

# PG&E's Energy Upgrade California™ (EUC) Home Upgrade Program

## Guidelines for Customer Collateral

The following guidelines are to be followed by contractors and raters providing information about Pacific Gas and Electric Company's Energy Upgrade California™ (EUC) Home Upgrade Program in print, online, digital, or broadcast customer materials.



## Pacific Gas and Electric Company (PG&E)

- Use **“Pacific Gas and Electric Company”** upon first reference, and **“PG&E”** thereafter.
- PG&E’s logos **may not** be used without written consent from the company.
- You may provide factual statements regarding a contractor/company relation or rater/company relationship with PG&E; however, you may not indicate that PG&E “endorses” or “recommends” your products or services.

## Energy Upgrade California™ (EUC) Home Upgrade

CORRECT USAGE:	NOT ACCEPTABLE:
<p>Use <b>“Energy Upgrade California™ Home Upgrade”</b> on first reference. On a second reference continue to use <b>“Home Upgrade.”</b></p>	<ul style="list-style-type: none"> <li>• “PG&amp;E’s Whole House Rebate Program”</li> <li>• “Whole House Rebate Program”</li> <li>• “EUC Home Upgrade,” “EUCA HU,” “HU,” or any other abbreviation</li> <li>• Regional designations such as “Santa Clara County Energy Upgrade California Home Upgrade.”</li> </ul>
<p>Regarding the EUC options, use <b>“Energy Upgrade California™ Home Upgrade - Home Upgrade”</b> or <b>“Energy Upgrade California™ Home Upgrade - Advanced Home Upgrade”</b> upon first reference, and then <b>“Home Upgrade”</b> and <b>“Advanced Home Upgrade”</b> thereafter.</p>	<ul style="list-style-type: none"> <li>• “PG&amp;E’s Whole House Rebate Program”</li> <li>• “Whole House Rebate Program”</li> <li>• “Prescriptive”</li> <li>• “Performance”</li> </ul>
<p>When referring to a participating contractor or participating rater, use <b>“Energy Upgrade California Home Upgrade Participating Contractor,” “Energy Upgrade California Home Upgrade Participating Rater,”</b> or <b>“Energy Upgrade California Home Upgrade Whole House Rater”</b> upon first reference. Use <b>“a Participating Contractor,” “a Participating Rater,”</b> or <b>“a Whole House Rater”</b> thereafter. Use all initial caps to denote titles. Raters may be referred to as <b>“certified.”</b></p>	<ul style="list-style-type: none"> <li>• “An Energy Upgrade California Home Upgrade contractor”</li> <li>• “An Energy Upgrade California Home Upgrade rater”</li> <li>• “A PG&amp;E contractor” or “a PG&amp;E rater”</li> <li>• Words like “authorized,” “endorsed,” “certified,” or “qualified</li> <li>• “Auditor,” “Assessor,” or “Inspector”</li> </ul>
<p>Regarding incentives, use <b>“up to \$2,500 in rebates”</b> or <b>“up to \$5,500 in rebates.”</b> When referring to energy bills, use <b>“utility bills.”</b> Additionally, use <b>“home”</b> or <b>“house”</b> when referencing the property to sound more personal.</p>	<ul style="list-style-type: none"> <li>• “Cash Back” or “Get/Receive \$2500/\$5500”</li> <li>• “Satisfaction” or “Satisfaction guaranteed”</li> <li>• “Electric bill” or “Gas bill”</li> <li>• Formal terms such as “Property” or “Residence”</li> </ul>
<p>When describing the onsite evaluation, use <b>“home energy assessment,” comprehensive energy assessment,”</b> or <b>“technical assessment.”</b> When describing energy assessments, use <b>“initial assessment”</b> and <b>“final verification.”</b> When describing the work being performed, use <b>“energy upgrade”</b> or <b>“home upgrade.”</b></p>	<ul style="list-style-type: none"> <li>• “Retrofit,” “Remodel,” or “Whole-house retrofit”</li> <li>• “Energy-proof”</li> <li>• “Audit”</li> <li>• “Test-in” or “Test-out”</li> </ul>

- When directing potential customers to the Energy Upgrade California™ Home Upgrade web site for more information, use: [www.EnergyUpgradeCA.org](http://www.EnergyUpgradeCA.org), [www.energyupgradecalifornia.org](http://www.energyupgradecalifornia.org), or [www.pge.com/homeupgrade](http://www.pge.com/homeupgrade)
- The EUC (Energy Upgrade California™) logo and the logo of the contractor or rater may be used together. Visit the Resource Library at [www.EnergyUpgradeCA.org](http://www.EnergyUpgradeCA.org) to get more information on proper logo usage.
- When referring to the Advanced Home Upgrade incentive, say **“up to \$5,500\*”** and use the following disclaimer: **“\*This rebate may be eligible for a higher incentive for significant energy savings. Work with your participating contractor or rater to calculate your upgrade’s rebate.”**

Energy Upgrade California™ is a program of the California Public Utilities Commission in collaboration with the California Energy Commission, California counties, cities, nonprofit organizations, and the state’s investor-owned utilities. Funding comes from the utilities’ ratepayers under the auspices of the California Public Utilities Commission in addition to incremental funding from the Department of Energy.