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ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Seal and Insulate with ENERGY STAR® Brand Use Guidance for Home Insulation Manufacturer Partners

Seal and Insulate with ENERGY STAR partners gain access to several ENERGY STAR marks, each designed for specific applications and available in black and white in addition to cyan. The table below summarizes the Identity Guidelines (www.energystar.gov/marks) that explain how to use the marks.

Do not use images of the marks below. Download the high-resolution marks at energystar.gov/marks.

	ENERGY STAR mark	Purpose
Use on products	 <p>Insulation product graphic</p>	<p>The insulation product graphic is the only graphic that can be used on qualified insulation products and product packaging. It is only for use on products and packaging; never on marketing materials like websites and brochures.</p> <p>Only insulation manufacturers may use the Insulation product graphic; do not share it with distributors, retailers, or contractors.</p>
	 <p>Seal and Insulate graphic</p>	<p>The Seal and Insulate graphic is the preferred mark for advertising qualified insulation products in marketing materials like websites and brochures. It should not be placed directly on products or packaging.</p> <p>Retailers can also use the Seal and Insulate graphic to promote qualified insulation products in advertising and in-store displays.</p>
Use on marketing materials	 <p>Partnership Mark</p>	<p>The Partnership Mark is the preferred mark for advertising your company's partnership. Use it on marketing materials to describe your company as a whole rather than a specific ENERGY STAR qualified product. It should not be placed directly on products or packaging.</p>
	 <p>Ask About and Promotional Marks</p>	<p>The Ask About and Promotional Marks are for use on your marketing materials. Because the Ask About Mark is available to ENERGY STAR stakeholders other than partners, it doesn't communicate your unique status as an ENERGY STAR partner and your products' ENERGY STAR qualification. Neither of these two marks should be placed directly on products or packaging.</p>
DO NOT USE	 <p>DO NOT USE – Certification Mark – DO NOT USE</p>	<p>The Certification Mark is designed for use on qualified products other than home insulation.</p> <p>Do not use this mark.</p>

ENERGY STAR Review Policy

To protect the value and integrity of the ENERGY STAR brand, partners are responsible for properly promoting Seal and Insulate with ENERGY STAR. Partners (and those advertising on behalf of partners, including retailers) must submit any materials that use the ENERGY STAR name or marks to ENERGY STAR for review. Advertising and promotional materials will be reviewed within two (2) to five (5) business days of receipt of the materials.

Contact information

Please contact us with questions about your partnership with ENERGY STAR, how to use ENERGY STAR marks, and ideas for promoting Seal and Insulate with ENERGY STAR. The Seal and Insulate with ENERGY STAR Team also works directly with retailers to help them promote Seal and Insulate with ENERGY STAR and ENERGY STAR qualified home insulation products.

Marketing reviews, general questions

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Manufacturers

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Retailers

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