

From: ENERGY STAR [whatshappening@energystar.gov]

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Subject: New Marketing Tool for Windows, Doors, and Skylight Partners

The U.S. Department of Energy (DOE) is pleased to release a new marketing resource for window, door, and skylight partners titled, *Marks, Maps, and Messaging: Simplified Marketing Guidelines for Partners*. The document briefly summarizes the current ENERGY STAR labeling and logo use requirements, and provides examples of proper use.

Marks, Maps, and Messaging is intended to make it easy for partners to use ENERGY STAR correctly when labeling and marketing qualified products. 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. If you need more detailed guidance, please consult the source documents referenced throughout or contact windows@energystar.gov.

ENERGY STAR Windows, Doors, and Skylights

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