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 our logo in one of the two following ways:

PG&E Tagline Lockup Logo
The preferred use is the PG&E Tagline Lockup Logo. This version should be used unless space limitations are too restrictive or subject matter is sensitive and the message may not be seen in a positive light. If you are unsure whether to use this version, consult Brand Strategy and Advertising.

Translated versions of the Tagline Lockup Logo are available by request in Spanish, Chinese, Vietnamese, Hmong, Korean and Russian. Only use the approved in-language formatted files.

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

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

PG&E Spotlight Logo
If the PG&E Tagline Lockup Logo (above) cannot be used, the PG&E Spotlight Logo is used on all statewide communications.

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
NEVER alter the colors in the logo. All approved color combinations are shown on this page. Formatted files are available for download.

SPECIAL LOGO USE FOR PROMO ITEMS
Concessions for adapted logos for promotional items are done on a case-by-case basis. The specialty one-color logo may only be used at the discretion of Brand Strategy and Advertising. Contact them for approval/art file.)
Minimum Tagline Lockup Logo size
To maintain legibility as well as presence, do not use the Tagline Lockup Logo any smaller than 1.366 inch width.

Minimum Spotlight Logo size
To maintain legibility of logo elements, do not use the 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.

Copyright language
Always include the legal disclaimer when using either the PG&E Tagline Lockup or Spotlight Logo.

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

Approved translated disclaimers are available at pgbrandguidelines.com. If a communication is multilingual, the disclaimer should be used in the primary language and only appear once per communication.

Legal disclaimer text:
“PG&E” refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2017 Pacific Gas and Electric Company. All rights reserved.

Longer disclaimer for marketing and rebate collateral:
“PG&E” refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2017 Pacific Gas and Electric Company. All rights reserved. These offerings are funded by California utility customers and administered by PG&E under the auspices of the California Public Utilities Commission.

Shortened disclaimer for digital banners:
©2017 Pacific Gas and Electric Company.
All rights reserved.

Shortened disclaimer for TV commercials/video:
©2017 Pacific Gas and Electric Company.

Please note: Copyright date must match print date.

Other PG&E logos
PG&E Energy Company Lockup Logo:
Use of the PG&E Spotlight Logo locked up with the company name should be limited to formal documents or national use. For all other materials, the spotlight locked with tagline or plain spotlight is preferred. The Energy Company Lockup Logo does not require a disclaimer.

PG&E Corporation Logo:
The PG&E Corporation Logo should only be used on materials that solely refer to PG&E Corporation. It does not require a disclaimer. To confirm usage, check with Brand Strategy and Advertising.

Copyright language
Always include the legal disclaimer when using either the PG&E Tagline Lockup or Spotlight Logo.

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

Approved translated disclaimers are available at pgbrandguidelines.com. If a communication is multilingual, the disclaimer should be used in the primary language and only appear once per communication.

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Shortened disclaimer for digital banners:
©2017 Pacific Gas and Electric Company.
All rights reserved.

Shortened disclaimer for TV commercials/video:
©2017 Pacific Gas and Electric Company.

Please note: Copyright date must match print date.
Improper logo examples

Do not change or modify any of the approved logos. The Tagline Lockup Logo, Spotlight Logo and Energy Company Lockup Logo artwork is available for download at pgebrandguidelines.com.

Improper usage
A. Do not reposition or change the scale relationship between the PG&E Spotlight Logo and tagline; it is fixed.
B. Do not extend the white box of the logo. Do not remove the registration mark; it is part of the logo.
C. Never attempt to recreate the PG&E Tagline Lockup Logo. It has been prepared as digital art; no typesetting is required.
D. Do not stretch or skew the logos.
E. Do not use the positive logo on any color other than white.
F. Do not alter the approved colors of the Spotlight Logo and/or tagline text.
G. Incorrect position for the registration mark. Do not attempt to recolor a reverse logo; the registration mark will not be correctly aligned.
H. Insufficient contrast; type illegible.
I. 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.)
For digital work prepared specifically for pge.com, please see the alternate online color palette that is optimized for web accessibility. **Exception:** Downloadable PDFs posted on pge.com should utilize the below corporate colors. Please ensure that they meet ADA requirements.

The overall look and feel of PG&E materials should be clean, bright and light and should make liberal use of white space whenever possible. Tertiary colors should be used judiciously as accents or for emphasis and should not be used as primary colors. Pay special attention to color contrast with text so readability is the highest priority in your design.

### Corporate colors

**Primary logo/corporate colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG&amp;E Blue</td>
<td>PANTONE 639C/7460U</td>
<td>C100 M7 Y5 K0</td>
<td>R0 G145 B223</td>
</tr>
<tr>
<td>PG&amp;E Orange</td>
<td>PANTONE 130C/129U</td>
<td>C0 M30 Y0 K100</td>
<td>R255 G161 B80</td>
</tr>
<tr>
<td>PG&amp;E Gray</td>
<td>PANTONE 431C/431U</td>
<td>C0 M0 Y0 K100</td>
<td>R0 G0 B0</td>
</tr>
</tbody>
</table>

**PG&E secondary palette**

The secondary color palette is meant to expand our color, not to replace the primary palette. The primary color palette should always be dominant. The tints provided (at right) are samples; any tint of the color is allowable.

**New colors added to secondary palette**

Additional colors as of 2016 have been added to the PG&E secondary palette. At times, additional brighter or deeper colors are needed for emphasis or contrast. **These colors should be used sparingly.** Please consult the brand team when using these new colors.

**Note on PowerPoint colors**

A few colors on the downloadable PowerPoint template may differ slightly. These have been adjusted to work with projection.

**USING COLOR TEXT**

See typography on page 13 for tips and color variations.

Tints of Midnight are not allowed. Must be used at 100%. **Note:** the RGB color does not directly translate from the CMYK/PMS colors. Please see breakout above.
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.

PG&E utilizes four different scenarios when it comes to the branding of third party programs. Two of the four involve co-branding and the additional two are limited to one corporate brand. Following are examples of appropriate co-branding emphasis and placement.

**PG&E only (licensed)**
Only the PG&E logo and branding elements are present.
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.
Co-marketing examples

Third-party first
Two logos are present but the Third Party is clearly leading and that party's logo is larger and more dominant. PG&E’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 is that of the Third Party.
Co-marketing examples

Third-party only
Only the Third Party logo is present. The PG&E name is limited to factual statements of use only.