



# Guidelines for using the ENERGY STAR® Partner of the Year Mark for 2018

Each year, the U.S. Environmental Protection Agency (EPA) honors organizations that have made outstanding contributions to protecting the environment through energy efficiency. EPA has developed special promotional marks to help recipients of these awards publicize their accomplishments.

This document provides guidance on how to properly use the Partner of the Year mark for 2018.

The mark is below:



## PARTNER OF THE YEAR

### USING THE MARK CORRECTLY

This mark is designed to recognize organization-wide leadership; therefore it cannot be used on or near ENERGY STAR certified products, homes, or buildings. This promotional mark was designed to highlight what an organization has done to receive this award.

This mark may be used on promotional materials, advertisements, and websites. Winners of this award may use the mark on smaller awards or certificates, after receiving approval from [logo@energystar.gov](mailto:logo@energystar.gov).

This mark, like any ENERGY STAR mark, must be used in accordance with the *ENERGY STAR Brand Book*. For example, the mark may not be altered and the proportions of the mark must be maintained in print and online materials. For additional guidance on how to properly use the ENERGY STAR marks, please visit [www.energystar.gov/brandbook](http://www.energystar.gov/brandbook).

### CORRECT USE OF THE ENERGY STAR PARTNER OF THE YEAR MARK



The Partner of the Year Mark may be used on annual reports and company websites.

### INCORRECT USE OF THE ENERGY STAR PARTNER OF THE YEAR MARK



Do not use the Partner of the Year Mark next to a product in print or online advertisements.





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## WRITING ABOUT THE ENERGY STAR PARTNER OF THE YEAR AWARD

### CORRECT

- [Insert organization name] has earned/received the U.S. Environmental Protection Agency's 2018 ENERGY STAR Partner of the Year Award.
- [Insert organization name] was awarded the U.S. Environmental Protection Agency's ENERGY STAR Partner of the Year Award in 2018.
- In 2018, [insert organization name] was recognized by the U.S. Environmental Protection Agency's ENERGY STAR program as Partner of the Year.

Accomplishments include [list specific innovations and implementations].

### INCORRECT

- [Insert organization name] is an approved U.S. Environmental Protection Agency/ENERGY STAR vendor.
- [Insert organization name]'s products/services are certified green by the U.S. Environmental Protection Agency/ENERGY STAR program.
- The U.S. Environmental Protection Agency/ENERGY STAR program has endorsed the [insert organization name] for its commitment to excellence.
- The U.S. Environmental Protection Agency/ENERGY STAR program recommends using the [insert organization/product name] to improve the energy efficiency of your home/business.

## QUESTIONS/COMMENTS

Please contact your Account Manager or [logo@energystar.gov](mailto:logo@energystar.gov) if you have specific questions regarding use of the ENERGY STAR marks.