

A photograph of a living room featuring a bay window with white trim and brown curtains. A beige armchair with a matching ottoman is positioned in front of the window. A wooden side table holds a lamp and a vase of flowers. A large green plant is visible on the left. The room has beige walls and a light-colored carpet.

Manufacturers

ENERGY STAR® for Windows, Doors, and Skylights

## Partner Requirements and Resource Guidelines

## PURPOSE

The Partner Requirements and Resource Guidelines (PRRG) is the companion piece to the Partner Resource Guide (PRG). The PRG provides optional marketing resources for ENERGY STAR for Windows, Doors, and Skylights partners; the PRRG details the rules manufacturers must follow when promoting ENERGY STAR.

## PARTNER REQUIREMENTS

As stated in the Program Requirements, partners must market ENERGY STAR qualified windows, doors, and skylights by:

- I. Labeling qualified products
- II. Labeling display units
- III. Using ENERGY STAR marks


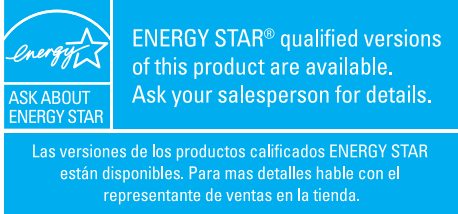
## RESOURCE GUIDELINES



Section IV, Additional Guidelines, outlines proper use of promotional maps and ENERGY STAR messaging. While use of promotional maps and ENERGY STAR messaging is optional, partners must adhere to the guidelines provided in Section IV when using these resources.



For more detailed guidance on proper use of marks and messaging, please refer to the Identity Guidelines at [www.energystar.gov/logos](http://www.energystar.gov/logos).

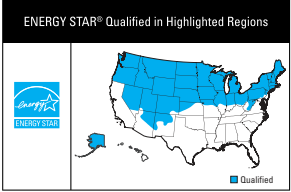




Partners should circulate this document to their manufacturing facilities, marketing departments, advertising agencies, and graphic designers (including local newspapers). Please contact [windows@energystar.gov](mailto:windows@energystar.gov) with any questions.

## DEFINITIONS

TERM	DEFINITION
<p><b>Certification mark</b></p> 	<p>Labels products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.</p>
<p><b>Display unit label or Display label</b></p>	<p>Label required to appear on all product samples and cutaway corners (corner cuts) used in showrooms, tradeshow, etc. to promote windows, doors, or skylights with ENERGY STAR qualified versions. The display label <b>cannot</b> be used as a product label.</p> 

TERM	DEFINITION
<p><b>Door</b></p>	<p>A sliding or swinging entry door system designed for and installed in a vertical wall separating conditioned and unconditioned space in a residential building. ENERGY STAR recognizes three categories of doors:</p> <ul style="list-style-type: none"> <li>• <b>Opaque:</b> A door with no glazing.</li> <li>• <b>≤ ½-lite:</b> A door with ≤ 29.8 percent glazing (based on NFRC 100-2004 or the most recent procedure available from NFRC). Includes ¼- and ½-lite doors.</li> <li>• <b>&gt; ½-lite:</b> A door with &gt; 29.8 percent glazing (based on NFRC 100-2004 or the most recent procedure available from NFRC). Includes ¾-lite and fully glazed doors.</li> </ul>
<p><b>Dynamic glazing product</b> <b>Internal Shading System</b></p>	<p>Any fenestration product that has the fully reversible ability to change its performance properties, including U-factor, SHGC, or Visual Transmittance. This includes, but is not limited to, shading systems between the glazing layers and chromogenic glazing.</p> <ul style="list-style-type: none"> <li>• <b>Switch-able Glazing Product:</b> An electrochromic glass system that can be tinted or untinted in response to an electronic control signal or environmental change.</li> <li>• <b>Internal Shading System:</b> A fenestration product that includes blinds or shades positioned between glass panes that can open or close.</li> </ul>
<p><b>Insulating glass (IG) unit</b></p>	<p>A preassembled unit, comprising lites of glass, which are sealed at the edges and separated by dehydrated space(s). The unit is used in glazed fenestration products.</p>
<p><b>Linkage phrase mark</b></p>	<p>Shows that a company sells ENERGY STAR qualified products. There are two linkage phrase marks:</p> <div style="display: flex; justify-content: center; gap: 20px;">   </div>
<p><b>Logo or Mark</b></p>	<p>Term used to describe the ENERGY STAR image. Types of marks include promotional, certification, partnership, and linkage phrase (see corresponding definitions).</p>

TERM	DEFINITION
<b>My ENERGY STAR Account (MESA)</b>	A password-protected Web site containing partner resources after April 1, 2010 (before this date partner resources will be available on a CD-ROM mailed to partners). When a company completes the partnership application process, the primary contact receives a username and password via e-mail. The site can be accessed at <a href="http://www.energystar.gov/mesa">www.energystar.gov/mesa</a> .
<b>National Fenestration Rating Council (NFRC)</b>	NFRC provides product and energy performance data for windows, doors and skylights.
<b>NFRC temporary label or NFRC label</b>   <p>The image shows an NFRC label for 'World's Best Window Co. Millennium 2000'. It includes the NFRC logo, product details, and performance ratings. The ratings are: U-Factor (U.S./I-P) 0.35, Solar Heat Gain Coefficient 0.32, Visible Transmittance 0.51, and Air Leakage (U.S./I-P) 0.2.</p>	NFRC has two labels: the temporary label, a sticker that can be removed from the surface of the product, and the permanent label. The permanent label can be a label, a tab, or etchings and must be accessible from the interior after product installation.
<b>Partnership mark</b>	Promotes an organization's commitment to and partnership in the ENERGY STAR program.   <p>The image shows two versions of the Energy Star Partner logo. The first is a blue square with a white star and the word 'Energy' in script, with 'ENERGY STAR PARTNER' in white text below. The second is a blue rectangle with a white star and the word 'Energy' in script, with 'ENERGY STAR PARTNER' in white text to the right.</p>
<b>Private labeler</b>	A company that has joined the NFRC private labeler program in order to market under its own name windows, doors, or skylights manufactured by a different company.

TERM	DEFINITION																				
<p><b>Product qualification label or Product label</b></p>	<p>Label required to appear on all ENERGY STAR qualified windows, doors, or skylights. Must appear within one inch of NFRC label. The product label <b>cannot</b> be used as a display label.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>ENERGY STAR® Qualified in Highlighted Regions</p> <p>Window/Skylight Product Label (not qualified everywhere)</p> </div> <div style="text-align: center;">  <p>Window/Skylight Product Label (qualified everywhere)</p> </div> </div> <div style="text-align: center; margin-top: 20px;">  <p>ENERGY STAR® Qualified In All 50 States</p> <table border="1" data-bbox="1136 651 1480 776"> <thead> <tr> <th colspan="4">Does this door meet the criteria for its glazing level? (Check only one box)</th> </tr> <tr> <th>For:</th> <th>U-factor</th> <th>SHGC</th> <th>Yes</th> </tr> </thead> <tbody> <tr> <td>Opaque</td> <td>≤ 0.21</td> <td>Any</td> <td></td> </tr> <tr> <td>½ or ⅓ Lite</td> <td>≤ 0.27</td> <td>≤ 0.30</td> <td></td> </tr> <tr> <td>¼ or Full Lite</td> <td>≤ 0.32</td> <td>≤ 0.30</td> <td></td> </tr> </tbody> </table> <p>Door Product Label</p> </div>	Does this door meet the criteria for its glazing level? (Check only one box)				For:	U-factor	SHGC	Yes	Opaque	≤ 0.21	Any		½ or ⅓ Lite	≤ 0.27	≤ 0.30		¼ or Full Lite	≤ 0.32	≤ 0.30	
Does this door meet the criteria for its glazing level? (Check only one box)																					
For:	U-factor	SHGC	Yes																		
Opaque	≤ 0.21	Any																			
½ or ⅓ Lite	≤ 0.27	≤ 0.30																			
¼ or Full Lite	≤ 0.32	≤ 0.30																			
<p><b>Promotional map</b></p>	<p>Version of the ENERGY STAR climate zone map that manufacturers can use in marketing materials.</p>																				
<p><b>Promotional mark</b></p>	<p>Highlights the ENERGY STAR program in brochures, media kits, flyers, and public education campaigns.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>																				
<p><b>Residential building</b></p>	<p>A structure used primarily for living and sleeping that is zoned as residential and/or subject to residential building codes. For the purposes of ENERGY STAR, “residential building” refers to buildings that are three stories or less in height.</p>																				

TERM	DEFINITION
<b>Skylight</b>	A window designed for sloped or horizontal application in the roof of a residential building, the primary purpose of which is to provide daylighting and/or ventilation. May be fixed or operable. Skylights have their own set of ENERGY STAR criteria. Tubular Daylighting Devices are included under the skylight criteria.
<b>Sliding entry door</b>	A door that contains one or more manually operated panels that slide horizontally within a common frame. Sliding doors are included under the door criteria and definition.
<b>Solar Heat Gain Coefficient (SHGC)</b>	The ratio of the solar heat gain entering the space through the fenestration product to the incident solar radiation. Expressed as a value between 0 and 1.
<b>Swinging entry door</b>	A door system having, at a minimum, a hinge attachment of any type between a leaf and jamb, mullion, or edge of another leaf or having a single, fixed vertical axis about which the leaf rotates between open and closed positions. Swinging entry doors are included under the door criteria and definition.
<b>Tubular Daylighting Device (TDD)</b>	A non-operable device primarily designed to transmit daylight from a roof surface of a residential building to an interior ceiling surface via a tubular conduit. The device consists of an exterior glazed weathering surface, a light transmitting tube with a reflective inside surface and an interior sealing device, such as a translucent ceiling panel. TDDs are included under the skylight criteria.
<b>U-factor</b>	The heat transfer per time per area and per degree of temperature difference. The U-factor multiplied by the interior-exterior temperature difference and by the projected fenestration product area yields the total heat transfer through the fenestration product due to conduction, convection, and long wave infra-red radiation. Expressed here in units of Btu/h-ft <sup>2</sup> ·°F.
<b>Window</b>	An assembled unit consisting of a frame/sash component holding one or more pieces of glazing functioning to admit light and/or air into an enclosure and designed for a vertical installation in an external wall of a residential building.
<b>Window, door, and skylight components</b>	Components used by an ENERGY STAR partner in the construction of an ENERGY STAR qualified window, door, or skylight including, but not limited to, coated glass, frame profiles, and warm-edge spacers. <b>Components are not qualified products and cannot be labeled with the ENERGY STAR.</b>

## I. LABELING QUALIFIED PRODUCTS

**ENERGY STAR for Windows, Doors, and Skylights manufacturer partners are required to label ALL ENERGY STAR qualified products. The ENERGY STAR label cannot be placed on components.**

After selecting the proper label (see FINDING THE RIGHT PRODUCT LABEL), partners can obtain the product qualification label templates from the partner resources CD (before April 1, 2010) or by logging on to their My ENERGY STAR Account (MESA) after April 1, 2010. To access MESA, sign in at [www.energystar.gov/mesa](http://www.energystar.gov/mesa) with the user name and password provided when your company completed the partnership application process. Please e-mail [windows@energystar.gov](mailto:windows@energystar.gov) if you no longer have this information.

## A. FINDING THE RIGHT PRODUCT LABEL

Follow the instructions to find the right product qualification label.

### WINDOWS AND SKYLIGHTS

1. Use the criteria tables below to determine the zone(s) in which the window or skylight qualifies.

#### ENERGY STAR® Qualification Criteria for Residential Windows and Skylights

Windows				Skylights		
Climate Zone	U-Factor <sup>1</sup>	SHGC <sup>2</sup>		Climate Zone	U-Factor <sup>1</sup>	SHGC <sup>2</sup>
Northern	≤ 0.30	Any	Prescriptive	Northern	≤ 0.55	Any
	≤ 0.31	≥ 0.35	Equivalent Energy Performance	North-Central	≤ 0.55	≤ 0.40
	≤ 0.32	≥ 0.40		South-Central	≤ 0.57	≤ 0.30
North-Central	≤ 0.32	≤ 0.40		Southern	≤ 0.70	≤ 0.30
South-Central	≤ 0.35	≤ 0.30				
Southern	≤ 0.60	≤ 0.27				

<sup>1</sup> Btu/h-ft<sup>2</sup>·°F

<sup>2</sup> Fraction of incident solar radiation

2. Use the table below to determine which label is appropriate for the product.

IF THE			QUALIFIES IN THE FOLLOWING ZONES				USE LABEL NUMBER
			NORTHERN	NORTH-CENTRAL	SOUTH-CENTRAL	SOUTHERN	
Window	or	Skylight	✓	✓	✓	✓	1
Window	or	Skylight	✓				2
Window	or	Skylight	✓	✓			3
Window				✓			4
Window			✓	✓	✓		5
Window				✓	✓		6
Window					✓		7
Window				✓	✓	✓	8
Window	or	Skylight			✓	✓	9
Window	or	Skylight				✓	10

## DOORS

1. Use the criteria table below to determine if the door qualifies.

---

### ENERGY STAR® Qualification Criteria for Residential Doors


---

Glazing Level	U-Factor <sup>1</sup>	SHGC <sup>2</sup>
Opaque	≤ 0.21	No Rating
≤ ½-Lite	≤ 0.27	≤ 0.30
> ½-Lite	≤ 0.32	≤ 0.30

<sup>1</sup> Btu/h-ft<sup>2</sup>·°F

<sup>2</sup> Fraction of incident solar radiation

2. If any version of the door qualifies, apply the door label.

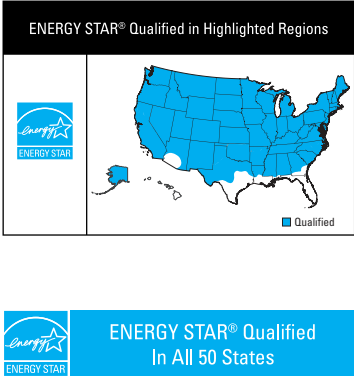
		<b>ENERGY STAR® Qualified In All 50 States</b>	
<b>Does this door meet the criteria for its glazing level? (Check only one box)</b>			
<b>For:</b>	<b>U-factor</b>	<b>SHGC</b>	<b>Yes</b>
Opaque	≤ 0.21	Any	
¼ or ½ Lite	≤ 0.27	≤ 0.30	
¾ or Full Lite	≤ 0.32	≤ 0.30	




## B. USING THE PRODUCT LABEL

The product qualification label must be used on all qualified products. 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).

### WINDOWS AND SKYLIGHTS

EXAMPLE LABEL	CORRECT USE	INCORRECT USE
	<ul style="list-style-type: none"> <li>✓ Use the appropriate product qualification label showing the climate zone(s) where the product qualifies or the “Qualified in all 50 states” label.</li> <li>✓ Place the label adjacent to the NFRC temporary label; separation between labels should be less than an inch.</li> <li>✓ For labels with maps, minimum size is 3.75” (width) x 2.5” (height) and width/height ratio of 3/2 must be maintained.</li> <li>✓ For window and skylight labels without maps, minimum size is 3.75” (width) x 0.75” (height) and width/height ratio of 5/1 must be maintained.</li> <li>✓ The two-color version of the label must use 100% black and 100% cyan.</li> <li>✓ The grayscale version of the label must use 100% black and 35% gray.</li> <li>✓ Label only residential windows and skylights intended for structures of three stories or less.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not use any additional ENERGY STAR marks on the product or its packaging.</li> <li>✗ Do not use the product qualification label as a display unit label or as a supplement to the display unit label.</li> <li>✗ Do not use this label on tradeshow displays.</li> </ul>

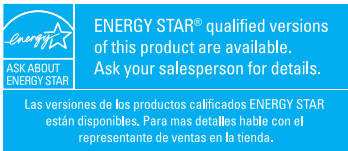
## DOORS

EXAMPLE LABEL	CORRECT USE	INCORRECT USE																
 <p data-bbox="699 248 909 293">ENERGY STAR® Qualified In All 50 States</p> <p data-bbox="638 310 905 342">Does this door meet the criteria for its glazing level? (Check only one box)</p> <table border="1" data-bbox="598 350 945 431"> <thead> <tr> <th>For:</th> <th>U-factor</th> <th>SHGC</th> <th>Yes</th> </tr> </thead> <tbody> <tr> <td>Opaque</td> <td>≤ 0.21</td> <td>Any</td> <td></td> </tr> <tr> <td>¼ or ½ Lite</td> <td>≤ 0.27</td> <td>≤ 0.30</td> <td></td> </tr> <tr> <td>¾ or Full Lite</td> <td>≤ 0.32</td> <td>≤ 0.30</td> <td></td> </tr> </tbody> </table>	For:	U-factor	SHGC	Yes	Opaque	≤ 0.21	Any		¼ or ½ Lite	≤ 0.27	≤ 0.30		¾ or Full Lite	≤ 0.32	≤ 0.30		<ul style="list-style-type: none"> <li>✓ Place the label adjacent to the NFRC temporary label; separation between labels should be less than an inch.</li> <li>✓ Check the appropriate glazing level box for final products that qualify.</li> <li>✓ Minimum label size is 3.75" (width) x 2.13" (height). Width/height ratio of 44/25 must be maintained.</li> <li>✓ The two-color version of the label must use 100% black and 100% cyan.</li> <li>✓ The grayscale version of the label must use 100% black.</li> <li>✓ Label only residential doors intended for structures of three stories or less.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not use any additional ENERGY STAR marks on the door or packaging.</li> <li>✗ Do not use the product qualification label as a display unit label or as a supplement to the display unit label.</li> <li>✗ Do not use this label on tradeshow displays.</li> </ul>
For:	U-factor	SHGC	Yes															
Opaque	≤ 0.21	Any																
¼ or ½ Lite	≤ 0.27	≤ 0.30																
¾ or Full Lite	≤ 0.32	≤ 0.30																

## II. LABELING DISPLAY UNITS

**ENERGY STAR for Windows, Doors, and Skylights manufacturer partners are required to label ALL display units for models that can be ENERGY STAR qualified. The ENERGY STAR label cannot be placed on components. Do not use the display unit label on sunroom displays; sunrooms are not qualified products.** 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.

Partners can obtain the display unit label templates from the partner resources CD (before April 1, 2010) or by logging on to their My ENERGY STAR Account (MESA) after April 1, 2010. To access MESA, sign in at [www.energystar.gov/mesa](http://www.energystar.gov/mesa) with the user name and password provided when your company completed the partnership application process. Please e-mail [windows@energystar.gov](mailto:windows@energystar.gov) if you no longer have this information.






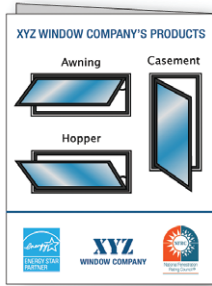

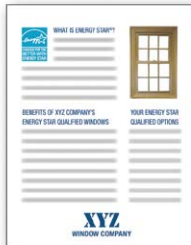
EXAMPLE LABEL	CORRECT USE	INCORRECT USE
 <p>ENERGY STAR® qualified versions of this product are available. Ask your salesperson for details.</p> <p>Las versiones de los productos calificados ENERGY STAR están disponibles. Para más detalles hable con el representante de ventas en la tienda.</p>	<ul style="list-style-type: none"> <li>✓ Place the label directly on the display unit or on adjacent, permanently connected point-of-purchase material where consumers can easily read the text.</li> <li>✓ The label may be placed on the inside surface of corner cuts or similar displays for protection and durability.</li> <li>✓ Use this label on all tradeshow displays.</li> <li>✓ Minimum label size is 3.75" (width) x 1.8" (height). A width/ height ratio of 25/12 must be maintained.</li> <li>✓ The color version of the label must use 100% cyan.</li> <li>✓ The grayscale version of the label must use 100% black.</li> <li>✓ Label only display units for residential windows, doors, and skylights intended for structures of three stories or less.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not use any additional ENERGY STAR marks on the display unit.</li> <li>✗ Do not use the display unit label on products for sale.</li> <li>✗ Do not label sunroom displays.</li> </ul>

### III. USING ENERGY STAR MARKS

The appropriate ENERGY STAR mark must be clearly displayed on the manufacturer’s Web site and in product literature (e.g., catalogues, spec sheets, etc.) where information about ENERGY STAR qualified models is displayed. Whenever marks are used, partners must abide by the Identity Guidelines at [www.energystar.gov/logos](http://www.energystar.gov/logos). The tables below provide an overview of proper selection and use of the ENERGY STAR marks.

**Component manufacturer partners must include the following statement next to the promotion, linkage phrase, and partnership marks: “<Company name> <component> can be used to construct ENERGY STAR qualified <product types>.” Component manufacturers may not use the certification mark.**




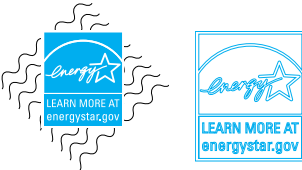


## A. SELECTING THE PROPER MARK

MARK	INSTRUCTIONS	CORRECT USE
<p><b>Certification mark</b></p> 	<ul style="list-style-type: none"> <li>✓ Use to designate qualified models in point-of-purchase materials and Web sites only when accompanied by a note indicating which option packages qualify in which climate zones.</li> <li>✗ Do not use when promoting non-qualified products such as sunrooms or window, door, or skylight components.</li> </ul>	 <p>All Series 1000 Windows meet ENERGY STAR requirements for all climate zones when specified with Low-E.</p>
<p><b>Linkage phrase mark</b></p> 	<ul style="list-style-type: none"> <li>✓ Use in all ad templates created for retail customers.</li> <li>✓ Use in ads, point-of-purchase materials, or Web sites promoting qualified products.</li> </ul>	
<p><b>Partnership mark</b></p> 	<ul style="list-style-type: none"> <li>✓ Use in ads only when the company named in the ad is an ENERGY STAR partner.</li> <li>✗ Do not use in ad templates provided to retail customers or other organizations.</li> <li>✓ Use in point-of-purchase materials and on Web sites only when listing professional affiliations.</li> <li>✓ Use in corporate documents (business cards, stationery, and annual reports) to communicate partner's commitment to energy efficiency and the environment through ENERGY STAR.</li> </ul>	
<p><b>Promotional mark</b></p> 	<ul style="list-style-type: none"> <li>✓ Use in point-of-purchase materials and on Web sites only when accompanied by ENERGY STAR messaging.</li> </ul>	

## B. MODIFYING ENERGY STAR MARKS

### Quick Tip

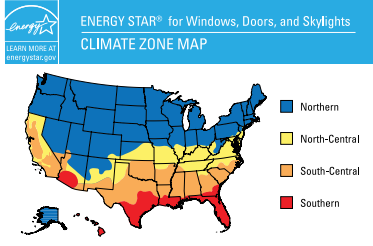
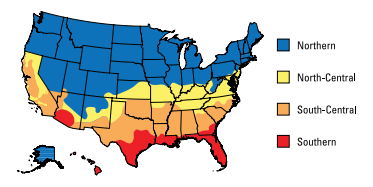
The surest way to avoid a logo violation is to not alter the logo in any way. Using the logo as-is also means you don't have to refer back to these rules when creating new materials.

	CORRECT 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 or skew the mark.</li> </ul>	
COLOR	<ul style="list-style-type: none"> <li>✓ The preferred print color is 100 percent Cyan (Web color is hex color #00AEEF). 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. 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. Do not let text run into the mark. Do not let text run into the mark. Do not let text run into the mark.</p> 
BACKGROUND	<ul style="list-style-type: none"> <li>✓ ENERGY STAR marks may appear on solid colors or photos 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 use any previous program taglines such as "money isn't all you're saving."</li> <li>✗ Do not change or replace the approved wording.</li> <li>✗ Do not change the typeface.</li> </ul>	
INTEGRITY	<ul style="list-style-type: none"> <li>✓ Use the mark only as provided.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Do not alter the width/height ratio of the mark in any way.</li> <li>✗ Do not separate or rearrange any of the mark's elements.</li> <li>✗ Do not substitute any part of the mark.</li> </ul>	







## IV. OTHER GUIDELINES

### PROMOTIONAL MAPS

Partners are encouraged to use the ENERGY STAR promotional map in marketing materials to help explain the ENERGY STAR criteria and corresponding climate zones. Use of the promotional map is optional, but if it is used, partners must follow the guidelines outlined below.

EXAMPLE MAPS	CORRECT USE
	<ul style="list-style-type: none"> <li>✓ The minimum size of the full version is 5" (width) x 3.25" (height).</li> <li>✓ The width/height ratio of full version must be 13/20.</li> </ul>
	<ul style="list-style-type: none"> <li>✓ The minimum size of the map/legend only is 5" (width) x 2.5" (height).</li> <li>✓ The width/height ratio of the map/legend only is 2/1.</li> </ul>

Maps must be reproduced in process color as follows:

 Red (10,100,100,2)	 Black (0,0,0,100)
 Yellow (0,0,100,0)	 Blue (88,53,0,0)
 Orange (0,45,100,0)	 Cyan (100,0,0,0)

## ENERGY STAR MESSAGING

ENERGY STAR messaging is optional, but partners must follow the Identity Guidelines at [www.energystar.gov/logos](http://www.energystar.gov/logos) when writing or talking about ENERGY STAR. The table below provides an overview of the ENERGY STAR messaging requirements.

CORRECT MESSAGING EXAMPLE	INCORRECT MESSAGING EXAMPLES
✓ ENERGY STAR (all capital letters)	✗ Energy Star (initial capital letters) ✗ ENERGY STAR (small capital letters)
✓ ENERGY STAR® Use the registered symbol in superscript after “ENERGY STAR” with no space before the registered symbol. Use the registered symbol for the first use only.	✗ ENERGY STAR™ (trademark symbol) ✗ ENERGY STAR® (after the first use) ✗ ENERGY STAR® (registered symbol not in superscript)
✓ ENERGY STAR qualified window	✗ ENERGY STAR certified, rated, compliant, or approved window
✓ ENERGY STAR labeled door	✗ ENERGY STAR door
✓ Skylight has earned the ENERGY STAR	✗ Skylight is endorsed or approved by ENERGY STAR
✓ TDD meets the ENERGY STAR guidelines, performance levels, or criteria	✗ TDD meets the ENERGY STAR standards, specifications, or ratings
✓ ENERGY STAR partner	✗ ENERGY STAR approved company
✓ ENERGY STAR for Windows, Doors, and Skylights	✗ ENERGY STAR Windows, Doors, and Skylights
✓ ENERGY STAR guidelines, performance levels, or criteria	✗ ENERGY STAR standards, specifications, or ratings
✓ ENERGY STAR qualified (no hyphen)	✗ ENERGY STAR-qualified (hyphenated)

### Special Note on Thermal Performance

- ✓ Partners must use whole-unit, NFRC-certified U-factors wherever they promote the thermal performance of ENERGY STAR qualified windows, doors, or skylights.
- ✗ Partners may not use R-values or center-of-glass (COG) U-factors when promoting ENERGY STAR qualified windows, doors, and skylights.

The Department of Energy specifically selected the whole-unit, NFRC-certified U-factor for the ENERGY STAR fenestration criteria because it provides a complete picture of thermal transfer through products. Although R-value is generally presented as the inverse of U-factor, this is not technically accurate. R-value measures only conductive heat flow, where U-factor measures conductive, convective, and radiant heat transfer. COG U-factors only measure the conductive, convective, and radiant heat transfer of the glass and not of the whole unit. Additionally, neither R-values nor COG U-factors are certified by NFRC.