

Green Future<sup>SM</sup>

# Marketing toolkit

Clean energy. It's how you do business. By sharing your support of local, renewable energy, you just might inspire your customers, employees and community to do the same — creating an Oregon kind of energy. Here are some guidelines to help you promote your participation in Green Future Choice or Green Future Block.

## Marketing messages

You can use these plug-and-play messages to explain what your business is doing. Go ahead and put your own spin on them to fit your unique brand voice.

“Our company is proud to support a clean energy future for Oregon by choosing PGE’s Green Future<sup>SM</sup> program.”

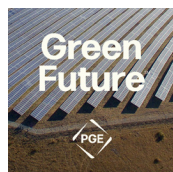
“By making a commitment to renewable energy, we are joining more than 225,000 households and businesses who are demonstrating their environmental stewardship.”

“By choosing Green Future<sup>SM</sup> from PGE, we’re helping drive the demand for new renewable energy sources.”

These are great messages to include in materials about community events, sponsorships or Earth Day, to name a few. You can use them in employee communications, newsletters, blogs, social media and other channels.

## Digital stickers

Liven up your website while showing off your environmental stewardship with our Green Future digital stickers. Just make sure you link the graphic to [portlandgeneral.com/greenfuturebiz](http://portlandgeneral.com/greenfuturebiz).



## Website

Spread the word of renewable energy far and wide. All we ask is that you point your visitors to [portlandgeneral.com/greenfuturebiz](http://portlandgeneral.com/greenfuturebiz) so they can get the latest information about our renewable energy programs.

## Window decal

Dress up any building or vehicle window while proudly promoting clean energy with these removable decals. Need more? Just let us know at [portlandgeneral.com/greenfuturedecal](http://portlandgeneral.com/greenfuturedecal).



## Social media

Help us get the word out. Follow us and tag us when you post about Green Future.

Facebook: [@PortlandGeneralElectric](https://www.facebook.com/PortlandGeneralElectric)

Twitter: [@PortlandGeneral](https://twitter.com/PortlandGeneral)

Instagram: [@PortlandGeneral](https://www.instagram.com/PortlandGeneral)

LinkedIn: [linkedin.com/company/portland-general-electric](https://www.linkedin.com/company/portland-general-electric)

YouTube: [PortlandGeneralElectric](https://www.youtube.com/PortlandGeneralElectric)



## Style

### Logo

Green Future Choice and Green Future Block are part of PGE's Green Future program. When mentioning Green Future on your website, in a press release or any other communication, please use the PGE Green Future logo.

The logo comes in two color variations: Starlight Blue and Linen White. The Starlight Blue version should be used whenever possible, but please use whichever color version of the logo provides higher contrast with the background color.



Please do not alter the logo artwork in proportion or color. The logo must be no smaller than 1.25" wide for print or 90 pixels on screen. The logo's exclusion zone is equal to half the height of the PGE icon (marked as x in the diagram).



Primary horizontal logo



Secondary vertical logo



### Green Future<sup>SM</sup>

Please use the superscript <sup>SM</sup> when mentioning Green Future<sup>SM</sup> Choice, Green Future<sup>SM</sup> Block or the Green Future<sup>SM</sup> program for the first time in a communication piece.

## Press releases

We love press releases that mention Green Future. Please let us know 2 to 3 weeks in advance so we can approve the release and provide any additional information.

## Downloads

Ready to get started? Download our logo, sample social media posts and photos of wind turbines in Oregon at [portlandgeneral.com/greentoolkit](http://portlandgeneral.com/greentoolkit).

## Questions?

If there's anything else you need to promote your Green Future participation, just let us know. You can reach us at [greenfuture@pgn.com](mailto:greenfuture@pgn.com).

Thank you for being a leader in energy stewardship as we power Oregon's energy future together.

