

# Brand and Social Post Best Practice Guidelines

## Logo Guidelines

Partnering with Appalachian Power can have a powerful effect on your brand. Here are a few things to keep in mind when using the TakeCharge and eScore™ house logos on your website.

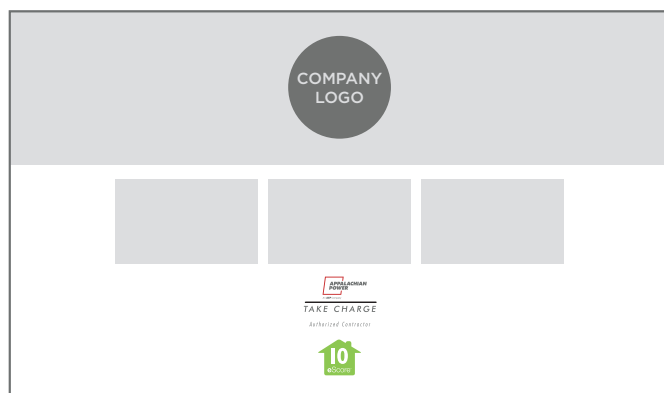
### DO:

- Include both logos on your company website.
- Use the full-color logos whenever possible.
- Use the black-and-white versions if full color is not an option.
- Use the solid white TakeCharge logo on dark-colored backgrounds.
- Include the ™ (trademark symbol) on all eScore logos.
- Include the ™ (service mark) on all TakeCharge logos.

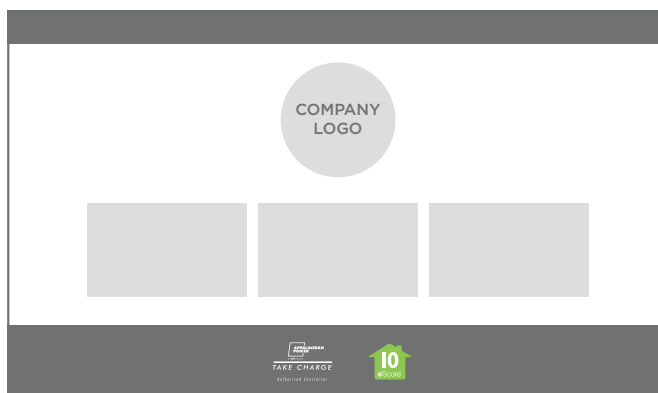
### DON'T:

- Stretch, rotate or alter either logo in any way.
- Place the logo over text or crowded imagery.
- Alter the size of one logo to be noticeably larger or smaller than the other.
- Include a space in the TakeCharge brand name in marketing writing.
- Include either logo on any marketing materials outside of your business website.

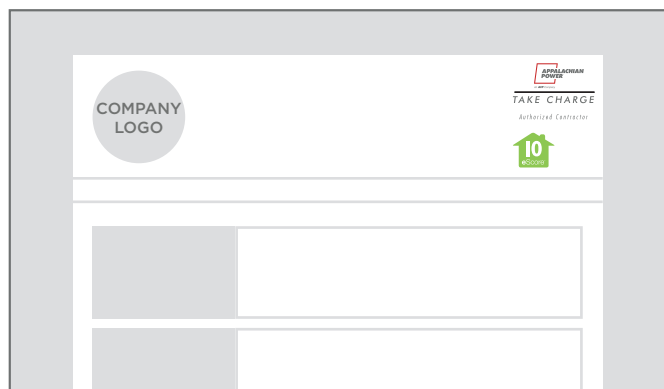
## Example Website Placement



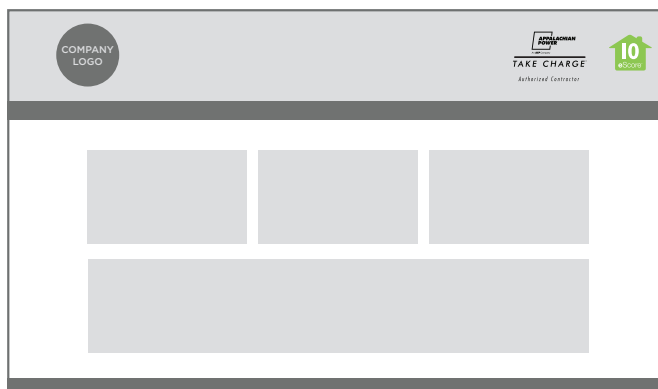
*Center stacked*



*Center horizontal on dark background*



*Top right stacked*



*Top right horizontal on light background*

# Brand and Social Post Best Practice Guidelines

## Approved Logos



An **AEP** Company

**TAKE CHARGE**<sup>SM</sup>

*Authorized Contractor*



An **AEP** Company

**TAKE CHARGE**<sup>SM</sup>

*Authorized Contractor*



**TAKE CHARGE**<sup>SM</sup>

*Authorized Contractor*



**TAKE CHARGE**<sup>SM</sup>

*Authorized Contractor*



# Brand and Social Post Best Practice Guidelines

## Approved Social Media Post

You can use the text below for an approved social post in order to raise awareness of the eScore assessment program on your own channels. An approved Facebook image can be found in the same folder that held these guidelines.

*How would you score your home's efficiency? As a proud member of Appalachian Power's Qualified Contractor Network, we can help you take your home to a perfect 10/10.*

*It all starts with a no-cost eScore™ assessment. Schedule yours today to receive energy-saving upgrades and recommendations at no cost to you. Then, we'll follow up with exclusive rebates, services and improvements to help lower your energy costs and improve your home's comfort all year long.*

Be sure to include either the VA link: [TakeChargeVA.com/escore](https://TakeChargeVA.com/escore)  
Or WV link: [TakeChargeWV.com/escore](https://TakeChargeWV.com/escore)



Virginia



West Virginia

# eScore Rebate Program

## Appalachian Power

eScore Virginia - Measure Name	2019 eScore Rebate
ASHP - 17 SEER replacing Electric Resistance heat	<b>up to \$400</b>
High Efficiency Furnace Fan Motor	<b>\$75</b>
Mini Splits - 19 SEER - replacing ASHP	<b>up to \$300</b>
Mini Splits - 19 SEER - replacing Electric Resistance	<b>up to \$675</b>
Smart Thermostats - Heat Pump heat/cool, Electric Resistance + Central AC cool	<b>\$75</b>
Air Sealing Air Source Heat Pump (30% reduction)	<b>\$75</b>
CAC and Electric Resistance (30% reduction)	<b>up to \$150</b>
R-30 Attic Insulation, CAC + Electric Resistance Heat	<b>up to \$400</b>
R-30 Attic Insulation, Air Source Heat Pump	<b>up to \$350</b>
Duct Sealing CAC and Electric Resistance (10% reduction)	<b>up to \$350</b>
Air Source Heat Pump (10% Reduction)	<b>up to \$175</b>
Peak Reduction	<b>\$40 annually per unit</b>
Bring Your Own Thermostat (BYOT)	<b>\$50 at enrollment plus an additional \$25 annually</b>

# eScore Rebate Program

## American Electric Power

HVAC - eScore West Virginia - Measure Name	2019 eScore Rebate
ASHP - 15 SEER*	\$120
ASHP - 17 SEER*	\$330
ASHP - 19 SEER*	\$450
ASHP - 15 SEER* replacing Electric Resistance heat	\$500
ASHP - 17 SEER* replacing Electric Resistance heat	\$600
Mini Splits - 19 SEER* - replacing ASHP	\$350
Mini Splits - 19 SEER* - replacing Electric Resistance	\$750
Ground Source Heat Pump => EER 16.1, COP 3.1*	\$750
HVAC Maintenance - CAC with ER	\$50
HVAC Maintenance - Heat Pump	\$50
Smart Thermostats - Electric Resistance + CAC cool	\$50
Smart Thermostats - HP heat/Cool	\$50
Smart Thermostats - CAC cool	\$50
High Efficiency Furnace Fan Motor	\$75

Insulation - eScore West Virginia - Measure Name	2019 eScore Rebate
Air Sealing ASHP (30% reduction)	50% up to \$250
Air Sealing CAC and Electric Resistance (30% reduction)	50% up to \$250
Duct Sealing (ASHP) (10% reduction)	\$250
Duct Sealing CAC and Electric Resistance (10% reduction)	\$350
Ceiling/Roof/Attic Insulation CAC and Electric Resistance (R-19)**	\$0.20/sf up to \$300
Ceiling/Roof/Attic Insulation ASHP (R-19)**	\$0.20/sf up to \$300
Ceiling/Roof/Attic Insulation CAC and Electric Resistance (R-27)**	\$0.30/sf up to \$350
Ceiling/Roof/Attic Insulation ASHP (R-27)**	\$0.30/sf up to \$350
Ceiling/Roof/Attic Insulation CAC and Electric Resistance (R-38)**	\$0.40/sf up to \$500
Ceiling/Roof/Attic Insulation ASHP (R-38)**	\$0.40/sf up to \$500
Wall Insulation CAC and Electric Resistance (R-13)**	\$0.30/sf up to \$450
Wall Insulation ASHP (R-13)**	\$0.30/sf up to \$450
Crawlspace Insulation CAC and Electric Resistance (R-19)**	\$0.30/sf up to \$300
Crawlspace Insulation ASHP (R-19)**	\$0.30/sf up to \$300
Basement Wall Insulation CAC and Electric Resistance (R-13)**	\$0.30/sf up to \$400
Basement Wall Insulation ASHP (R-13)**	\$0.30/sf up to \$350

\*Must be ENERGY STAR® certified.

\*\*Value represents the R-value increase (New R-value - Old R-value)