

A bright, modern living room with large windows, a white sofa, a potted plant, and a chandelier. The room is well-lit, with light streaming in from the windows. The sofa is white with several pillows. A potted plant is on the left, and a chandelier hangs from the ceiling. A white cabinet is visible on the right.

Retailers

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 retailers 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 using ENERGY STAR marks as outlined in Section I.

RESOURCE GUIDELINES

Section II outlines proper use of ENERGY STAR messaging. While use of ENERGY STAR messaging is optional, partners must adhere to the guidelines provided in Section II when using this resource.

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

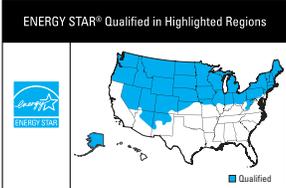
Partners should circulate this document to their marketing departments, advertising agencies, and graphic designers (including local newspapers). Please contact windows@energystar.gov with any questions.

DEFINITIONS

TERM	DEFINITION
Certification mark 	Labels products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.
Display unit label or Display label	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 cannot be used as a product label. 

TERM	DEFINITION
Door	<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"> • Opaque: A door with no glazing. • ≤ ½-lite: 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. • > ½-lite: A door with > 29.8 percent glazing (based on NFRC 100-2004 or the most recent procedure available from NFRC). Includes ¾-lite and fully glazed doors.
Dynamic glazing product	<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"> • Switch-able Glazing Product: An electrochromic glass system that can be tinted or untinted in response to an electronic control signal or environmental change. • Internal Shading System: A fenestration product that includes blinds or shades positioned between glass panes that can open or close.
Insulating glass (IG) unit	<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>
Linkage phrase mark	<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; align-items: center;">   </div>
Logo or Mark	<p>Term used to describe the ENERGY STAR image. Types of marks include promotional, certification, partnership, and linkage phrase (see corresponding definitions).</p>
My ENERGY STAR Account (MESA)	<p>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 www.energystar.gov/ mesa.</p>
National Fenestration Rating Council (NFRC)	<p>NFRC provides product and energy performance data for windows, doors and skylights.</p>

TERM	DEFINITION
<p>NFRC temporary label or NFRC label</p>  <p>The image shows a detailed NFRC label for 'World's Best Window Co. Millennium 2000'. It includes a logo, product details (Vinyl Clad Wood Frame, Double-Paneled, Argon Gas, Level E, Product Type: Vertical Slider, per NFRC 10900), and performance ratings: U-Factor (U.S./IP) 0.35, Solar Heat Gain Coefficient 0.32, Visible Transmittance 0.51, and Air Leakage (U.S./IP) 0.2. A disclaimer at the bottom states that performance is based on standard conditions and may vary.</p>	<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.</p>
<p>Partnership mark</p>	<p>Promotes an organization's commitment to and partnership in the ENERGY STAR program.</p> <div style="text-align: center;">   </div>
<p>Private labeler</p>	<p>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.</p>

TERM	DEFINITION																				
<p>Product qualification label or Product label</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 cannot 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;">  <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <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>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> <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		¼ or ½ Lite	≤ 0.27	≤ 0.30		¾ or Full Lite	≤ 0.32	≤ 0.30	
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<p>Promotional mark</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; margin-top: 20px;">   </div>																				
<p>Residential building</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>																				
<p>Skylight</p>	<p>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.</p>																				
<p>Sliding entry door</p>	<p>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.</p>																				
<p>Solar Heat Gain Coefficient (SHGC)</p>	<p>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.</p>																				

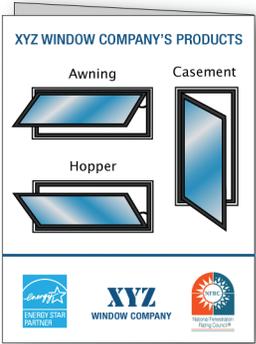
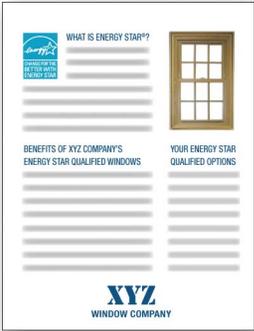
TERM	DEFINITION
Swinging entry door	A door system having, at a minimum, a hinge attachment of any type between a leaf and jamb, mullion, or edge of another leaf or having a single, fixed vertical axis about which the leaf rotates between open and closed positions. Swinging entry doors are included under the door criteria and definition.
Tubular Daylighting Device (TDD)	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.
U-factor	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 ² -°F.
Window	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.

I. USING ENERGY STAR MARKS

The appropriate ENERGY STAR mark must be clearly displayed on the retailer's Web site and other promotional materials. Whenever marks are used, partners must abide by the Identity Guidelines at www.energystar.gov/logos. The tables below provide an overview of proper selection and use of the ENERGY STAR marks.

A. SELECTING THE PROPER MARK

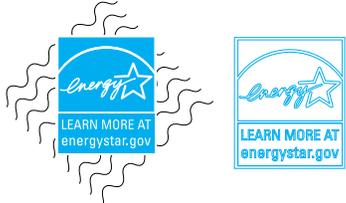
MARK	INSTRUCTIONS	CORRECT USE
Certification mark 	<ul style="list-style-type: none"> ✓ Use to designate qualified models in brochures and Web sites only when accompanied by a note indicating which option packages qualify in which climate zones. ✗ Do not use when promoting non-qualified products such as sunrooms or window, door, or skylight attachments. 	 <p>All Series 1000 Windows meet ENERGY STAR requirements for all climate zones when specified with Low-E.</p>
Linkage phrase mark 	<ul style="list-style-type: none"> ✓ Use in ads, brochures, or Web sites promoting qualified products. 	 <p>DID YOU KNOW? Choosing ENERGY STAR® qualified replacement windows over the likely alternatives saves the typical home \$20-\$70 a year in energy costs.</p> <p>SAVE ENERGY. SAVE MONEY.</p> <p>U.S. Department of ENERGY 2005. www.energystar.gov/window</p> <p>XYZ WINDOW COMPANY</p>

MARK	INSTRUCTIONS	CORRECT USE
<p>Partnership mark</p> 	<ul style="list-style-type: none"> ✓ Use in ads only when the company named in the ad is an ENERGY STAR partner. ✗ Do not use in ad templates provided to other organizations. ✓ Use on brochures and Web sites only when listing professional affiliations. ✓ Use in corporate documents (business cards, stationery, and annual reports) to communicate partner's commitment to energy efficiency and the environment through ENERGY STAR. 	
<p>Promotional mark</p> 	<ul style="list-style-type: none"> ✓ Use in brochures and on Web sites only when accompanied by ENERGY STAR messaging. 	

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"> ✓ Mark may be re-sized, but the proportions must be maintained. ✓ Minimum length of shortest side = 3/8 (0.375) inch for print. ✓ Text in mark must be legible. 	<ul style="list-style-type: none"> ✗ Do not distort or skew the mark. 	
COLOR	<ul style="list-style-type: none"> ✓ The preferred print color is 100% Cyan (Web color is hex color #00AEEF). ✓ Alternate versions in black or reversed out to white may be used. 	<ul style="list-style-type: none"> ✗ Do not change the colors of the mark. 	
CLEAR SPACE	<ul style="list-style-type: none"> ✓ 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. 	<ul style="list-style-type: none"> ✗ Do not let text run into the mark. ✗ Do not violate the clear space of the mark. 	<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.</p> 
BACKGROUND	<ul style="list-style-type: none"> ✓ ENERGY STAR marks may appear on solid colors or photos with simple imagery. 	<ul style="list-style-type: none"> ✗ Do not place the mark in a busy background. ✗ Do not make the mark an outline. 	
TEXT	<ul style="list-style-type: none"> ✓ Use the wording that is provided. 	<ul style="list-style-type: none"> ✗ Do not change or replace the approved wording. ✗ Do not use any previous program taglines such as "money isn't all you're saving." ✗ Do not change the typeface. 	
INTEGRITY	<ul style="list-style-type: none"> ✓ Use the mark only as provided. 	<ul style="list-style-type: none"> ✗ Do not alter the width/height ratio of the mark in any way. ✗ Do not separate or rearrange any of the mark's elements. ✗ Do not substitute any part of the mark. 	

II. ENERGY STAR MESSAGING GUIDELINES

ENERGY STAR messaging is optional, but partners must follow the Identity Guidelines at 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 EXAMPLES	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® (registered symbol after 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.