

## ENERGY STAR Posters Information & Instructions

Thank you for your interest in the ENERGY STAR Posters. Before you use the posters, please take a moment to read the following instructions and information.

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### **Posters Designs**

Included on this CD ROM are three sets of posters. Each set has two lay-outs: general and customizable. The poster sets are:

Running Boy posters – Designed to communicate your partnership with ENERGY STAR and highlights operating your facilities efficiently.

Cartwheel posters – Designed to communicate your partnership with ENERGY STAR and promotes being energy efficient at work.

Product Earth Day posters – Designed to promote the use of ENERGY STAR labeled products.

### **Proper Use Of The Posters**

ENERGY STAR has purchased the rights to use the imagery in the posters for specific applications only. Please read the following before using the posters.

#### **Running Boy and Cartwheel Posters:**

The Running Boy and Cartwheel posters are to be used for internal communications to employees, customers, students, tenants, and so on.

They are to be used by ENERGY STAR partners only.

They are to be used at your facilities or the facilities of ENERGY STAR partners with which you work.

The Running Boy and Cartwheel posters **may not be used in the following manner:**

- **Advertising & Marketing** – Do not use the posters to advertise and market your products or services to the general public or specific customers.
- **Print Media** – Do not submit the poster (general or customizable) to public print media outlets, such as magazines, newspapers, and so on.
- **Promotional Items or gifts** – Do not use the posters as promotional items or gifts for use by non-ENERGY STAR partner organizations.
- **Selling Posters** – Do not sell the posters in any way.

### Products Earth Day Poster

The Products Earth Day Poster is designed to promote the use and purchase of products that have earned the ENERGY STAR.

The Products Earth Day Poster posters may be used for advertising and promotional initiatives that help market ENERGY STAR qualified products.

The Products Earth Day posters **may not be used in the following manner:**

- **Promoting Non-Certified Products and Services** – Do not use the posters to advertise and promote products that have not been certified by ENERGY STAR or energy efficient services.
- **Print Media** – Do not submit the poster (general or customizable) to public print media outlets, such as magazines, newspapers, and so on.
- **Selling Posters** – Do not sell the posters in any way.

### **Printing The Posters**

Each poster is set up to print at 24” wide x 36” high. The files are in PDF format, are print-quality resolution, and can be printed on any large-format, high-end inkjet printer or sent to a professional print shop.

The posters can also be printed to smaller paper sizes or scaled down to accommodate smaller sizes. Increasing the size of the posters is not recommended.

### Original File Format

The “Running Boy and Cartwheel” posters were developed in Quark and Photoshop. The Products poster was developed in Adobe Illustrator. If you need the original art work files, contact Walt Tunnessen, US EPA, at (202) 343-9965 or [Tunnessen.walt@epa.gov](mailto:Tunnessen.walt@epa.gov).

### **Customizing the Posters**

White space is provided on the bottom of the “customizable” posters and can be customized in any of the following ways:

- **Using Adobe Acrobat** - Open the PDF in Adobe Acrobat (full version, not Adobe Acrobat Reader). Using the type tool, place your cursor in the white area at the bottom of the poster.

There is an embedded text field that allows text entry. Logos can be copied and pasted into the PDF file from image files. In some cases, it may be best to copy and paste your logo from a PDF version of your logo, scaled to the correct size for the poster. Save the PDF and print.

- **Using Adobe Photoshop** - Open the PDF in Adobe Photoshop, and insert text and/or logos as desired in the white bar. Re-export as a PDF for printing purposes. You may also be able to copy the entire poster on your computer's clipboard and paste it into a new Photoshop file.

**IMPORTANT** – Only use the white space to customize the poster. Do not alter the text in the cyan-colored box or in the other parts of the poster. Do not alter the ENERGY STAR logo in any way.

### Customization Ideas

Use the space available in the customization section to direct employees, customers, students, etc. to information about what your organization is doing to save energy and steps that they can take to help save energy at work or home. Here are some things to consider when customizing your poster:

- **Use an Action Headline** - Get people's attention to your part of the poster by using language that connects with the poster's headlines and directs them to an action. For example:

*Find out what you can do at [intranet.yourcompany.com/energy](http://intranet.yourcompany.com/energy)*

*Help cut energy use by 10% - ask your facility manager what you can do!*

*See what we're doing – Come to the Energy Fair on April 22 in the lobby.*

- **Promote Your Energy Program** – Be sure to include information on how to contact your organization's energy program. Include a hyperlink to your energy program's web site or a contact phone number.
- **Add your organization's logo** – Add your organization's logo in the white area only.
- **Promote accomplishments** – Print posters to inform people of the energy savings that your organization and energy program have achieved.
- **Promote an initiative** – Print posters that direct people to take an action towards a specific project or initiative.

### Ideas For Using The Posters

These posters are designed to increase awareness of the role that energy efficiency plays in protecting the environment. The posters are designed primarily for internal communication purposes and can be used in conjunction with Earth Day events or year round to promote your energy program's initiatives and participation with ENERGY STAR.

For more ideas on raising awareness of energy use, see [www.energystar.gov/energymonth](http://www.energystar.gov/energymonth)

### Questions and More Information

Contact Walt Tunnessen at (202) 343-9965 or [Tunnessen.walt@epa.gov](mailto:Tunnessen.walt@epa.gov)