

May 2012

Home Energy Plus – Style Guide

Report Format ▪ Copy Style ▪ Grammar



State of Wisconsin – Department of Administration
Division of Energy Services

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Home Energy Plus Style Guide

1.0 Introduction

The following information is presented as a guide for consistent usage when WECC staff prepares written documents for the Division of Energy Services (DES) and when placing information onto the Home Energy Plus Web site. The following standards will be used in all communication materials. Consult this guide when writing, editing, and proofing materials for DES. If a question arises regarding grammar or formatting not covered in this guide, consult the following references.

Merriam-Webster's Collegiate® Dictionary
The Gregg Reference Manual
The Chicago Manual of Style
The Associated Press Stylebook and Libel Manual

2.0 Basic Layout and Formatting

2.1 Text/Fonts

For all materials not designed by the marketing department—including letters, reports, and proposals—the preferred font is Arial, black, with 11 point for text. Headers are Arial font, black, 13 point, and bold. One blank line above a header (if not first item on a page) and six (6)-point spacing to follow before body of text. All text is left justified. See example below.

Header Example

Insert text using Arial, black, with 11-point font.

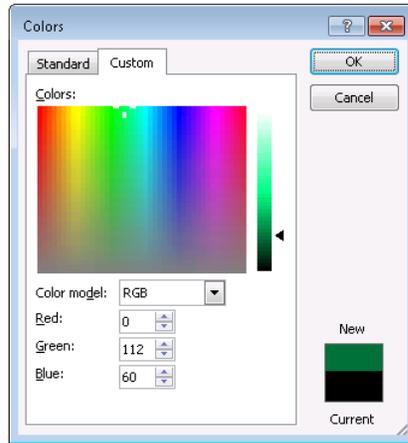
Exceptions include cover pages, some headers, and training announcements. Other non-serif fonts such as Calibri or Franklin Gothic may be used.

2.2 Home Energy Plus Colors

The primary Home Energy Plus green color used on materials is Pantone 349. This color can also be output in CMYK and RGB mode using the color breakdowns shown below. The following is the RGB example located on the Home tab under font color.

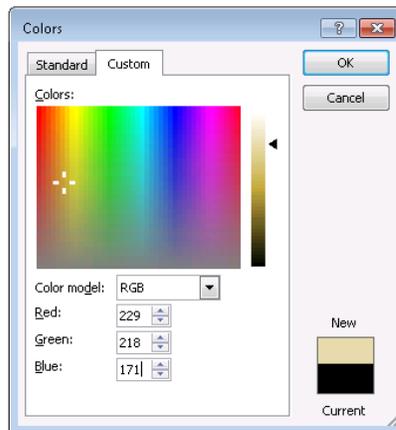
CMYK
C: 100
M: 0
Y: 91
K: 42

RGB
R: 0
G: 112
B: 60



The Home Energy Plus light brown color used on materials is available in an RGB mode using the color breakdown shown below. The following is the RGB example located on the Home tab under font color.

RGB
R: 229
G: 218
B: 171



2.3 Home Energy Plus Logo

The colors used to make up the Home Energy Plus logo are Pantone 349 and Pantone Cool Gray 11 (70% black). The logo should not be changed in any way. When resizing is needed, the logo should maintain its proportions and not be distorted.

2.3.1 Logo Samples



2.3.2 Logo Clear Space

The Home Energy Plus logo is more prominent and visible when a generous amount of clear space surrounds it. It should stand out from other visual elements such as text and photos. Plan for placement of the logo and modify the position of other graphic elements to maintain a generous clear space.

2.4 Public Relations Boilerplate

The following boilerplate disclaimer should be included where feasible on reports, information sheets, and the training and technical assistance Web site home page. The disclaimer is usually located at the bottom of the back side of the cover page.

Disclaimer – The findings in this report do not necessarily represent the opinions of the Department of Administration.

3.0 General Formatting

3.1 Headers and Footers

Headers and footers are used in standard documents and manuals.

3.1.1 Header Sample

The Home Energy Plus logo (either the black or the grey and green)

- Even pages—the logo should be on the right side of the page
- Odd pages—the logo should be on the left side of the page



3.1.2 Footer Sample

- Even pages – the chapter number followed by an en-dash (with no space around it), followed by the page number on the right side of the page.
- Odd pages – the chapter number followed by an en-dash (with no space around it), followed by the page number on the left side of the page.

Even Page

Wisconsin Weatherization Program Manual
Revised: May 2012

1-20

Odd Page

1-19

Wisconsin Weatherization Program Manual
Revised: May 2012

3.2 Line, Indent, and Tab Spacing

Standard line spacing for all documents is the normal spacing default in Word. No additional spacing is necessary before/after each line of text. Use tabs for consistent spacing and alignment. The default tab spacing in Word is .5”.

3.2.1 Sentence Spacing

Use only one space between sentences and after colons. The use of two spaces is a holdover from the old days of typewriters. The static-sized font often made it difficult to see sentence breaks so two spaces were used to compensate. Today’s word processors automatically adjust letter spacing so there is no need for two spaces.

3.3 Numbers vs. Bullets in Lists

In lengthy documents such as manuals, use outline numbers or letters for lists to enable easier reference.

Example: See Chapter 3.2.2 for the policy supporting the answer to your question.

Use bullets for lists contained in a section of the document that is described by outline numbers.

Example: Chapter 4.1.2. Client files must contain:

- applications
- eligibility documentation
- proof of ownership

3.4 Bullets Levels

- The first bullet level is a standard bullet set at .25 (text starts at .5”)
 - The second bullet level is a standard en dash set at .5 (text starts at .75”)
 - The third level is a standard arrow set at .75 (text starts at 1”)

3.5 Cover Page Template

The following is an example of a standard report cover page. The following font sizes should be used.

- Title of report – Arial 33 point and bold
- Full Report and Date – Arial 28 point and bold
- Prepared for and funded by – Arial 15 point, bold, and italics
- WI DOA – Arial 15 point with no bold
- The remaining text should be Arial 11 point font and bold where indicated
- The Home Energy Plus logo (black logo)

Sample Report Cover

Wisconsin Weatherization Assistance – Evaluation of Program Savings Fiscal Years 2007-2009

Full Report

June 28, 2011

Prepared for and funded by:

Wisconsin Department of Administration,
Division of Energy Services

Research by:

Andrew Mendyk
Energy Center of Wisconsin

Scott Pigg
Energy Center of Wisconsin

Submitted by:

Robert Parkhurst
Wisconsin Energy Conservation Corporation



3.6 Report Style Levels

The report style is important when setting up a report. It enables a clean flow of the document with leveled headings numbered in a specific order to help the reader.

3.7 Setting up a Table of Contents

Setting up a Table of Contents can be a tedious task, but once it is set up, it will make editing of headings and page numbering easier.

The following guidelines should be used when setting up the title for the Table of Contents:

- Center title
- Bold
- Initial caps
- Arial 13 point font
- The title should start on the first line of the document with one blank line beneath. See example below.

Table of Contents

The Table of Contents should contain only four levels. More than four levels become difficult to read.

- Start the first level with the title number and in bold at the left margin with the title text starting at 1”.
- The title headings should be as follows.

1.0	Level One – Title.....	1-1
1.1	Level Two – Title	2-1
1.1.1	Level Three – Title	3-1
1.1.1.1	Level Four – Title	4-1

3.7.1 Page Numbering the Table of Contents

The Table of Contents should have page numbers in the footer of the document just like the rest of the document. The Table of Contents page numbers are usually in Roman numerals (i, ii, iii, and iv, etc.) The document page numbers are usually in numeric digits.

3.8 Setting up Title Headings in a Document

The chapter number and title should be as follows:

- Bold
- Arial 13 point font
- The title should start on the first line of a page at the left margin. If that is not possible, there should be two blank lines above the chapter title and one blank line beneath it before the start of the text. See the following example:

Chapter 1 – Title

1.0 Level One – Title

The first title heading (example, 1.0) should start at the left margin.

- The title should begin at 1” from the left margin.
- The title should be set with initial caps and the entire heading should be in bold. Start the text of the section at the left margin.
- The title level should have a blank line above and six (6)-point spacing beneath before the start of the text.
- The heading should be in Arial 11 point font, the same as the text throughout the document.

1.1 Level Two – Title

The second title heading (example, 1.1) should start at the left margin.

- The title should begin at 1” from the left margin.
- The title should be set with initial caps. Do not bold this heading. Start the text of the section at the left margin.
- The title level should have a blank line above and six (6)-point spacing beneath before the start of the text.
- The heading should be in Arial 11 point font, the same as the text throughout the document. This level should have a minimum of two (example, 1.1 and 1.2).

1.1.1 Level Three – Title

The third title heading (example, 1.1.1) should start at the left margin.

- The title should begin at 1” from the left margin.
- The title should be set with initial caps. Do not bold this heading. Start the text of the section at the left margin.
- The title level should have a blank line above and six (6)-point spacing beneath before the start of the text.
- The heading should be in Arial 11 point font, the same as the text throughout the document. This level should have a minimum of two (example, 1.1.1 and 1.1.2).

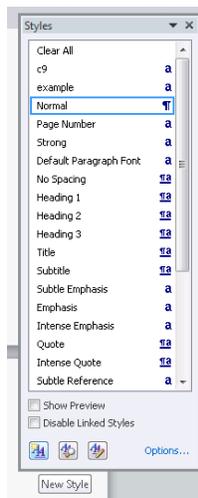
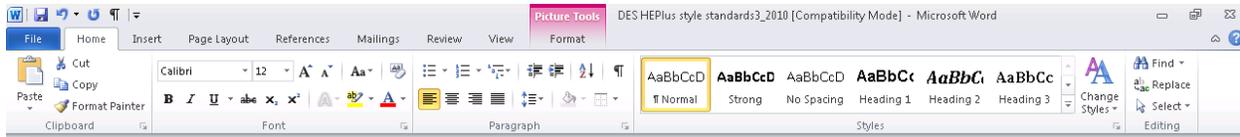
1.1.1.1 Level Four – Title

The fourth title heading (example, 1.1.1.1) should start at the left margin.

- The title should begin slightly over 1” (the second hash mark after the 1”) from the left margin.
- The title should be set with initial caps. Do not bold the heading. Start the text of the section at the left margin.
- The title level should have a blank line above and six (6)-point spacing beneath before the start of the text.
- The heading should be in Arial 11 point font, the same as the text throughout the document. This level should have a minimum of two (example, 1.1.1.1 and 1.1.1.2).

3.8.1 How to Mark Headings in a Document to Generate a Table of Contents

Each heading level of a document needs to be marked in order to be generated in the Table of Contents. To do this, a style must be selected for the document headers. This is located on the Home tab by selecting Styles.



Word has many preset styles to choose from. However, you can create your own style as has been done for the Home Energy Plus Style Guide. By selecting New Style at the bottom of the Change Style menu, you will be able to create your own style.

3.9 Tables and Figure

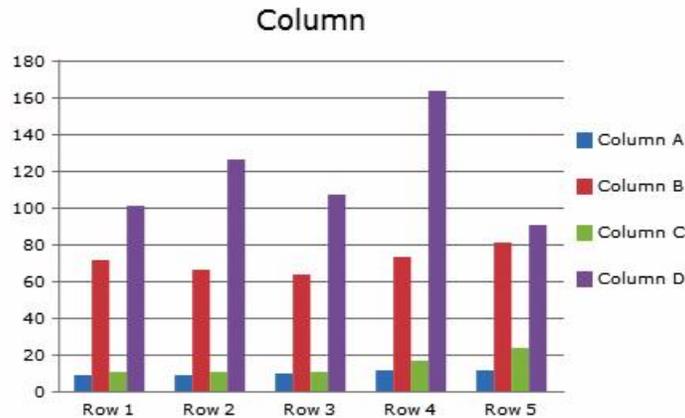
Whenever possible, insert a table or a figure at the top or bottom of a page in a document. It is important to position the table or figure as soon as possible after it is mentioned in the text. Sometimes, depending on spacing issues, it is necessary to have the table or figure on the next page.

The titles of the tables and figures should be centered with the table/figure number on its own line. The title of the table/figure should be on its own line beneath the table/figure number. There should be three (3)-point spacing beneath the table/figure number and also after the table/figure title. No blank line should appear between the table/figure title and the table/figure.

Table 1
Insert Title of Table Here

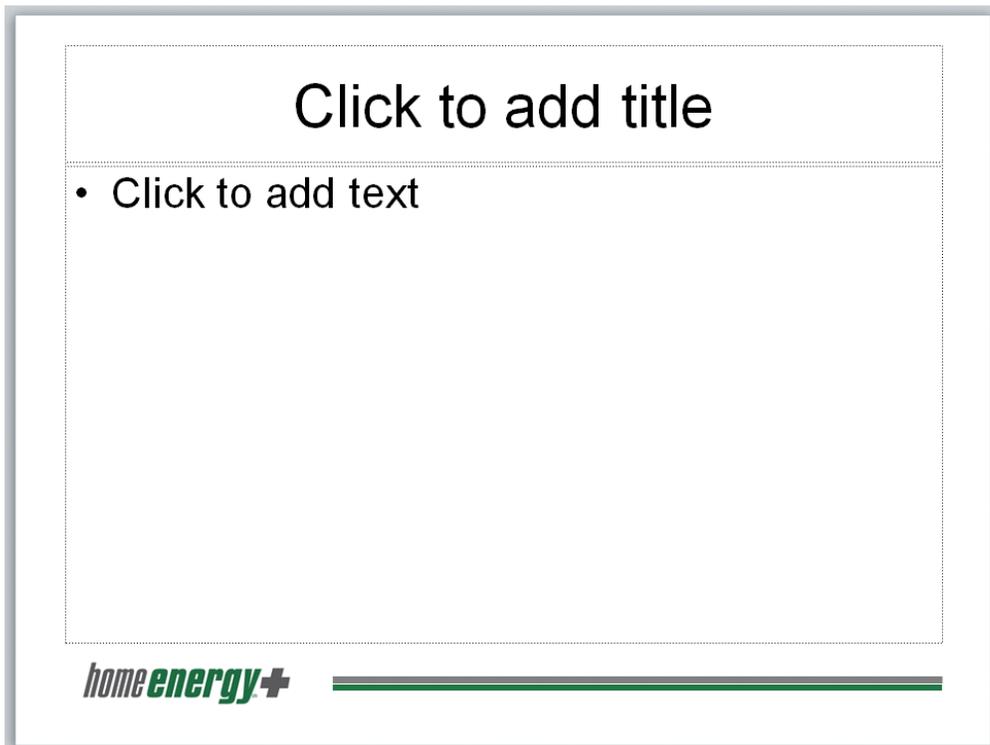
Title	Title	Title	Title
1	2	3	4
A	B	C	D

Figure 1
Insert Title of Figure Here



4.0 PowerPoint Presentations

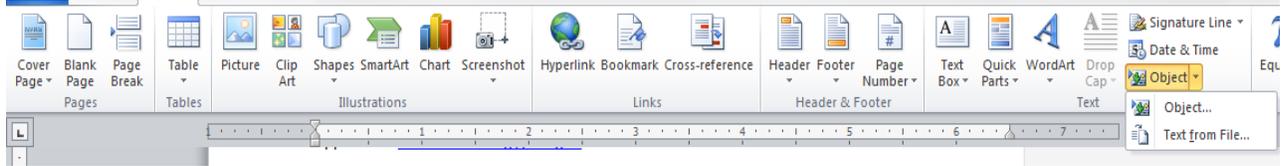
PowerPoint presentations should use the format outlined in the example below. The Home Energy Plus logo should appear in the footer on every slide in the presentation.



5.0 Adding Print Screens or Graphics to Documents

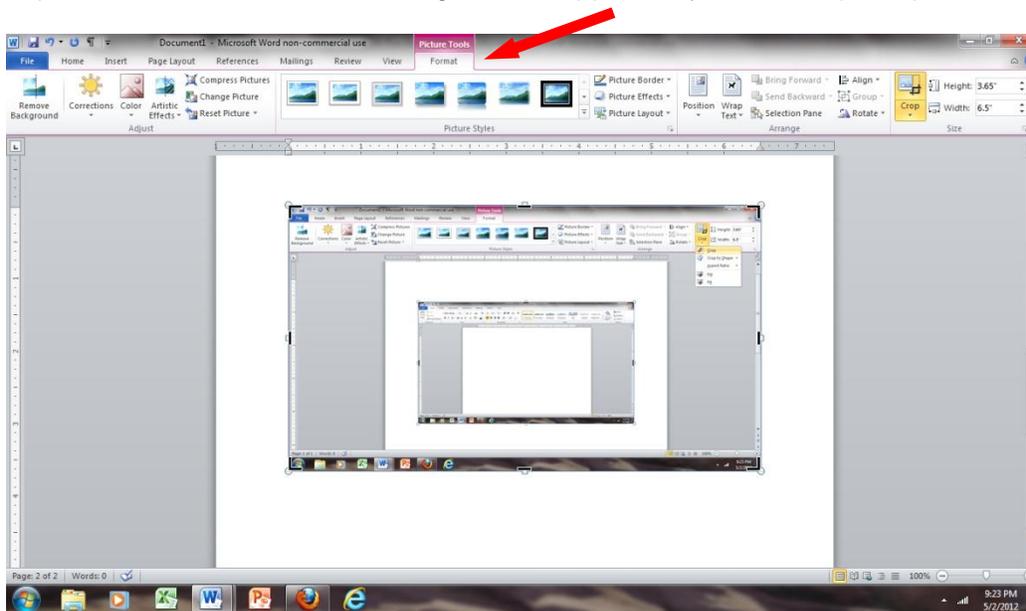
5.1 Inserting a Print Screen and/or Graphic into a Document

On the Insert tab of the tool bar, locate the Text group. Here the option to insert a type of object from a file or other format is available.

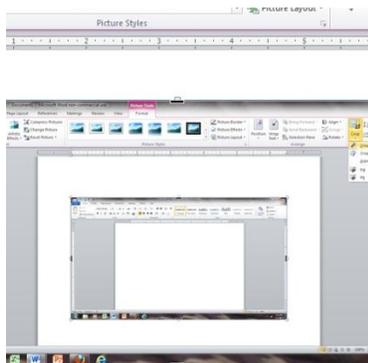


5.2 Cropping and Enlarging Graphics

The following screen shows where to locate the Crop feature. Cropping print screens and other objects inserted into a document gives the opportunity to clean up the picture.



The following screen is an example of a cropped version of the previous screen. By selecting the object, under the Format tab, select the Size option. Select the Crop feature. Clicking on the cropping feature and dragging can eliminate unwanted background from the picture.



6.0 Portable Document Format (pdf)

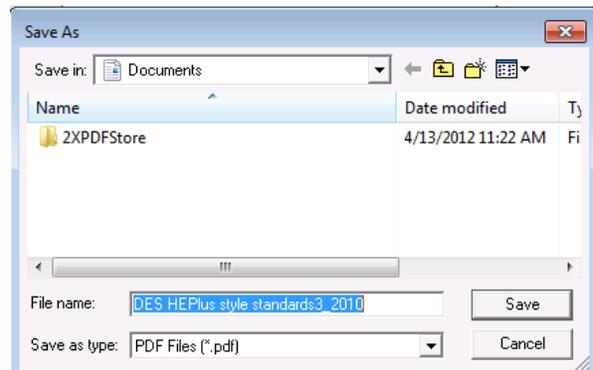
6.1 When to Use a pdf

When sending a document for review, save it as a pdf. This secures the document as it is presented and will avoid formatting issues that might occur if reviewers make changes. It is best to have reviewers comment on the document with hand-written notes. When large documents are reviewed, provide a word document along with the pdf version so the reviewer can use track changes or comment boxes, if they prefer.

6.2 How to Save a pdf

Sometimes it is necessary to save a document as a pdf. Select File then print. Select the WECC pdf writer as the printer.

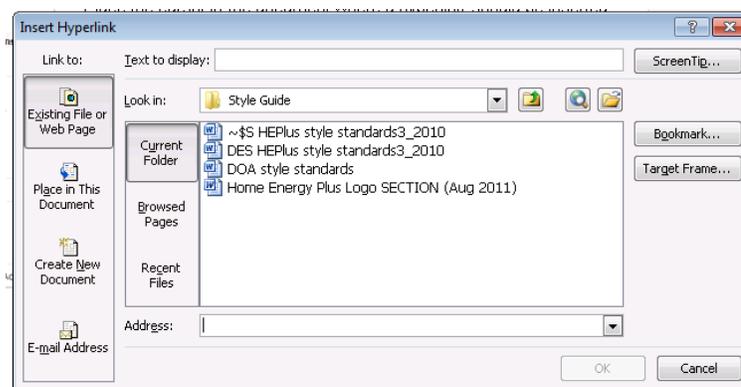
The screen to the left will appear to direct you as to how and where to save the pdf document.



7.0 How to Insert a Hyperlink in a Document

Place the cursor in the document where a hyperlink should be inserted. Right click on the mouse. The screen shown on the left (below) will appear. Select Hyperlink. This function will take you to the folders on your desktop where other files are saved. If a hyperlink from a Web site is needed, copy the URL into the document and press “enter” to attach it to the document. Pressing return activates the URL and makes it an active link.

Links within text are bolded, underlined, and colored. The following is an example of a link application www.homenergyplus.gov.



8.0 Grammar, Word Usage, and Style Standards

Appropriate grammar, word use, and styles are detailed in the following section.

a.m. and p.m.

Lowercase, with periods between letters. See *time of day*.

abbreviations

As a rule, limit the use of abbreviations. Spell out abbreviations whenever possible, especially the first reference, to minimize confusion. See *acronyms*.

accept and except

accept – to receive

except – to include

Examples: Everyone has been notified except Jean. Jean will accept the award for Bob.

acronyms

Spell out on first reference, even if the acronym is widely known. Follow with the acronym in parentheses, and use the acronym consistently in subsequent references. Do not capitalize the first letter of the spelled-out words unless they are proper nouns.

Examples: Avoid exposure to volatile organic compounds (VOCs). The U.S. Environmental Protection Agency (EPA) issued a ruling.

If an acronym appears in a title or headline, spell out the phrase for which it stands early in the text (first sentence or paragraph). Do not use obscure acronyms without explanation.

See the detailed section on acronyms and program names found on page 29 of this document.

active vs. passive voice

Write in the *active voice* to make your message more persuasive. Passive voice has its place, for marketing communications, it is vague, wordy, and places the customer at arm's length.

Active: A consultant will perform the assessment.

Passive: An assessment will be performed by a consultant.

afterward

Not afterwards.

ampersands (&)

Avoid using the symbol unless it appears as part of a trademark, logo, or official program name.

apostrophes

In print materials, use the typographer's apostrophe (') rather than a prime mark ('). Use prime marks only when indicating a measure such as inches or feet.

assure, ensure, and insure

assure – to give someone confidence

ensure – to make certain

insure – to protect against loss

Examples: *I want to ensure (make certain) that nothing can go wrong tomorrow.*

I want to insure this necklace (protect it against loss) for \$500.

I want to assure you (give you confidence) that nothing will go wrong.

balloon framed

Hyphenate when “balloon” and “frame” join together to form a two-word descriptor, also known as a compound adjective: *balloon-framed structure*.

bullet points

In general, capitalize the first word of each item following a bullet point. Add a period or other punctuation after each line if the bullets are full sentences. No punctuation is necessary at the end of a list, short phrase, or sentence fragment. If at least one bullet is a sentence fragment immediately followed by a complete sentence, use normal end punctuation: a period, question mark, or exclamation point for all the bullets.

canceled

When spelling canceled, use one “l”.

capitalization

Only capitalize proper nouns, proper names, regions, trade names, languages, and words derived from proper nouns. Consult *Webster’s Dictionary* if you are not sure. Avoid initial caps on every word for easier reading, especially in headlines, subheads, and the body of forms and applications.

Example: *Tips for saving energy this summer.*

Not: *Tips for Saving Energy this Summer.*

city

Do not capitalize *city* unless part of a proper name or referring to the full name as a legal or political entity:

Examples: *Kansas City, Jefferson City. The City of Madison issued an RFP for solar electric systems at its firehouses.*

Lowercase elsewhere: The city of Madison is located in south-central Wisconsin. A Texas city, a city government, the city Board of Education.

colons

Use only one space after a colon. Capitalize the first word following a colon if it introduces a complete sentence. If it introduces a phrase, use lowercase unless it is a proper noun. When a colon introduces a bulleted list, use a period after each entry if the bullets are complete sentences or phrases that complete the sentence.

Example: *The results can be summarized as follows: Greenhouse gases contribute to global climate change.*

Example: *The results explain a major cause of global climate change: greenhouse gases.*

commas

Use a serial comma between the last two items in a list, before the coordinating conjunction (“and” or “or”).

Example: *The programs help people save energy, money, and the environment.*

Leave out the serial comma if there are only two items in a list. A serial comma only belongs in a list of three or more items.

If a compound list element contains a comma, consider using semi-colons to separate the main list items.

Example: *The company offers consumer workshops; contractor training, support, and certification; in-field technical assistance; energy-analysis software training and support; and more.*

Numbers with four or more digits receive commas.

Examples: *1,000, 10,000, and 99,999.*

dashes

Dashes come in three types; be sure to use the right one for each situation. Do not put spaces before or after any hyphen or dash in print materials.

hyphen (-) Use between words to form a compound adjective (*long-term benefits*), with some prefix and suffix combinations (*co-worker, warm-up*), to form adjectival number compounds (*10-hour day*), and to link syllables of a word when it is separated between two consecutive lines of type. **See** *hyphenation* and *hyphenation and modifiers*.

Examples: *Oct. 12-13, 2008-09, 7-10 feet, 25-30 kilowatts, 40-50%, and pages 1-99.*

en or N-dash (–) N-dash gets its name from the fact that it is about the length of a capital letter “N” in that particular font and size (from the Insert tab select Symbol and chose the en-dash from the Symbol tab under Combining Diacritical Marks). It is used between words and numbers indicating a range or duration, such as hourly time or months or years. Use it where you might also use the word “to.” It is clearer to read a time range when there is space around the en-dash between the times. The en-dash is also used as a minus sign to indicate a negative number, as with a temperature.

Examples: *7:30 – 9:45 a.m. and –10° F.*

em or M-dash (—) M-dash is approximately the length of a capital letter “M” and twice as long as the en-dash (from the Insert tab select Symbol and chose the em-dash from the Symbol tab under Combining Diacritical Marks). The em-dash is often used to set off text with increased emphasis. It indicates an abrupt change of thought or clarifies the previous statement.

Example: *Many residents and businesses are taking advantage of renewable energy resources—sun, wind, and biomass.* It can also act as a colon in lists, separating a word or phrase from its explanation.

When writing for the Web, use hyphens as you would in print materials. However, because many browsers have trouble displaying en-dashes and em-dashes, it is acceptable to use hyphens in place of these symbols.

Examples: *Oct. 12-13, 2008-09, 7:30-9:45 a.m., 7-10 feet, 25-30 kilowatts, pages 1-99.*
Express an em-dash by using a space/hyphen/space combination.

Example: *Research proves—saving energy helps businesses reduce operating costs.*

database

One word.

dates

Always use Arabic numbers, not ordinal. In other words, do not attach -st, -nd, -rd, or -th to the ends of dates.

Examples: *The applications are due March 5.*

Not: *The applications are due March 5th.*

When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.*, and *Dec.*; always spell out *March*, *April*, *May*, *June*, and *July*. Spell out all months when using alone or with a year alone. When a phrase lists only a month and a year, do not separate the month and year with commas. When a phrase refers to a month, day, and year, set off the year with commas.

Example: *Dec. 14, 1967.*

But: *December 1967.*

When expressing a range of years, separate the numbers using a hyphen.

Example: *2005-2006 or 1988-89.*

Not: *'88-'89.*

Use an “s” without an apostrophe to indicate a span of a decade or century: *the 1890s*, *the 1900s*. Years are the lone exception to the general rule that figures cannot be used to start a sentence: *1970 was a very good year.*

decimals

If no whole number, add a 0 before the decimal point for clarity and ease of reading.

Example: 0.25.

directions and regions

In general, lowercase *north*, *south*, *east*, *west*, *northeast*, and *southwest*, etc., when they indicate a compass direction:

Examples: *She drove west. The storm is moving east.*

Examples: *Capitalize these words when they designate regions: The storms originated in the Midwest. The North was victorious. He has a Southern accent.*

Lowercase compass points when they describe sections of states or cities: *western Texas*, *southern Atlanta*. Capitalize compass points when they are part of proper names (*South Dakota*, *West Virginia*) and when they are used to denote widely known regions (*Southern California*, *the South Side of Chicago*). Follow the same convention for related forms: a person from the Southern United States is a *Southerner*.

e.g. vs. i.e.

In general, use *e.g.*, in place of “for example” and *i.e.*, in place of “that is.” Always follow these initials with a comma.

Example: *Backup is a noun or adjective (e.g., a backup disk).*

Example: *Your proposal covers all but one point—i.e., how much will the system cost?*

except and accept

except – not to include or, not including

accept – to receive

Examples: *Everyone has been notified except Jean. Jean will accept the award for Bob.*

etc.

et cetera (and so forth)

ext.

When stating a phone number, use *ext.* instead of “x” as the abbreviation for *extension* in all customer communications. Use a comma to separate the main number from the extension.

Examples: *1-866-432-8947, ext. 232.*

Not: *1-866-432-8947 x 232.*

e-mail

Lower case with a hyphen.

ensure, insure, and assure

ensure – to make certain

insure – to protect against loss

assure – to give someone confidence

Examples: *I want to ensure (make certain) that nothing can go wrong tomorrow.*

I want to insure this necklace (protect it against loss) for \$500.

I want to assure you (give you confidence) that nothing will go wrong.

Fax

Fax is short for facsimile. The word “fax” is an acceptable business term.

federal, state

Capitalize *federal* or *state* only when used as part of an official agency name.

Examples: *federal government, federal tax credits, state legislation.*

But: *Federal Bureau of Investigation, State Board of Examiners.*

foot marks

Use the single prime mark (') when indicating a measure of feet.

fractions

Spell out amounts less than one, using hyphens between words: *one-third, four-fifths, and seven-sixteenths*. Use figures for precise amounts larger than one, converting to decimals whenever practical: *1.5, 4.1, and 6.3*.

hyphenation

Hyphenate all compound adjectives (except when the adjective ends in -ly). See *hyphenation and modifiers*. Do not hyphenate adverbs that modify adjectives.

Examples: *highly efficient, widely used, nationally known, and publicly funded.*

hyphenation and modifiers

A compound adjective is formed when two adjectives work together to modify the same noun. If a compound adjective precedes the noun it modifies, hyphenate it to reduce ambiguity.

Examples: *A “hot-water system” is a system that supplies hot water. A “hot water system” is a water system that is currently hot.*

Examples: *Energy-efficient appliances save money. Brad lives in a high-performance home. The program helps limited-income homeowners. Kelly requested a one-page overview.*

Examples: *The appliances are energy efficient. Brad’s home is high performance. Homeowners of limited income. The overview is one page.*

However; when a compound adjective follows the noun it modifies, do not hyphenate it.

Initials

No space.

Examples: *J.R. Ewing*

More examples of compound adjectives: *energy-saving measure, cost-effective solution, heat-recovery system, air-leakage reduction, ground-source heat pump, water-heating equipment, variable-speed drive, combustion-zone depressurization, case-by-case basis, non-guideline sealing, out-of-office message, and non-energy-related benefits.*

Hyphenate compounds in which one component is a number and the other is a noun or adjective.

Examples: *30-mile run, 2-part foam, 2,000-square-foot building.*

Drop the hyphens and use plural nouns in other uses: *The room measured 5 by 8 feet, but a 5-by-8-foot room. The container held 12 gallons, but a 12-gallon container. Her shift lasted nine hours, but a nine-hour shift. He was on vacation for two weeks, but a two-week vacation.*

A suspended hyphen (also referred to as a “hanging hyphen” or “dangling hyphen”) may be used when a single base word is used with separate, consecutive, and hyphenated words which are connected by “and,” “or,” or “to.”

Examples: *Customer education helps residents implement energy- and cost-saving strategies. They recommended a 15- to 20-minute break.*

i.e. vs. e.g.

In general, use i.e., in the place of “that is” and e.g., in place of “for example”. Always follow these initials with a comma.

Example: *Your proposal covers all but one point—i.e., how much will the system cost?*

Example: *Backup is a noun or adjective (e.g., a backup disk).*

inch marks

Use the double prime mark (") when indicating a measure of inches.

insure, ensure, and assure

insure – to protect against loss

ensure – to make certain

assure – to give someone confidence

Examples: *I want to ensure (make certain) that nothing can go wrong tomorrow.
I want to insure this necklace (protect it against loss) for \$500.
I want to assure you (give you confidence) that nothing will go wrong.*

job titles

Capitalize job titles directly preceding a name but not after.

Examples: *Executive Director Jane Doe or Mayor John Doe.*

But: *Jane Doe, executive director; or John Doe, mayor of the City of Madison.*

When using a person's name and title along with a quote, either of the following is acceptable.

Example: *"The sun will come out tomorrow," said Jane Doe, executive director.*

Example: *"The sun will come out tomorrow," said Executive Director Jane Doe.*

lay vs. lie

A *transitive* verb is one that takes a *direct object*. In other words, there is something the action of the verb is being done to:

Example: *Please lay the book on the table.*

The verb *lie* is an *intransitive* verb, so it *cannot* take a direct object--you cannot "lie" something or "lie" something down.

less than and more than

Use when you mean *fewer* or *more*. *Under* and *over* generally refer to a spatial relationship.

low-flow

In materials intended for consumers, use *water-saving* instead of "low-flow" to accentuate the benefit and avoid the negative connotation of "low-flow."

low income

Hyphenate when used as a compound adjective EXCEPT when part of a program name.

Example: *He works for the Low Income Energy Assistance Program.*

Example: *The program serves low-income customers.*

But: *We serve customers of low income.*

-ly

Do not hyphenate adverbs ending in "-ly" and the adjectives they modify.

Examples: *widely used, nationally known, and publicly funded. See hyphenation and modifiers.*

measurements

Always use figures. Spell out and use the abbreviation in parentheses on first reference in body copy, then abbreviate afterward.

Examples: A 1-kilowatt (kW) stationary system generates 1,200 kilowatt-hours (kWh) per year; a manually adjustable system, 1,260 kWh. The company has four 1.25 kW, non-tracking solar flags on its grounds. Always spell out when not referring to a specific measure.

Example: Electricity is measured in kilowatts.

Not: Electricity is measured in kW.

In general, U.S. measurements take punctuation (*in.*, *ft.*, and *sq. ft.*); metric measurements do not (*km*, *kW*, *mL*, *L*). U.S. units with “per,” such as “miles per hour” and horsepower (“foot pounds per minute”) usually do not take periods, either (*mph*, *hp*). In charts, tables, graphs, and lists, express metric measurements using a space between the numeral and symbol in all cases, both when they stand alone (*20 kW*) and as a one-thought modifier before a noun (*20 kW panel*).

For clarity, temperatures repeat the degree sign for both the low and high numbers in a range, but give the F or C only once—after the last number.

Example: 80°–100° F. See *temperature*.

For other measurement ranges, do not repeat the measurement description. When stating a range in body copy (*25 to 30 kWh*, *50 to 70 percent*, and *80° to 100° F*), use the words *to* or *through*. Use an en-dash in charts, tables, graphs, and lists (*25-30 kWh*, *50-75%*, *80°-100° F*).

monetary units

Use figures and the “\$” symbol in all cases except casual references and amounts without figures: *The lamp cost \$4. The registration fee is \$75. The new system cost \$3,478. She loaned me a dollar.* Spell out the word cents in lowercase. Use numerals for amounts less than a dollar: *5 cents, 26 cents, and 78 cents.* Use the “\$” symbol and decimal system for larger amounts: *\$1.02, \$2.75, and \$98.33.* Do not include *.00* when there are no cents in the amount. When stating a range, use “to” in the body copy (*\$20 to \$30*) but use an en-dash in charts, tables, and graphs (*\$20-\$30*). Also see numbers.

months

Only abbreviate *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.*, and *Dec.*; always spell out *March*, *April*, *May*, *June*, and *July*. Spell out all months when using alone or with a year alone. When a phrase refers to a month, day, and year, set off the year with commas. Omit the comma when a phrase lists only a month and a year.

Example: Dec. 14, 1967.

But: December 1967.

more than vs. over

“*More than*” is used with figures. “*Over*” refers to location.

Examples: *She read more than 20 books. He peered over the edge.*

nonprofit (noun, adj.)

"In general, do not use a hyphen to set off a prefix at the beginning of a word." – Gregg Reference Manual, Third edition.

numbers

In general, use figures for:

- Numbers 10 and above.
- Round or rounded numbers of 1 million or more.
Examples: *2.75 million, 50 billion.*
- Time designations used with a.m., p.m., B.C., and A.D. If “o’clock” is implied, always write out the number:
Example: *She left at five.*
- Decimals, degrees, percentages, and money: *0.09, 350 °F* (spell out *degrees* and *Fahrenheit* in fact sheet body text), *33 percent, and \$67.90.*
- Units of measurement and weight.
Examples: *20 kilowatts, 12" H x 2" W, 110 lbs.*
- If an abbreviation or symbol is used for the unit of measure, the quantity is always expressed as a numeral.
Example: *8 kW.*
Not: *eight kW.*
- Numbers that follow nouns: *page 6 in the manual, Chapter 6, Room 103.*

Use words for:

- Common fractions and common expressions: *one-half, third party, and the Fourth of July.*
- Use numbers for zero through nine when referring to quantity: *two, seven, and eight.*
- Numbers that begin sentences: *Forty new homes have been certified.*
- Approximate numbers: *Approximately twenty new sites will begin projects.*

Other tips:

- Use commas in numbers with four or more digits, except in page numbers, addresses, decimals, *1,000, 25,000, and 725,500.*
- Treat ordinal numbers like cardinal numbers (spelling out numbers less than 10): *first and fifth* (spell out number as it is under 10), *15th* (use the digit as it is over 10 and when used in text).
- Hyphenate compound numbers between 21 and 99 if spelled out: *twenty-five, fifty-nine, and eighty-four*, especially at the beginning of a sentence.
- Use *to* and *through* for ranges of numbers in body text.
- When a sentence contains one or more numbers (10 or above) related to a smaller number in the same sentence, use numerals for all.
Example: *The contractor tested 8 devices in May, 12 in June, and 9 in July.*
- To make plurals out of numbers, add s only, with no apostrophe: *The 1950s.*
- Use combinations of written and Arabic numerals for back-to-back modifiers:
Five 4-module panels.

- Spell out the word *percent* in press materials, fact sheet body text, and other report/manual-type documents. Use the percent symbol (%) in charts, tables, graphs, and lists. See *percent*.
- The number of decimal places should be consistent within a list or context: *The response rates were 42.0 and 48.7 percent, respectively.*

on-site

Hyphenate when used as a compound adjective.

Example: *He scheduled an on-site energy evaluation.*

But: *The evaluation was conducted on site.*

online (noun, adj.)

Do not hyphenate.

ordinal numbers

Superscript numbers that end in -st, -nd, -rd, and -th.

Example: *The 10th District.*

Not: The 10th District. Avoid ordinal numbers in dates.

Example: *The offer ends September 30, 2009.*

Not: *The offer ends September 30th, 2009.*

over vs. more than

Over refers to location. *More than* is used with figures.

Examples: *He peered over the edge. She read more than 20 books.*

pdf

“pdf” stands for Portable Document Format. The acronym “pdf” is an acceptable business term.

p.m. and a.m.

Lowercase, with periods between letters. See *time of day*.

percent

Use figures for all percentages, including numbers less than 10. Spell out the word *percent* in press materials and fact sheet body text, but use the symbol (%) in charts, tables, graphs, and lists. Do not repeat the symbol or word when citing a range.

Example (fact sheet): *Phantom power accounts for 4 to 7 percent of total energy use in the average home. Use decimal points, not fractions, when appropriate: 64.5 percent. For amounts less than 1 percent, precede the decimal point with a zero: 0.7 percent.*

periods

Use only one space after a period. Use one period at the end of a declarative sentence, even if it ends with an abbreviation or a Web address.

Example: *Efficiency tips are available at energystar.gov.*

When a colon introduces a bulleted list, use a period after each entry if they are complete sentences or phrases that complete the sentence.

plural acronyms

When the acronym does not use periods, add an “s” to form the plural.

Examples: *CFLs, CPUs, and LANs.*

Exception: *Btu is the same singular as plural. When the acronym uses periods, add an apostrophe and “s” (’s) to form the plural.*

Example: *Ph.D.’s.*

quotation marks

Use straight quotes (‘ and/or ”) when indicating a measure such as inches or feet.

real time vs. real-time

Two words when used as a noun; hyphenated when used as an adjective.

Example: *GreenTouchscreen[®] shows the building’s energy production in real time.*

But: *real-time information.*

seasons

Lowercase the names of seasons (*winter, spring, summer, or fall*) unless part of a formal title: *Summer Olympics, Madison’s Winter Party.*

showerhead

One word. In materials intended for consumers, use *water-saving showerhead* instead of *low-flow showerhead* to accentuate the benefit and avoid the negative connotation of “low-flow.”

site-specific

Two words with a hyphen.

slashes (/)

No space before or after a slash.

Examples: *and/or, if/when, and city/state/ZIP.*

spacing between sentences

Use only one space between sentences and after colons.

state and federal

Capitalize *state* or *federal* only when used as part of an official agency name.

Examples: *state legislation, state funds, the state of Wisconsin, federal government, and federal tax credits.*

But: *State Board of Examiners, Federal Bureau of Investigation.*

state names

Always spell out state names when they stand alone (without a city name) in text. Abbreviate when using with a city or county name—using the following abbreviations: Ala., Ariz., Ark., Calif., Colo., Conn., Del., D.C., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Wash., W.Va., Wis., Wyo. Spell out all other states.

Note: treat “D.C.” as a state when used to refer to the nation’s capital, and is set off with commas: *We accepted the award in Washington, D.C.*

The two-letter postal abbreviations (WI, IL, MN, and KY, etc.) need only be used on mailing envelopes where they can be electronically scanned at the post office, thereby expediting sorting and delivery. Thus, NY on the envelope and N.Y. or New York on the materials inside.

statewide

One word. See *wide-*, *-wide*.

telephone numbers

State phone numbers in the following format: 1-866-432-8947. If extension numbers are given: *ext. 2, ext. 364, and ext. 4071*, use a comma to separate the main number from the extension: 1-866-432-8947, *ext. 232*.

time of day

Use figures for all times except *noon* and *midnight*. Use zeros when there is no distinction for minutes and include *a.m.* and *p.m.*, lowercase with periods: *The conference starts at 8:00 a.m.* Use one space between the time and *p.m.* or *a.m.* Use CT instead of CST (Central Standard Time) or CDT (Central Daylight Time) when stating hours of service.

Express start and end times as follows:

8:00 – 9:00 a.m.

11:00 a.m. – 1:00 p.m.

6:30 – 8:30 p.m.

It is clearer to read a time range when there is space around the en-dash between the times.

titles of works

Italicize titles of books, magazines, newspapers, newsletters, pamphlets, and reports.

Example: *Weatherization Technical Shorts Newsletter*

Titles of articles and features in magazines and newspapers, chapter titles and part titles, titles of short stories, and essays are enclosed in quotation marks.

Example: “Madison a winner in national water conservation challenge.”

Titles of book series and editions are capitalized without quotation marks.

Example: Moby Dick

titles of works

Italicize titles of books, magazines, newspapers, newsletters, pamphlets, and reports.

Titles of articles and features in magazines and newspapers, chapter titles and part titles, and titles of short stories and essays are enclosed in quotation marks. Titles of book series and editions are capitalized without quotation marks.

toward

Not towards.

U.S. vs. United States

Use *U.S.* only as an adjective; use *United States* as a noun: *U.S. Supreme Court. She lives in the United States.*

USA

United States of America. No punctuation, no spaces.

under

Beneath in a spatial relationship. *Less than* is preferred in a count of individual items.

Example: *Less than \$50.*

Web addresses

Always precede URLs with www.

Example: *www.homeenergyplus.wi.gov.*

Use one period at the end of a declarative sentence even if it ends with a Web address.

Example: *He downloaded the fact sheet from www.homeenergyplus.wi.gov.*

Web, Web site, Web page

Whenever “Web” is used, it should be capitalized.

who vs. that

Use *who*, not *that*, to refer to people. *That* is for groups and things.

Examples: *the girl who played; the team that won.*

who vs. whom

Would the answer to the question be *he* or *him*?

Example: If you can answer the question with *him*, then use *whom*, they both end with “m”.
If you can answer the question with *he*, then use *who*.

Use **whom** when referring to the object of a verb.

- To whom it may concern:
- To whom did you talk today?

Use **who** when referring to the subject of a sentence or phrase.

- Who brought the paper inside?
- Who talked to you today?

wide-, -wide

Follow *Webster’s Dictionary*. Prefix is usually hyphenated. Suffix generally is not hyphenated.

Examples: wide-angle, statewide.

Wisconsin statutes

Lowercase and spell out *statute* unless referring to a specific statute. Abbreviate as *Wis. Stat.*

Example: *Wis. Stat. §§ 19.81 through 19.98.*

years

When expressing a range of years, separate the numbers using a hyphen.

Example: 2005-2006 or 1988-89.

Not: ’88-’89.

ZIP code

Capitalize the acronym ZIP: Zone Improvement Program. Lowercase the word *code*.

9.0 Program Names, Acronyms, and Definitions

All company, department or division names, or other acronyms should be spelled out on first reference, even if the acronym is widely known. Follow with the acronym in parentheses, and use the acronym consistently in subsequent references. Do not capitalize the first letter of the spelled-out words unless they are proper nouns.

Examples: *Avoid exposure to volatile organic compounds (VOCs). The U.S. Environmental Protection Agency (EPA) issued a ruling. If an acronym appears in a title or headline, spell out the phrase for which it stands early in the text (first sentence or paragraph). Do not use obscure acronyms without explanation. Below is a list of common acronyms related to energy efficiency and programs.*

ACH	Air changes per hour
AFUE	Annual Fuel Utilization Efficiency
ARRA	American Recovery and Reinvestment Act
ASHRAE	American Society of Heating, Refrigeration, and Air Conditioning Engineers
Btu	British thermal unit
CFL	Compact Fluorescent Lighting
CFM	Cubic Feet per Minute
CFM50	Cubic Feet per Minute at 50 pascals of pressure
CAZ	Combustion Appliance Zone
DES	Division of Energy Services
DOA	Department of Administration
DOE	The United States Department of Energy
DTL	Depressurization Tightness Limit
ECM	Energy Conservation Measure – Add an s to form the plural: <i>ECMs</i> , not <i>ECM's</i>
EPA	Environmental Protection Agency
GFCI	Ground fault circuit interrupter
HRV	Heat Recovery Ventilator
HVAC	Heating, Ventilation, and Air Conditioning
kW	Kilowatt – Spell out when not referring to a specific measure. Examples: <i>The new fan saves 4 kilowatts. Electricity is measured in kilowatts.</i> Not: <i>Electricity is measured in kW.</i>
kWh	Kilowatt-hour – Spell out when not referring to a specific measure. Examples: <i>One kilowatt-hour (kWh) will light a 100-watt bulb for 10 hours. The measure saves 70 kilowatt-hours (kWh) per month.</i> Not: <i>One kWh will light a 100-watt bulb for 10 hours.</i>
LHR	Lead Hazard Reduction
LIHEAP	Low Income Home Energy Assistance Program – Federal Energy Assistance
MHEA	Mobile Home Energy Audit
MSDS	Material Safety Data Sheet
NEAT	National Energy Audit Tool
PB	Public Benefits
PSC	Public Service Commission

psi	Pounds per square inch
R-value	Resistance value
SIR	Savings-to-investment ratio
SSE	Steady State Efficiency
U-factor	Energy Factor of a Window (inverse of the R-value)
WAP	Weatherization Assistance Program
WCEG	Weatherization cost-effective guidelines
WisWAP	Wisconsin Weatherization Assistance Program (generally used to refer to Wisconsin's production reporting data base)
WECC	Wisconsin Energy Conservation Corporation
WHEAP	Wisconsin Home Energy Assistance Program or EA (Energy Assistance)

Note ENERGY STAR[®] does not have an acronym. When using “ENERGY STAR[®],” capitalize both words in all instances. A registered trademark symbol ([®]) in superscript is to be used with the first reference of ENERGY STAR in a document.

9.1 Wisconsin Weatherization Agencies

ADVOCAP, Inc.
Ashland CHA
Rock/Walworth
CAP Services, Inc.
Central WI CAC
Partners for Community Development
Hartford CDA
Indianhead Community Action Agency
La Casa de Esperanza (Milw)
La Casa de Esperanza (Cty)
NEWCAP, Inc.
North Central CAP
Weatherization Services OCHA
Project Home
Racine/Kenosha CAA
Southwest CAP
West CAP
Western Dairyland E.O.C.
Couleecap, Inc.
Women’s Employment Services
Social Development Commission

9.2 Wisconsin WHEAP Agencies

Region A

Ashland County Health and Human Services Department
Bad River Tribe
Bayfield County
Burnett County Department of Health and Human Services
Clark County Department of Social Services
Douglas County Department of Health and Human Services
Iron County Human Services
Lac Courte Oreilles Band
Lac Du Flambeau Tribe
Oneida County Department of Social Services
Price County Department of Health and Human Services
Red Cliff Tribe
Rusk County Department of Health and Human Services
Sawyer County Health and Human Services
Taylor County Human Services Department
Vilas County Department of Social Services
Washburn County Health and Human Services Department

Region B

Barron County Department of Health and Human Services
Buffalo County Department of Health and Human Services
Chippewa County Department of Human Services
Coulecap Inc.
Crawford County Human Services Department
Dunn County Department of Human Services
Eau Claire County Department of Human Services
Jackson County Department of Health and Human Services
La Crosse County Human Services
Monroe County Department of Human Services
Pepin County Department of Human Services
Pierce County Department of Human Services
Polk County Department of Human Services
St. Croix County Health and Human Services
Trempealeau County Department of Human Services
Vernon County Department of Human Services
Western Dairyland Economic Opportunity Council, Inc.

Region C

Brown County Human Services
Door County Department of Social Services
Energy Services Inc.
Florence County Human Services
Forest County Department of Social Services
Integrated Community Solutions
Kewaunee County Department of Human Services
Langlade County Department of Social Services
Lincoln County Department of Social Services
Marathon County Department of Social Services



Marinette County Health and Human Services
Menominee County Health and Human Services Department
Newcap, Inc.
Oconto County Department of Health and Human Services
Oneida Nation
Shawano County Department of Social Services
Sokaogon Chippewa/Mole Lake
Stockbridge Munsee Tribe
Women's Employment Project
Wood County Department of Human Services

Region D

Adams County Health and Human Services Department
Calumet County Department of Human Services
Central Wisconsin Community Action Coalition Inc.
Columbia County Department of Health and Human Services
Energy Services Inc.
Fond du Lac County Department of Social Services
Green Lake County Department of Health and Human Services
Juneau County Department of Human Services
Manitowoc County Human Services Department
Marquette County Department of Human Services
Outagamie County Department of Health and Human Services
Ozaukee County Department of Human Services
Portage County Health and Human Services Department
Sauk County Department of Human Services
Sheboygan County Health and Human Services
Waupaca County Department of Health and Human Services
Waushara County Department of Human Services
Winnebago County Department of Human Services

Region E

Community Advocates
Dane County Department of Human Services
Dodge County Health and Human Services Department
Energy Services Inc.
Grant County Department of Social Services
Green County Human Services
Iowa County Department of Social Services
Jefferson County Human Services Department
Kenosha County
Lafayette County Human Services
Milwaukee County Department of Health and Human Services
Racine County Department of Human Services
Richland County Health and Human Services
Rock County Human Services Department, Economic Support Division
Social Development Commission
Spanish Center
Walworth County Department of Health and Human Services
Washington County Human Services Department
Waukesha County Department of Health and Human Services