with the correct forms (continued).

Correct	Incorrect
ENERGY STAR energy performance scale	<ul style="list-style-type: none"> Received an endorsement by NRCan/EPA Facility/Building/School has “won” the ENERGY STAR label
<p>Company [X] produces/sells a product that has been recognized by EPA as Most Efficient in [YEAR]</p> <p>Product X has been designated as one of the Most Efficient ENERGY STAR certified products in [YEAR]</p> <p>Awarded the ENERGY STAR Most Efficient Mark in [YEAR]</p>	<ul style="list-style-type: none"> An ENERGY STAR Most Efficient company A Most Efficient company Winner of the Most Efficient award An ENERGY STAR (or Most Efficient) recommended product
Participants	
An ENERGY STAR Canada participant	<ul style="list-style-type: none"> An ENERGY STAR company An ENERGY STAR partner (unless targeted at American marketplace)
Company X, an ENERGY STAR participant	<ul style="list-style-type: none"> Company X, a company endorsed by NRCan/EPA
A company participating in the ENERGY STAR program	<ul style="list-style-type: none"> An NRCan/EPA approved seller of ENERGY STAR equipment

Correct	Incorrect
ENERGY STAR for New Homes participant ENERGY STAR for New Homes builder	<ul style="list-style-type: none"> ENERGY STAR company ENERGY STAR qualified builde ESNH builder
<i>[ENERGY STAR for Buildings, ENERGY STAR for Industry, and ENERGY STAR Multifamily High-Rises (New Construction) stakeholders are not currently eligible for participant status]</i>	<ul style="list-style-type: none"> ENERGY STAR Commercial Real Estate/Small Business/etc. An ENERGY STAR plant/facility/ company
ENERGY STAR Certified Homes program	<ul style="list-style-type: none"> ENERGY STAR Homes Program ESNH Program
Portfolio Manager	
EPA’s online energy management and tracking tool, ENERGY STAR Portfolio Manager ENERGY STAR Portfolio Manager EPA’s ENERGY STAR Portfolio Manager	<ul style="list-style-type: none"> PortfolioManager PM or ESPM ENERGY STAR’s Portfolio Manager



ENERGY STAR® STYLE GUIDE

FOR GOVERNMENT OF CANADA EMPLOYEES

When Government of Canada employees develop communications materials such as brochures, fact sheets and social media posts, please use the following key components to promote a strong ENERGY STAR brand.

These are the same guidelines as those used by the EPA, in order to ensure consistency in how the brand is communicated across North America.

ENERGY STAR® MARKS

The ENERGY STAR marks are the most identifiable brand asset in Canada, with 92% brand recognition for the certification mark according to the most recent public awareness study (December 2020). The ENERGY STAR mark should be featured prominently in communications and marketing materials, as it is the most important visual component of the ENERGY STAR brand.

WRITING ABOUT ENERGY STAR – THE VOICE OF AUTHORITY

ENERGY STAR materials should include the voice of authority, which includes three elements:

1. A description of the ENERGY STAR program;
2. A mention that the ENERGY STAR Canada program is a government program administered in Canada by Natural Resources Canada; and
3. A clear call to action directing readers to visit the ENERGY STAR Canada website.

Sample Voice of Authority Language

ENERGY STAR Canada is the simple choice for energy efficiency. Since 2001, NRCan's ENERGY STAR program has been Canada's resource for saving energy and protecting the planet. Behind each blue label is a product, building, industrial facility, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Join the millions who are already making a difference at energystar.gc.ca.

ENERGY STAR Canada is the simple choice for energy efficiency. Since 2001, NRCan's ENERGY STAR program has been Canada's resource for saving energy and protecting the planet. Join the millions who are already making a difference at energystar.gc.ca.



Aa

UNIVERS CONDENSED Primary typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$

ARIAL NARROW Secondary typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$

TYPEFACE

The official typeface for published ENERGY STAR® materials is Univers Condensed. Where Univers Condensed is not available, please use Arial Narrow.

COLOUR PALETTE

A full spectrum of vibrant accent colours may be used in headline text and supporting copy. The signature cyan blue and medium grey are primaries, but are joined by a range of clean and bright jewel tones. These hues can appear as accent areas, transparent overlays, type colour, and icon colours to add emphasis, energy, and interest.



PANTONE COLOR BRIDGE
Cyan

CMYK 100/0/0/0

RGB 32/187/237



PANTONE COLOR BRIDGE
421 P

CMYK 13/8/11/26

RGB 32/187/237



PANTONE COLOR BRIDGE
361 CP

CMYK 77/0/100/0

RGB 44/179/74



PANTONE COLOR BRIDGE
375 CP

CMYK 46/0/90/0

RGB 149/201/79



PANTONE COLOR BRIDGE
107 CP

CMYK 0/0/92/0

RGB 255/242/31



PANTONE COLOR BRIDGE
185 CP

CMYK 0/93/79/0

RGB 238/56/62



PANTONE COLOR BRIDGE
152 CP

CMYK 0/66/100/0

RGB 243/119/32



PANTONE COLOR BRIDGE
1235 CP

CMYK 0/31/99/0

RGB 252/182/25



PANTONE COLOR BRIDGE
246 CP

CMYK 31/88/0/0

RGB 177/67/152



PANTONE COLOR BRIDGE
300 CP

CMYK 99/50/0/0

RGB 0/113/187



PANTONE COLOR BRIDGE
3262 CP

CMYK 76/0/38/0

RGB 0/184/176



IMAGERY

Where appropriate, imagery should bleed off the page and behind transparent overlay panels. This will maximize visual engagement, increase visual depth, and present a contemporary energy. Refer to section “Imagery” for further instructions about imagery.



ENERGY STAR® CANADA LEGAL STATEMENT

All materials produced by the Government of Canada that provide information about ENERGY STAR, including web content, brochures, newsletters, and banners, must include the following disclaimer.

- English: *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.*
- French: *Le nom et le symbole ENERGY STAR sont des marques de commerce déposées au Canada par l'Environmental Protection Agency des États-Unis et administrées par Ressources naturelles Canada qui en fait également la promotion.*

For Government of Canada materials that also make mention of ENERGY STAR Portfolio Manager, the following disclaimer must be used:

- English: *The ENERGY STAR and PORTFOLIO MANAGER names and the ENERGY STAR symbol are trademarks registered in Canada by the United States Environmental Protection Agency and are administered and promoted by Natural Resources Canada.*
- French: *Les noms ENERGY STAR et PORTFOLIO MANAGER et le symbole ENERGY STAR sont des marques déposées au Canada par l'Environmental Protection Agency des États-Unis, dont l'administration et la promotion relèvent de Ressources naturelles Canada.*

GOVERNMENT OF CANADA FEDERAL IDENTITY PROGRAM

While the ENERGY STAR Canada program is administered by NRCan, the brand is the legal property of the U.S. EPA. For public facing documentation, including reports, promotional material, and advertisements, NRCan staff must firstly use the instructions found in this EPA-approved Brand Book to ensure consistency with ENERGY STAR branding in other jurisdictions, and secondly, where appropriate, the Canada wordmark, as dictated by the Federal Identity Program. As a rule of thumb, one of the bilingual promotional marks should be used where possible (“LEARN MORE AT energystar.gc.ca” or “HIGH EFFICIENCY-HAUTE EFFICACITÉ”) to clearly identify the program as Canadian.