



Indoor airPLUS

PROMOTIONAL GUIDELINES



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Using Indoor airPLUS to Maintain and Build Value

Purpose

The Indoor airPLUS program is a partnership between EPA, builders, raters, and other stakeholders to improve indoor air quality in new homes. To help promote the program, EPA has developed distinctive Indoor airPLUS certification and promotional 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 source of the Indoor airPLUS program. All of the guidelines outlined in this document apply to both the certification and promotional marks, unless otherwise indicated.

Indoor airPLUS Certification and Promotional Marks

The Indoor airPLUS program has two marks: certification and promotional. Use the certification mark only to label Indoor airPLUS qualified homes. Use the promotional marks in communication materials promoting Indoor airPLUS qualified homes or promoting the Indoor airPLUS program. When referring to the Indoor airPLUS program or using the certification and promotional marks, the name should always appear as “Indoor airPLUS.”



CERTIFICATION MARK

The certification mark should be used on Indoor airPLUS qualified homes to identify homes that meet or exceed the Indoor airPLUS specifications found at www.epa.gov/indoorairplus.

PROMOTIONAL MARKS

Three promotional marks may be used to promote Indoor airPLUS and its benefits in marketing and education materials; on signs in front of qualified homes; and on Web sites, letterhead, business cards, and clothing, etc.



Home builders, home energy raters, and program proponents (such as utilities, home builder associations, and nonprofits) will have access to Indoor airPLUS promotional marks, marketing tools, and materials, after completing and signing the Indoor airPLUS Partnership Agreement at www.epa.gov/indoorplus.

Using Indoor airPLUS Marks

Indoor airPLUS Certification Mark

Use the Indoor airPLUS certification mark to label qualified homes. The primary means of labelling 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 of the qualified home). The Indoor airPLUS certification mark may also be used on certificates, plaques, or other items consistent with these guidelines.



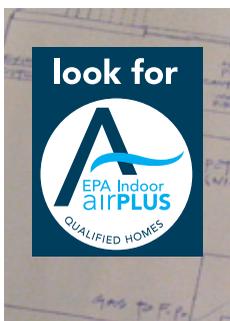
Indoor airPLUS Promotional Marks

Use the Indoor airPLUS promotional marks on advertisements, flyers, brochures, and other materials you distribute to a potential homebuyer to promote your Indoor airPLUS qualified homes. The promotional 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



Promotional Marks With EPA Approved Messages

EPA approved messages can be used with all three promotional marks (we sell; ask about; look for). Two examples are shown below.

MESSAGE OPTION 1

we sell  <small>QUALIFIED HOMES</small>	New Homes that are Indoor airPLUS qualified meet U.S. Environmental Protection Agency guidelines for improved indoor air quality.
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we sell  <small>QUALIFIED HOMES</small>	New Homes that are Indoor airPLUS qualified meet U.S. Environmental Protection Agency guidelines for improved indoor air quality.
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we sell  <small>QUALIFIED HOMES</small>	New Homes that are Indoor airPLUS qualified meet U.S. Environmental Protection Agency guidelines for improved indoor air quality.
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MESSAGE OPTION 2

we sell  <small>QUALIFIED HOMES</small>	Better Environments: Inside and Out
--	--

we sell  <small>QUALIFIED HOMES</small>	Better Environments: Inside and Out
---	--

we sell  <small>QUALIFIED HOMES</small>	Better Environments: Inside and Out
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Using Indoor airPLUS With Complementary Programs

Complementary Programs

EPA encourages the use of the Indoor airPLUS certification and promotional marks with the corresponding marks of complementary programs, in accordance with their respective requirements. Examples of complementary programs include EPA's ENERGY STAR for Homes (www.energystar.gov/logos) and WaterSense (www.epa.gov/watersense), as well as national or local green home programs.

ENERGY STAR

Since ENERGY STAR qualification 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.

Complementary Certification Marks



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.



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.

BUILDER NAME
www.builder.com

You Are What You Breathe

Mold, pollen, 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.

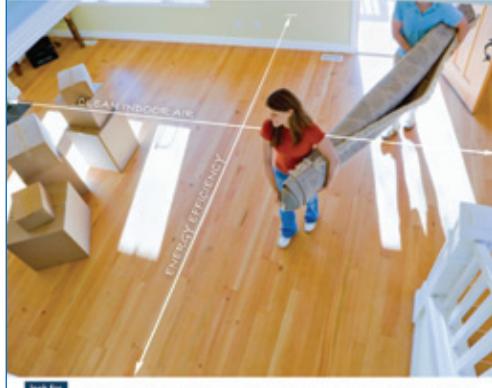


Look for All EPA Indoor airPLUS qualified homes are designed for superior indoor air quality and meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. Learn more at epa.gov/indoorairplus.

BUILDER NAME
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.

Indoor airPLUS 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 Indoor airPLUS, 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 promotional 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.
- 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 Graphic Technical Guidelines

Spacing

Always leave a white border equivalent to $\frac{1}{3}$ 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 $\frac{3}{8}$ inch for print. The size of the marks on Web sites 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 $\frac{3}{8}$ 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 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's 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.

Indoor airPLUS Web Linking Guidelines

As an Indoor airPLUS partner, your organization is included online in the EPA Indoor airPLUS Partner List. 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 promotional marks (see samples below) in accordance with all requirements within this Indoor airPLUS Promotional Guidelines.

To request promotional mark files, please e-mail iap@icfi.com.



2. Provide a reciprocal link to the Indoor airPLUS home page at www.epa.gov/indoorairplus.



You can also use this button and language (see below) on your website to link to the Indoor airPLUS home page. Please e-mail iap@icfi.com to get the file for this button or visit <http://epa.gov/indoorairplus/webtools.html> to copy and paste the web button on your website.

3. Include a brief description of your organization’s participation in the Indoor airPLUS program (see sample descriptions below) and be sure to use the correct program name, “Indoor airPLUS.”

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, moisture and mold control, radon resistant construction, pest barriers, effective heating, ventilating and air-conditioning systems, safe combustion and healthier building materials.

4. Send your website address for inclusion in the EPA Indoor airPLUS Partner List to iap@icfi.com. The Indoor airPLUS website will link directly to the page on your site that contains the required elements.

As part of the Indoor airPLUS mission to build healthy and comfortable homes, builders can 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.

Notes

Notes



www.epa.gov/indoorairplus



United States
Environmental Protection
Agency

Office of Air and Radiation (6609J)
June 2010

Indoor Air Quality (IAQ)