



Natural Resources
Canada

Ressources naturelles
Canada



Resources for ENERGY STAR[®] certified buildings

Canada

CONGRATULATIONS



On behalf of Natural Resources Canada, congratulations on your ENERGY STAR® certification!

This recognition is awarded to buildings that outperform 75% of similar buildings nationwide.

BENEFITS



Your building could have lower energy consumption and operating costs.



Your building could contribute fewer greenhouse gas emissions to the environment.



ENERGY STAR certification could lead to increased rental and occupancy rates: the ENERGY STAR mark is a trusted symbol of energy efficiency in Canada, recognized by 86% of Canadians!

WAYS TO SHOWCASE YOUR ACHIEVEMENT

Showcase your commitment to environmental responsibility and show that you are doing your part to reduce greenhouse gas emissions by:

1. Displaying the ENERGY STAR window decal prominently near the exterior entrance of your building.
2. Proudly displaying the well-recognized year-specific ENERGY STAR certification mark on your website on or beside an image of the certified building.
3. Promoting your certification with the year-specific ENERGY STAR certification mark on or beside an image of the certified building in your publications.
4. Sharing the ENERGY STAR certification infographic in your newsletters, flyers, posters and brochures.
5. Promoting your building's commitment to energy efficiency with ENERGY STAR Canada on social media. It can be as simple as clicking a button to follow, like or share.

Remember to tag us on:



Facebook: [@ENERGYSTARCanada](https://www.facebook.com/ENERGYSTARCanada)



LinkedIn: [ENERGY STAR Canada](https://www.linkedin.com/company/energy-star-canada)



X: [@ENERGYSTAR_CAN](https://twitter.com/ENERGYSTAR_CAN)



Pinterest: [@ENERGYSTARCanada](https://www.pinterest.ca/energy-star-canada)

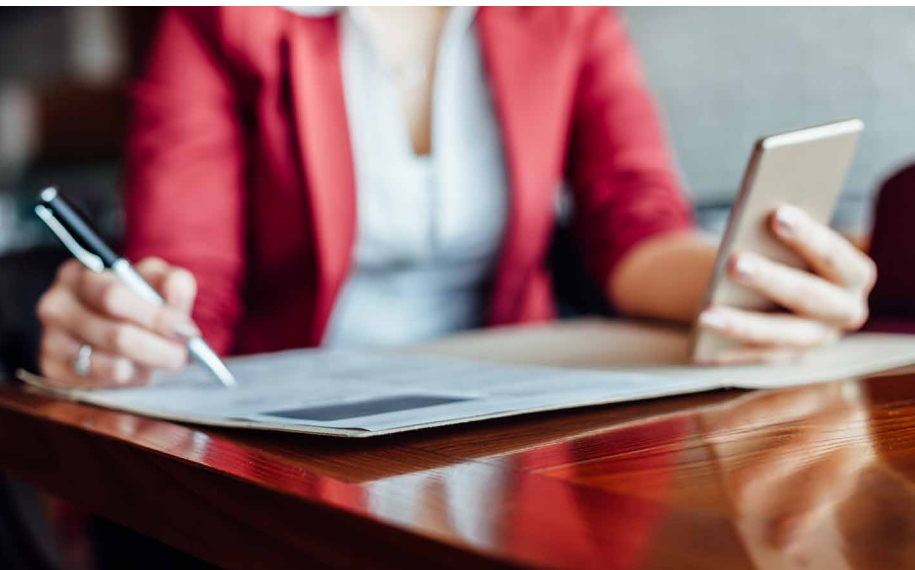
Before promoting your achievements, please read Natural Resources Canada's ENERGY STAR name and marks [guidelines](#) and the [ENERGY STAR Canada Brand Book](#) to ensure proper use of this registered trademark.

ANNUAL CERTIFICATION

Be sure to maintain your building's high ENERGY STAR score so that it can be certified every year - your building may even become eligible for an [ENERGY STAR Canada Award](#) or other recognition opportunities.

MORE INFORMATION

For additional information on certification, visit [Natural Resources Canada's website](#). For questions related to ENERGY STAR certification for buildings in Canada, to report brand infractions, to ask a question about the brand rules, to share feedback on our promotional materials or to share your promotional needs, email buildingscertification-certificationbatiments@nrcan-rncan.gc.ca.



ENERGY STAR® MARK USE 101

Recognized by 86% of Canadians (and counting), the ENERGY STAR symbol has been a trusted mark of high efficiency in Canada since 2001. With several different marks available for use, here's a summary of what you need to know before using them. For detailed instructions, read Natural Resources Canada's ENERGY STAR name and marks [guidelines](#) and consult the [ENERGY STAR Canada Brand Book](#).

KEY GUIDELINES

GENERAL

- Users are responsible for proper use of the marks.
- The coloured mark is preferred and should always appear as 100% cyan.
- The ENERGY STAR name and marks are not to be used to imply endorsement.
- The ENERGY STAR certification mark cannot be used in an organization's name, logo, or by employees or building owners of a certified building.

MARKS

- Must only be used by organizations that have authorization.
- Cannot be altered or distorted.
- Can be resized, as long as proportions are the same and the text is legible.
- Need a clear space around the marks at all times.

STYLE

- ENERGY STAR must always appear in all capital letters and as two words.
- Registration symbol (®) must be used the first time the words "ENERGY STAR" appear and then repeated in a document for each chapter title or web page.
- There should be no space between the words "ENERGY STAR" and the registration symbol (®).
- The registration symbol should always be in superscript (®).

Year-Specific Certification Mark



- ✔ Label that represents certified buildings.
- ✔ Used only on or beside certified buildings including in digital formats (content features/ descriptions, etc.).
- ✔ Decal used on a window or door facing the exterior of the certified building.

- ✘ This is not a promotional mark and cannot be used to imply participation in the program or to advertise the program.
- ✘ Not to be used near non-certified buildings in advertisements or other promotional materials.

Promotional Marks



- ✔ Educational and promotional marks used to inform others about the ENERGY STAR program benefits.
- ✔ Used on materials promoting the benefits of energy efficiency and the ENERGY STAR program in blogs, social media, publications, etc.

- ✘ Not to be used to identify a building as ENERGY STAR certified. The year-specific certification mark should be used to identify a building as ENERGY STAR certified.

ENERGY STAR® Portfolio Manager® Mark



- ✔ Educational and promotional mark used to raise awareness of the ENERGY STAR® Portfolio Manager® tool.
- ✔ Used in materials that promote the benefits of measuring and tracking energy performance with ENERGY STAR Portfolio Manager.
- ✔ Use the registration symbol (®) after both ENERGY STAR and Portfolio Manager the first time they appear and then again for each chapter title or web page (i.e., ENERGY STAR® Portfolio Manager®).

- ✘ Do not use on a building. The year-specific certification mark should be used to identify a building as ENERGY STAR certified.
- ✘ ENERGY STAR Portfolio Manager should never be portrayed as an acronym.
- ✘ Do not use near non-certified products, homes, buildings or industrial facilities in promotional materials.

Proactive review of ENERGY STAR related materials helps both the program and our stakeholders protect the brand. To avoid inadvertent misuse of the ENERGY STAR marks, Natural Resources Canada (NRCan) requests that stakeholders submit any promotional materials that reference ENERGY STAR for review prior to final publication or distribution. Materials for review should be submitted to buildingscertification-certificationbatiments@nrcan-rncan.gc.ca.

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.