

The ENERGY STAR® Canada Brand Book

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

REV. March 2026



Aussi disponible en français sous le titre : Le livre de marque d'ENERGY STAR® Canada

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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. NRCan's Office of Energy Efficiency administers and promotes the 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 over 1,500 businesses and organizations for products, homes, buildings and industry. ENERGY STAR Canada and its participants work to achieve greater energy efficiency to use our natural resources more wisely and make everyday living more affordable for Canadians.

The ENERGY STAR program started in Canada with product labelling and has since expanded to include a variety of programs:

- ENERGY STAR for Products
- ENERGY STAR for New Homes
- ENERGY STAR for Buildings
 - ENERGY STAR® Portfolio Manager®
 - Multifamily High-Rise Program
- ENERGY STAR for Industry

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

The ENERGY STAR Canada Brand Book

The ENERGY STAR Canada Brand Book explains how to use the ENERGY STAR name and marks in Canada. This book also includes examples of common uses and misuses of the ENERGY STAR marks, along with instructions for reporting improper use to the Government of Canada.

The instructions will help you whether you manufacture or sell ENERGY STAR certified products, build certified homes, benchmark buildings or industrial facilities for certification or are communicating your organization's commitment to energy efficiency.

The ENERGY STAR brand is an asset with appreciable value and it must be used correctly and be protected. Ensuring that the marks are used correctly protects every ENERGY STAR participant's investment in the program and consumer confidence in the ENERGY STAR brand.

Thank you for your commitment to following these instructions and to energy efficiency in Canada.

- The ENERGY STAR Canada Team
energystar@nrcan-rncan.gc.ca

The ENERGY STAR® and ENERGY STAR® Portfolio Manager® names and the ENERGY STAR symbol are trademarks registered in Canada by the U.S. Environmental Protection Agency and are administered and promoted by Natural Resources Canada.



Protecting the ENERGY STAR name and marks in Canada

Although 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 the use of the brand in the Canadian marketplace.

NRCan's compliance strategy includes supervision of the ENERGY STAR name and mark usage. NRCan will identify and contact organizations that misuse them.

Misuse of the name and marks may terminate the participant administrative arrangement, or the building's or facility's certification. The misuse may be reported to the EPA.

To report potential trademark violations, please email us at energystar@nrcan-rncan.gc.ca.

Brand standards in Canada and the United States

The ENERGY STAR brand standards are different in Canada and the United States because of significant differences in the language, market and industry.

In Canada, *The ENERGY STAR Canada Brand Book* is the primary source of branding instructions for participants targeting the Canadian marketplace.

In the United States, the EPA's [ENERGY STAR Brand Guidelines](#) are the primary source of branding instructions for partners targeting the U.S. marketplace.



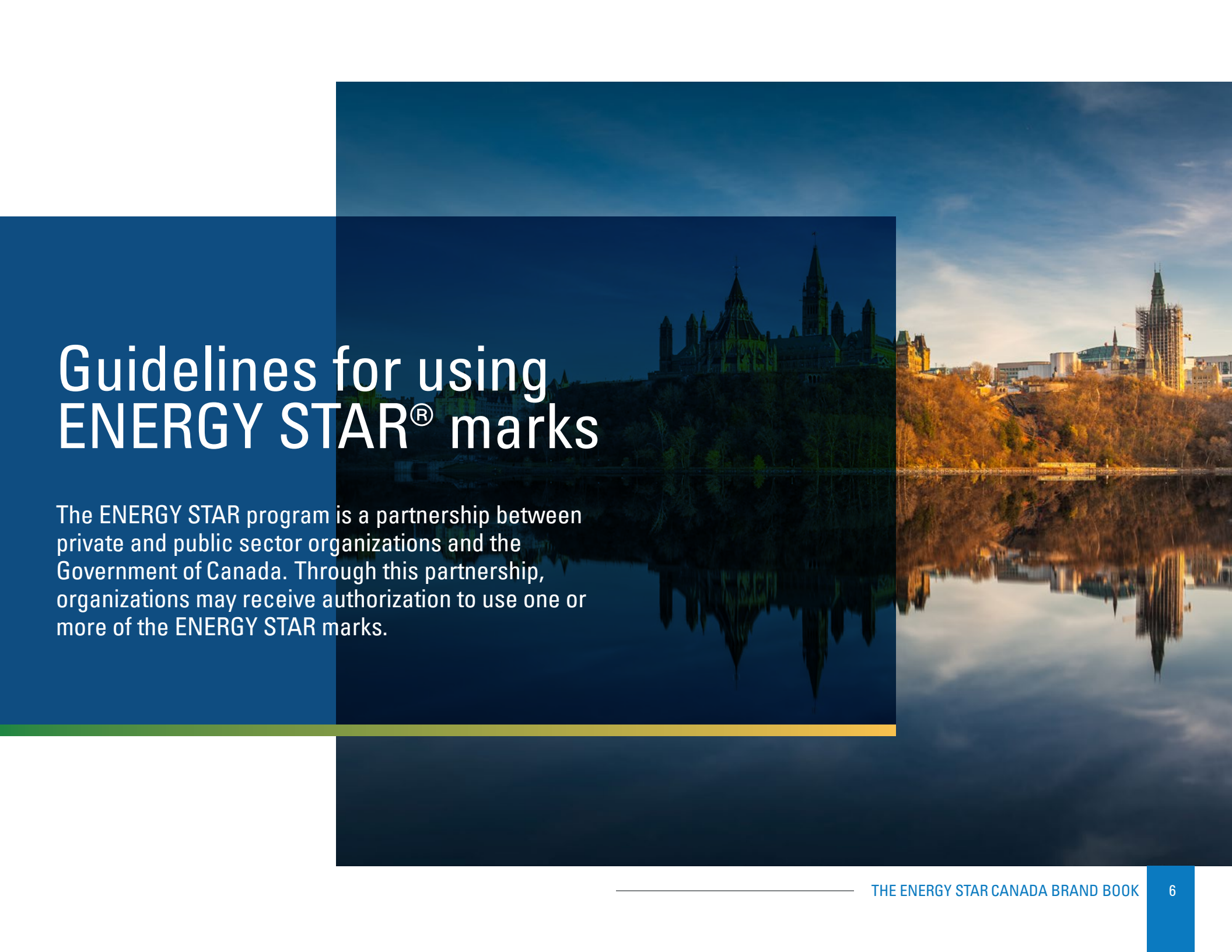
ENERGY STAR® review policy

Stakeholders and organizations must follow the instructions found in this document as noted in:

- Participant administrative arrangements (ENERGY STAR for Products)
- License agreements for builders, energy advisors and service organizations (ENERGY STAR for New Homes and the Multifamily High-Rise Program)
- Certification correspondences (ENERGY STAR for Buildings and ENERGY STAR for Industry)

NRCan strongly recommends that stakeholders and organizations submit promotional materials that feature ENERGY STAR for review before final production or print. We can ensure you have used the ENERGY STAR marks and terminology correctly.

Submit your materials for review or questions about trademarks to your account manager or via email at energystar@nrcan-rncan.gc.ca. Our standard is to review your request and provide feedback within five business days.



Guidelines for using 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 marks.



Usage rights

ENERGY STAR® Canada is a voluntary partnership between the Government of Canada and organizations committed to improving energy efficiency in Canada. To use the ENERGY STAR 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.

ENERGY STAR for Industry and ENERGY STAR for Buildings stakeholders must successfully certify a building or industrial facility.

Service organizations and builders in the ENERGY STAR Multifamily High-Rise Program must sign a license agreement with NRCan.

In limited circumstances, organizations such as media, environmental organizations or service providers 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@nrcan-rncan.gc.ca for further information.

General rules

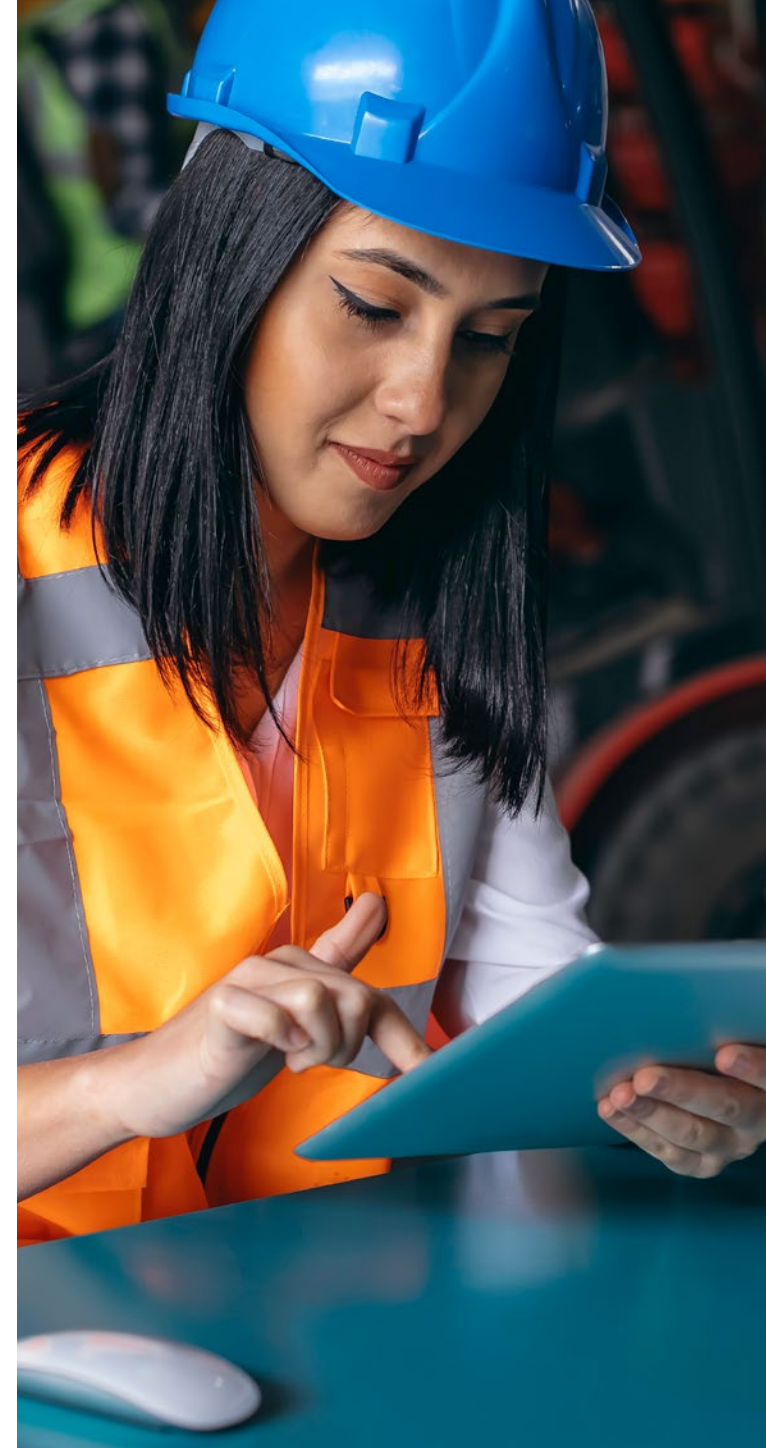
Organizations must abide by the following general rules for the use of the ENERGY STAR® name and all forms of its marks in addition to the specific rules for each mark:

1. Neither the marks, nor any portion thereof, nor any reference to the ENERGY STAR name can be used in an organization's name or logo, product name or logo, service name or logo, website domain name or social media account name, handle or profile imagery.
2. The ENERGY STAR name and marks must not be used to imply that NRCan, the Government of Canada, the EPA, the United States Government or ENERGY STAR has endorsed or approved an organization, its products or its services.
3. The marks must not be associated with products, homes, buildings or industrial facilities that are not ENERGY STAR certified.
4. The marks must not be used in a manner that would disparage NRCan, the Government of Canada, the EPA, the United States Government, ENERGY STAR or any other entity.

General rules for the ENERGY STAR word mark:

NRCan requires stakeholders and organizations to follow this terminology to ensure brand consistency and meet our legal obligations with the EPA. Common misuse of the ENERGY STAR terminology can be found in the [Common mistakes](#) section.

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



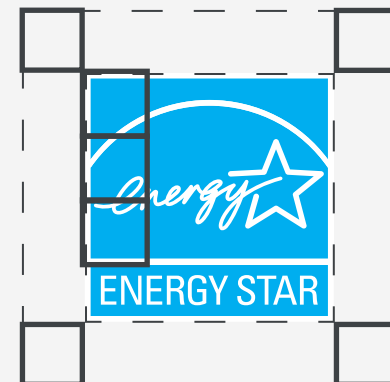


Design guidelines

Size guidelines

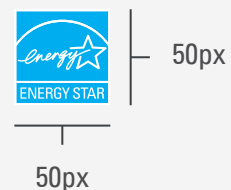
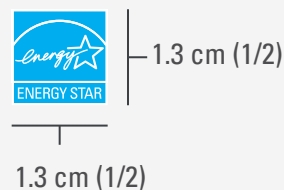
Clear space

A clear space of 0.333 ($\frac{1}{3}$) the height of the graphic box within the ENERGY STAR mark must always surround the mark. No other graphic elements such as text or images can appear in this area.



Minimum size

The lettering inside the marks must remain legible when reproduced for print or electronic formats. For the ENERGY STAR Certification mark and vertical treatments of other marks, do not resize to smaller than 1.3 cm (1/2 in.) wide (print) and 50 pixels wide (digital). For horizontal treatments of marks, ensure that all lettering is at least 2 mm tall.

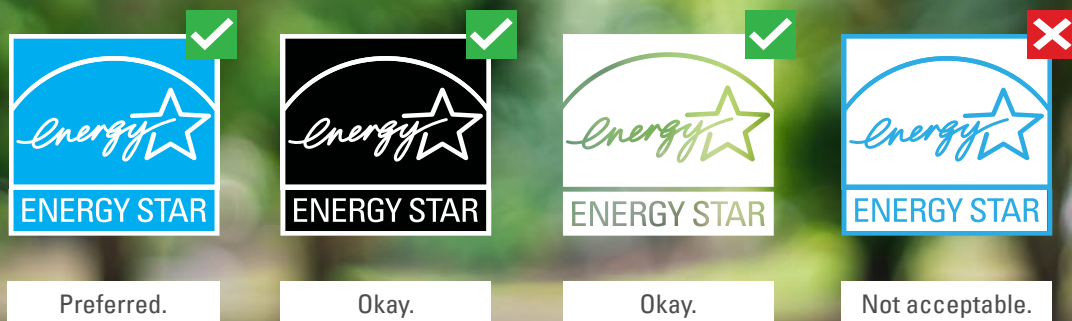


Design guidelines

Colour guidelines

Colour variations

The primary ENERGY STAR® marks are 100% cyan (hex colour: #00AEEF) and white. If production constraints make it impossible to use the cyan mark, the black and white or reversed-out white versions may be used. The marks must not appear as an outline (e.g. with the colours reversed).



Alterations

The marks must not be altered, rotated, cut apart or otherwise distorted. The marks may be resized, but the proportions must be maintained. Note the following examples:

1. Do not change the colours of the marks.
2. Do not lose the proportions of the marks.
3. Do not add effects.
4. Do not rotate.
5. Do not use the old marks.
6. Do not add your own text within the clear space area.
7. Do not add your own border.
8. Do not lose the white horizontal rule.
9. Do not lose the white outline.
10. Do not delete any elements of the marks.
11. Do not rearrange the elements of the marks.





Social media

NRCan encourages stakeholders and organizations to promote their ENERGY STAR® certified products, homes, buildings and industrial facilities – and their involvement in the program – on social media.

The following social media guidelines apply in addition to the ENERGY STAR [General rules](#) and the rules for each mark when using the words “ENERGY STAR”:

Correct use

- Share content from energystar.gc.ca, rather than from energystar.gov, when similar content is available on both sites (e.g., product profiles and “how-to” articles).
- Attribute NRCan and ENERGY STAR Canada where relevant when sharing ENERGY STAR content, visuals and other materials (see social media handles on this page).

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 certification.
- 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 page identity, group handle or URL.
- Do not use defamatory language such as obscenities, indecencies or profanities.
- Do not submit copyrighted or other proprietary material in any form on the ENERGY STAR Canada social media channels without clearly indicating that you have received permission to do so.

Find us online:



EN: [@ENERGYSTARCanada](#)

FR: [@ENERGYSTARCan](#)



EN: [ENERGY STAR Canada](#)

FR: [ENERGY STAR Canada](#)



EN: [@ENERGYSTAR_CAN](#)

FR: [@ENERGYSTAR_CDN](#)



EN: [@ENERGYSTARCanada](#)

FR: [@ENERGYSTARauCanada](#)



EN: [@NaturalResourcesCa](#)

FR: [@Ressourcesnaturelles](#)

The background of the page is a photograph of a city skyline at dusk or dawn. The sky is a mix of soft pinks, oranges, and blues. The city features several tall skyscrapers, some of which are illuminated with lights. In the foreground, there is a body of water reflecting the city lights. A large, semi-transparent blue rectangle covers the left side of the image, serving as a background for the text.

ENERGY STAR® marks

The ENERGY STAR marks are the most identifiable brand asset in Canada, with 86% brand recognition for the Certification mark according to the most recent public opinion research (2024). Organizations must abide by the following guidelines and uses for each of the ENERGY STAR marks, ensuring that the correct mark is used for the program or area of involvement.

Overview of ENERGY STAR® marks

Mark	Visual example	For more information	For Buildings	For Industry	For New Homes	For Multifamily High-Rise	For Products	Media, other organizations
Recognition marks								
Certification								
ENERGY STAR Certification mark		Reference page 16.						
ENERGY STAR for Buildings Year-Specific Certification mark		Reference page 19.						
ENERGY STAR for Industry Year-Specific Certification mark		Reference page 20.						
Other								
ENERGY STAR Most Efficient mark		Reference page 21.						

Overview of ENERGY STAR® marks continued

Mark	Visual example	For more information	For Buildings	For Industry	For New Homes	For Multifamily High-Rise	For Products	Media, other organizations
Participant and Promotional marks								
Participant								
ENERGY STAR Participant mark		Reference page 22.						
Promotional								
ENERGY STAR "Learn More" Promotional mark		Reference page 23.						
ENERGY STAR "High Efficiency" Promotional mark		Reference page 23.						
Linkage Phrase marks								
"We Sell ENERGY STAR" Linkage Phrase mark		Reference page 24.						
"Ask About ENERGY STAR" Linkage Phrase mark		Reference page 24.						

Overview of ENERGY STAR® marks continued

Mark	Visual example	For more information	For Buildings	For Industry	For New Homes	For Multifamily High-Rise	For Products	Media, other organizations
ENERGY STAR Portfolio® Manager®								
ENERGY STAR Portfolio Manager mark		Reference page 25 .						
Works with ENERGY STAR Portfolio Manager badge		Reference page 26 .						
Other								
ENERGY STAR Challenge for Industry Achiever mark		Reference page 27 .						
ENERGY STAR Canada Award mark	 2024 ENERGY STAR HIGH EFFICIENCY HAUTE EFFICACITÉ Manufacturer of the Year Fenestration Products	Reference page 28 . *Customized for each Award winner.						

ENERGY STAR® Certification mark



What it is

The ENERGY STAR Certification mark is used as a label on products and homes that have been verified to meet ENERGY STAR requirements.

Who can use it

- Any organization that has signed a participant administrative arrangement (ENERGY STAR for Products) or builders license (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.
- Any organization that has signed a license agreement, had their building verified to meet ENERGY STAR requirements and received confirmation that the building is successfully certified (for the Multifamily High-Rise Program).

General rules

Ensure that usage of the Certification mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the mark.

Correct use

- **For ENERGY STAR certified products**, review the [ENERGY STAR Program Requirements/ Specification](#) document (found under "Specification Version" for each relevant product). Refer to the [Special Conditions](#) section 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 the Multifamily High-Rise Program**, refer to the [dedicated section](#) for detailed use information.
- **For ENERGY STAR certified buildings**, use the [ENERGY STAR for Buildings Year-Specific Certification mark](#).
- **For ENERGY STAR certified industrial facilities**, use the [ENERGY STAR for Industry Year-Specific Certification mark](#).
- For advertisements, point-of-purchase materials, social media and other promotional materials when used on or near a certified product or home.
- In product literature or a web page that identifies a certified product or home.

Incorrect use

- Do not use to denote NRCAN or ENERGY STAR partnership or endorsement.
- Do not use on or near non-certified products, homes or buildings in advertisements or other promotional materials.
- Do not use on homes that have not been ENERGY STAR certified.
- Do not use on an ENERGY STAR certified building or industrial facility.
- Do not use on non-product specific promotional or educational materials.
- Do not use on cars, vans or other vehicles.

Special Conditions

For product-specific labelling requirements, review the [ENERGY STAR Program Requirements/Specification](#) document (found under "Specification Version" for each relevant product).

Windows, doors and skylights

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 regions in which the label applies, unless it applies to all regions in Canada.



Sample window label.

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 mark beside the EnerGuide label or use a dual EnerGuide/ENERGY STAR label.

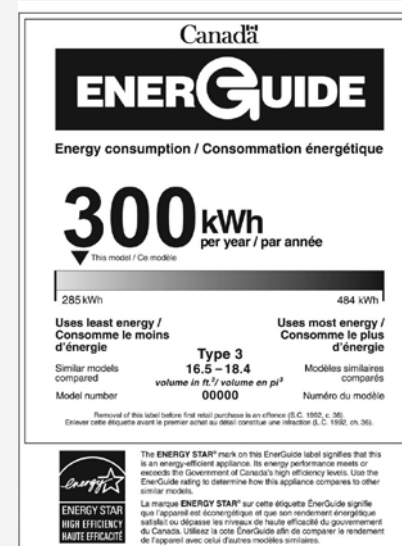
Product brand owners may also choose to use an EnerGuide label as a voluntary information tool on regulated heating, ventilating and air conditioning (HVAC) equipment, including ENERGY STAR certified models. They may show an ENERGY STAR Certification mark beside the EnerGuide label.

Visit NRCan's page on the [EnerGuide Label](#) for more information.

Electronics

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

1. The ENERGY STAR Certification mark must appear at system start-up for a minimum of 10 seconds, 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 seconds.
2. Because display screens have varying sizes and capabilities, the ENERGY STAR Certification mark must be at least 10 percent of the total screen size but must not be smaller than 76 pixels x 78 pixels and must be clearly legible.
3. The ENERGY STAR Certification mark must appear in cyan, black or white and meet the rules for legibility and visibility, as described in the [Guidelines for using ENERGY STAR marks](#).



Sample EnerGuide label.

Multifamily High-Rise Program

The licensee or representative can identify or promote a Multifamily High-Rise Program (MFHR) building as being ENERGY STAR certified after NRCan confirms that all program requirements have been met and verified, as specified in the following section.

This section refers to “Part 3 Buildings” (National Building Code of Canada). For low-rise multi-unit residential buildings, such as stacked townhomes (specifically buildings that qualify as a “Part 9 Building” per the National Building Code of Canada), the language elsewhere in this document that refers to “New Homes” applies.

These guidelines are in addition to [ENERGY STAR Certification mark guidelines](#).

Correct use

The Certification mark can only be used post construction. When identifying MFHR buildings that have earned the ENERGY STAR certification, follow these 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 certified 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 certified, follow these guidelines:

- 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

- 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 cars, vans or other vehicles.
- Do not use on building plans.

ENERGY STAR® for Buildings Year-Specific Certification mark



What it is

The ENERGY STAR for Buildings Year-Specific Certification mark is a label that represents certified buildings in the form of a physical window decal or a digital decal for promotional uses.

Who can use it

- The owners, managers, or other authorized representatives of a building that has earned ENERGY STAR certification can use the label after having submitted a signed application and received confirmation from NRCan that the building is certified.

General rules

Ensure that usage of the ENERGY STAR for Buildings Year-Specific Certification mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the mark. When promoting ENERGY STAR in Francophone markets, use the French version of the ENERGY STAR for Buildings Year-Specific Certification mark.

For questions related to the ENERGY STAR for Buildings Year-Specific Certification mark, please contact buildingscertification-certificationbatiments@nrcan-rncan.gc.ca.

Correct use

- The owners, managers or other authorized representatives of ENERGY STAR certified buildings will receive a mark from NRCan. The mark includes the year for which the certification was awarded.
- The digital format of the Year-Specific Certification mark must only be used in reference to a certified building (e.g., content feature articles, building descriptions, etc.). Do not use the digital format of the mark near or in reference to non-certified buildings or to imply that all buildings owned by an organization are certified.
- The physical format of the Year-Specific Certification mark decal must only be used on a window or door that faces the exterior of the certified building.

Incorrect use

- Do not use to denote NRCan, the EPA or ENERGY STAR partnership or endorsement.
- Do not use on buildings that have not been certified as ENERGY STAR.
- Do not use in an organization's name or logo or by employees or building owners of a certified building.
- The physical format of the Year-Specific Certification mark is not a promotional mark and cannot be used to imply participation in the program or to advertise the program.
- Do not use on or near non-certified buildings in advertisements or other promotional materials.
- Do not use on cars, vans or other vehicles.

ENERGY STAR® for Industry Year-Specific Certification mark



What it is

The ENERGY STAR for Industry Year-Specific Certification mark is a label for certified industrial facilities that have been verified as meeting ENERGY STAR requirements.

Who can use it

- The owners, managers or other authorized representatives of an industrial facility that has earned ENERGY STAR certification.

General rules

Ensure that usage of the ENERGY STAR for Industry Year-Specific Certification mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the mark. When promoting ENERGY STAR in Francophone markets, use the French version of the ENERGY STAR for Industry Year-Specific Certification mark.

Correct use

- The owners, managers or other authorized representatives of ENERGY STAR certified industrial facilities will receive a label from NRCan. The label includes the year for which the certification was awarded. The entire label should be affixed near an exterior door to promote that the industrial facility has earned ENERGY STAR certification.
- On flags, banners and other promotional materials when used on or near a certified industrial facility.
- In promotional literature or a web page that identifies a certified industrial facility.

Incorrect use

- Do not use to denote NRCan, the EPA or ENERGY STAR partnership or endorsement.
- Do not use near non-certified industrial facilities in advertisements or other promotional materials.
- Do not use on industrial facilities that have not been certified as ENERGY STAR.
- Do not use on cars, vans or other vehicles.

ENERGY STAR® Most Efficient mark



What it is

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

The Most Efficient mark recognizes a select group of ENERGY STAR products as the best of the best for energy savings and innovation. The goal 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.

Who can use it

- An organization targeting the Canadian market that has signed a participant administrative arrangement, is currently an active participant with the ENERGY STAR Canada program and has had one or more products certified as ENERGY STAR.
- Utilities and regional energy efficiency programs can also use the designation as a visual identifier to encourage consumers to look for the most energy-efficient products.

General rules

Ensure that usage of the Most Efficient mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the mark. When promoting ENERGY STAR in Francophone markets, use the French version of the Most Efficient mark.

Correct use

- For point-of-purchase materials at retail stores.
- In product literature or web pages that highlight these products.
- When writing about ENERGY STAR Most Efficient products on the web and in print materials, please use the following language:
 - Recognized as the Most Efficient of ENERGY STAR [YEAR].

Incorrect use

- Do not use on products or product packaging.
- Do not use in association with products that have not been recognized as Most Efficient, including products with applications pending.
- Do not use on non-product specific promotional materials.
- Do not use on homes, buildings, industrial facilities or vehicles.
- Do not use on stationery, such as business cards or letterheads.

ENERGY STAR® Participant mark



What it is

The ENERGY STAR Participant mark is used in Canada in place of the U.S. EPA's ENERGY STAR Partnership mark. The Participant mark helps ENERGY STAR Canada's participants communicate their commitment to the program and energy efficiency.

Who can use it

- 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 Multifamily High-Rise Program, ENERGY STAR for Buildings or ENERGY STAR for Industry.

General rules

Ensure that usage of the ENERGY STAR Participation mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the mark.

Correct use

- In annual reports and other collateral about your organization.
- In social media graphics that focus on the organization's participation in the program.
- In stationery (such as letterheads, correspondences and business cards) and email signatures.
- In web pages that provide organization-wide information, such as an "About Us" page.

Incorrect use

- Do not use the EPA's Partnership mark for materials targeting the Canadian marketplace.
- Do not use on or near any product, product packaging, home, building or industrial facility whether certified or non-certified.
- Do not use to denote or imply NRCAN, the EPA or ENERGY STAR endorsement of an organization or its products, homes, buildings or industrial facilities.
- Do not use to signify or suggest ENERGY STAR certification (use the [Certification mark](#) instead).
- Do not use on cars, vans or other vehicles.

ENERGY STAR® Promotional marks

What they are

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

Who can use them

- 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 the Multifamily High-Rise Program) and is currently active in the ENERGY STAR Canada program.
- Organizations or members of the media interested in communicating about ENERGY STAR may request usage of these marks. Please see the [Permission for limited use of the ENERGY STAR name or symbol](#) for more information.
- On a case-by-case basis with NRCan approval, ENERGY STAR for Buildings stakeholders may only use the “Learn More” Promotional mark.
- ENERGY STAR Promotional marks are currently not available to ENERGY STAR for Industry stakeholders.

General rules

Ensure that usage of the Promotional marks follow all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the marks. When promoting ENERGY STAR in Francophone markets, use the French versions of the Promotional marks.



Correct use

- In promotional and educational campaign materials designed to convey the benefits of the ENERGY STAR program.
- For 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.
- On pins, hats, shirts and other promotional materials.
- In web pages that provide organization-wide information, such as an “[About Us]” page.
- On company-owned cars, vans or other vehicles.

Incorrect use

- Do not use on a product, home, building, industrial facility or related packaging (use the [Certification mark](#) instead).
- 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.
- Do not use in materials without including the participant/stakeholder name and/or logo.

ENERGY STAR® Linkage Phrase marks



What they are

The Linkage Phrase marks show that an organization offers ENERGY STAR certified products, buildings, homes and high-rises. They may be used on promotional materials designed to provide consumers with general information about ENERGY STAR certified products, buildings, homes and high-rises, rather than to identify them as ENERGY STAR certified.

Who can use them

- Any organization that has signed a participant administrative arrangement or builder licence (only for ENERGY STAR for Products, ENERGY STAR for New Homes and the Multifamily High-Rise Program) and is currently active in the ENERGY STAR Canada program.
- On a case-by-case basis with NRCan approval, ENERGY STAR for Buildings stakeholders may use only the “Ask About ENERGY STAR” mark.
- Neither mark is currently available to ENERGY STAR for Industry stakeholders.
- Organizations or members of the media interested in communicating about ENERGY STAR may request usage of the “Ask About ENERGY STAR” Linkage Phrase mark. Please see the [Permission for limited use of the ENERGY STAR name or symbol](#) for more information.

General rules

Ensure that usage of the Linkage Phrase marks follow all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the marks. When promoting ENERGY STAR in Francophone markets, use the French versions of the Linkage Phrase marks.

Correct use

- For advertisements, point-of-purchase materials, social media graphics and other promotional materials that do not identify a particular product, building, home or industrial facility as ENERGY STAR certified.
- If multiple product models, buildings 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, buildings or homes are available without identifying specific models.
- In stationery (such as letterheads, correspondences and business cards) and email signatures.
- In web pages that do not identify a particular product as ENERGY STAR certified.
- On company-owned cars, vans or other vehicles.

Incorrect use

- Do not use on a product, home, building, industrial facility or related packaging (use the [Certification mark](#) instead).
- 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.
- Do not use in materials without including the participant/stakeholder name and/or logo.

ENERGY STAR® Portfolio Manager® mark



What it is

The ENERGY STAR® Portfolio Manager® mark is used to promote the use of the ENERGY STAR Portfolio Manager tool and the benefits of measuring and tracking energy performance.

Who can use it

- All interested stakeholders.
- Those without a formal relationship with NRCan can send an email request to energystar@nrcan-rncan.gc.ca.

General rules

Ensure that usage of the Portfolio Manager mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the mark.

Correct use

- In promotional and educational materials that are intended to raise awareness of the ENERGY STAR Portfolio Manager tool.
- In materials that promote the benefits of measuring and tracking energy performance with ENERGY STAR Portfolio Manager.
- The “ENERGY STAR Portfolio Manager” word mark and the Portfolio Manager mark are registered trademarks in Canada owned by the EPA. Please refer to the following requirements when referring to ENERGY STAR Portfolio Manager:
 - The ENERGY STAR name must always precede the Portfolio Manager name the first time the words appear and then again for each chapter title or web page.
 - 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 (e.g., ENERGY STAR® Portfolio Manager®).
 - The registration symbol (®) symbol must always be in superscript.
 - There must be no space between “Portfolio Manager” and the registration symbol (®) symbol.
 - The registration symbol (®) symbol must be repeated in a document for each chapter title or web page.
 - ENERGY STAR Portfolio Manager must never be portrayed as an acronym (e.g., PM or ESPM).

Incorrect use

- Do not use in association with any product, home, building or industrial facility to signify or suggest certification with ENERGY STAR.
- Do not use on a building. The [ENERGY STAR for Buildings Year-Specific mark](#) must be used to identify a building as ENERGY STAR certified.

Works with Portfolio Manager badge

What it is

The “Works with Portfolio Manager” badge affirms that a web services platform exchanges data with the ENERGY STAR Portfolio Manager tool. This badge is designed to increase customer confidence that third-party platforms are compatible with Portfolio Manager and that organizations will be able to access Portfolio Manager metrics, such as the 1-100 ENERGY STAR score.

Who can use it

- Approved ENERGY STAR Portfolio Manager web services providers who are currently offering such services to customers.

General rules

Ensure that usage of the Works with Portfolio Manager badge follows all the [Guidelines for using ENERGY STAR marks](#) in addition to correct usage rules for the mark. When promoting ENERGY STAR in Francophone markets, use the French version of the Works with Portfolio Manager badge.

Correct use

- In promotional materials related to a tool that exchanges data with Portfolio Manager.

Incorrect use

- Do not use in association with any product, home, building or industrial facility to signify or suggest certification with ENERGY STAR.
- Do not use on a building. The [ENERGY STAR for Buildings Year-Specific mark](#) must be used to identify a building as ENERGY STAR certified.

ENERGY STAR® Challenge for Industry Achiever mark



What it is

The ENERGY STAR Challenge for Industry Achiever mark indicates an industrial facility that has successfully completed the ENERGY STAR Challenge for Industry by reducing their energy intensity by at least 10% within five years.

Who can use it

- Participation in the Canadian ENERGY STAR Challenge for Industry does not automatically grant stakeholders the permission to use the Achiever mark or status in the greater ENERGY STAR for Industry Certification program, including access to the family of ENERGY STAR marks.
- Challenge participants should refer to the [challenge rules and guidelines](#) for full recognition rules.

To be eligible for recognition, your facility must:

- Have at least 50% of its energy use in manufacturing and research and development.
- Register as a [Canadian Industry Partnership for Energy Conservation \(CIPEC\) Leader](#).

General rules

Ensure that usage of the ENERGY STAR Challenge for Industry Achiever mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the mark. When promoting ENERGY STAR in Francophone markets, use the French version of the ENERGY STAR Challenge for Industry Achiever mark.

Correct use

- The owners or managers of industrial facilities that achieve the ENERGY STAR Challenge for Industry will receive a label from NRCan. The entire label should be affixed near an exterior door to promote that the industrial facility has successfully completed the ENERGY STAR Challenge for Industry.
- On flags, banners and other promotional materials when used on or near an industrial facility that has successfully achieved the ENERGY STAR Challenge for Industry.
- In promotional literature or a web page that identifies an industrial facility that has successfully achieved the ENERGY STAR Challenge for Industry.

Incorrect use

- Do not use to denote NRCan, the EPA or ENERGY STAR partnership or endorsement.
- Do not use near an industrial facility in advertisements or other promotional materials that has not successfully achieved the ENERGY STAR Challenge for Industry.
- Do not use on cars, vans or other vehicles.

ENERGY STAR® Canada Award mark



What it is

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.

Who can use it

- Customized marks created to recognize ENERGY STAR Canada Award winners for Buildings, Industry, Products and New Homes are available from NRCan and may only be used by the winning organizations for which they were created.

General rules

Ensure that usage of the Award mark follows all the [Guidelines for using ENERGY STAR marks](#) in addition to following the correct usage rules for the marks. When promoting ENERGY STAR in Francophone markets, use the French version of the Award mark.

Correct use

- In annual reports and other collateral about your organization.
- In social media graphics that focus on the organization's win.
- In stationery (such as letterhead, correspondence and business cards) and email signatures.
- In 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

- Do not use on an ENERGY STAR certified product, home, building, industrial facility or related packaging (use the [Certification mark](#) instead).
- Do not use on or near non-certified products, homes, buildings or industrial facilities in promotional materials, advertisements, or web pages.
- 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.



Special applications

EPA-recognized laboratories, certification and accreditation bodies

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

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

Quick check for ENERGY STAR® content

Consistency is key to maintaining the integrity of the ENERGY STAR Canada brand. This section provides a high-level checklist that you can use to ensure that your content aligns with our brand standards.

1. Is ENERGY STAR always capitalized and written as two words?
2. Have you included the registration symbol (®) the first time ENERGY STAR appears and in each chapter title, text or web page?
3. Is the registration symbol (®) in superscript and directly next to ENERGY STAR (no space)?
4. Are you using the correct ENERGY STAR mark for your program and use case?
5. Are you using the correct, up-to-date ENERGY STAR mark without modifications (no colour changes, rotations, effects or alterations)?
6. Have you maintained the proportions, white outline and clear space around the mark?
7. Are the ENERGY STAR marks used only in approved contexts such as with certified products, certified buildings or promotional materials?
8. Are you avoiding use of the ENERGY STAR name or marks in your organization's name, logo, product names, domain or social media handles?
9. Is the ENERGY STAR mark used in a way that maintains its integrity and does not disparage the program or its affiliated organizations?
10. Does your content avoid implying endorsement or approval by ENERGY STAR, NRCan or the EPA?



Common mistakes

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

Correct	Incorrect
Terminology	
The first time the words appear and each new chapter, title, text or web page:	- ENERGY STAR ® - ENERGYSTAR - EnergyStar - Energy Star - Energy star
ENERGY STAR®	
Subsequent usage of the words:	- ESTAR - ENERGY STAR™ - ES
ENERGY STAR	
Example:	Energy Star®
ENERGY STAR® (...) ENERGY STAR	ENERGY STAR® (...) ENERGY STAR® (...) ENERGY STAR®
(...) ENERGY STAR	

Correct	Incorrect
Earning ENERGY STAR certification	
ENERGY STAR certified TV	- ENERGY STAR qualified TV - ENERGY STAR approved TV - ENERGY STAR compliant TV - ENERGY STAR rated TV - ENERGY STAR TV
("TV" used as a product example)	
- TV that has earned ENERGY STAR certification - TV with/bearing/displaying the ENERGY STAR symbol	- ENERGY STAR rating - NRCan/EPA-approved - NRCan/EPA-endorsed - Meets ENERGY STAR standards - Endorsed by NRCan/EPA

Correct	Incorrect
Earning ENERGY STAR certification	
When referring to the full suite of products:	- ENERGY STAR TVs - ENERGY STAR products - ENERGY STAR equipment
ENERGY STAR certified products	
ENERGY STAR certified homes	- 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
ENERGY STAR certified	ENERGY STAR multi-unit residential building
- Multifamily High-Rise - Apartment building - Condo building - Units/apartments/condos	
ENERGY STAR certified building/industrial facility	- ENERGY STAR building/industrial facility label - ENERGY STAR labelled building/industrial facility - ENERGY STAR rated building/industrial facility
- Industrial facility/building/school/home has earned NRCan's ENERGY STAR certification - Products/homes/buildings/industrial facilities that have earned the ENERGY STAR certification	- ENERGY STAR rated home(s) - ENERGY STAR rating - Meeting ENERGY STAR standards*

Correct	Incorrect
Performance guidelines	
ENERGY STAR specifications (in reference to products)	• NRCan/EPA-approved • NRCan/EPA-endorsed
Built to ENERGY STAR for New Homes standard	• Built to ENERGY STAR standards
ENERGY STAR requirements	• ENERGY STAR rated homes • ENERGY STAR rating
ENERGY STAR energy performance scale	• Received an endorsement by NRCan/EPA • Industrial facility/building has “won” the ENERGY STAR label
• Company [X] produces/sells a product that has been recognized by NRCan as Most Efficient in [YEAR] • Product X has been designated as one of the Most Efficient ENERGY STAR certified products in [YEAR] • Awarded the ENERGY STAR Most Efficient mark in [YEAR]	• An ENERGY STAR Most Efficient company • A Most Efficient company • Winner of the Most Efficient award • An ENERGY STAR (or Most Efficient) recommended product

*The use of the term “standards” is acceptable only when referring to Canada's Energy Efficiency Standards, which pertain only to products.

Correct	Incorrect
Participants	
An ENERGY STAR Canada participant	• An ENERGY STAR company • An ENERGY STAR partner (unless targeted at U.S. marketplace)
Company X, an ENERGY STAR Canada participant	• Company X, a company endorsed by NRCan/EPA
A company participating in the ENERGY STAR program	• An NRCan/EPA approved seller of ENERGY STAR equipment
• ENERGY STAR for New Homes participant • ENERGY STAR for New Homes builder	• ENERGY STAR company • ENERGY STAR qualified builder • ESNH builder
ENERGY STAR Certified Homes program	• ENERGY STAR Homes Program • ESNH Program
ENERGY STAR for Buildings, ENERGY STAR for Industry and ENERGY STAR Multifamily High-Rises stakeholders are not currently eligible for participant status	• ENERGY STAR commercial real estate/small business/etc. • An ENERGY STAR plant/facility/company
ENERGY STAR® Portfolio Manager®	
• The online energy management and tracking tool, ENERGY STAR Portfolio Manager • ENERGY STAR Portfolio Manager	• PortfolioManager • PM or ESPM • ENERGY STAR's Portfolio Manager