



## Using the National Action Plan for Energy Efficiency Image

The National Action Plan for Energy Efficiency image is available for use by parties advancing its Vision, according to the standards and guidelines presented in this memorandum.

We encourage Leadership Group members and Observers to use the Action Plan image to help:

- Demonstrate your organization's commitment to taking action to increase investment in cost-effective energy efficiency.
- Promote your organization's contributions to the development of the Action Plan and support for implementation of the Vision for 2025.
- Increase public awareness of the Action Plan goal and policy recommendations for achieving all cost-effective energy efficiency by 2025.

### Ideas for Using the Action Plan Image

Include the Action Plan Image in materials that discuss the Action Plan and your organization's participation in the initiative. For instance, you might want to include the image:

- On relevant pages of your Web site (e.g., pages with content focusing on environmental/climate change/sustainability initiatives, efficiency, conservation, the energy future). When the Action Plan image is displayed online, please include a click-through link to the Action Plan Web site: <http://www.epa.gov/eeactionplan>.
- In media releases about your organization's involvement in and contributions to the Action Plan.
- In presentations you make about energy efficiency and/or your organization's involvement in public/private and/or multi-stakeholder initiatives in this area. If possible, also include a slide overview of the Action Plan effort. Sample slides are available on the Action Plan Web site at <http://www.epa.gov/cleanenergy/energy-programs/napee/resources/tools.html>.

### Standards and Guidelines for Using the Action Plan Image

Leadership Group members and Observers are encouraged to use the Action Plan image, but should do so in accordance with the following standards and guidelines:

- The image should always be used in conjunction with content and messaging about the Action Plan. Also, please include a link to the Action Plan Web site, [www.epa.gov/eeactionplan](http://www.epa.gov/eeactionplan), when using the image.
- Do not use the image on products or programs.
- The image must not be used in any manner that would imply EPA or DOE endorsement of a company, its products, or its services.

- The image must be reproduced as shown in the box below. Organizations must use the entire Action Plan image (i.e., the “baby hands” graphic must always be accompanied by the text “National Action Plan for Energy Efficiency”). The image should not be altered or separated, nor should it be incorporated into other image or logo designs.



### Obtaining the Action Plan Image

The Action Plan image can be downloaded from the Leadership Group Communications Web site, or can be obtained by contacting [eeap@erg.com](mailto:eeap@erg.com). The image is available in both square and rectangle layout. Available file formats include JPGs optimized for the Web and JPGs optimized for high-resolution print documents.

### Questions?

To discuss Action Plan image use details, please contact Stacy Angel ([angel.stacy@epa.gov](mailto:angel.stacy@epa.gov), 202-343-9606).