

Home Energy Score stakeholders should use this style guideline document for guidance when creating Home Energy Score communication materials or referencing the program. This document offers sample text that can be cut and pasted into your communication materials.

Before going to print, putting on your website, or sending homeowner or mass communications about the Home Energy Score program, Partners need to send their marketing and communication materials to their Account Manager. Your Account Manager will review the text and send revisions, as needed.

Guidelines

- ▶ Home Energy Score may NOT be abbreviated as HES or HEScore in any public or stakeholder communications. It must be spelled out in its entirety as Home Energy Score.
- ▶ Partner and Assessor are always capitalized.
- ▶ U.S. Department of Energy is the preferred term for printed and electronic outreach materials.
- ▶ Otherwise, after introduced as U.S. Department of Energy, “DOE” can be used. However, “U.S.” should not be included with the acronym “DOE”. “Energy Department” may be used as an alternative reference in press releases and other transient communications.
- ▶ The Home Energy Score provides homeowners with three pieces of information:
 - A. Score
 - B. Home Facts
 - C. Recommendations
- ▶ Use the term “Score”, rather than “Label,” to refer to part A of the Home Energy Score packet

Sample Text

Who can be a Home Energy Score Partner?

SAMPLE TEXT: The U.S. Department of Energy is recruiting state and local governments, utilities, trade associations, and energy-related non-profits to be Home Energy Score Partners. Home Energy Score Partners commit to scoring 500 homes a year and conducting quality assurance by rescoring homes and mentoring new Assessors.

Who scores the homes?

SAMPLE TEXT: Assessors, working under one of the Home Energy Score Partners do the home energy assessments and produce the Home Energy Scores. Assessors must be certified as a building professional by a credentialing organization. A complete list of acceptable credentials is on the Home Energy Score website. Candidate Assessors must also train and test in a 3D simulation environment, and work through a local Partner.

DOE Materials

DOE provides several documents and marks to Home Energy Score Assessors and Partners to promote and differentiate their programs. Partners and Assessors are strongly encouraged to use Home Energy Score branding and documents. In particular, DOE prepared two documents for time of assessment or when the Home Energy Score is delivered to the homeowners:

1. [What Does My Score Mean?](#) An explanation of how to interpret a home’s Score, background on the scoring program, etc.
2. [Be a Smart and Engaged Homeowner](#) Guidance on what to look for when undertaking home energy improvements, pitfalls to avoid, etc.

Marks (logos) are posted on the Partner Portal for organizations to market the Home Energy Score. There are several types of marks:

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1. General mark
 2. Partner mark
 3. Assessor mark
 4. Service Provider mark

Marks are only to be used by organizations that the mark represents. For example, Assessors can use the Assessor mark but not the Partner or Service Provide mark. All partnering organizations and Assessors have access to the General mark.

These logos are not to be altered in any way besides rescaling the mark for sizing purposes. Partners should send marketing materials to their account managers for branding review.

Questions and concerns can be directed to homeenergyscore@ee.doe.gov.