

PG&E Co-Marketing Branding Policies

PG&E-Led Approach



Pacific Gas and Electric Company's (PG&E) Co-Marketing Branding Policies is for contracted third parties to guide them in their effort to market a third party energy-efficiency program with PG&E. The details within must be followed to ensure there is consistent framework across all energy-efficiency program communications offered across the PG&E service area.

All marketing materials must be approved by PG&E prior to the public distribution of the materials. The Implementer must provide PG&E at least ten (10) business days to complete the review of marketing materials.

If for any reason a Third Party becomes ineligible to implement the program, they must remove the Participant Logo from all materials immediately and destroy all co-branded items.

Please see the Marketing Requirements or Third Parties document for policies, standards and regulations, and specific instructions on tactical requirements.

Logo Use Requirements

To apply for permission and a limited license to use the PG&E logo, email ThirdPartyMarketing@pge.com with your request. Please include the following (this information will be included on your license documentation):

- Company name
- Contact name
- Email/Phone
- Programs supported/promoted
- Usage intended

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General Requirements

Our logo

For local and statewide communications, we use the PG&E Spotlight Logo in the following ways:

PG&E Spotlight Logo

NEVER alter the colors in the logo.

All approved color combinations are shown on this page. Formatted files are available for download.

The registration mark is always part of the logo.

Positive full color and black and white PG&E Spotlight Logo examples:



Positive versions can only be used on an all-white background.

LOGO USE TIP

The spotlight icon part (blue or black rectangular area of the logo containing "PG&E") should always be surrounded by a white box and have the inner white shaft of light.



No color other than white should touch the icon.

Remember:

Always include the disclaimer when using the PG&E Spotlight Logo. See next page for details.

Reverse logos

If the logo is being placed on any color other than white, the reverse versions must be used.



PG&E Corporate Logo colors



PG&E Blue (Primary)
PANTONE 639C/7460U
CMYK C100 M7 Y5 K0
RGB R0 G165 B223

PG&E Orange (Primary)
PANTONE 130C/129U
CMYK C0 M30 Y100 K0
RGB R255 G161 B0

PG&E Gray/Black 65% (Primary)
PANTONE 431C/431U 65%
CMYK C0 M0 Y0 K65
RGB R119 G119 B119

Our logo (continued)

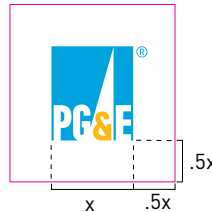
Minimum PG&E Spotlight Logo size

To maintain legibility of logo elements, **do not use the PG&E Spotlight Logo any smaller than .25 inch width.**



Clear space

The PG&E Spotlight Logo should always be surrounded by at least the amount of clear space shown in the diagram. The rectangular box around the mark indicates the area that should be kept clear of competing visual elements.



x = width of PG&E Spotlight Logo

.5x = amount of clear space needed (i.e., half the width of the PG&E Spotlight Logo)

Copyright language

The use of the PG&E Spotlight Logo in co-brand materials must include the PG&E disclaimer along with any Third Party disclaimers.

When you download a logo file, the legal disclaimer text is included in the folder as a "read me" text file for easy access.

Legal disclaimer text for marketing and rebate collateral:

"PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2019 Pacific Gas and Electric Company. This energy efficiency program is funded by California utility customers and administered through PG&E under the auspices of the California Public Utilities Commission. The program is implemented and managed by Franklin Energy and their authorized representatives. "PG&E" is a registered trademark of PG&E Corporation. PG&E is not responsible for any other content, names or marks in these program materials.

Shortened disclaimer for digital banners:

©2019 Pacific Gas and Electric Company.
All rights reserved.

Shortened disclaimer for TV commercials/video:

©2019 Pacific Gas and Electric Company.

Please note: Copyright date must match print date.

Cobrand collateral/disclaimer example:

When using our name in copy, always spell out the words "and" and "Company" as they appear in the disclaimer. Do not abbreviate or use an ampersand.

© 2019 HEALTH TECHNOLOGY. All rights reserved.

"PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2019 Pacific Gas and Electric Company. This energy efficiency program is funded by California utility customers and administered through PG&E under the auspices of the California Public Utilities Commission. The program is implemented and managed by Franklin Energy and their authorized representatives. "PG&E" is a registered trademark of PG&E Corporation. PG&E is not responsible for any other content, names or



Improper logo examples

Do not change or modify any of the approved logos. The PG&E Spotlight Logo is available for download at pgebrandguidelines.com.

Improper usage

- A. Do not extend the white box of the logo. Do not remove the registration mark; it is part of the logo.
- B. Do not stretch or skew the logos.
- C. Do not use the positive logo on any color other than white.
- D. Do not alter the approved colors of the Spotlight Logo.
- E. Incorrect position for the registration mark. Do not attempt to recolor a reverse logo; the registration mark will not be correctly aligned.
- F. Improper reverse logo. The shaft of light (wedge) must always be white.

Prohibited Uses (not limited to):

- Apparel (shirts, hats, etc.)
- Car/truck signage
- Business cards
- Yellow Pages advertisements
- Promotional material (pens, flashlights, key chains, etc.)
- Sales process documentation (quotations, invoices, contracts, etc.)

Improper logo examples:



Creative elements and review process

Creative elements

Tone

Avoid using sarcasm or potentially offensive language. Do not employ “fear tactics” to urge customers to act. Do not frame PG&E in a negative light (e.g., “Get rid of high PG&E bills.”)

Imagery

Consider our diverse customer base when choosing imagery and take care to select images that are unlikely to offend. Try to use current technology examples (e.g., LED lightbulbs instead of CFLs).



Marketing materials and claims review processes

Marketing material review

- Email ThirdPartyMarketing@pge.com with your request at least 10 days ahead of when final feedback is needed
- Include all materials and any background needed to conduct review
- An approval or feedback will be provided within 10 business days

Claims review

- If there is an “energy efficiency statement of savings” (i.e. you will save 10% on your energy costs) it will need to go through the Claims Review Process.
- You will need to provide the statement and the substantiation —the calculation and methodology or a link to a reliable independent source (examples—DOE, State of California, EnergyStar). Forward the information to ThirdPartyMarketing@pge.com.
- The information will be input into the Claims Review Worksheet and then submitted to the Claims Review Process.
- On average, the claims review process takes seven business days; however, Claims Engineers and revisions by the implementer may impact timelines.

Branding scenarios

Third Parties must follow the branding scenario agreed to and identified by the Third Party and PG&E in the contracting phase.

Following are examples of appropriate co-branding emphasis and placement.

Co-marketing examples

PG&E first

Two logos are present but PG&E is clearly leading and is larger and more dominant. The Third Party's logo is secondary and limited in size and placement per the details discussed later. Often times a short phrase is used to define the role that these brands play. Visual identity and branding elements are that of PG&E.

A flyer for "Food Processing Energy Efficiency" featuring the PG&E logo prominently at the top left. The title is in large blue font. Below the title is the date "March XX, 20XX". The bottom of the flyer has a blue bar with a small PG&E logo on the left and a "FRESH COMPANY" logo on the right.

A flyer for "Food Processing Energy Efficiency" featuring the PG&E logo at the top left. The title is in large blue font. Below the title is the date "March XX, 20XX". The bottom of the flyer has a blue bar with a small PG&E logo on the left and a "FRESH COMPANY" logo on the right.

A flyer for the "Energy Efficiency Program" featuring a large image of a food processing facility. The title is in white text on a dark blue background. Below the image is a "Learn more" button. At the bottom, there are two columns of text with "Continue reading" and "Get smarter" buttons. Social media icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube are at the bottom.

A flyer for "Food Processing Energy Efficiency" featuring the PG&E logo at the top left. The title is in large blue font. Below the title is the date "February X, 20XX". The bottom of the flyer has a blue bar with a small PG&E logo on the left and a "FRESH COMPANY" logo on the right.

A flyer for the "Comprehensive Food Processing Energy Efficiency Program" featuring the PG&E logo at the top left. The title is in large blue font. Below the title is the date "February X, 20XX". The bottom of the flyer has a blue bar with a small PG&E logo on the left and a "FRESH COMPANY" logo on the right.

The PG&E Brand Strategy and Advertising team is available to talk through questions, provide reviews and explain or elaborate on the guidelines at your request: brandguidelines@pge.com.