

PG&E Corporate Identity, Brand and Digital Guidelines



The PG&E brand

As a Fortune 500 company in the complex energy industry, it's important we present ourselves as a unified "One PG&E" for our customers. All materials and images representing PG&E should have a consistent and aligned look, feel and focus to support our brand presence for our customers in an effective and lasting way.

This guide will help designers, agencies and employees understand our visual brand guidelines. The 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.

For questions about cobranding, sponsorships, copyright, or anything pertaining to logo use or visual identity, please contact the team.

Logo, icon, image and template downloads are available at pgebrandguidelines.com. Employees can find login and password information on the [PG&E intranet brand and advertising page](#). External agencies can request a login and password from brandguidelines@pge.com.

Please note that our brand guidelines continuously adapt to new technologies, compliance requirements and accessibility issues, to name a few evolving circumstances that affect our guidance. If you download the guidelines document or have a printed copy, check back to ensure you are working with the most up-to-date version.

Thank you for your help in preserving and enhancing our brand presence in our communities.

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Local: our brand platform

Our brand platform is the foundation upon which we build our messages and strategies.

For PG&E employees, our customers are our neighbors. The communities we serve are where we live and work—the places we're proud to call home.

As a local company, we understand what our cities, communities and neighbors need to grow and thrive. We're helping improve, innovate and implement change and growth so we can continue to distribute the reliable, safe, affordable and clean energy that fulfills the needs of our own and future generations.

In practice, wherever possible, we ask that our branding, advertising and marketing efforts reflect that we are a local company. Incorporate authentic, local employee and customer voices and images into our materials and outreach. Consider your local audience. Speak to their experiences and unique needs.

How to be on brand

Who we are

Brand Strategy and Advertising is in the Marketing and Communications organization.

The Brand Strategy and Advertising team provides guidance, review and approval of concepts, language and materials for both externally and internally focused campaigns. This includes but is not limited to brand advertising, safety advertising, energy-efficiency program marketing, recruiting, exhibition, informational handouts, internally focused materials and customer communications. The team can be reached at brandguidelines@pge.com.

Our brand guidelines are available to all employees via a PG&E intranet connection. Password-protected access to the site is available for external parties and must be requested by a PG&E employee sponsoring the third party.

pgebrandguidelines.com

Before you begin

To help ensure a smooth and swift development and approval process, project owners are encouraged to consult the brand guidelines before beginning work on creative materials. Brand Strategy and Advertising can provide guidance and ensure a basic understanding of brand compliance expectations.

The Brand Strategy and Advertising team is available to consult with project owners, designers or vendors at any point in the design process about the development and direction of the project. For concept and creative review, the team requests 48 hours to respond fully but can provide quicker turnaround if necessary.

Special considerations

To ensure our strategic and reputational goals have been considered in concepts, imagery and language, the team may ask that the client seek guidance from internal partners including Law, Marketing and Communications line-of-business communications, Safety and other agencies.

The Brand Strategy and Advertising team reserves the right to allow flexibility under special circumstances, but we strive to be consistent and expect adherence to the guidelines to preserve the integrity of our brand.

Accessibility best practices and requirements

At PG&E, we are committed to providing materials that are as accessible as possible to address the diverse array of customers' needs. The [pge.com website](https://www.pge.com) adheres to WCAG* 2.0 AA standards for accessibility. For more details, see the Digital Guidelines section on page 18.

While at present there are no definitive national standards for print material accessibility, we are now incorporating a number of best practices into all our materials production standards to increase readability for different levels of vision. In addition, many of our printed pieces are also posted on [pge.com](https://www.pge.com), so it is critical these pieces comply with our digital standards as well.

In order to meet accessibility for print pieces, please follow the typography best practices outlined on pages 13–14. If you have questions along the way, consult the Brand team for guidance. We continuously refine and clarify these goals, so please check back periodically for updates.

To optimize print work for customers with low vision, please see the Large Print Guidelines on the brand website.

PDF versions for pge.com and other digital properties

- Meaningful title and subject lines to support search and readability for **assistive screen readers**
- **Hierarchy meta-tagging** to support screen readers to have an understandable reading order (may require reorganization of document content)
- **Alt text** for images and accessible links
- **“List” and “Table” tags** for lists and tables, including TH tags for table headers
- Text-to-background **color contrast** (webaim.org/resources/contrastchecker)
- Identify, label and set properties and tag for **form fields**
- Hyperlinks tagged, activated and underlined for **screen reader identification**
- Publish all PDFs using **Acrobat X or XI** or higher
- **Run a full-check accessibility** (through Adobe Pro, e.g.) to ensure compliance

Please check with the Brand Strategy and Advertising team for additional guidance on how to proceed. Thank you for your help in providing an accessible experience for our PG&E customers.

If you prefer, Digital Strategies can provide an estimate for remediating materials to meet compliance standards. Contact brandguidelines@pge.com for a referral.

*Web Content Accessibility Guidelines (WCAG) is developed through the World Wide Web Consortium process in cooperation with individuals and organizations around the world, with a goal of proving a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

Our logo

For local and statewide communications, we use our logo in one of the two following ways:

PG&E Spotlight Logo

The PG&E Spotlight Logo is used on all statewide communications.

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



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

Reverse logos

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



Please note:

The tagline “Together, Building a Better California” that was introduced in 2013 will no longer be used as of February 2020. It is not necessary to destroy existing materials with the tagline, but please update artwork when refreshing or creating new pieces with the spotlight or company lockup logos.



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 either version of the logo. See next page for details.

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.)



continued on next page

Our logo (continued)

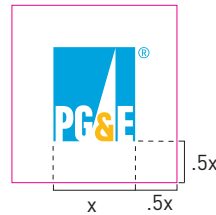
Minimum Spotlight Logo size

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.



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

Always include the legal disclaimer when using the PG&E 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 pgebrandguidelines.com. If a communication is multilingual, the disclaimer should be used in the primary language and only appear once per communication.

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.

Legal disclaimer text:

“PG&E” refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2020 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. ©2020 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:

©2020 Pacific Gas and Electric Company.
All rights reserved.

Shortened disclaimer for TV commercials/video:

©2020 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 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.

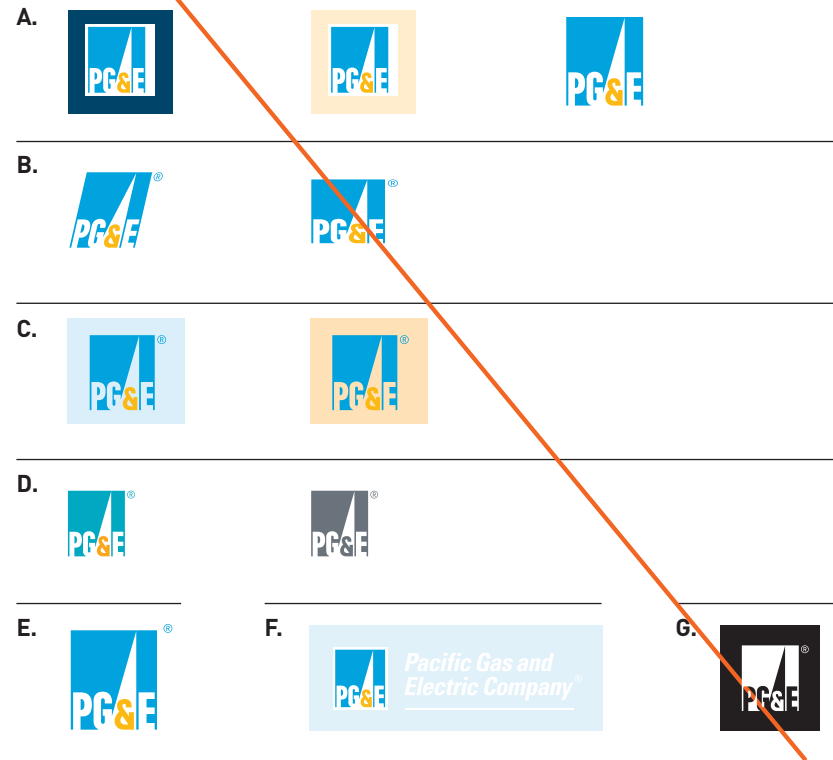
Improper logo examples

Do not change or modify any of the approved logos. The Spotlight Logo and Energy Company Lockup Logo artwork 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. Insufficient contrast; type illegible.
- G. Improper reverse logo. The shaft of light (wedge) must always be white.

Improper logo examples:



Corporate colors

For digital work prepared specifically for pge.com, please see the alternate online color palette that is optimized for web accessibility on page 24. **Exception:** Downloadable PDFs posted on pge.com should utilize the below corporate colors. Please ensure that they meet ADA requirements on page 5.

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.

Primary logo/corporate colors



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

PG&E Blue 60%
PANTONE 639C/7460U 60%
CMYK C60 M0 Y0 K0
RGB R68 G200 B245

PG&E Blue 30%
PANTONE 639C/7460U 30%
CMYK C30 M0 Y0 K0
RGB R171 G225 B250

PG&E Midnight
PANTONE 548C/548U
CMYK C100 M24 Y0 K64
RGB R25 G51 B94

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.

PG&E Lake
PANTONE 632C/632U
CMYK C90 M0 Y20 K6
RGB R0 G167 B194

PG&E Lake 60%
PANTONE 632C/632U 60%
CMYK C54 M0 Y12 K4
RGB R99 G194 B213

PG&E Lake 30%
PANTONE 632C/632U 30%
CMYK C27 M0 Y6 K0
RGB R182 G227 B220

PG&E Apple
PANTONE 2300C/381U
CMYK C34 M0 Y100 K5
RGB R204 G204 B51

PG&E Sage
PANTONE 556C/556U
CMYK C51 M5 Y37 K15
RGB R112 G164 B137

PG&E Sage 60%
PANTONE 556C/556U 60%
CMYK C25 M0 Y20 K16
RGB R164 G196 B183

PG&E Sage 30%
PANTONE 556C/556U 30%
CMYK C13 M0 Y10 K8
RGB R203 G221 B214

PG&E Warm Red
PANTONE 1655C/1655U
CMYK C0 M63 Y91 K0
RGB R255 G102 B51

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.**

PG&E Moss
PANTONE 5777C/5777U
CMYK C22 M7 Y51 K22
RGB R163 G168 B107

PG&E Moss 60%
PANTONE 5777C/5777U 60%
CMYK C6 M0 Y30 K16
RGB R206 G209 B168

PG&E Moss 30%
PANTONE 5777C/5777U 30%
CMYK C3 M0 Y15 K8
RGB R227 G230 B207

PG&E Sand
PANTONE 4515C/4525U
CMYK C8 M14 Y50 K24
RGB R202 G181 B117

PG&E Sand 60%
PANTONE 4515C/4525U 60%
CMYK C0 M5 Y30 K15
RGB R223 G211 B172

PG&E Sand 30%
PANTONE 4515C/4525U 30%
CMYK C0 M3 Y15 K7
RGB R239 G233 B213

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

PG&E Orange 60%
PANTONE 130C/129U 60%
CMYK C0 M18 Y60 K0
RGB R255 G199 B102

PG&E Orange 30%
PANTONE 639C/639U 30%
CMYK C0 M9 Y30 K0
RGB R255 G227 B178

Black
CMYK C0 M0 Y0 K100
RGB R0 G0 B0

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

Black 30%
CMYK C0 M0 Y0 K30
RGB R187 G187 B187

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.

Our voice—the tone and style of our communications—tells people who we are and that they can rely on PG&E.

PG&E is more than an energy company; we're trusted advisors. But we have to earn the confidence placed in us every day. Our voice—the way we write and speak—helps us put our customers first and project PG&E as a company focused on service.

A human focus

Our writing follows four basic principles that demonstrate our concern for the people we're speaking with. Each communication is:

Personal

We communicate with an individual as you would with a neighbor. Use "I" or "we" or "you" often. Use testimonials, too, to show how others feel.

Relevant

We consider our audience and its needs first. Think about what your message will mean to them, why they should care and how they should respond.

Simple

We choose the single most important thing that needs to be said—and say it clearly and memorably—without unnecessary information.

Reading levels should be no higher than grade 9.9

[\[readable.io/text\]](https://readable.io/text)

Positive

We focus on solutions, not problems. Avoid criticism and emphasize suggestions that improve things.

Clear

Say what you mean. Avoid using acronyms and jargon. Please consult the PG&E Naming Guidelines when naming a program, product or team.

Distinctive personality

Our customers need the energy we provide, but we never take them for granted.

PG&E is:	PG&E isn't:
Straightforward	Convolutd
Personal	Corporate
Friendly	Detached
Sincere	Insincere
Caring	Apathetic
Transparent	Obscure

Clear set of guidelines

Several important approaches mark the PG&E voice.

PG&E emphasizes:	PG&E avoids:
Simple language	Simplistic language
Facts	Opinions
Customer benefits	Corporate benefits
Customer concerns	Company concerns
Admitting mistakes	Covering up mistakes
Customer responses to new initiatives	Leaving customers confused

A note about humor

Use caution when attempting humorous language. Our tone should NEVER be sarcastic. We must use the utmost sensitivity and inclusiveness in our voice and point of view.

Lexicon

Our industry communications often include acronyms, jargon and outdated terminology that can be meaningless to customers.

In 2016, Electric Institute (EII) and its member energy companies collaborated on a refreshed vocabulary. This lexicon will provide greater clarity to our communications.

A **Communications Style Guide** for PG&E is available for download on the brand guidelines website to help maintain a consistent writing standard for PG&E's external communications. Program names, acronym meanings and industry terms are listed within the guide.

PG&E primarily follows standard Associated Press (AP) style guidelines, so please refer to **The Associated Press Stylebook** as a reference for additional information that may not be addressed in the Communications Style Guide.

Our preferred dictionary is Merriam-Webster should you need additional resources.

LANGUAGE TO LOSE	LANGUAGE TO USE
utility, power company, electric company	energy company
ratepayer	customer
advanced, modern or 21st century grid	smart grid or energy grid
distribution system	energy infrastructure
utility of the future	next generation energy company
de-carbonization	reducing carbon footprint
fuel mix	balanced energy mix
low-carbon energy	renewable energy
green energy	clean energy
intermittent sources	variable sources
baseload generation	24/7 power sources
generation capacity	power capacity
rate case	regulatory rate review
price	rate or bill
distribution charge	energy delivery charge
utility-scale solar	universal solar
rooftop solar	private solar
distributed generation	private generation

Typography

Primary typeface

The DIN font family is the primary font for all our communications.

DIN Light and DIN Regular are preferred for large fields of body text. DIN Medium is the primary headline font. DIN Bold can be used for emphasis but should be used sparingly.

Line spacing

Line spacing is the space between lines of type.

- To calculate line spacing of type smaller than 24pt, multiply the point size of the type by 1.125.
12pt type x 1.125 = 13.5pt line spacing
- For type sized 24pt and larger, use the point size of the type as the measure of the line spacing.
24pt type = 24pt line spacing
- If necessary, line spacing may be decreased at type sizes above 48pt.

Tracking

Tracking is the overall spacing between letters in lines of type.

- For copy 12pt or smaller, tracking is -12/1000em
- For copy 13pt to 24pt, tracking is approximately -20/1000em
- For copy larger than 24pt, tracking is between -25 and -30/1000em

Formatting

Type is set flush left and ragged right, upper and lower case. **Do not justify or center text with the exception of mobile format or app design.** Body copy should not be smaller than 9pt. Use plenty of white or negative space to make the message approachable and easy to read.

Please note:

DIN Black and DIN Condensed are often included in font bundles. **These variations should not be used for PG&E materials.**

DIN Medium (headlines/subheads/emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;:!?

DIN Regular (body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;:!?

DIN Light (body text only/do not use for headlines or subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;:!?

DIN Bold (emphasis/use sparingly)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;:!?

Secondary typeface:

Only when DIN is not available, as in PowerPoint®, the Arial font family may be used. External print pieces **must** use DIN.

Typography best practices

Please note: The digital strategy guidance for typography may differ. Please see page 18.

Typography is an important element of our brand. The DIN font is fresh, modern and easy to read. It communicates that PG&E is an up-to-date company with an eye on the future. We are modern, but we are also stable and do not submit to trends. Above all, our communications must project honesty so legible typesetting is a must.

Headlines

Our headlines should be big and friendly. Use the primary typeface: **DIN Medium**. Upper and lower case text is preferred.

Body copy

The standard colors for body copy are **black or PG&E Gray**. Copy should be easy to read, no less than 9pt type, although 9.5pt or 10pt is easier to read.

White or negative space

Using plenty of white or negative space makes the type approachable and easy to read. Too much type on a page is intimidating. Background color or imagery should not compete with the text; they should complement each other.

TIP

Please remember to check clear space when using text near the PG&E logo. See page 7.

PG&E typesetting standards

- Do not use ampersands (&); spell out “and”
- Sentence case for headlines and subheads is preferred
- The “@” symbol for the DIN font is trendy and not easily read; substitute Helvetica Neue or Arial. Correct: **XXX@pge.com**
- Use a different weight and/or color to emphasize **urls, phone numbers, phone style** and **email** addresses.
- The preferred for external-facing urls is all lowercase text, **no** “http://,” “www” or underline.
- *DIN Italic is not friendly*. It is condensed and the slant is too severe. Only use when absolutely necessary and then very sparingly.

Key information

Calls to action, subject of piece and phone numbers/URLs should be prominent so a customer with impaired vision will be able to identify the purpose of the piece.

Type and color: readability considerations

PG&E Orange text

For readability, it is permissible to darken the PG&E Orange to **38M, 100Y**. Do not use PG&E Orange for a small or lighter weight font. DIN bold is preferred for PG&E Orange text under 20pt.

PG&E Warm Red text (75M, 100Y)

For readability, it is permissible to darken the PG&E Warm Red to **75M, 100Y** when used on a white or light background (like above).

PG&E Warm Red text

On a dark background, use the original color combo (**63M, 91Y**)

continued on next page

Typography best practices (continued)

Color contrast should be as high as possible for text. Web Accessibility in Mind has an online tool to check contrast: webaim.org/resources/contrastchecker. For print pieces, the types of inks, papers and output may not correlate directly to this online tracker, so please use this as a common-sense guide for your print output.

Use of white text

Extensive use of white type, especially for body copy, is not recommended. Be sensible when using white text. Make sure the background has enough contrast to enable readability. The minimum size for white type (other than for the legal disclaimer) is 9pt.

~~White type set in DIN Light will not print or read well.~~

Type on color tints

Use discretion when using text on a color background.

For example, consider a study using PG&E Blue and tints.

DO NOT use black text on 100% PG&E Blue; not enough contrast.

DO NOT use white text on a light tint of PG&E blue (in this case, 25C); not enough contrast.

White text set in DIN Medium will read on 45C as will black text set in DIN Regular.

DO NOT use PG&E Orange text on a tint of blue; not enough contrast.

In general (with the proper weight font), white text and black text will both read on 45C–60C.

Do not use DIN Light on a color tint. DIN Regular (body text) will read better.

USING TEXT WITH PHOTOGRAPHY TIP

Use common sense when placing text over an image.

The text in the first option does not read well. The image is too busy and the contrast is not high enough for a quick read.

The text in the second image has enough contrast.



Layout

PG&E Spotlight Logo alignment

The logo should always be prominently placed in the upper left corner or the lower left corner. We no longer “kick in” or indent this placement.

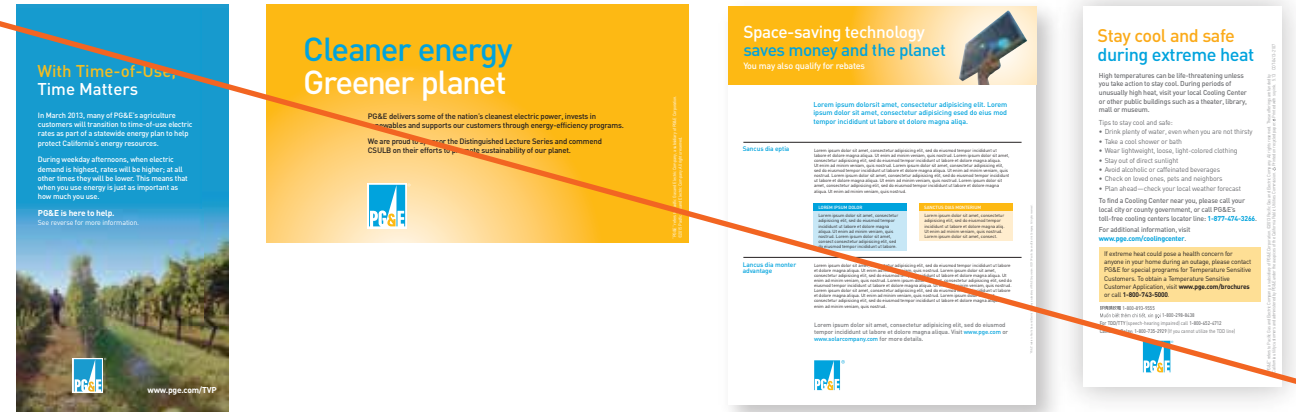
Glow

The PG&E glow is no longer preferred.

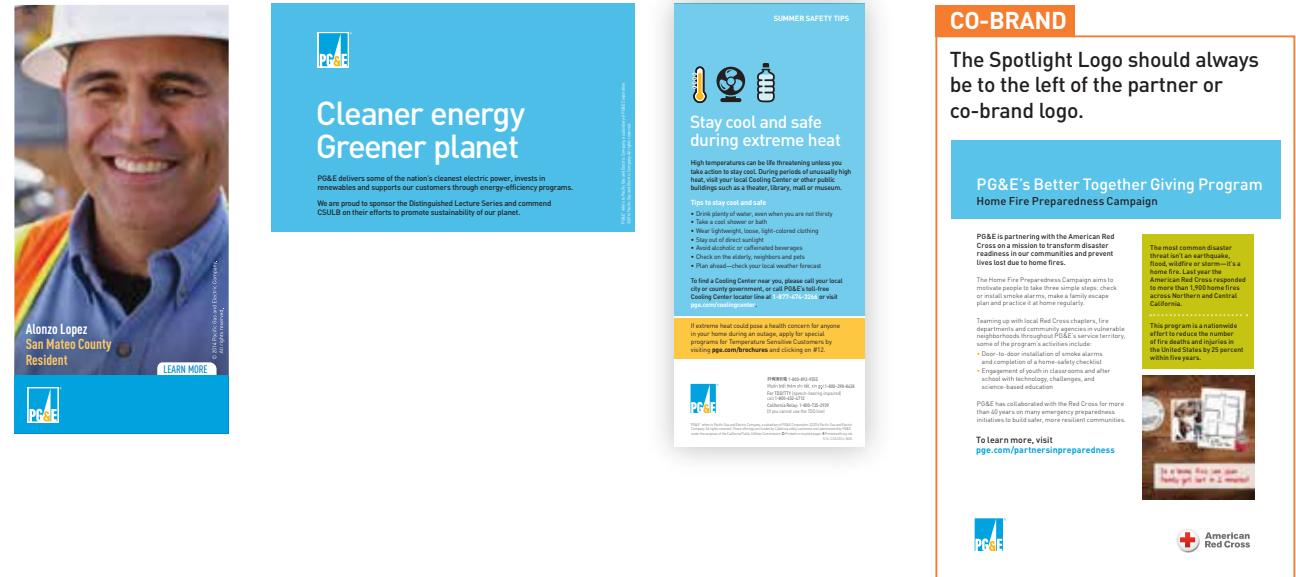
Disclaimer

Remember to include the legal disclaimer when using the PG&E Spotlight Logo. It should run vertically up the far right side. When this will not work, it is allowable to run it horizontally at the bottom.

Improper logo use/alignment/glow:



Proper logo use/alignment:



Imagery

Photography

The preferred imagery for our brand is photographic, not illustrative.

Photography style

Our images are friendly, personal, realistic and local. The images we select and create show everyday people, everyday situations and everyday life. They are easy to read and relate to. Imagery should be in a documentary style, depicting real snapshots of life. **Images should look natural, not posed or contrived.** Scenic images should be of PG&E's service territory.

Although the color scheme can vary, **PG&E imagery should always be bright.**

Characteristics of preferred imagery:

- **Human aspect:** images with people in them convey a friendly, personal tone and reflect the diversity of our customers and employees
- **Local:** images should be relevant to our customers and the message
- **Proper safety attire/gear:** when an image depicts procedure, field employees such as linemen should be dressed in proper safety clothing and gear (such as vests, goggles)

Posed images

Employee images or authentic customer images are the only posed images that are allowed (subject is facing/aware of the camera).

Stock photography should depict subjects that are engaged in everyday activities and looking off camera.

Correct stock photography examples:



Incorrect photography examples:



Illumination examples:



Incorrect: dark and foreboding

On brand: light and bright, activity (reading) suggests the presence of lighting

PG&E employee photography examples:



Important SAFETY REVIEW:

Please conduct a safety review process for PG&E employee images (especially in work situations such as this), to ensure that proper clothing, gear and procedures are depicted.

Please allow 48–72 hours to coordinate with the safety team.

Iconography and information graphics

Information graphics

We keep infographics simple and clean with pure shapes, such as circles, rectangles and squares. Infographics should provide a quick understanding of the information presented. As with all communications, our brand colors should be implemented to ensure uniformity.

Sufficient contrast to ensure readability is a must. Type should be aligned and easy to read. Rules should be vertical or horizontal (not at angles) when possible.

Information diagrams often offer a smart, simple alternative to illustrations or text. They allow for processes to be presented in a clean, unified style regardless of information type. This keeps the emphasis on the information conveyed and does not allow the visual style of the diagram to dominate the content.

Iconography

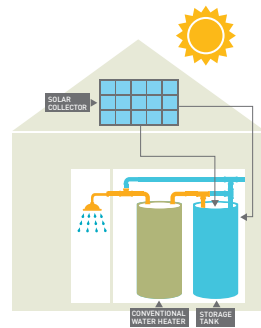
Icons should be simple, friendly and easily recognizable.

Too much detail will turn an icon into an illustration. Icons must look like they originate from the same family. Do not mix icons of varying line weights and styles.

A selection of basic icons is available on the guidelines website in the image gallery.

Please note: There is a specific icon set for pge.com web pages. Any other graphics should adhere to the style below.

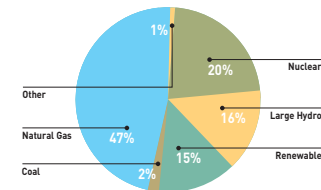
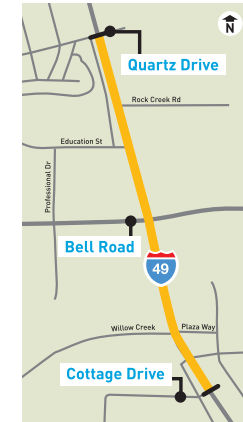
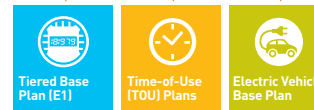
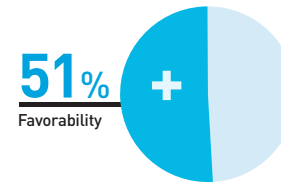
Infographic examples



Limit detail and keep infographics clean

ENERGY RESOURCES	PG&E 2009 POWER MIX	2008 CA POWER MIX (For Comparison)
Eligible Renewable	15%	2%
Coal	2%	34%
Large Hydroelectric	16%	18%
Natural Gas	47%	42%
Nuclear	20%	5%
Other	1%	0%
TOTAL	100%	100%

These resources are climate neutral and/or renewable



Icon examples



Incorrect icon examples



Too much detail for PG&E iconography; these are illustrations

Illustrations are not allowed



Illustrations are not allowed (especially for external-facing audiences). If there is a special internal-use circumstance, permission must be obtained from the Brand Strategy and Advertising Team.

Who we are

The Digital Strategy team is responsible for delivering an optimal customer experience through the company's digital channels, including pge.com and pgecorp.com, along with microsites and other properties. Digital Strategy provides governance on usability and accessibility throughout PG&E's digital platforms.

The PG&E Digital Style Guide specifies content creation for pge.com and pgecorp.com, and includes a full icon library. This guide is available without need of a password.

PG&E Digital Style Guide:

company-71232.frontify.com/d/oe2Gvln1Edj

Icon Library:

company-71232.frontify.com/d/oe2Gvln1Edj/icon-library

Component Library:

company-71232.frontify.com/d/oe2Gvln1Edj/component-library



IMPORTANT:

Before you begin

To ensure efficiency—to make sure your project can launch on time and with as little rework as possible—please consult the PG&E Digital Style Guide before beginning work on creative materials.

Also, confirm with your internal partner at PG&E that your project has been evaluated by the CE (Customer Experience) Forum if you propose creating:

- Any new web pages at pge.com or pgecorp.com
- New tools or new functionality at any existing PG&E website
- A new microsite or comprehensive revisions to an existing microsite
- A mobile application

It's best to meet with the CE Forum as early as possible when planning a new project. A PG&E employee sponsoring the third party can schedule time on the CE Forum calendar.

If you have questions at any point in your project, the Digital Strategy team is available for additional consult or creative review. The team can be reached at DigitalStrategyGuidelines@pge.com.

Knowing who needs your content—and why—will help you better anticipate and deliver information that visitors need quickly and effectively.

For much of pge.com the core audience is made up of the variety of gas and electric customers we serve on a daily basis. In most cases, your writing should accommodate the needs of this broad audience.

Beyond this, PG&E customers come to the website in order to perform a range of tasks. Consider which needs your content must address, and write to serve those needs.

When you write for pge.com, please keep in mind that digital content is digested differently from other materials. For example:

- Most customers go online to get what they want as quickly as possible.
- Most digital content is scanned versus read.
- Nearly half of PG&E customers access the pge.com website on a mobile device, which makes writing for clarity and brevity all the more important.

If you have questions at any point in your project, the Digital Strategy team is available for additional consult or creative review. The team can be reached at DigitalStrategyGuidelines@pge.com.

WHAT CUSTOMERS DO	WHAT CUSTOMERS WANT
Transact	Make it easy for me to pay my bill and manage my PG&E account(s).
Save	Show me ways that PG&E can help me save money, energy and time.
Learn	Share information with me about initiatives with PG&E and beyond.
Get alerts	Give me timely information about outages and other issues affecting my service.
Partner	Offer me ways of building a stronger relationship with PG&E.

PG&E is committed to providing digital content that meets the needs of a diverse audience. To provide access to customers with disabilities, we adhere to WCAG 2.0 AA standards. Also, because nearly half of all PG&E customers access the pge.com website using a mobile device, we use responsive design so that page layouts adjust automatically no matter what the size of the screen.

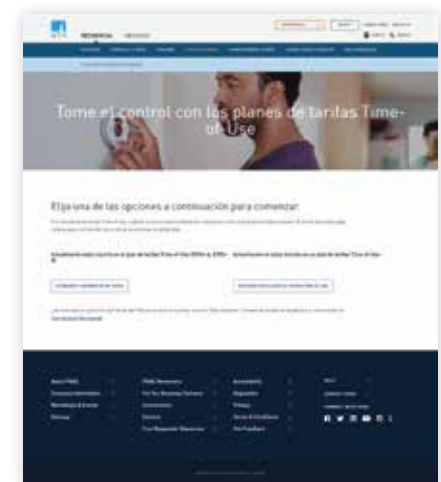
When you create layouts for new content at pge.com or pgecorp.com using our established templates and components, you can be assured that the pages will be accessible, responsive and adhere to our brand standards.

No deviation from established templates and components is allowed without approval from Digital Strategy and support from PG&E's IT department. This means no changes to font size, weight or color; no revisions to the component layouts; and no variations on established iconography. Any unapproved revisions can add substantial cost and extra time to your project.

About in-language content

If your project involves updating pages at pge.com where corresponding content has been created in Chinese or Spanish, keep in mind that any changes made to the English page must be made also to the in-language versions.

Digital Strategy can alert you as to the existence of corresponding in-language content. We can also arrange for translations to be created, or you may work with your own translation agency. The cost for translations is the responsibility of the party creating the new digital content.



All new content on pge.com and pgecorp.com and all future PG&E Digital Initiatives must be accessible to WCAG 2.0 AA standards. This includes:

- Microsites and digital projects not on pge.com (even if vendor-led)
- Header text over header images at pge.com and pgecorp.com (for example, must provide adequate contrast ratio)
- Videos, PDFs, Word and Excel files and other downloadable documents at pge.com and pgecorp.com
- Charts, illustrations and infographics at pge.com and pgecorp.com

It's ideal for copy to be written at or below the Grade 9.9 reading level, to help customers with cognitive disabilities understand more easily. In some cases, it's not realistic to write to this reading level, either because the material is technical in nature or when the message is complex and we recognize that the target audience does not require it.

Remember: If you're publishing new content to pge.com or pgecorp.com, our established templates and components have already been vetted for accessibility, and only elements such as videos, PDFs, charts, etc., would require validation. Digital Strategy can advise whether these materials are accessible, and arrange for remediation if it's needed.

Resources for accessibility

Quick Reference: How to Meet WCAG 2.0
[w3.org/WAI/WCAG20/quickref](https://www.w3.org/WAI/WCAG20/quickref)

W3C Web Content Accessibility Guidelines 2.0
[w3.org/TR/WCAG20](https://www.w3.org/TR/WCAG20)

About Section 508 Standards
[access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards](https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards)

A-checker (for preliminary review of potential violations)
achecker.ca/checker/index.php

Readability Score
readable.io/text

Wave Tool Color Contrast Checker (Chrome extension)
wave.webaim.org/extension

Before new digital content such as microsites, and new enhancements or development can be launched, it must be tested and found to be compliant with PG&E's Accessibility Standard. Any exceptions must be approved by PG&E leadership at the executive level. Costs for testing, along with any remediation needed, are the responsibility of the party creating the new digital content.

PG&E contracts with accessibility consultant **Level Access** for testing services, using a 3-part process:

1. Technical Conformance (automated testing)
2. Technical Conformance (manual testing)
3. Functional Usability (in-person testing)

To meet **PG&E's Accessibility Standard**, testing must show:

- Accessibility score \geq 85%
- No significant A or AA violations

If testing is arranged through some means other than Level Access, the criteria used must be comparable. For questions about accessibility testing, or to get input about remediation, contact Digital Strategy at DigitalStrategyStandards@pge.com.

Usability testing requirements

Usability testing is a technique employed by user-centered interaction design to evaluate a product by testing it on the people who will ultimately be using it. Users are asked to complete tasks, typically while they are being observed by a researcher, to see where they encounter problems and experience confusion.

Digital Strategy requires that all new digital content such as microsites, enhancements or development, and all major updates to existing digital content be submitted for usability testing before launch so that any critical flaws may be discovered and addressed.

To arrange for usability testing or consult about the need for such testing, contact Digital Strategy at DigitalStrategyStandards@pge.com

While Digital Strategy reviews all copy before it is published to pge.com and we make revisions as needed, you can speed up the process by delivering draft copy that meets our publishing requirements and more closely aligns with best practices for SEO and accessibility.

Here's a checklist of preferred writing practices for pge.com:

- Customize your campaign for the digital channel. Tailor your message to meet the needs of an online audience that wants to quickly find what they need.
- Write short informative headlines, free of clever slogans and marketing banter.
- Use a clear content hierarchy to get your point across, while upholding accessibility and SEO best practices.
- Use bullet points or the Steps component to help simplify complex steps.
- Write to fit the character count limits and intended uses of our established components. For example: Our headlines are written in sentence case but don't include periods. Plus, many components have character limits for headers or calls to action.
- Ensure that links inform the customer where they're going. For example: "Learn more about energy efficiency" instead of "Learn more."
- Be succinct so that customers reading on their mobile devices don't have to scroll and scroll. Aim for no more than three short sentences per paragraph.
- Recommend metadata for each page, such as page title, description, keywords and alternative text for images.
- Integrate one or two primary keywords into your headline, subheads and body copy.
- Don't confuse the search engines by repeating the same information across multiple pages. Instead let each page serve its own purpose.
- Confirm that the reading level is no higher than Grade 9.9. Use short and simple words, and keep sentences and paragraphs short. Check your copy at readable.io/text

Dos and Don'ts for copy decks

DO	DON'T
Deliver your copy deck as an editable Word file.	Deliver copy only in an image file, or as an uneditable PDF.
Label each component (such as headline, body copy, call to action, etc.)	Apply design elements to your copy deck—words only, please, in a readable typeface.
Embed URLs into the copy deck, selecting the phrase that should contain the link.	Indicate links by underlining the text and placing the link afterward or in brackets.
Indicate links to PDFs like this: Download <Document Name Goes Here> (PDF, <size> For example: Download Compressed Gas Policy Brochure (PDF, 503KB). (It's OK to leave size blank if you do not know it.)	Underline any text that is not a link.
Use boldface sparingly in body copy, if at all, as boldface text is used strategically in our user interface.	Use all caps or italics for emphasis in body copy. Let your words speak for themselves.

This alternate online color palette is optimized for web accessibility for pge.com. **Use only these colors for pge.com.**

The corporate colors on page 9 should be used for all other PG&E communications.

Primary colors

PG&E Orange
HEX #FBBB36
RGB R251 G187 B54

Venice Blue
HEX #07679B
RGB R7 G103 B155

PG&E Blue
HEX #0089C4
RGB R0 G137 B196

Complete color palette

Copyright Blue
HEX #031A2D
RGB R3 G26 B45

Blue Whale
HEX #042037
RGB R4 G32 B55

Orient
HEX #005179
RGB R0 G81 B121

PG&E Blue
HEX #0089C4
RGB R0 G137 B196

Spindle
HEX #B8D7ED
RGB R184 G215 B237

Brandy Punch
HEX #BF7E2A
RGB R191 G126 B42

Yellow Sea
HEX #E59902
RGB R229 G153 B2

PG&E Orange
HEX #FBBB36
RGB R251 G187 B54

Grandis
HEX #FFD992
RGB R255 G217 B146

Oasis
HEX #FEEDC7
RGB R254 G237 B199

Cod Gray
HEX #111111
RGB R17 G17 B17

Mine Shaft
HEX #333333
RGB R51 G51 B51

Dove Gray
HEX #666666
RGB R102 G102 B102

Silver
HEX #CCCCCC
RGB R204 G204 B204

Seashell
HEX #F1F1F1
RGB R241 G241 B241

Olive Drab
HEX #749D25
RGB R116 G157 B37

Olivine
HEX #97B068
RGB R151 G176 B104

Green Mist
HEX #CFDBB7
RGB R207 G219 B183

Envy
HEX #E3EBD3
RGB R227 G235 B211

White
HEX #FFFFFF
RGB R255 G255 B255

Department and program identities/internal materials

The PG&E logo is the primary symbol for our company, our programs and our people. As our identifying mark, it must stand alone as the predominant graphic element.

Individual logos to identify or “brand” departments, organizations or internal programs are not permitted. Such identities have the potential to weaken the importance of the PG&E brand and create visual clutter.

Please consult the PG&E Naming Guidelines when naming a program, product or team. Avoid using acronyms and jargon whenever possible. If a program or team acronym has received a special exception from the Brand team for use, the identity must also spell out the acronym’s meaning (see examples at right).

In some cases, on-brand iconography may be developed to be used along with a department or program name. It may not take precedence over the corporate brand. **In general, the program under consideration must:**

- be corporate-wide and global in scope (with the need to communicate regularly to all employees)
- have a significant lifespan (typically permanent but at a minimum three years)

All development of such identities must be conducted under the direction of and approved by the Brand Strategy and Advertising team.

Approved examples

If the Spotlight Logo is used, the department name must be the appropriate distance from the Spotlight Logo.



The Spotlight Logo cannot be used in conjunction with icons. Following is the correct usage when icons are used:



Please note:

Please do not use design competitions for logos, identities or internal campaigns as a way to engage employees. Professional standards should be maintained when producing materials for PG&E, whether externally or internally displayed.

Improper usage

The department icons are competing with the Spotlight Logo. This weakens the PG&E brand.



NEVER incorporate the PG&E Spotlight or Tagline Lockup Logo into another logo.



Policies

Non-PG&E requests to use the PG&E company names or logos

Entities other than PG&E Corporation or Pacific Gas and Electric Company (“third parties”) sometimes ask for permission to use the PG&E company names or logos in their advertising or other commercial materials.

General usage rules

Below are the basic rules regarding third-party use of PG&E company names or logos.

PG&E company names

Third parties are allowed to use **PG&E company names** in written, factual statements that describe the relationship between that entity and PG&E. However, all use of PG&E company names also must conform to PG&E’s brand guidelines which can be found at pgebrandguidelines.com. Among other things, the third party’s statement:

- Must include the correct, full legal name of the company (either “PG&E Corporation” or “Pacific Gas and Electric Company,” depending on which company is in the relationship)
- Must be accurate (e.g., should not describe a relationship as a “partnership” unless there is a legal partnership agreement, etc.)
- May **NOT** suggest that PG&E prefers that third party over other third parties

PG&E logos

Third parties may **NOT** use the **PG&E logos** unless the use is approved by Brand Strategy and Advertising and/or the Law Department. If the use is approved, then the third party must follow PG&E’s logo use guidelines and generally agree to license terms. These logo guidelines describe, among other things, the appropriate size, color, and proportions for the logos, and the logos’ size and prominence as compared to other parties’ logos.

Internal and custom branding: One PG&E

The company has one logo to represent one unified PG&E: the Spotlight Logo. Additional logo creation to represent various programs or departments internally or externally is discouraged except in rare instances. The PG&E logo is the primary symbol for our company, our programs and our people. As our identifying mark, it must stand alone as the predominant graphic element. **Internal logos detract from the brand and introduce visual clutter, significant variation and potential confusion about the origin or intent of internal messages and programs.**

To prevent the dilution of the PG&E brand, we recommend that you incorporate the PG&E Spotlight Logo with a wordmark (company acronym with department name spelled out) or simple icon imagery to indicate the function of your team or program. See examples on page 25.

We do not support the creation or use of original logos (e.g., a shape, form or image with text, a motto or slogan included; off-brand fonts, colors or imagery, etc.) to differentiate internal functions. Examples of on-brand departmental identity are available, and the Brand Strategy and Advertising team can work with internal clients to develop an appropriate presentation. There is a cost associated, so please consider the necessity of internal branding.

We discourage the use of design competitions for logos, identities or internal campaigns as a way to engage employees. Professional standards should be maintained when producing materials for PG&E, whether externally or internally displayed.

continued on next page

Examples of third-party requests

Listed below are common types of third-party requests to use the PG&E company names and logos, and how the general usage rules apply in these situations.

Vendor relationships

A vendor is a third party that directly or indirectly provides goods or services to PG&E, typically under a contract.

Vendors often ask to use the PG&E company names and logos to communicate the fact that PG&E is a customer (e.g., in a customer list). If a vendor asks for permission to say that PG&E prefers the vendor's goods and services, that use is discussed in the section entitled "endorsements" on page 29.

- Vendors **are allowed to** use the **PG&E company names** in this way, as long as the vendor follows the General Usage Rules stated above. For example, the following uses are allowed:

"PG&E Corporation is a customer of ABC Widgets, Inc."

"ABC Widgets, Inc. is a contractor for Pacific Gas and Electric Company (PG&E) and provides widget services for PG&E energy company customers."

- In general, a vendor is **not allowed** to use a **PG&E logo** in these communications. However, under special circumstances the Law Department and Brand Strategy and Advertising may approve use of the logo. For example, a vendor may be allowed to use the logo if it is providing services to employees or others on behalf of PG&E. The vendor would be asked to sign a license agreement.

Sponsorship

Sponsorship occurs when PG&E provides a cash and/or in-kind contribution to a non-PG&E event or organization. Examples include contributions to support charitable organizations, sporting events or cultural performances.

Entities receiving a contribution often ask to use the PG&E company names or logos in a list of sponsors.

- The sponsored entity **is allowed to** use the **PG&E company names** in this way, as long as the entity follows the **general usage rules** stated on page 19. For example, the following use is permitted:

Pacific Gas and Electric Company is a proud sponsor of the "Golden Gate Cycling League"

- Brand Strategy and Advertising handles sponsored entities' requests to use a **PG&E logo** in their communications. In general, this type of use is permitted as long as the entity agrees to certain use restrictions. The entity may need to sign a license agreement.

Participation in PG&E programs

PG&E sponsors many programs in which third parties may participate. Examples include the energy efficiency programs, for which third-party vendors provide the actual services to customers.

Third parties may ask for permission to use the PG&E names or logos on their advertising materials, goods or services to advertise their participation in the PG&E programs. One example is the use of the "Participation Logo" by qualified participants in PG&E's TradePro Alliance Program.

- Participants **are allowed** to use the **PG&E company names** on their non-commercial publications, as long as the use follows the **general usage rules** stated on page 26.
- In general, participants in PG&E programs are **not allowed** to use a **PG&E logo** in their commercial communications. However, in special circumstances, the Law Department and Brand Strategy and Advertising may approve use of the PG&E logos for this purpose. The entity may need to sign a license agreement.

continued on next page

Alliances

An alliance exists when companies or other entities agree to jointly participate in a business or other venture. The relationship often is defined legally in an agreement. Examples of such alliances include:

- Alliances required or recommended by the California Public Utilities Commission (e.g., the East Bay Energy Watch)
- Project development ventures

Alliances often ask to use the PG&E company names and logos in a list of alliance members or on non-commercial communications from the alliance. (If the alliance asks to use the PG&E company names and logos on commercial publications, such as for promotion of services jointly offered by PG&E and the third party through the alliance, please see the section entitled “branding/co-branding,” in next column.)

- An alliance **is allowed** to use the **PG&E company names** on its non-commercial publications, as long as the use follows the **general usage rules** stated on page 26. For example, the following use is permitted:
“Pacific Gas and Electric Company is a member of the East Bay Energy Watch.”
- Brand Strategy and Advertising handles alliances’ requests to use a **PG&E logo** in these non-commercial communications. In general, this type of use is permitted so long as the alliance agrees to certain use restrictions. The entity may need to sign a license agreement.

Branding/co-branding

Branding occurs when the PG&E company name or logos are used in commercial communications to indicate the source or quality of a particular good or service. Co-branding occurs when PG&E and another entity jointly provide a good or service, and the PG&E company names or logos are used along with the other entity’s name and/or logo to promote these goods or services.

Third parties may request use of the PG&E company names or logos for the purpose of co-branding. This type of use requires review and approval by Brand Strategy and Advertising and Law Departments, and execution of proper use license. Any form of branding or co-branding must be carefully monitored to ensure the quality of goods and services that bear the name and logo, and to make sure there is no confusion as to PG&E’s role in the relationship.

Please contact Brand Strategy and Advertising at brandguidelines@pge.com if you have a co-branded project to submit for consideration and licensing requirements.

Endorsements

An endorsement is a statement indicating that PG&E prefers the goods, services, or other attribute of a third party relative to other parties.

Third parties may request permission to use the PG&E company names and logos in connection with a statement indicating PG&E endorses that party's goods or services, or other qualities.

In general, PG&E may not endorse a third party's goods or services.

Examples of prohibited endorsements include statements that PG&E believes a specific vendor makes high quality products.

If you are unsure whether a third party is requesting an endorsement, please contact the Law Department with any questions.

Affiliated companies

The California Public Utilities Commission (CPUC) has rules that govern the interactions between PG&E and the following:

- PG&E's holding company, PG&E Corporation
- PG&E Corporation's affiliates and subsidiaries
- PG&E's affiliates and subsidiaries.

These affiliates and subsidiaries are listed on the Affiliate Rules Issued by CPUC Intranet site (pgweb/finance/risk/compliance/Pages/affiliaterules.aspx).

The CPUC affiliate rules are intended to ensure that affiliates and their customers do not receive unfair advantage over other market participants because of their affiliation with PG&E or the PG&E Corporation. Rule V.F. specifically limits the use of PG&E's name or logo for the benefit of affiliates and requires certain disclaimers on any PG&E or affiliate materials. Those restrictions are described in two PG&E documents:

- RISK-4301S, "Affiliate Rules Compliance Program Standard" in PG&E's Intranet Guidance Document Library (pgweb/guidance/Pages/RiskCompliance.aspx).
- Affiliate Rules Compliance plan on the Affiliate Rules Issued by CPUC Intranet site (pgweb/finance/risk/compliance/Pages/affiliaterules.aspx).

Affiliate rules compliance

At such time that PG&E may acquire an affiliate, employees should reference the Guidance Document Library on the intranet at RISK-4301S, Affiliate Rules Compliance Program Standard for compliance requirements about disclaimers, advertising and marketing of that affiliate entity. If the company should enter into an affiliate arrangement, the parameters around promotion and marketing of the affiliate are made clear in this detailed document and it is critical we are compliant with all CPUC rules.

Third-party logos

PG&E generally does not display third-party logos on PG&E collateral unless required due to government standards or by contractual obligations that have been reviewed by the Law Department. Otherwise, we typically reference third parties in text and legal copy, without a logo.

If third-party logos must appear on PG&E collateral, those logos:

- **should not appear on front** of collateral unless as original part of a photo or image (see example below)
- **should be small in scale** (see example at right)
- **should only be black and white or grayscale** (see example at right)
- **should only be displayed in the legal block area** (see example at right)

Before using a third-party logo on PG&E collateral, please contact Brand Strategy and Advertising to discuss why PG&E is required to display the third-party logo.

Your estimated monthly bills
Your usage from prior months was used to estimate your costs. Your future actual costs may be different.

	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Gas (per month)	\$845	\$700	\$600	\$500	\$400	\$300	\$400	\$445	\$460
Electricity (per month)	\$1,200	\$640	\$565	\$450	\$375	\$280	\$190	\$405	\$495
Water (per month)	\$1,400	\$640	\$565	\$450	\$375	\$280	\$190	\$405	\$435

To learn more about your rate options, log on to My Energy at www.pge.com/business

Ways to save | Best practices to keep energy bills low for your business

Quick Fixes	Smart Purchases	Great Investments
<p>Manage your computer power settings The ENERGY STAR® designation has made it from the home to the office. Qualified PC and Macintosh computers can automatically drop into "sleep modes" after a period of inactivity that use less power and wake with the touch of any key.</p> <p>To save energy, just make sure every computer in your office has its sleep mode activated. Or, if you have a large facility, you may want to implement computer energy management software.</p>	<p>Lock thermostats to prevent tampering You take the effort to install set-point thermostats so you can control the temperature in your facility during different times of the day. This maximizes comfort while reducing energy use, especially when the building is not occupied. Any tampering with your thermostats interferes with both of these goals.</p> <p>Prevent tampering by installing locking thermostat covers that keep thermostat set-points exactly where you've put them.</p>	<p>Buy energy efficient servers The EPA estimates that nearly 3% of U.S. electrical energy is consumed by data centers. If your business has a data center and servers, you have a great opportunity to save energy.</p> <p>On average, ENERGY STAR qualified servers are up to 30% more energy efficient than non-rated models.</p> <p>As you add new servers or replace old ones, you can be energy-smart by choosing ENERGY STAR qualified servers for your network.</p>

The bill comparison is provided for illustrative purposes only and does not constitute representation or recommendation by PG&E as to what rate is best for you. PG&E cannot guarantee the accuracy or completeness or timeliness of the estimated cost information. PG&E makes every effort to ensure the accuracy of the information provided, but cannot be held liable for any changes in the rates, including those resulting from changes in the estimated cost information. Note: This bill comparison only shows usage charges based on available meter data. It does not include other fees such as local utility surcharges, other taxes or surcharges. As always, for cost comparison, please refer to the charges on your bill.

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Basic video guidelines

Graphics/visual elements

- **Company fonts/colors** should be in use for graphic elements, title cards, lower thirds, etc. Font size may vary depending on format/use but should scale to the screen to ensure readability.
- **Graphics should be clean and simple** and not overly detailed. Our preferred style is iconography. Please contact the Brand Strategy and Advertising team for guidance.
- Our goal is to **maintain a AA standard** for WCAG requirements for accessibility.

All our videos must be:

- closed captioned
- accompanied by a link to a PDF transcript and a link to an audio descriptive version of the video
- tested for color contrast for text that meets minimum requirements for readability

For more information about ensuring accessibility standards for video, please contact the Digital Strategy team at DigitalStrategyGuidelines@pge.com.

- **Transitions should be simple and clean.** Jump cuts are the preferred transition style; however, a subtle and quick cross-dissolve is also acceptable.
- Color filters and other **visual effects are discouraged.**
- We **do not recommend developing creative animations** involving the PG&E logo.

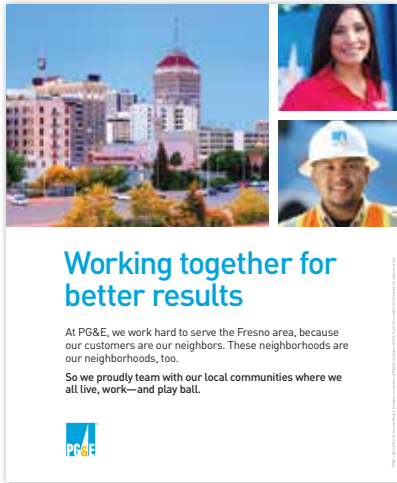
Sound/narration

- **Music should not be intrusive** and should only serve as background. Music style should be professional and appropriate for business use.
- All music should be either **royalty-free or licensed**. If music is licensed, the terms must be in perpetuity OR the video must not be shown on public channels after the license has expired.
- **Artificial sound effects** are discouraged.
- **Interview styles** should be natural and authentic; subject should focus off-camera. If the material is scripted and the subject is addressing audience directly, they may address the camera. POV should be consistent.
- **Voice over should be clear**; audio quality should be good enough to easily understand at medium volume.

Legal compliance and review

- **No copyright infringement** should occur (e.g., inserting movie clips, unlicensed music, unlicensed photography)
- You can download the **video bumper files** (mp4) on the resource page of the brand guidelines site.
- The shortened disclaimer is:
©2020 Pacific Gas and Electric Company
The disclaimer should be used on the last frame/title card if you are not using the bumper file provided.
- Examples of our **company-produced videos** for our Currents website are here: pgecurrents.com/video
- **All videos must be reviewed** by Corporate Relations and the Brand Strategy and Advertising team. Contact your line of business communications representative or brandguidelines@pge.com.
- If **operational work** is being depicted in the video, it should be reviewed for best practices by PG&E's Safety organization. The Brand Strategy and Advertising team can coordinate the review process.

Appropriate examples



Working together for better results

At PG&E, we work hard to serve the Fresno area, because our customers are our neighbors. These neighborhoods are our neighborhoods, too.

So we proudly team with our local communities where we all live, work—and play ball.



**Spotlight on service reliability
Panama Lane electric power line upgrades**

As part of our commitment to provide our customers with safe, reliable and affordable energy, we are making improvements to our electric infrastructure.

What kind of work is PG&E doing?
PG&E is replacing poles and upgrading the overhead electrical equipment on our transmission line along Panama Lane from east of Highway 99 west of El Centro Avenue and upgrading equipment at our Panama Substation on Panama Lane and South "P" Street. This work will begin October 2019 and is scheduled to finish in December 2020.

What can I expect?
PG&E crews and trucks: You may see PG&E crews or our contractors working on overhead electric power lines or poles. To make installation, crews will use truck-mounted cranes and bucket trucks to work on overhead transmission lines.
Traffic: To ensure the safety of our crew members and the general public, vehicle and pedestrian traffic will be stopped around the work area. The following "Do Not" signs and safety cones will be placed around the construction zone 72 hours prior to the start of the work. We will make every attempt to notify customers in advance of trucks to be removed. Please plan ahead for minor delays while crews work near your home or business.
Public Transportation: Some bus stops along the route of our work may be affected. We have partnered with Golden Empire Transit Co. to maximize the general public's use. We will provide a pattern with further information regarding changes to their bus schedules and alternate bus stops.
Your electric service: To ensure the safety of our customers, the public and our employees, electrical service interruptions may be necessary. If we will contact you in advance and provide you the details and schedule of the planned outage.

Thank you
We appreciate your patience while we work to enhance power line safety and electric reliability in your community.
For more information on this project, visit your local Customer Outreach Specialist at 661-298-5153.

How do I learn more?
If you have questions about this work, please email: electricreliability@pgandec.com

Always assume a de-energized power line. Do not touch!

- DON'T touch or try to move the power line or anything in contact with it.
- DO call 811.
- DO keep yourself, children, and animals far away.

Before you dig,
know what's below.
Call Underground Service Alert (USA) at 811 on all business working days before you dig.

For more safety tips, please visit: pgandec.com/safety



All In.

Pacific Gas and Electric Company is committed to building a responsible supply chain supply chain that is inclusive, ethical, sustainable and provides economic vitality in the communities we serve. With this strong foundation, we can deliver safe, reliable and affordable energy to our 16 million customers every day.

For more information on our programs and resources, go to pg.com/supplierdiversity.

\$2.5 BILLION
SPENT IN 2019 WITH DIVERSE BUSINESSES

44%
OF TOTAL PROCUREMENT SPEND

35 YEARS
OF COMPASSION SUPPLY DIVERSITY

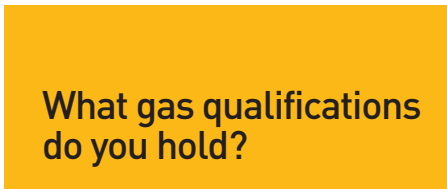


**Learn gas safety
Work safety for farmers and ranchers**

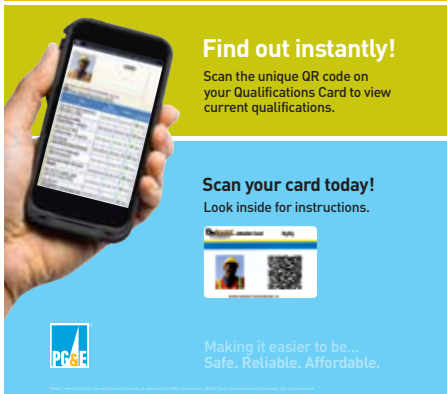
Seguridad respecto al gas para agricultores y ganaderos
Para información en español, vea la página 8



Planning to dig?
Call **811** two working days before you dig.



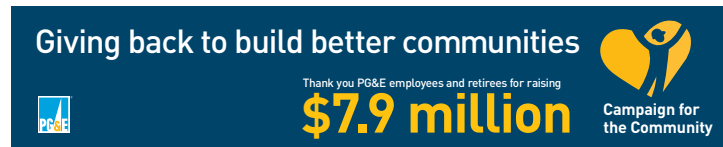
What gas qualifications do you hold?



Find out instantly!
Scan the unique QR code on your Qualifications Card to view current qualifications.

Scan your card today!
Look inside for instructions.

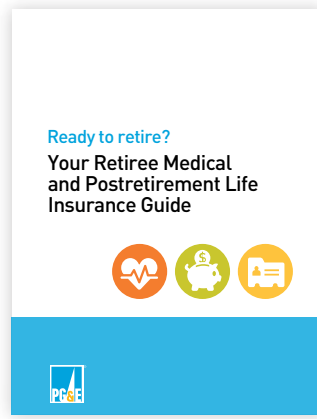
**Making it easier to be...
Safe. Reliable. Affordable.**



Giving back to build better communities

Thank you PG&E employees and retirees for raising **\$7.9 million**

Campaign for the Community



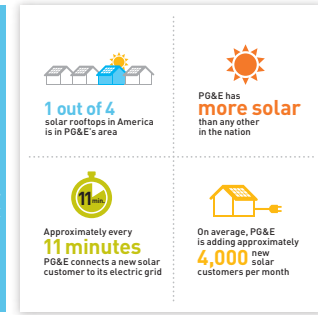
Ready to retire?
Your Retiree Medical and Postretirement Life Insurance Guide



Your Guide to Retirement Resources



PG&E Solar Sparklers
We are committed to a clean energy future



1 out of 4 solar rooftops in America is in PG&E's area

PG&E has more solar than any other in the nation

Approximately every **11 minutes** PG&E connects a new solar customer to its electric grid

On average, PG&E is adding approximately **4,000** solar customers per month

