





ENERGY STAR® symbols

Quick Reference Sheet for ENERGY STAR Builder Participants and other ENERGY STAR Participants Involved in New Housing Activities

Use...	When...	In...
<p><u>Certification Version</u></p> 	<p>...identifying homes or house plans that meet or exceed ENERGY STAR* specifications and upon construction will be labeled as such.</p>	<ul style="list-style-type: none"> • ENERGY STAR qualified home labels and certificates • Plaque or sign in front of, or on a qualified home • Advertisements and Web sites (only if adjacent to a picture of a qualified home)
<p><u>Promotional Version</u></p> 	<p>... educating the public about the benefits of ENERGY STAR*</p>	<p>Promotional or educational materials that highlight the benefits of ENERGY STAR:</p> <ul style="list-style-type: none"> • Brochures, flyers • Fact sheets, advertisements • News articles • Signs, placards
<p><u>Participant Version</u></p> 	<p>... promoting your organization's involvement with ENERGY STAR*</p>	<p>Materials describing your participation in ENERGY STAR:</p> <ul style="list-style-type: none"> • Annual reports, letters • Stationary and letterhead • Sales materials • Web sites, flyers, brochures
<p><u>Canada Wordmark</u></p> 	<p>...for joint funding initiatives</p>	<p>For joint funding initiatives, the "Canada" wordmark must appear, as stipulated in the <i>Communications Policy of the Government of Canada</i>.</p>

*Please refer to the full Guidelines for Reproducing, Applying and Using the ENERGY STAR symbol in Canada for a complete explanation of the authorized usage of each version of the ENERGY STAR symbol. All planned promotional materials that utilize the ENERGY STAR symbol must be submitted to Natural Resources Canada for review and approval prior to production. Contact Kendra Slack, Marketing Officer at (613) 995-5971 or kendra.slack@nrcan.gc.ca for additional details.