



ENERGY STAR® FOR WINDOWS, DOORS, AND SKYLIGHTS

# MARKS, MAPS, AND MESSAGING: Simplified Marketing Guidelines for Partners



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## PURPOSE

This document is intended to make it easy for partners to use ENERGY STAR correctly when labeling and marketing qualified windows, doors, and skylights. It was created specifically for individuals involved in product labeling or the design of packaging and promotional materials. Partners should feel free to circulate it to their manufacturing facilities, marketing departments, advertising agencies, and graphic designers. The document briefly summarizes the current ENERGY STAR labeling and logo use requirements, and provides examples of proper usage. If you need more detailed guidance, please consult the source documents referenced throughout or contact [windows@energystar.gov](mailto:windows@energystar.gov).

## OVERVIEW

Partners must follow three basic requirements when marketing ENERGY STAR qualified windows, doors, and skylights:

### 1. Label Qualified Products *(page 2)*

Label qualified windows, doors, and skylights with an official ENERGY STAR Product Qualification Label (or a custom-designed label approved by the U.S. Department of Energy (DOE)) to ensure qualified products are clearly designated for consumers.

### 2. Label Display Units *(page 3)*

Label display units for windows, doors, and skylights (i.e., product samples, whole or partial portable units, etc.) with an appropriate ENERGY STAR Display Unit Label to assist consumers and sales associates at the point of sale.

### 3. Promote Qualified Products *(pages 4-8)*

Promote qualified products using appropriate ENERGY STAR marks and messaging to educate consumers about the benefits of ENERGY STAR windows, doors, and skylights. The marks must be used correctly in order to protect the integrity of the ENERGY STAR brand.

a. Promotional Maps in Marketing Materials *(page 4)*

b. Writing About ENERGY STAR *(page 5)*

c. Choosing the Right ENERGY STAR Marks *(pages 5-7)*

d. Graphic Design Guidance *(page 8)*



# 1. LABELING QUALIFIED PRODUCTS

(Product or Product Packaging)

The Product Qualification Label must be used on all qualified products or product packaging. The label makes it easy for consumers to see whether a product is qualified in their area of the country (without having to understand the underlying ENERGY STAR criteria).



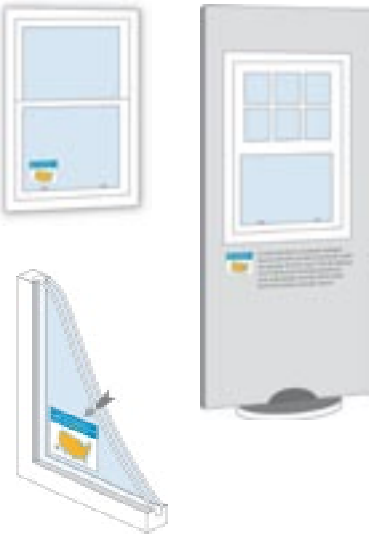
This is the label required for documentation to receive the federal tax credit\*

\* For more information regarding federal tax credits for windows, doors, and skylights visit [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits)

LABEL	INSTRUCTIONS	CORRECT USE														
<p><b>Product Qualification Label</b></p> 	<p>Use an appropriate Product Qualification Label showing the Climate Zone(s) where the product qualifies.</p> <p>Label must be placed on product or packaging adjacent to NFRC temporary label; separation between labels should be less than 1 inch.</p> <p>Do not use any other ENERGY STAR marks on the product or packaging without prior approval from DOE.</p>	 <p>ENERGY STAR Label</p> <p>National Fenestration Rating Council Label</p>														
<p><b>Graphic Design Specifications</b></p> <p><b>Size:</b></p> <ul style="list-style-type: none"> <li>• Minimum size: 3" x 2"</li> <li>• Must maintain ratio of 3/2 width/height</li> </ul> <p><b>Color:</b></p> <p>Label may be produced in any of four designs options:</p> <table border="1" data-bbox="461 1377 1419 1509"> <thead> <tr> <th>Process Color</th> <th>Two Color</th> <th>Grayscale</th> <th>Pattern</th> </tr> </thead> <tbody> <tr> <td>Yellow (0/10/100/0)</td> <td>Black (100%)</td> <td>Black (100%)</td> <td rowspan="3">Adhere to diagonal and dot patterns</td> </tr> <tr> <td>Cyan (100/0/0/0)</td> <td>Cyan (100%)</td> <td>Gray (35%)</td> </tr> <tr> <td>Black (0/0/0/100)</td> <td></td> <td></td> </tr> </tbody> </table> <p><b>Custom Design</b></p> <p>Custom designed labels are permitted, but must be approved by DOE prior to use. Required elements of a customized label are the same as the official label and include:</p> <ul style="list-style-type: none"> <li>• ENERGY STAR Certification Mark</li> <li>• A map showing where the product is qualified</li> <li>• A qualification statement</li> </ul> <p>E-mail <a href="mailto:windows@energystar.gov">windows@energystar.gov</a> for label artwork or to submit custom labels for review.</p>			Process Color	Two Color	Grayscale	Pattern	Yellow (0/10/100/0)	Black (100%)	Black (100%)	Adhere to diagonal and dot patterns	Cyan (100/0/0/0)	Cyan (100%)	Gray (35%)	Black (0/0/0/100)		
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## 2. LABELING DISPLAY UNITS

Effective July 31, 2005, all display units including those in showrooms, trade shows, whole or partial portable units, or corner cuts must contain a Display Unit Label. The purpose of the label is to ensure that prospective buyers are presented with clear and consistent information about the availability of ENERGY STAR qualified options *at the time of purchase*.

LABEL	INSTRUCTIONS	CORRECT USE			
<p style="text-align: center;"><b>Display Unit Label Type 1</b></p>  <p style="text-align: center;"><b>Type 2</b></p> 	<p>Use an appropriate display unit label. <b>Type 1</b> is for use when a standard version of the product exists and it is ENERGY STAR qualified in one or more climate zones. <b>Type 2</b> is for use when there is no standard version of the product.</p> <hr/> <p>There is no custom design option.</p> <hr/> <p>Label may be placed on the display unit directly or on adjacent point-of-purchase material.</p>				
<p><b>Graphic Design Specifications</b></p> <p><b>Size:</b></p> <ul style="list-style-type: none"> <li>• Minimum size: 3.1" x 2.5"</li> <li>• Must maintain ratio of 1.24 width/height</li> </ul> <p><b>Color:</b></p> <p>Label may be produced in any of three designs options:</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 33%;"> <p><b>Process Color</b></p> <p>Yellow (0/30/95/0)</p> <p>Cyan (100/0/0/0)</p> <p>Black (0/0/0/100)</p> </td> <td style="vertical-align: top; width: 33%;"> <p><b>Three Color</b></p> <p>Yellow (PMS #7409)</p> <p>Cyan (PMS #Process Cyan)</p> <p>Black (PMS #Process Black)</p> </td> <td style="vertical-align: top; width: 33%;"> <p><b>Two Color</b></p> <p>Yellow (PMS #7409)</p> <p>Cyan (PMS #Process Cyan)</p> <p>Labels can be printed as two-color by replacing black with cyan</p> </td> </tr> </table> <p>Artwork is available at <a href="http://www.energystar.gov/windows_partners">www.energystar.gov/windows_partners</a></p>			<p><b>Process Color</b></p> <p>Yellow (0/30/95/0)</p> <p>Cyan (100/0/0/0)</p> <p>Black (0/0/0/100)</p>	<p><b>Three Color</b></p> <p>Yellow (PMS #7409)</p> <p>Cyan (PMS #Process Cyan)</p> <p>Black (PMS #Process Black)</p>	<p><b>Two Color</b></p> <p>Yellow (PMS #7409)</p> <p>Cyan (PMS #Process Cyan)</p> <p>Labels can be printed as two-color by replacing black with cyan</p>
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For more information, including sales tips to empower staff, refer to the *ENERGY STAR Display Unit Labeling Guidelines for Manufacturers and Retailers* at [www.energystar.gov/windows\\_partners](http://www.energystar.gov/windows_partners).

### 3. PROMOTING QUALIFIED PRODUCTS

#### a. PROMOTIONAL MAPS IN MARKETING MATERIALS

Partners are encouraged to use the ENERGY STAR promotional map in marketing materials to help explain the ENERGY STAR criteria and corresponding climate zones.

MAPS		INSTRUCTIONS																																		
<p>Official Promotional Map for Windows, Doors, and Skylights</p>		<p>Use of the official promotional map is recommended.</p> <p>Do not alter the design elements of the official promotional map in any way (except size).</p> <p><b>Size:</b></p> <ul style="list-style-type: none"> <li>Minimum size: 3" x 2"</li> <li>Must maintain ratio of 3/2 width/height</li> </ul> <p><b>Color:</b></p> <p>Map should be reproduced in <b>process color</b>:</p> <p>Red (15/100/100/0)    Orange (10/40/100/0)            Yellow (0/10/100/0)    Black (0/0/0/100)</p>																																		
<p>Official Promotional Map for Custom Designed Materials</p>		<p>Custom designed materials are permitted and must be approved by DOE. Partners may use the map with or without the legend.</p> <p>Do not alter the design elements of the promotional map in any way (except size).</p> <p><b>Size: (excluding legend, Alaska, and Hawaii)</b></p> <ul style="list-style-type: none"> <li>Width: ≥ 1.625 inches</li> <li>Height: ≥ 1.031 inches</li> </ul> <p><b>Color:</b> Use the same color properties listed for the official promotional map above.</p>																																		
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Since skylights are not included in the equivalent performance criteria amendment, maps that do not illustrate the alternative criteria region are available for skylight manufacturers by emailing [windows@energystar.gov](mailto:windows@energystar.gov).





## b. WRITING ABOUT ENERGY STAR

THE BASICS	
(See <i>ENERGY STAR Identity Guidelines</i> at <a href="http://www.energystar.gov/logos">www.energystar.gov/logos</a> for details)	
✓	Use full capital letters and the registered trademark symbol in superscript for the first occurrence of “ENERGY STAR®” in any print piece.
✗	Do not use SMALL CAPS or the trademark (™) symbol.
✓	Describe products as “ENERGY STAR qualified,” “earning the ENERGY STAR,” or “meeting ENERGY STAR guidelines.”
✗	Do not use the terms “compliant,” “rated” or “standards.”
GENERAL MESSAGES	
(See <a href="http://www.energystar.gov/windows">www.energystar.gov/windows</a> for additional messaging options)	
Use messaging such as:	
✓	“ENERGY STAR is a government-backed program that helps consumers identify energy efficient products.”
✓	“Every ENERGY STAR qualified window, door, and skylight is independently tested and certified to perform at levels that meet or exceed strict energy efficiency criteria set by the U.S. Department of Energy.”
✓	“ENERGY STAR requirements for windows, doors, and skylights vary by climate zone.”

## c. CHOOSING THE RIGHT ENERGY STAR MARKS









Use the table below to determine the appropriate ENERGY STAR mark(s) for each marketing application: advertising, point-of-sale signage and collateral materials, Web sites, and corporate documents. Vertical versions of the marks are available. More information on mark use can be found in the *ENERGY STAR Identity Guidelines* ([www.energystar.gov/logos](http://www.energystar.gov/logos)).

### Advertising

MARK	INSTRUCTION	CORRECT USE
<p><b>Linkage Phrase Marks</b></p> 	<p>Use the Linkage Phrase Marks in manufacturer ads for ENERGY STAR qualified products and all ad templates created for retail customers.</p>	
<p><b>Partnership Mark</b></p> 	<p>Use the Partnership Mark only when the company endorsing the ad is an ENERGY STAR partner.</p> <p>Do not use on ad templates provided to retail customers or other organizations that are not ENERGY STAR partners.</p>	

# Point-of-Purchase Signs and Collateral

(Product Literature, Catalogs, and Order Forms)

MARK	INSTRUCTION	CORRECT USE																															
<p><b>Linkage Phrase Marks</b></p> 	<p>Use the Linkage Phrase Marks on any materials promoting qualified products.</p>																																
<p><b>Promotional Mark</b></p> 	<p>Use the Promotional Mark only when accompanied by ENERGY STAR messaging (for suggested messaging, see "Writing About ENERGY STAR" above).</p>																																
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## Web Sites

MARK	INSTRUCTION	CORRECT USE
<p><b>Linkage Phrase Marks</b></p> 	<p>Use the Linkage Phrase Mark on any page where qualified products are featured.</p>	
<p><b>Partnership Mark</b></p> 	<p>Use the Partnership Mark only when listing professional affiliations or accreditations.</p>	
<p><b>Certification Mark</b></p> 	<p>Use the Certification Mark to designate specific qualified models. Mark <u>must</u> be accompanied by a note indicating which models qualify, the climate zones where they qualify, and with which option packages they qualify (if applicable).</p>	
<p><b>Promotional Mark</b></p> 	<p>Use the Promotional Mark only when accompanied by ENERGY STAR messaging (see "Writing About ENERGY STAR" above).</p>	

## Corporate Documents








(Business Cards, Stationary, Annual Reports)

MARK	INSTRUCTION	CORRECT USE
<p><b>Partnership Mark</b></p> 	<p>Use the Partnership Mark to communicate partner's commitment to energy efficiency and the environment through ENERGY STAR.</p>	



## d. GRAPHIC DESIGN GUIDANCE FOR THE ENERGY STAR MARKS

Refer to the *ENERGY STAR Identity Guidelines* at [www.energystar.gov/logos](http://www.energystar.gov/logos) for more information on design requirements.

	CORRECT USE	INCORRECT USE	INCORRECT USE
SIZE	<ul style="list-style-type: none"> <li>✓ Mark may be re-sized, but the proportions must be maintained.</li> <li>✓ Minimum length of shortest side = 3/8 (0.375) inch for print.</li> <li>✓ Text in mark must be legible.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not distort the mark in any way.</li> <li>✗ Do not skew the mark.</li> </ul>	
COLOR	<ul style="list-style-type: none"> <li>✓ The preferred print color is 100% Cyan (Web color is hex color #0099FF).</li> <li>✓ Alternate versions in black or reversed out to white may be used.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not change the colors of the mark.</li> </ul>	
CLEAR SPACE	<ul style="list-style-type: none"> <li>✓ A clear space of one-third (0.333) the height of the graphics box within the mark should surround the mark at all times.</li> <li>✓ No other graphic elements, including images or text can appear in this surrounding area.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not let text run into the mark.</li> <li>✗ Do not violate the clear space of the mark.</li> </ul>	<p>Do not let text run into the mark.</p>  <p>Do not let text run into the mark.</p>
BACKGROUND	<ul style="list-style-type: none"> <li>✓ ENERGY STAR marks may appear on any background color or a photographic image with simple imagery.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not place the mark in a busy background.</li> <li>✗ Do not make the mark an outline.</li> </ul>	 
TEXT	<ul style="list-style-type: none"> <li>✓ Use the wording that is provided.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not change or replace the approved wording.</li> <li>✗ Do not use any old taglines such as “money isn’t all you’re saving.”</li> <li>✗ Do not change the typeface.</li> </ul>	 
INTEGRITY	<ul style="list-style-type: none"> <li>✓ Use the mark as provided.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not alter the lock up of the mark in any way.</li> <li>✗ Do not separate any of the mark’s elements.</li> <li>✗ Do not substitute any part of the mark.</li> </ul>	