



# Indoor airPLUS

## PROMOTIONAL GUIDELINES

<p>Spacing</p>		<p><b>BLUE</b> Pantone: 303 C 100% CMYK: 303 PC (C/100, M/47, Y/23, K/0) RGB: P. 303 C/100</p> <p>Colors</p>	<p>we sell</p> <p>Usage</p>	
	<p>Size</p>	<p>about</p> <p>Indoor PLUS</p> <p><b>CYAN</b> Cyan 100% CMYK: C/100,</p>		<p>look for</p> <p>PROMOTIONAL MARK</p>

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# Using Indoor airPLUS to Maintain and Build Value

## Purpose and Overview of Marks

The Indoor airPLUS Program is a partnership between EPA, builders and Raters to improve indoor air quality in new homes. To help promote the program, EPA has developed distinctive Indoor airPLUS Certification, Program, Linkage Phrase, and 100% Commitment marks that can be displayed in homes and on materials.

The following guidelines outline how to use Indoor airPLUS marks when labeling a qualified home and when designing an advertisement or outreach campaign to promote Indoor airPLUS qualified homes. These guidelines are meant to provide consistency in the use of the marks and to avoid confusing businesses and consumers about the application of the Indoor airPLUS brand. The guidelines outlined in this document apply to all Indoor airPLUS marks, unless otherwise indicated.

The Indoor airPLUS marks, each designed for specific purposes, are shown and described on the following pages and fall under the following four categories:

- **Certification Mark:** used only to label Indoor airPLUS qualified homes.
- **Program Mark:** used in educational and promotional materials intended to inform others about the benefits of the Indoor airPLUS Program.
- **Linkage Phrase Marks:** used in communication materials promoting Indoor airPLUS qualified homes or promoting the Indoor airPLUS Program.
- **100% Commitment Mark:** used to distinguish the partner organization's commitment to building 100% Indoor airPLUS qualified homes.



The **Certification Mark** is the primary means of labeling qualified homes with the Indoor airPLUS label (sticker) issued to Providers by EPA. Place the label adjacent to the ENERGY STAR label of a qualified home (usually located on the utility panel of the qualified home). The Indoor airPLUS Certification Mark may also be used on certificates and plaques consistent with these guidelines.

The **Program Mark** may be used to promote the Indoor airPLUS Program and its benefits in marketing and education materials; on signs in front of qualified homes; and on websites, letterhead, business cards, email signatures, clothing, etc.

The **Linkage Phrase Marks** are used in advertisements, flyers, brochures, email signatures and other materials you distribute to a potential homebuyer to promote your Indoor airPLUS qualified homes. The Linkage Phrase Mark comes in three phrases: "look for", "ask about", and "we sell". EPA approved messages can be used with all three marks.

The **Committed to Building 100% Indoor airPLUS Mark** (or 100% Commitment Mark) is available to builders that have committed to labeling all of their new homes as Indoor airPLUS qualified. The 100% Commitment Mark may appear in advertisements, email signatures, and materials that may be distributed to potential homebuyers.

# Using Indoor airPLUS Marks

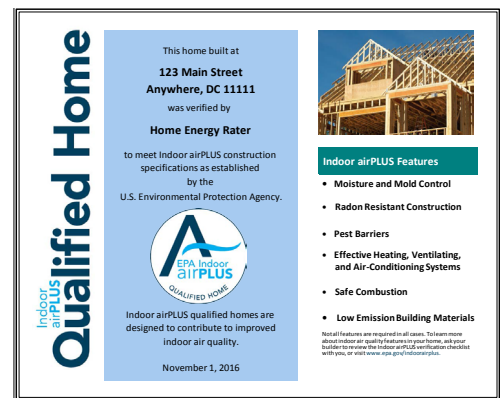
## General Guidelines

- The Indoor airPLUS name should always appear as “Indoor airPLUS.”
- The Indoor airPLUS name and marks cannot be used to imply EPA endorsement or funding of a company, its products, or its services.
- The Indoor airPLUS marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
- The Indoor airPLUS marks may never be used in a manner that would disparage the Indoor airPLUS Program, EPA, or any other government program or body.
- The Indoor airPLUS marks may never be associated with homes that do not qualify as Indoor airPLUS.
- The Indoor airPLUS Certification Mark does not apply to other products or organizations. Only qualified homes can meet Indoor airPLUS criteria.
- Indoor airPLUS marks may only be used in promotional materials featuring Indoor airPLUS partners, in materials promoting Indoor airPLUS qualified homes, or in materials designed to educate the public about the Indoor airPLUS Program.
- Partners and other authorized organizations are responsible for their own use of the Indoor airPLUS marks, as well as use by their representatives, such as advertising agencies and implementation contractors.
- Partners of the Indoor airPLUS Program shall be referred to as Indoor airPLUS partners.
- Builders participating in the Indoor airPLUS Program shall be referred to as Indoor airPLUS builder partners or Indoor airPLUS partners.
- Rating and verification organizations participating in the Indoor airPLUS Program shall be referred to as Indoor airPLUS Rater partners or Indoor airPLUS partners.
- Homes verified to meet the Indoor airPLUS specifications shall be referred to as Indoor airPLUS qualified homes, Indoor airPLUS labeled homes, or homes that have earned the Indoor airPLUS label.

## Indoor airPLUS Certification Mark

Use the Indoor airPLUS Certification Mark to label qualified homes. The primary means of labeling qualified homes is with the Indoor airPLUS label (sticker) issued to Providers by EPA. Place the label adjacent to the ENERGY STAR label of a qualified home (usually located on the utility panel).

The Indoor airPLUS Certification Mark may also be used on certificates, plaques, or other items related specifically to home certification.



\*Certificate required for homeowner upon completion



## Indoor airPLUS Program Marks

Use the Program Marks in educational and promotional materials intended to inform others about the benefits of the Indoor airPLUS Program. Program Marks may be used in marketing and education materials; on signs in front of qualified homes; and on websites, letterhead, business cards, email signatures, and clothing, etc.

# Using Indoor airPLUS Marks

## Indoor airPLUS Linkage Phrase Marks

Use the Indoor airPLUS Linkage Phrase Marks on advertisements, flyers, brochures, email signatures, and other materials you distribute to a potential homebuyer to promote your Indoor airPLUS qualified homes.

EPA-approved messages can be used with all three Linkage Phrase Marks (we sell; ask about; look for). Two examples are shown below:

### MESSAGE OPTION 1

	<p>New Homes that are Indoor airPLUS qualified meet U.S. Environmental Protection Agency guidelines for improved indoor air quality.</p>
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	<p>New Homes that are Indoor airPLUS qualified meet U.S. Environmental Protection Agency guidelines for improved indoor air quality.</p>
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	<p>New Homes that are Indoor airPLUS qualified meet U.S. Environmental Protection Agency guidelines for improved indoor air quality.</p>
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### MESSAGE OPTION 2


<p>Better Environments: Inside and Out</p>


<p>Better Environments: Inside and Out</p>


<p>Better Environments: Inside and Out</p>

The Linkage Phrase Marks may appear in color on any color background or photographic image, or in black and white on any color background.

Color on Color



Color on Photo



Black and White on Color



## Indoor airPLUS 100% Commitment Mark

Use the 100% Commitment Mark to distinguish your organization's commitment to building all of your homes to earn the Indoor airPLUS label. Use this mark on advertisements, flyers, brochures, email signatures, and other materials you distribute to potential homebuyers.

## Committed to Building 100% Indoor airPLUS

	<p><b>ASK ABOUT</b> Indoor airPLUS QUALIFIED HOMES</p>
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By formally committing your organization to building 100% of your homes as Indoor airPLUS, your organization is confirming its intention to ensure that every home it builds will be third-party verified to meet the Indoor airPLUS program requirements and labeled as Indoor airPLUS under the current program guidelines.

The 100% Commitment Mark should only be utilized by builders with that designation. Builders should discontinue use of the mark when their company is no longer committed to building 100% to Indoor airPLUS. The mark should not be used by Rater partners or other stakeholders.

# Technical Guidelines

## Spacing

Always leave a white border equivalent to 1/3 of the height of the mark around it. Text and graphics placed next to or surrounding the mark should not appear over this border.

## Minimum Size

The mark may be resized, but the proportions must be maintained. For legibility, we recommend that the marks not be reproduced smaller in width than 3/8 inch for print. The size of the marks on websites is determined by the lettering legibility inside the marks.

## Preferred Colors

The preferred colors for the Indoor airPLUS marks are dark blue and cyan.

## BLUE

Pantone: 303 C  
CMYK: 303 PC (C/100, M/47, Y/23, K/77)  
RGB: R/0, G/49, B/69  
HTML: #003145

## CYAN

CMYK: C/100, M/0, Y/0, K/0  
RGB: R/0, G/159, B/218  
HTML: #009FDA

Alternate versions in black are allowed. If multicolor printing is available for advertising, product literature, or point of purchase materials, the Indoor airPLUS marks should be printed in the dark blue and cyan colors referenced above. If the dark blue or cyan colors are not available, then the black version of the mark may be substituted.

## Spacing



## Size



The minimum size for print application is 3/8 inch high.

## Color




**BLUE**  
Pantone:  
303 C 100%  
CMYK:  
303 PC  
(C/100, M/47, Y/23, K/77)  
RGB:  
R/0, G/49, B/69  
HTML:  
#003145




**CYAN**  
Cyan  
100%  
CMYK:  
C/100, M/0, Y/0, K/0  
RGB:  
R/0, G/159, B/218  
HTML:  
#009FDA

# Incorrect Mark Usage

Examples of incorrect usage of the Indoor airPLUS marks:




Do not change the colors of the mark.




Do not distort the mark in any way.



Do not rotate the mark.




Do not use any other typeface to replace part of the mark.




Do not allow text or imagery to run into mark.




Do not change the size of the mark lock up.



Do not make the mark an outline.




Do not substitute any part of the mark.



Do not replace the approved wording.



Do not separate or delete any of the mark elements. Do not rearrange the symbol or text.



Do not use the former program name, Indoor Air Package, or logo, to label or promote homes completed after 1/1/2009.

# Web Linking Guidelines

As an Indoor airPLUS partner, your organization is included online in the ENERGY STAR Partner Locator. The Linkage Phrase Mark, “we sell”, appears next to Indoor airPLUS partners to differentiate them from other ENERGY STAR partners. Your listing can also include a link to your organization’s website when you meet the following requirements:

1. Clearly display one of the approved Linkage Phrase Marks (see samples below) in accordance with all requirements within this Indoor airPLUS Promotional Guidelines. Please visit the “Logo Downloads” section in MESA to download Linkage Phrase Mark files. Contact [indoor\\_airplus@epa.gov](mailto:indoor_airplus@epa.gov) with any questions.



2. Provide a reciprocal link to the Indoor airPLUS home page at [www.epa.gov/indoorairplus](http://www.epa.gov/indoorairplus). You can also use this button and language on your website to link to the Indoor airPLUS home page. Please e-mail [indoor\\_airplus@epa.gov](mailto:indoor_airplus@epa.gov) to get the file for this button.



3. Include a brief description of your organization’s participation in the Indoor airPLUS Program (see sample description) and be sure to use the correct program name, “Indoor airPLUS.”
4. Send your website address for inclusion in the ENERGY STAR Partner Locator to [indoor\\_airplus@epa.gov](mailto:indoor_airplus@epa.gov). The ENERGY STAR Partner Locator website will link directly to the page on your site that contains the required elements.

Sample Description: [Copy and paste this text below onto your own website, inserting your company’s information where appropriate.]

*[YOUR COMPANY NAME] is proud to be in partnership with the U.S. Environmental Protection Agency’s Indoor airPLUS Program. Through this partnership, [YOUR COMPANY NAME] has committed to promoting Indoor airPLUS qualified homes that provide homeowners with improved indoor air quality.*

*To earn the Indoor airPLUS label, a home must meet strict guidelines set by the U.S. Environmental Protection Agency for reducing poor indoor air quality. Indoor airPLUS qualified homes offer homebuyers all the features they want in a new home. Builders employ a variety of construction practices and technologies to decrease the risk of poor indoor air quality in their new homes. Construction specifications include moisture and mold control, radon resistant construction, pest barriers, effective heating, ventilating and air-conditioning systems, safe combustion, and healthier building materials.*

Home builders and Home Energy Raters will have access to Indoor airPLUS marks, marketing tools, and materials, after completing and signing the Indoor airPLUS Partnership Agreement at [www.epa.gov/indoorairplus/join-indoor-airplus-program](http://www.epa.gov/indoorairplus/join-indoor-airplus-program).

The Indoor airPLUS marks are available in each partner’s [My ENERGY STAR Account \(MESA\)](#), along with high resolution versions and formats for use in email signatures, where appropriate.



# Using Indoor airPLUS With Complementary Programs

## Complementary Programs

EPA encourages the use of the Indoor airPLUS Certification, Program, Linkage Phrase, and 100% Commitment Marks with the corresponding marks of complementary programs, in accordance with their respective requirements. Examples of complementary programs include EPA's ENERGY STAR Certified Homes (<http://www.energystar.gov/newhomes>) and WaterSense (<http://www.epa.gov/watersense>), as well as national or local green home programs. When Indoor airPLUS is promoted in conjunction with complementary programs, each of the program marks should be of relatively equal size to convey similar value/benefits offered by each program.

## Complementary Certification Marks



## ENERGY STAR

Since ENERGY STAR certification is a pre-requisite for Indoor airPLUS qualification, EPA encourages co-branding Indoor airPLUS with ENERGY STAR whenever possible. In addition, the following EPA approved message may be included to strengthen the link between programs.



All Indoor airPLUS qualified homes meet strict guidelines for energy efficiency set by ENERGY STAR, the nationally recognized symbol for energy efficiency.

## Examples of Complementary Promotional Marks

**Protect Your Environment Inside and Out with a New Home from (BUILDER)**

Look for the EPA Indoor airPLUS and ENERGY STAR® labels on your new home. Special features reduce indoor air pollutants to protect your indoor environment. Energy-efficient features reduce greenhouse gas emissions to protect the outdoor environment. For more information, visit [www.builder.com](http://www.builder.com).

look for All EPA Indoor airPLUS qualified homes are designed for superior indoor air quality and meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. Learn more at [epa.gov/indoorairplus](http://epa.gov/indoorairplus).

**BUILDER NAME**  
[www.builder.com](http://www.builder.com)

**You Are What You Breathe**

Mold, radon, carbon monoxide, and toxic chemicals are common in homes—unless it's a new (BUILDER) home with EPA's Indoor airPLUS label. These homes come with features to provide superior indoor air quality and energy efficiency. For more information, visit [www.builder.com](http://www.builder.com).

look for All EPA Indoor airPLUS qualified homes are designed for superior indoor air quality and meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. Learn more at [epa.gov/indoorairplus](http://epa.gov/indoorairplus).

**BUILDER NAME**  
[www.builder.com](http://www.builder.com)

**A Greener Environment Starts Here**

[Builder] is helping your environment inside and out by offering new homes that have earned the EPA Indoor airPLUS and ENERGY STAR® labels. This greens your home by improving air quality inside and preventing the greenhouse gas emissions that cause global warming outside. So breathe easy.

look for All EPA Indoor airPLUS qualified homes are designed for superior indoor air quality and meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. Learn more at [epa.gov/indoorairplus](http://epa.gov/indoorairplus).

# Notes

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# Notes

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[www.epa.gov/indoorairplus](http://www.epa.gov/indoorairplus)

