

# NRG Quick Reference Guide for Writers

## Capitalization

Use sentence case for headlines (capitalize only the first letter of the first word, and any proper nouns).

## Commas

Do not use serial commas.

There are red, blue and yellow folders.

## Currency

In most marketing and promotional materials, spell out "cents" and do not use decimal points for whole dollar amounts. When referring to plan pricing, use of the cents symbol (¢) is acceptable.

5.9 cents  
\$10  
5.9¢ per kWh

In legal materials, use the dollar sign and decimal system.

\$0.059  
\$10.00

## Dashes

Use a space before and after any dash.

An "en" dash (–) means "through." Use it to indicate a range of inclusive dates or numbers.

July 9 – August 17  
pp. 37 – 59  
9 – 11 a.m.

Use an "em" dash (—) in all other cases where a dash is required.

## Dates

When listing a month, day and year, set the year off with commas.

July 15, 2004, was a great day.

When using a month with a specific day, abbreviate all months except March – July.

He was born on Dec. 12, 1945.

Spell out months when using alone or with a year alone.

Graduation is in May 2013.

Do not use *st*, *nd*, *rd*, or *th* with dates.

We will celebrate on June 18.

## Ellipsis

Use a space before and after an ellipsis. (Treat it as a three-letter word.)

It's my party ... I'll cry if I want to.

## Hyphenation

Do not use a hyphen between adverbs ending in -ly and the adjectives they modify.

It is an easily remembered rule.

## Numbers

In general, spell out whole numbers below 10; use figures for 10 and above. Exceptions include ages, weights, times and percentages. Consult the AP Stylebook for more details.

Spell out a numeral at the beginning of a sentence, except when it identifies a calendar year.

Use commas in figures 1,000 and above.

## Phone numbers

Begin each phone number with a "1" and use periods, not hyphens.

1.XXX.XXX.XXXX  
1.XXX.XXX.XXXX, ext. XXXX  
1.866.RELIANT

## Price vs. rate

Use "price" when marketing to a residential audience.

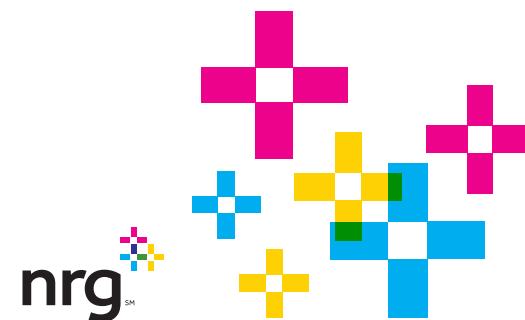
Use "rate" when marketing to small business or C&I audiences.

## Slash

Do not use spaces before or after slashes.

24/7

Access the Associated Press Stylebook, with custom NRG entries, at: [apstylebook.com/NRG](http://apstylebook.com/NRG).



## Times

Use figures for times except for noon and midnight.

[We will eat lunch at noon.](#)

Use an en dash or the word “to” between times.

For Reliant, follow this format:

[9 – 11:30 a.m.](#)

[9 a.m. to 5 p.m.](#)

For all other NRG entities, follow this format:

[9 – 11:30am](#)

[9am to 5pm](#)

## Trademarks

Refer to the most recent “Names and Trademarks” list on Brand Central for correct spelling, capitalization and servicemark/trademark information.

For NRG company trademarks, use the ® or ™ symbols in the headline or subhead (if applicable) AND in the first mention in body copy. After that, omit the symbol. Use the symbol in first mention in the disclaimer, also.

In situations where it is not possible to include the trademark symbol in the headline or subhead (i.e., online), use it in the first possible instance.

For third-party companies, follow their specified rules.

## URLs

Omit the www. and use lowercase letters.

[reliant.com](#)

If a URL ends a sentence, place a period after it (but make sure the period is not part of the hyperlink or other formatting).

## Commonly used terms

21st century

air conditioner (n.)

air conditioning (n.)

air-condition (v.)

air-conditioned (adj.)

backward

benefiting

check up (v.)

checkup (n.)

electricity bill

electricity company

electricity usage

email

energy-efficient (adj.)

forward

Internet

intranet

log on

log out

multifamily

near real-time

online

Paperless Billing

real-time

retail electricity

provider

single-family

Smart Meter

toll-free

toward

U.S.

Web page

Web

website

ZIP code

## Terms to avoid

click here

green energy

electric bill

electric company

electricity use

e-bill

power (when referring literally to electricity)

REP

## General copy to avoid

absolute words and phrases

negative words and phrases

words or phrases with a

negative connotation

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