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Use of the EnerGuide Mark and Label in
Information About Vented Gas Fireplaces

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Please ensure that the responsible agents of your company have read and understood these requirements and guidelines and that they will apply them when using and producing the EnerGuide mark and label or in designing and producing material that promotes the EnerGuide mark.

Canada

The purpose of this document is to detail guidelines and requirements for the use of the word “EnerGuide”, the EnerGuide mark and the EnerGuide label in the EnerGuide Program for Vented Gas Fireplaces. For the purpose of this document the word “brochure(s)” means any information in paper or electronic format that describes the characteristics and/or performance of the product. In this document, a model is defined by its annual fireplace efficiency rating. If the rating is different, then it is deemed to be a different model.

1) Describing the EnerGuide Program

- a) If described, the EnerGuide Program shall be referred to as a rating program for energy performance.
- b) Recommended text for describing the EnerGuide Program:

EnerGuide is a Government of Canada rating system that provides consumers with comparative information on the energy performance of energy-using products sold in Canada.

- c) The text “For more information on the EnerGuide Program, please visit the EnerGuide Web site at oee.nrcan.gc.ca/equipment” may appear somewhere in the brochure, preferably at or near the first mention of the EnerGuide Program.
- d) The word “EnerGuide” may be used without the word “Program”.
- e) Appendix A shows examples of unacceptable terminology when referring to the EnerGuide Program.

2) The EnerGuide Word and Mark

- a) The word “EnerGuide”, the EnerGuide mark, and the stylized “G” are official trademarks of the Government of Canada (pursuant to Section 9(1)(n)(iii) of the *Trademarks Act*) and may be used only with written permission from Natural Resources Canada.
- b) The use of the word “EnerGuide” and the EnerGuide mark shall conform to the requirements as detailed in this document.
- c) Use of the word “EnerGuide” or the EnerGuide mark shall not imply any special relationship, endorsement or association between the Government of Canada and any product or other party. For example, placing the EnerGuide mark alone on the back of a brochure without any reference to an EnerGuide rating would be considered an endorsement.
- d) The EnerGuide mark shall be used only to replace the text word “EnerGuide” when referring to the annual fireplace efficiency rating (for example, in the product specifications).
- e) The use of the stylized “G” without the full EnerGuide mark is restricted for use to the Government of Canada.
- f) The text word “EnerGuide” shall always be in bold type with a capital “E” and “G” with lower case letters used for the rest of the word. The word may not be underlined or italicized.

- i) If the positive version of the mark is placed over a strong patterned background, a clear area needs to be created behind the mark for clarity. This rectangle should be at least 0.3 cm larger than the mark on all sides.



4) The EnerGuide Rating Label

- a) The EnerGuide Rating Label shall be reproduced as per the design in Appendix B. There shall be no changes to the font size or style within the frame of the label.
 - b) The EnerGuide Rating Label shall only appear in a black and white format as shown in Appendix B.
 - c) Minimum size for the EnerGuide Rating Label shall be 2.5 cm in height by 3.5 cm in length.
 - d) The EnerGuide Rating Label shall not appear to endorse any one particular product over another.
 - e) The EnerGuide Rating Label shall not be sold for profit to any third party.
- 5) Reporting the EnerGuide Rating in Brochures

There are two requirements to the reporting of the CSA P.4.1-02 annual fireplace efficiency (F.E.) in brochures: a) placement of the rating in the product specifications and/or in the body of the text; and b) inclusion of the appropriate EnerGuide Label(s) for Vented Gas Fireplaces.

- a) Product Specifications / Text Insertion
 - i) In brochures where product specifications are listed, the EnerGuide rating shall be included in the specifications and the rating shall be designated as an “EnerGuide Rating”.
 - ii) If there are other energy efficiency ratings, the EnerGuide rating shall always appear first.
 - iii) Where there are no product specifications in the brochure, references to the EnerGuide rating shall be included in the text of the brochure. Example:

The EnerGuide energy efficiency rating for this vented gas fireplace is [xx] percent when tested to the Canadian Standards Association’s CSA P.4.1-02 Testing Method for Measuring Annual Fireplace Efficiency.

The text may also be used in addition to the inclusion of the EnerGuide rating in the product specifications.

b) EnerGuide Label

- i) The label(s) as shown in Appendix B shall be used. No other label format will be acceptable.
- ii) It is recommended that the label be inserted adjacent to the product specifications or (if applicable) on the final page of the brochure.
- iii) If the brochure contains only one model, then the single model label shall be used. If the brochure contains more than one model, then the multiple model label shall be used.

Appendix A

Terminology

The following phrases shall **not** be used when referring to a product or to the EnerGuide Program:

1. EnerGuide endorsed
2. EnerGuide accepted
3. EnerGuide qualified
4. Endorsed by Natural Resources Canada
5. Endorsed by the Government of Canada
6. An EnerGuide product
7. An EnerGuide (product name)
8. Approved by Natural Resources Canada

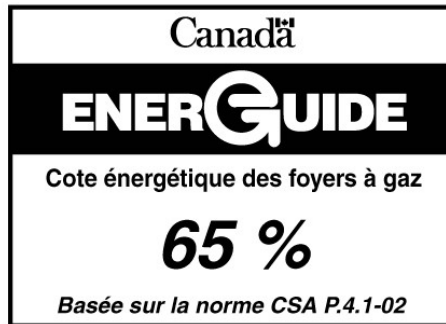
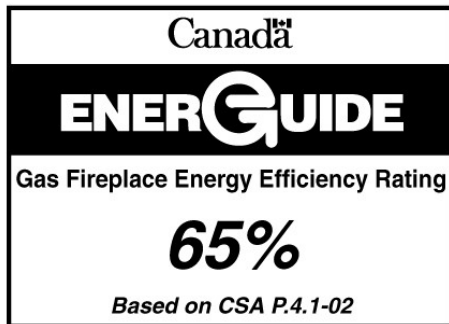
The following phrases may be used when referring to a product or to the EnerGuide Program:

1. EnerGuide rating system
2. EnerGuide rating program
3. EnerGuide
4. EnerGuide mark
5. EnerGuide label
6. Government of Canada's EnerGuide Program

Appendix B

EnerGuide Labels for Vented Gas Fireplaces

1. Single Model Label



2. Multiple Model Label

