



Energy Efficiency and  
Conservation Authority  
Te Tari Tiaki Pūngao

# Using the ENERGY STAR® Marks

## Brand Guidelines for ENERGY STAR Partners



**New Zealand's  
Most Energy Efficient  
Products**

# Introduction



## **New Zealand's Most Energy Efficient Products**

These brand guidelines have been developed to help you use the ENERGY STAR Mark effectively and consistently, and gain value from your position as an ENERGY STAR partner.

The guidelines detail how to use the Mark on products, when promoting ENERGY STAR, and when promoting your involvement as an ENERGY STAR partner.

By following these guidelines, you're assisting us to maintain the integrity of the ENERGY STAR brand and help New Zealanders become more aware of the Mark.

# The ENERGY STAR Marks

There are three types of ENERGY STAR Mark available in New Zealand that you can use to promote your involvement.



ENERGY STAR  
Certification Mark



ENERGY STAR  
Partnership Mark



**New Zealand's  
Most Energy Efficient  
Products**

ENERGY STAR  
Promotional Mark



## **ENERGY STAR Certification Mark**

This Mark identifies ENERGY STAR qualified products that meet or exceed ENERGY STAR criteria.

The Certification Mark may only be applied to qualified products and:

- specific product literature developed for a qualifying product (e.g. point of sale brochures)
- web pages, and should be positioned as close to the qualifying product as possible
- specific product advertisements developed for a qualifying product
- advertisements, and should be positioned as close to the qualifying product as possible – refer to clear space requirements on page 13 of this guide
- packaging for qualified products.



## New Zealand's Most Energy Efficient Products

### ENERGY STAR Promotional Mark

This Mark may be used in material that promotes the ENERGY STAR programme. You can use this Mark when explaining what ENERGY STAR is, what the benefits are and why your company supports the programme.

The Promotional Mark may only be applied to:

- general product literature (e.g. point of sale brochures)
- product advertisements
- websites
- annual reports
- promotional material (e.g. trade shows, signage, t-shirts).



### ENERGY STAR Partnership Mark

This Mark may be used by any organisation that has signed a Partnership Agreement with the NZ ENERGY STAR programme.

The Mark enables you, as a partner organisation, to promote your involvement as an ENERGY STAR partner and your commitment to energy efficiency and the environment. You can include this Mark in material with your logo.

Some suggestions for use, but not limited to, are:

- websites
- advertising
- annual reports
- stationery.

# The ENERGY STAR Certification Mark: labelling guidelines

Only ENERGY STAR qualified products listed on the NZ ENERGY STAR website may be labelled with the ENERGY STAR Certification Mark.

For information relating to the ENERGY STAR qualified product approval process, refer to the NZ ENERGY STAR website [www.eeca.govt.nz/energy-star](http://www.eeca.govt.nz/energy-star)

The three label sizes available for use are:

## Whiteware

Large label –  
68.5mm h x 67mm w



## Heat Pumps

Medium label –  
37.8mm h x 37mm w



## Home Electronics/ Computers/CFL Packaging

Small label –  
16.3mm h x 16mm w



## Obtaining ENERGY STAR Certification Mark labels

To order labels, contact Rapid Labels on (09) 414 1700 or visit [www.rapidlabels.co.nz](http://www.rapidlabels.co.nz)

Products labelled outside of New Zealand under US ENERGY STAR standards for home electronics and office equipment may use black and white labels (refer page 11). However, the blue labels are the preferred option and will have greater brand recognition within New Zealand.

For more information on ENERGY STAR labelling, contact the NZ ENERGY STAR team at [info@energystar.govt.nz](mailto:info@energystar.govt.nz)

## Using ENERGY STAR in text

When using the ENERGY STAR name in text (such as brochures and web pages), it must always:

- Appear in CAPITAL LETTERS
- Appear with the ® mark in its first appearance in any text. The ® mark should always be in superscript.

# Reproduction of the ENERGY STAR Mark: colour and mono

The ENERGY STAR Marks must be reproduced in print or electronically in the approved colour – ENERGY STAR blue.

Only ENERGY STAR qualified home electronics and office equipment products labelled outside of New Zealand may use black and white labels.



## Approved colour



**Colour Swatch print:**  
Blue 100% Cyan



**Colour Swatch web:**  
Blue #0099FF



**Colour Swatch electronic:**  
R0 G153 B255

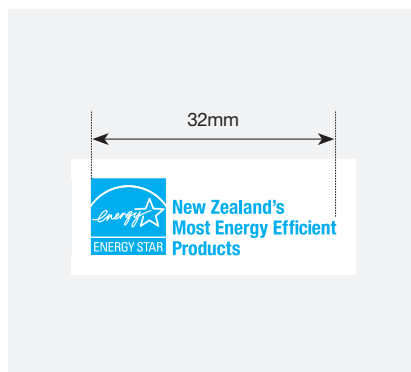
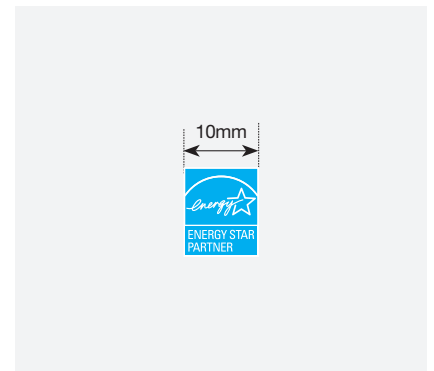
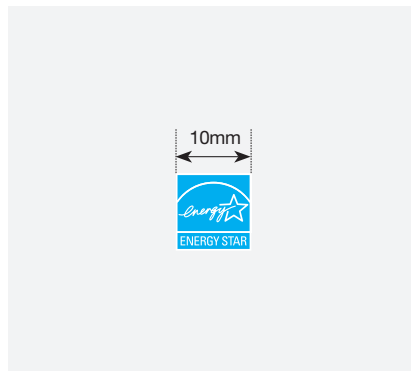
# The ENERGY STAR Marks: minimum size

The ENERGY STAR Marks may be resized but the proportions must be maintained. The minimum size allowed for print reproduction in all circumstances is 10mm. Lettering legibility must be maintained in other situations; for example web offset printing and online applications.

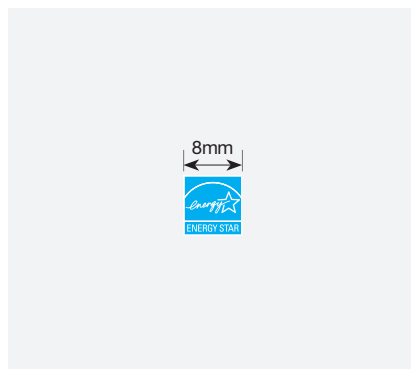
The ENERGY STAR Certification Mark may be resized to a minimum size of 8mm only where it is to appear in relation to a specific appliance within a retail or appliance catalogue.

If you have any doubts as to whether you are applying the correct minimum size standard in a specific situation, contact the ENERGY STAR team at [info@energystar.govt.nz](mailto:info@energystar.govt.nz)

Minimum size for all applications (**excluding** use within a product catalogue – see below).



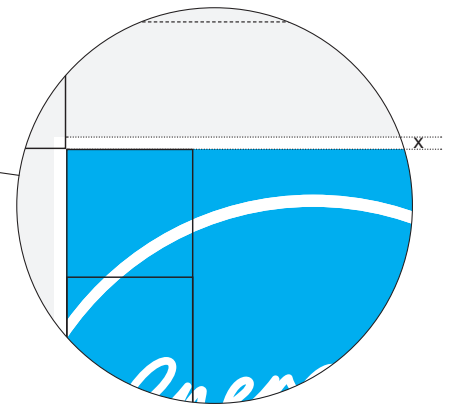
Minimum size **only** when appearing with a specific appliance within a retail or appliance catalogue.



# The ENERGY STAR Marks: clear space

All these ENERGY STAR Marks must appear surrounded by an area of isolation or clear space.

No graphic elements, text or images can appear within this area. The area of isolation is measured by 1/3 the height of the symbol block within the Mark. See diagram below.



Clearspace area at the bottom of the Certification Mark is measured from distance 'x' within the white panel. Distance 'x' is equal to the white border that surrounds the blue area of the ENERGY STAR Mark.



# ENERGY STAR Mark monitoring policy and violations

Prior to final production or printing, the NZ ENERGY STAR team must approve:

1. any major educational or promotional programmes that feature the ENERGY STAR name or Certification Mark
2. first time use of any of the marks for new partners.

The submitted materials will be reviewed for consistency within these guidelines within two business days of receipt of the materials. Materials should be submitted to ENERGY STAR via [info@energystar.govt.nz](mailto:info@energystar.govt.nz)

Copies of the media schedules associated with advertising campaigns where an ENERGY STAR Mark is to appear should be submitted to the NZ ENERGY STAR.

Advertisements where the ENERGY STAR Certification Mark is placed next to qualified products do not need to be approved by the ENERGY STAR team.

The ENERGY STAR name and Marks may never be used in any manner that would imply EECA endorsement of a company, its products, or its services. Neither the Marks nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name or website title.

Correct use and application of the ENERGY STAR Certification Mark, the ENERGY STAR Promotional Mark and the ENERGY STAR Partnership Mark ensure that the integrity of the ENERGY STAR brand is maintained. This is important because in doing so, the value of the brand to both consumers, and to those organisations that have an association with ENERGY STAR, is retained.

As an ENERGY STAR partner you have the responsibility to monitor any industry misuse of the ENERGY STAR Marks and to report any such misuse to EECA. EECA will also actively monitor proper use of the ENERGY STAR name and Marks.

The following explains the general course of action for addressing mark violations:

1. Anyone who misuses the Marks will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) at EECA's discretion.
3. Failure to make the required changes may result in termination of the ENERGY STAR partnership and/or legal action.















For any Mark violations, please report to EECA via [info@energystar.govt.nz](mailto:info@energystar.govt.nz)

# Incorrect use of the ENERGY STAR Marks

The Marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance:

- Do not use the Certification Mark on non-qualified products.
- Do not use the ENERGY STAR Partnership Mark without the messaging block containing the words “ENERGY STAR Partner”.
- Do not use the Partnership or Promotional Mark alongside individual products.

When reproducing the Marks, do not:

 <p>Use a white mark on a white background or reproduce the Marks in outline</p>	 <p>Change the colours of the Marks</p>	 <p>Reproduce the Marks in (a non-approved) colour</p>
 <p>Rotate the Marks</p>	 <p>Skew or distort the Marks in any way</p>	
 <p>Substitute any part of the Marks</p>	 <p>Replace the approved wording</p>	 <p>Separate any of the elements of the Marks</p>
 <p>Change the size of the lock-ups of the Marks</p>	 <p>Use any other typeface to replace part of the Mark</p>	 <p>Alter the lock-up of the Marks</p>
 <p>Place the Marks on a busy image</p>	 <p>Let text run into the Marks</p>	 <p>Violate the area of isolation of the Marks</p>



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[www.eeca.govt.nz](http://www.eeca.govt.nz)

[New Zealand Government](http://www.newzealand.govt.nz)



For further information on incorporating the ENERGY STAR Mark into your promotional material or to obtain artwork files,  
email [info@energystar.govt.nz](mailto:info@energystar.govt.nz)

Telephone: 0800 358 676

Adaptation of US Environmental Protection Agency document 'Using the ENERGY STAR identity to maintain and build value'.

EECA, Energy Efficiency and Conservation Authority, own the intellectual property rights in our trade marks and copyright  
featured in these guidelines.

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