

This Writing Styles, Naming, and References document was created for ASHRAE staff as reference for creating consistent Society level communications. For volunteers and others we hope this guide is a helpful reference tool. **It is not intended as a standard of communication** for ASHRAE Chapters or Regions.

Writing Style

Our official resources for terms, definitions and styles are:

- Associate Press (AP) Stylebook (used for press releases and Insights)
- Chicago Manual of Style used for ASHRAE Journal, ASHRAE Handbook, ASHRAE books, standards, guidelines and technical papers
- Merriam-Webster Unabridged online is our dictionary for the ASHRAE Handbook <http://unabridged.merriam-webster.com/>
- Merriam-Webster online is our dictionary for Spec Pubs (books, standards, guidelines, and Technical Papers): <https://www.merriam-webster.com/>

Oxford Commas

In adherence to AP Stylebook guidelines, the use of the Oxford comma in writing is not *required*.

Examples:

Oxford comma: *“Please bring me a pencil, eraser, and notebook.”*

Preferred: *“Please bring me a pencil, eraser and notebook.”*

Website

When referring to the website, use “ashrae.org” with all lowercase letters, excluding the http:// or www.

Citing Credits/Authors for Collaborative Publications

ASHRAE’s protocol for crediting contributors and reviewers to published pieces is as follows:

- Credit acknowledging who prepared the publication
- “Contributions by” appearing at the bottom of the copyright page

Society Theme

“Society theme” is the preferred reference for each president’s theme for the year.

Incorrect: The **presidential theme** is *“The ASHRAE Digital Lighthouse and Industry 4.0.”*

Correct: Our 2020-21 **Society theme** is *“The ASHRAE Digital Lighthouse and Industry 4.0.”*

References to the Current Society President (Naming Convention)

When referencing the current ASHRAE president in printed materials, please use the following naming convention:

Full Starting Society Year and Last Two Numbers of Ending Year/ASHRAE President/President’s Name/Professional Designation

Example: 2020-21 ASHRAE President First Name Last Name, III, P.E.

References to the Past Society Presidents (Naming Convention)

When referencing a past ASHRAE president in printed materials, please use the following naming convention:

Society Year Served/ASHRAE Presidential Member/Past President's Name/Professional Designation

Example: 2019-20 ASHRAE Presidential Member Darryl K. Boyce, P.Eng.

Member Designations (Naming Convention)

When referencing members holding ASHRAE designations in printed materials, please use the following naming conventions:

- [Member ASHRAE](#)
- [Fellow ASHRAE](#)
- [Fellow Life ASHRAE](#)
- [Life Member ASHRAE](#) - ASHRAE members who have completed 30 years of continuous membership and have reached age 65 are automatically members of Life Members Club.
- [Presidential Member](#) – ASHRAE members who have served the Society as president.

In some instance, two or even three member designation may apply: ex. - Presidential Fellow Life Member

Certification

ASHRAE certification designations should be listed after certificant names in ASHRAE print and electronic media pieces which also cite the P.E., P.Eng. and Ph.D. designations. Please find the following related guidance:

1. If a certificant also holds the P.E., P. Eng. or Ph.D. designation, then the ASHRAE certification designation should follow. E.g. Jane Doe, P.E., BEMP
2. Multiple certification designations should be ordered alphabetically. E.g. John Doe, BEAP, BEMP
3. If a certificant has numerous ASHRAE certifications and space is limited, then cite the certification(s) most relevant to the media piece in question E.g. "Energy Modeling in the 22nd Century" John Doe, BEMP
4. Use <http://certificants.ashrae.org/Search> to pull current ASHRAE certification designation data, which pulls directly from NetForum.

If assistance is needed or in case of any questions, please do not hesitate to contact ASHRAE Certification at certification@ashrae.org or tkline@ashrae.org.

Certification Acronyms

- [BEMP](#) – Building Energy Modeling Professional
- [BEAP](#) – Building Energy Assessment Professional
- [CHD](#) – Certified HVAC Designer
- [HBDP](#) – High-Performance Building Design Professional
- [HFDP](#) – Healthcare Facility Design Professional
- [OPMP](#) – Operations and Performance Management Professional
- [BCxP](#) – Building Commissioning Professional

Degrees

Degrees, member grades, designations and certifications can be used in author and instructor bylines. Example: “John Smith is a certified ASHRAE Building Energy Modeling Professional (BEMP).” Ph.D., D.Sc., or other equivalent doctoral-level degree (some Europeans use Dr.Ing.)
ASHRAE does not list degrees at the bachelor or master's degree level in printed materials

Professional Engineer Designations/Qualifications/License

P.E. – Professional Engineer - U.S.
P.Eng. – Professional Engineer - Canada is P.Eng.
Eng. – Professional Engineer - Quebec province
EUR ING – Professional Engineer – Europe
Ing. – Professional Engineer - Spanish
C.Eng. – Chartered Engineer - United Kingdom
FREng – Chartered engineer who is also a fellow – United Kingdom
ASHRAE marketing will reserve the option to limited designations in printed materials

ENERGY Star[®], LEED[®], Building EQ[®] and BACnet[™] References

When writing **ENERGY STAR** or **LEED**, the name must always be in capital letters. **Building EQ** should be referred to as **Building Energy Quotient** and shortened to Building EQ after the first instance. Upon the first mention of ENERGY STAR, LEED or Building EQ, the registered symbol must be present directly after the name and always in superscript without a space between the word and symbol.

ENERGY STAR

ENERGY STAR certification is given by the U.S. Environmental Protection Agency and recognizes a specific year of energy performance.

Example: *ENERGY STAR certified building A. Building B earned EPA's ENERGY STAR certification.*

LEED

LEED Certified describes the certification process, general term for all certification levels.

LEED Certified describes a project that has been certified to the base level.

LEED rating systems: “Project A was certified under the LEED for New Construction rating system.” The rating system does not have to be mentioned at the first reference to certification but should be included somewhere in the article.

LEED is an internationally recognized green building certification system. It is NOT a standard.

Building Energy Quotient

ASHRAE's Building EQ Program boosts building performance.

Building EQ Assessment refers to the In Operation or As Designed evaluation of a building.

Building EQ Portal provides a quick energy analysis that benchmarks a building's energy performance, assists in the preparation of an ASHRAE Level 1 Energy Audit which provides actionable recommendations, and includes an IEQ survey with additional information to improve a building's energy performance.

Building EQ Performance Score is the rating a building receives which is shown at the top of the portal.

Building EQ Label Report is the visual representation of the Building EQ performance score. Free for

credentialed users.

Building EQ User Input Report is the printable version of all the data input into the portal. Free to all users.

Building EQ Disclosure Report is the branded report certifying key energy data for the building. Available for a fee to credentialed users.

Building EQ Spreadsheet Audit Report is the auto-populated spreadsheets required for an ASHRAE Standard 211 Level 1 Energy Audit report. Available for a fee to credentialed users.

Building EQ Narrative Audit Report is the MS Word format report that follows ASHRAE Standard 211 reporting requirements for Level 1 Energy Audit report. Available for a fee to credentialed users.

Building EQ Certified Providers are individuals certified by ASHRAE as Building Energy Modeling Professionals or Building Energy Assessment Professionals.

Credentialed Users are professional or chartered engineers who verify their credentials through the [Building EQ Portal](#).

BACnet

[BACnet referenced with the ASHRAE logo should always carry](#)® mark. BACnet referenced alone should only carry™ mark on first use within a written document.

Example:



In trademark notices, the word “registered” should not be included.

Example: **BACnet™** is a trademark of American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE).