

Green FutureSM

Marketing toolkit



Thanks to our community of clean energy supporters, Green Future has reached 25 years of clean energy impact! By showcasing your good energy leadership, you just might inspire your customers, employees and community to support renewable energy too! Here are some guidelines to help you promote your participation in Green Future.

Marketing messages

Use these turn-key messages to explain what your business is supporting. 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™ program.”

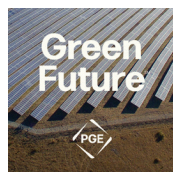
“By making a commitment to renewable energy, we are joining more than 225,000 households and businesses who are demonstrating their clean energy leadership.”

“By choosing Green Future™ from PGE, we’re helping drive the demand for new renewable energy sources.”

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

Digital stickers

Freshen up your website and show off your environmental stewardship with our Green Future digital stickers. Just make sure you link the graphic to portlandgeneral.com/greenfuturebiz



Website

Share your clean energy impact with the world! Point your visitors to portlandgeneral.com/greenfuturebiz so they can get the latest information about our renewable energy programs.

Let us promote your business

We love to promote Green Future businesses! Fill out this form to let us know you’d like to be included: portlandgeneral.com/greenfuturebusiness

Window decal

Promote your clean energy support on any building or vehicle window with these removable decals. Need more? Just let us know at portlandgeneral.com/greenfuturedecal



Social media

Let’s spread the word! Follow and tag us when you post about Green Future.

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

X: [@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.



Starlight Blue



Hex: 003554
CMYK: 96 53 18 60
RGB: 0 53 84

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).



Linen White



Hex: fffef0
CMYK: 0 0 6 0
RGB: 255 254 240



Primary horizontal logo



Green FutureSM

Secondary vertical logo



Green FutureSM

Green FutureSM

Please use the superscriptSM when mentioning Green FutureSM Choice, Green FutureSM Block or the Green FutureSM program for the first time in a communication piece.

Press releases

We love press releases that mention Green Future. Please email us 2 to 3 weeks in advance at pgecommunications@pgn.com so we can approve the release and provide any additional information.

Brand Assets

Ready to get started? Download our logo, sample social media posts and photos of wind turbines in Oregon at 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

Thank you for your good energy leadership as we power Oregon's energy future together.

