



Brand Identity

APRIL 2026

Our Brand



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Our brand

In order to build and maintain trust with our customers and preserve our brand, it's important we present ourselves as **One PG&E**. All materials and images representing PG&E should have a consistent and aligned look, feel and focus to uplift our brand presence in an effective and lasting way.

This guide will help designers, agencies and coworkers understand our visual brand guidelines and our policies. Brand guidelines are always evolving, especially as new technologies, tools and trends emerge, so please refer to the latest posted version.

The Brand team reserves the right to make exceptions to the guidelines, but we strive for consistency and expect adherence to the guidelines to preserve the integrity of the brand and protect our reputation as a Fortune 500 company.

Brand support and resources



The Brand team is part of the Marketing and Communications organization under Customer and Enterprise Strategies.

Before you begin your project:

- View our [intranet page](#) or our external website at [pgebrand.com](#), password: **onepge**. You can forward this access information to your external agencies, design partners and vendors.
- Contact brandguidelines@pge.com.





Our logo

This “Spotlight” logo (the square PG&E symbol only) may be used on all internal materials and most public-facing materials distributed within our service territory.

There are two versions of our Spotlight logo.



The positive version: Use only on white backgrounds.



The reverse version: Includes a thin white outline and a white registration mark. **Use this version on all other background colors, patterns, or when superimposed on photos.**



Black and white and one-color versions of the logo are also available.

Contact the Brand team for files.

The reverse version helps the logo “pop” and shows the PG&E blue at its best. To maintain color clarity, the PG&E blue in the logo should not touch another color. When in doubt, use the reverse version.

PG&E brand logo colors

NEVER alter the colors in the logo.

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

Copyright language

When used externally on a PG&E-produced piece, the copyright language should be used in small type (6pt minimum):

©2026 Pacific Gas and Electric Company. All rights reserved.

Note: Use current year. See expanded copyright information on page 7.

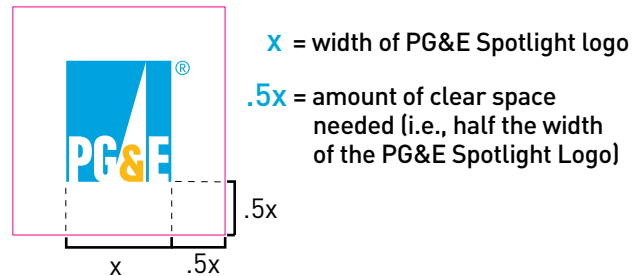
Minimum Spotlight logo size

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.



Using “Pacific Gas and Electric Company” in copy

Always spell out the words “and” and “Company”. Do not abbreviate or use an ampersand.

Spotlight logo alignment

The logo should always be prominently placed in the **upper left corner** or the **lower right corner**.

Other PG&E logos



The **"Lockup" version** of our logo includes the **spotlight element and the full name Pacific Gas and Electric Company** typeset with it.

This logo is to be used when appearing outside of our service area, in statewide communications (e.g., IOU partner comms) or nationally viewed materials (e.g., conferences outside of our service area). This is to avoid potential confusion with Portland Gas and Electric or other companies with similar acronyms.

The same guidelines for positive and reverse versions also apply to this logo file.
It does not require the copyright language.



The **PG&E Corporation Logo** should **ONLY** be used on materials that solely refer to PG&E Corporation.

The same guidelines for positive and reverse versions also apply to this logo file.
It does not require the copyright language.

Copyright language

Always include the copyright language when using the PG&E Spotlight logo.

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

For approved translated copyright language contact the Brand team. If a communication is multilingual, the copyright language should be used in the primary language and only appear once per communication.

Text for copyright language:

“PG&E” refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2026 Pacific Gas and Electric Company. All rights reserved.

Longer copyright language for marketing and rebate collateral:

“PG&E” refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. ©2026 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 copyright language for digital banners:

©2026 Pacific Gas and Electric Company. All rights reserved.

Please note: Copyright date must match print date.

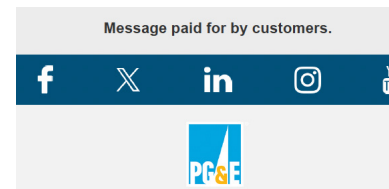
Mandatory funding source disclosure



As of January 1, 2026, the California legislature has mandated through Assembly Bill 1167 that all PG&E customer communications clearly display a disclosure message about the funding source, with few exceptions.

For externally facing materials:

Above-the-line funded must include:
Message paid for by customers.



Below-the-line funded must include:
Message paid for by shareholders.



For more guidance and details, please see [AB 1167 Guidelines](#) or contact brandguidelines@pge.com for questions.

Improper logo examples

Do not change or modify any of the approved logos. The Spotlight, PG&E Lockup and PG&E Corporation Logo artwork is available for download at pgebrand.com, password: **onepge**.



Do not extend the white box of the logo.
Do not remove the registration mark;
it is part of the logo.



Do not stretch or skew the logos.
Maintain the logo's aspect ratio.



Insufficient contrast; type illegible.
Recolor the text portion PG&E gray on
very light backgrounds for contrast.



Incorrect position for the registration mark.
Do not attempt to recolor a reverse logo; the
registration mark will not be correctly aligned.



Do not use the positive logo on any
color other than white.



Do not alter the
approved colors of
the Spotlight logo.



Improper reverse logo.
The shaft of light (wedge)
must always be white.

Historical logo use

PG&E's legacy logo should not be used in place of our current Spotlight logo.

While nostalgic, it is important that we consistently represent the brand as it is today rather than refer back to our past.



Legacy version (1905)



Redesign (1987)



Current version (2008)

The legacy logo may be used for historical timelines, special landmark anniversary materials (e.g., "120th anniversary) or other specific references to our company's history **with permission from the Brand team.**

The legacy logo may be used sparingly on engagement items in special circumstances. There is a legacy logo hat available in the company store. All others should apply to brandguidelines@pge.com to seek permission for one-time use.

The legacy logo should **NEVER** be used in conjunction **with a current team identity.** For example, do not use the legacy logo with "North Coast Gas Construction" or "Finance Team" on swag or promotional items.

Incorrect legacy logo use:



Brand colors NEW

The overall look and feel of PG&E materials should be clean, vibrant and dynamic and should make liberal use of white space whenever possible. Pay special attention to color contrast with text so readability is the highest priority in your design.

PG&E logo colors

Your **primary color** should be PG&E Blue.

PG&E Blue

CMYK C100 M7 Y5 K0
RGB R0 G165 B223
HEX 00A5DF
PANTONE 639C

PG&E Gold

CMYK C0 M30 Y100 K0
RGB R255 G161 B0
HEX F2A900
PANTONE 130C

PG&E Gray

CMYK C0 M0 Y0 K65
RGB R119 G119 B119
HEX 5B6770
PANTONE 431C

Secondary palette

Do not combine more than three accent colors.

Canary

CMYK C0 M20 Y83 K0
RGB R255 G204 B43
HEX FFCC2B
PANTONE 123C

Warm Red

CMYK C0 M63 Y91 K0
RGB R243 G125 B48
HEX F27D31
PANTONE 1655C

Apple

CMYK C34 M0 Y100 K5
RGB R169 G194 B63
HEX A9C23F
PANTONE 2300C

Parrot

CMYK C45 M0 Y85 K25
RGB R117 G160 B69
HEX 75A045
PANTONE 368C

Pickle

CMYK C30 M0 Y60 K50
RGB R89 G128 B51
HEX 598033
PANTONE 3508C

Scarlet

CMYK C0 M60 Y100 K15
RGB R217 G87 B0
HEX D95700
PANTONE 717C

Blueberry

CMYK C100 M47 Y0 K56
RGB R0 G60 B106
HEX 003C71
PANTONE 541C

Ocean

CMYK C100 M22 Y0 K36
RGB R0 G127 B163
HEX 007FA3
PANTONE 314C

 **Do not use gradients or ombre effects** to bleed colors into each other.



Accessibility best practices and requirements

At PG&E, we are committed to providing materials that are accessible to address the diverse array of customers' needs. The [pge.com](https://www.pge.com) website adheres to WCAG 2.1AA standards for accessibility.

While at present there are no definitive national standards for print material accessibility, we incorporate 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 page 16. 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.

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



PDF versions for pge.com and other digital properties

- Include meaningful titles and subject lines to support search and readability for **assistive screen readers**.
- **Add hierarchical tags** (headings and structure) so screen readers follow a clear, logical reading order (may require reorganizing content).
- **Add alt text** for images and accessible links. Include alt text for all images/graphics/videos used in social media posts.
- **Tag lists and tables** correctly, including TH tags for table headers.
- Verify text-to-background **color contrast** (webaim.org/resources/contrastchecker).
- Identify, label and set properties and tag for **form fields**.
- Tag hyperlinks so they are activated and underlined for **screen reader identification**.
- Publish all PDFs using **Acrobat X or XI** (or higher).
- **Run a full accessibility check** using CommonLook for PDF to check for WCAG 2.1AA compliance. (**Note:** Adobe Pro's embedded Accessibility Checker is not fully comprehensive).
- **Label and tag all content**, and do not use color alone to indicate an action or convey information (WCAG 2.1 AA SC 1.4.1—Use of Color).

Thank you for your help in providing an accessible experience for our PG&E customers.

For materials posted on pge.com, Digital Strategy can provide an estimate for remediating materials to meet compliance standards.



Voice

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:

Neighborly.

Communicate as you would with a neighbor. Use "I" or "we" or "you" often. Consider the regional/local angle in your communications.

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.

Positive.

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

Clear.

Say what you mean and be concise. Avoid using acronyms or complicated technical terms—aim for a fifth-to-ninth grade reading level depending on the type of communication.

Reading levels should be no higher than grade 9.9
(readable.io/text)

Transparent.

Be direct when conveying information and don't muddle the message with jargon or legalese.

Respectful.

Use neutral, people-first language when describing people with access and functional needs (e.g., "person with a disability"). Use an inclusive, empathetic and helpful tone.

The PG&E Communications Style Guide can be found at pgebrand.com and on the [intranet](#). 



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
Neighborly	Authoritative

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.

Humor/jokes may easily be misinterpreted, especially when considering customers who may not speak English as a primary language or whose cultures have different frames of reference.



Typography

NEW +

For internal documents, the current Microsoft default font, Aptos, should be used. You no longer need to convert internal presentations and documents to Arial. If you are creating a PowerPoint presentation that will be viewed externally, please ask for assistance with the licensed company font for possible use with title pages and graphics.

Primary typeface

DIN Pro is the primary font for all other communications and must be used for printed materials and most externally facing communications.

This is a licensed font with a limited number of seats available, reserved for coworkers who regularly create external facing graphics, such as signage, infographics and customer communications. Contact brandguidelines@pge.com to request access to the DIN Pro font.

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



Note to agencies and design firms: Contact the Brand team for expanded type approval.

The DIN Pro Family has many weights. Below are a few of the most commonly used.

DIN Pro Medium (headlines/subheads/emphasis)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;!?

DIN Pro Regular (body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;!?

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;!?

DIN Pro Bold (emphasis/use sparingly)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$#%&;!?



Typography best practices

Typography is an important element of our brand. The DIN Pro font is clean, flexible and easy to read. It communicates that PG&E is a company that cares about communicating clearly and openly. Above all, our communications must be inclusive so legible typesetting is a must.

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 -15/1000em
- 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 text. Centered text should be used sparingly with the exception of mobile format or app design. Body copy should not be smaller than 9pt.

Headlines

Our headlines should be big and friendly. Use the primary typeface: **DIN Pro 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 10pt or higher 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.

PG&E typesetting standards

- **Do not use ampersands (&);** spell out "and".
- **Sentence case** for headlines and subheads is preferred.
- **The "ä" symbol** for the DIN Pro font is trendy and not easily read; substitute Helvetica Neue or Aptos. **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 necessary.

Key information

Calls to action, subject of piece and phone numbers/URLs must be in bold or large print so a customer with a vision disability will be able to identify the purpose of the piece.

For direct customer letters, a **"Johnson Box"** with bold and large print should be used to call out key information.

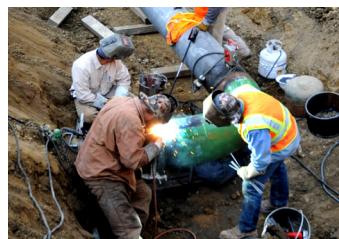
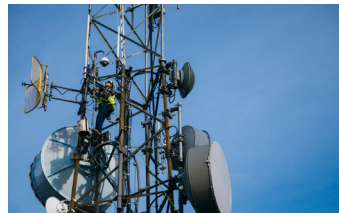
Imagery

Photography

Photographic images in PG&E materials should be **easy to understand, realistic/authentic and natural**. They should not be abstract, conceptual or overly treated with filters.

Coworkers and customers

- Actual PG&E coworkers and customers may be facing camera and images must be used only with their permission. **Talent releases** should be obtained for coworkers and customers featured in advertising or marketing materials. (Available on the intranet or on the website.)
- As much as possible, photos of coworkers and customers should reflect the **diversity of Northern and Central California**.
- Coworkers should always be wearing **branded attire**.



Operational work

- Images of our **operational work MUST be reviewed by Safety** to ensure proper PPE and best practices are being portrayed.
- Operational work images should **NEVER be created by or altered with artificial intelligence**.

Models should never be used to portray a PG&E coworker.

AI-generated images should never be used for any photography. Our photographic images must stay true to our objectives of being authentic and transparent.

Additional photography guidelines

- Stock photos should look natural and not contrived. Subjects should **not be facing/mugging** for the camera but engaged in activities.
- You may not use **copyright-protected images** unless you have purchased them from a vendor or have procured from a rights-free source. Do not pull images off of the internet to use in materials without licensing or permission.
- **All material must indicate if it was created using AI**, so it is preferable not to use AI-generated imagery. This can be perceived as untrustworthy.



Historical imagery

Historical imagery should only be used in context (e.g., part of a timeline or mark a historical event).

While we are proud of our history, it is important that imagery used in materials **reflect PG&E's equipment, facilities, and infrastructure as it appears today.**

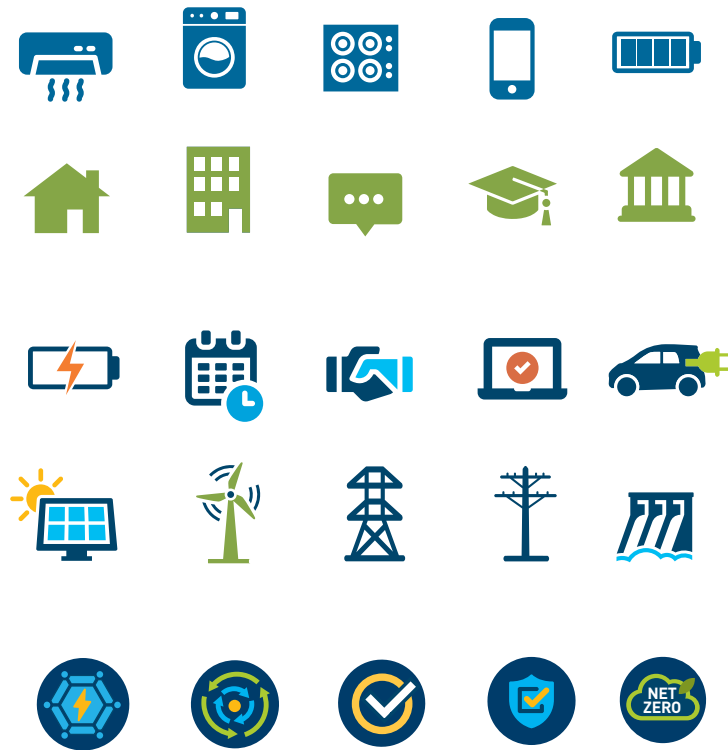
Historic images should not be used to represent our current brand in photography or on PG&E apparel, Teams backgrounds or other communications channels.

Iconography

Icons should be simple, friendly and easily recognizable.

Icons must look like they originate from the same family. Do not mix icons of varying line weights and styles.

Icons should not be overly detailed.



In progress:



An icon PowerPoint deck is in development for future use.

Information graphics

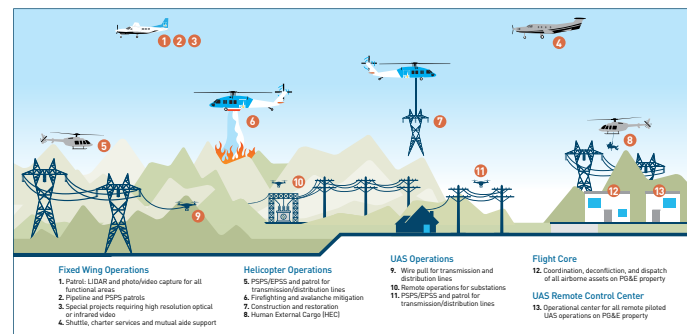
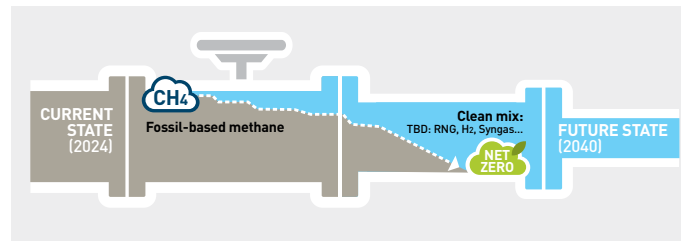
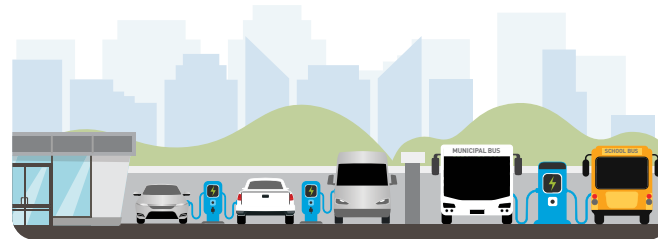
We keep infographics simple and clean with pure shapes, such as circles, rectangles and squares.

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.

When creating materials that will be posted on pge.com, or graphics for social media, remember that infographics will need to be **alt tagged with a description of the image and its data.**



Social media

Our strategy: Social first

Social media has grown exponentially every year in importance as a channel to reach our customers and express our brand.

Whether creating one-off content or campaigns, we must think of the social media element as a channel with specific needs for an audience that will only give attention to what stops them from scrolling: visual-first, mobile-first and algorithm-driven.

Video and animation are increasingly gaining more attention from social media users and should be used frequently as resources allow.



Videos should ideally be **<30 seconds** and a maximum of 59 seconds.

We should not merely repurpose other graphic and video material created for other formats, but should think about the social channel first and suit creative for that purpose.



Strategic principles



1

Brand and corporate goal alignment

All social content must:

- Strengthen the brand
- Align with core messaging and corporate objectives
- Contribute to long-term reputation, trust and understanding

It is better to **source and develop content that aligns with our narrative** than to cover events and attempt to force them into our story later.

2

Simplify the complex

Social audiences do not come to platforms to read long explanations.

- Distill complex topics into clear, visual moments
- Use plain language and direct messaging
- Lead interested audiences to deeper sources only after capturing attention

3

Where social is going (for now!)

Algorithms increasingly favor:

- Visuals over text
- Shortform video over static posts
- Native, authentic, less-produced content
- Engagement within niche communities rather than broad general audiences

Keys to strong video content for social media

- Feature people (users like seeing real humans)
- Show something viewers don't normally get to see
- Show action, not just tell about it
- Share insight: what matters and why
- Use subject matter experts who speak directly, clearly and concisely
- Avoid acronyms and industry jargon

Video content guidelines (top priority)

- **Prioritize the first 1–3 seconds or you've lost your audience.**
Attention drops quickly. Place shots with visual interest (motion and emotion) in the first 2 seconds, or viewers may scroll away quickly.
- **Repurpose longform content**
Break longer videos into short, focused clips.
- **Design for sound-off viewing**
 - Bold visuals
 - Onscreen text
 - Subtitles and captions
- **Focus on niche audiences**
Content aimed at smaller, specific communities can perform extremely well.
- **Use a less “produced” style**
Prioritize user-generated content style and authentic videos over highly produced pieces.

Technical video standards

- **Format:** Vertical (preferred)—can be used on YouTube Shorts, Instagram and Facebook Reels, TikTok
- **Length:** **30 seconds or less** is ideal, maximum 59 seconds
- **Audio:** Use a microphone if possible and ensure clear, clean sound (avoid wind and background noise)
- **Framing:** Frame with intention, incorporate action and movement, and let the subject move naturally
- Ensure you are using the **correct aspect ratios and specifications** unique to each platform.

Still visuals (photos and graphics)

What works

- Strong, bold, visually striking “hero” images
- Vertical or mobile-friendly orientation
- A clear subject and story that can be understood at a glance

What doesn't work

- Group shots (generally ineffective)
- Static images of machines or equipment with no motion or context
- Event photos without a clear message
- Visual clutter or inconsistent styling
- Collage style artwork with multiple images. One strong visual is more effective.

Content that performs best

- Vertical video and vertical visuals
- Human stories and firsthand insight
- Behind-the-scenes access
- Short expert explanations paired with compelling B-roll
- Authentic coworker voices explaining what they do and why it matters
- Events tend not to translate well. Instead of podium shots, use interviews to capture insight, bring in visuals and graphics, and keep it short (30 seconds or less)

Design and brand standards

Maintain a consistent, brand-aligned look and feel

Keep accompanying text short, direct and actionable.

Choose a clean, sans serif font similar to brand-approved fonts (DIN Pro and Aptos) as those may not be options on the platform. Avoid fonts that are overly stylized or gimmicky, especially those that are hard to read.

Do not overly animate the text (bouncing, swirling, flashing, etc.)

Make text large, simple and legible. People are usually viewing on small screens.

Be aware of how you are framing the text and do not place it too close to the top and bottom edges because it will be obscured by the frame of the post.

Design should feel clean, credible and on brand.

Do not use the PG&E logo within the image of your static post or on the thumbnail/opening frame of your video. The PG&E logo is included with our handle on the apps so adding another logo is redundant.

Avoid amateurish graphics.

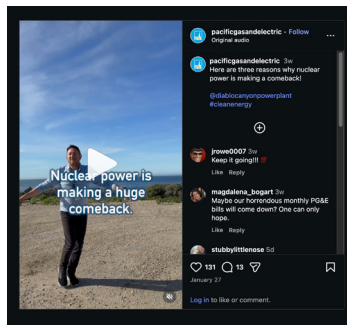
Do not disclose confidential information, including on computer monitors, on desks, or in the backgrounds of images (maps, charts, whiteboards, etc.)

Watch for inappropriate/unpermitted items in the background, including proprietary equipment or processes, confidential processes/procedures, or other companies' protected trademarks, etc.

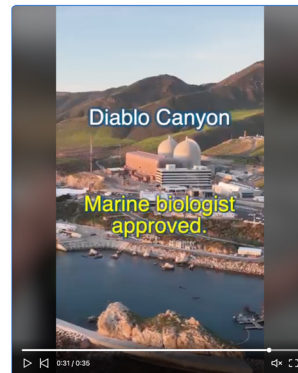
Stay aware of emerging platform trends (especially on TikTok and similar channels) and selectively adopt styles that incorporate our brand.

Graphics and example content (reference)

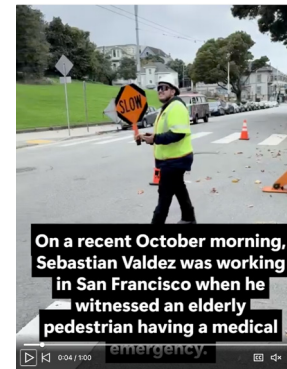
Stopping the scroll/insight-driven examples



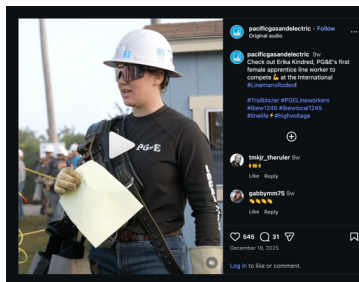
 Instagram example (scrollstopping concept)



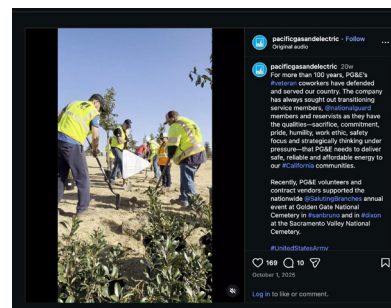
 Underwater footage with coworker insight (limited-access, unusual)



 Traffic control worker shares a lifesaving story



 PG&E's first female apprentice line worker competes



 PG&E volunteers share firsthand stories



 Still photo storytelling example (volunteer pilot)



Other video

Although our primary focus is social media video content, video projects that are not primarily intended for social media (e.g., informational or educational videos, officer speeches, or panel discussions) should follow the guidance below.

Graphics/visual elements

- **You must use DIN Pro as the primary font**, if available, or Aptos, the current default Microsoft font.
- **Font size** may vary depending on format/use but should scale to the screen to ensure readability.
- **Use brand colors for text and be aware of contrast for accessibility.**
- **Graphics should be clean and simple** and not overly detailed. Our preferred style is iconography.
- **Transitions**, if needed, should be simple and clean.
- Color filters and other visual effects **should not be used**.
- **Do not create animations involving the PG&E logo.**
- **No AI-generated video is allowed.**
(See AI policy section on page 28 for details.)



ADA Compliance

All videos posted to pge.com must meet the following accessibility requirements:

- **WCAG 2.1 AA conformance.**
- Include closed captions.
- Include a link to a PDF transcript.
- Include an audio-described (AD) version.
- Be tested for text color contrast to ensure minimum readability requirements are met.

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



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 must 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**.
- **Voice over should be clear**; audio quality should be good enough to easily understand at medium volume.

Production best practices

- **Content should focus on PG&E's progress.**
- **PG&E should be at the heart** of every video and content should focus on our part in the story.
- **Interview styles should be natural and authentic**; subject POV (addressing camera or looking off camera) should remain consistent throughout.
- **Avoid excessive panning/movement** of the camera.
- Coworkers should always be wearing **PG&E-branded clothing**.
- **Video projects over 60 seconds** must follow the brand brief and ideas must be submitted in advance. Fill out this **Video Production Brief**  and return to the Brand team.

Legal compliance and review

- **No copyright infringement should occur** (e.g., inserting movie clips, unlicensed music, unlicensed photography)
- The shortened copyright language is:
©2026 Pacific Gas and Electric Company.
The copyright language should be used on the last frame/title card.
- You must add the **appropriate funding disclosure language along with the copyright language** (Message paid for by customers/Message paid for by shareholders) according to Assembly Bill 1167.
- **All videos must be reviewed** by the Brand team (brandguidelines@pge.com).
- If operational work is being depicted in the video, **it MUST be reviewed** for best practices by PG&E's Safety team.
- **Secure a talent release** for any non-PG&E subject, even for internal videos. For advertising and marketing videos (paid media), also secure a talent release for coworkers. Talent release forms are available on the Brand site.
- **Examples** of our company-produced videos for our Currents website are here:
pgecurrents.com/video

Policies

Artificial Intelligence and AI-driven design tools

With the rapid evolution of technology, including artificial intelligence and online graphic design tools, it's easier than ever for anyone to create images and materials without professional design training or experience. Since more tools are available to everyone, it's even more important that PG&E's brand presence be consistent, high-quality and professional both internally and in our communities.

Our policies regarding AI are evolving. At present, PG&E has strict guidelines around using **AI-generated data and analysis**.  From a Brand standpoint, PG&E is working to earn and maintain our customers' trust in an environment rife with fake images and fraudulent content, so we believe it is imperative to avoid even the appearance of being dishonest or misleading in our materials.



Do not use AI to create:

- Photos or videos **depicting coworkers or customers**
- Photos or videos depicting **PG&E equipment or operational work**
- Photos depicting **landscapes or locations in our service area**
- **Logos, graphics or illustrations**

You may use AI for:

- Building charts or graphs (**ensure the data has not been altered** in the course of creating the material)
- Language translation drafts (**ensure that a human translator reviews and edits the work before finalizing**)

Internal graphics, logos and identities

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.

Team logos and identities

Any custom logos or visual identities for teams within PG&E must be developed in collaboration with the Brand team to ensure alignment with the overall PG&E brand and prevent confusion or visual clutter.

The Brand team will support the creation of internal team artwork, including custom treatments featuring the PG&E logo typeset with the team's name in the company font, or other visual solutions **developed in collaboration with and approved by the Brand team**. In some cases, the Brand team can help refine coworker-created artwork to better align with the brand standards.

The PG&E logo should **NOT** be incorporated into internal designs. On wearable items using an internal identity, the PG&E logo can appear in another area on the piece (e.g., PG&E logo on the sleeve, internal identity on the front of the shirt).

Please contact the Brand team if you wish to develop internal branding, order team swag, or use customized artwork for internal communications. All requests will be reviewed to maintain brand consistency and clarity.

Internal program and initiative graphics

Custom graphics can be created to promote enterprise-wide programs that impact large employee groups, such as Joy at Work, Supervisor Central, Customer at the Heart, Lean, Breakthrough, CAP, and other internal programs or initiatives intended for long-term use. Mission-based statements and slogans, like Love Works, PG&E's Virtues, etc. may also be promoted with custom graphics.



Email signatures, Teams backgrounds, business cards, etc.

Our One PG&E approach applies to all materials to establish brand identity with customers and stakeholders, and strengthen brand pride within the company.

Email signature format

PG&E's Cybersecurity team guidance is to use the **firstname.lastname@pge.com** email format to improve network security. Using LAN ID email addresses publicly increases security risk as it is employees' access ID to the PG&E system.

First Name Last Name
Title and Department
Pacific Gas and Electric Company
firstname.lastname@pge.com
111.222.3333

To customize your email signature in Outlook:

- Open a new email
- Click on **Insert**, then click on **Signature** and select **Signatures** from the dropdown
- **In the Signatures window**, with "default" selected in the upper box, **go to the lower box** and populate with your signature
- Click **OK**

Email formatting

Our email communications, whether internal or external, should be professional and uniform in format.

DO: Use the Aptos default Microsoft font.

DO: Be concise and clear in your messages. Use bullet points or numbers when listing out multiple pieces of information.

DO: Maintain a professional tone and use appropriate language.



DON'T: Use wallpapers and background colors behind your text.

DON'T: Use other fonts from the menu.

DON'T: Include signature images (the correct PG&E logo, union logos, certification and association logos may be exceptions).

DON'T: Replace your name with an **inserted written signature file or use cursive** to emulate a script signature.

DON'T: Include personal slogans, quotes, sports team shout-outs, religious or political references, etc.

DON'T: Use team taglines or slogans.

Teams backgrounds

Your Teams background makes an impression on everyone in the meeting. It's important to maintain a professional image while appearing on screen.



DO: Use company-provided **PG&E backgrounds**.



DO: Use your natural environment.
Blur effects are fine.



DON'T: Use Teams templates like faux home or office environments.



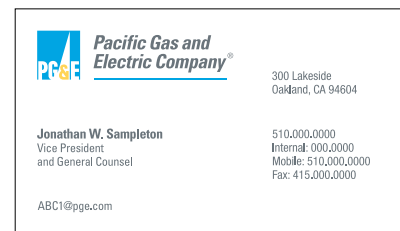
DON'T: Use any personal affinity images like sports team logos, vacation spots, animal photos, etc.



DON'T: Create custom backgrounds for your specific PG&E team.

Business cards

Cards and stationery can be ordered through the Print and Graphic Services team. There is a standard format that should not be deviated from. If you have a business need to include a QR code or additional information, the print team will get permission from Brand before proceeding.



PowerPoint templates

The PG&E PowerPoint template should be used for all presentations, with some exceptions, (e.g., if you are speaking at an event and are required to use the conference template).

If you are co-presenting with a vendor at an external event, it is best to use the conference template or a neutral template to avoid the appearance of endorsement or imply a partnership or co-branding arrangement. To ensure you are complying with the company's non-endorsement/testimonial policy, contact the Brand team or your Legal team representative.

Certain internal events may utilize a custom template (e.g., Speak Up Awards, Joy at Work).

To use the PowerPoint template, save the template under a new file name to build from scratch or drag existing files from the slide sorter view into the template and then rename. This may alter your fonts and colors.



A revised PowerPoint deck

utilizing Aptos and the new brand colors is available [here](#)  and on the Brand website.



PowerPoint tips:

- Use the **16:9 widescreen** aspect ratio.
- Make sure the PG&E logo and other **graphics do not stretch** or become distorted when importing existing slides.
- Use the **same font** throughout your presentation.
- **Keep your font sizes consistent** for headline, subheads and body copy. Best practice is 28pt font or above for headers and no less than 18pt font for body copy.
- **Use brand colors** when building charts or graphs and use high contrast colors for readability.
- Do not overfill the slides with too much text. **Less is more.** Limit text to 5-6 words per line.
- **Do not pull images off of the internet** without purchasing or licensing the image.
- Do not use multiple styles of animated transitions or builds within the same presentation. **Use animations judiciously.**

Naming conventions

For naming customer programs or products, PG&E can provide guidance and assistance in ensuring the name meets PG&E standards and is available for use.

The Brand team can help with conducting naming exercises, customer panel survey testing for effectiveness, and trademark and prior use search.

Third-party PG&E name and logo use

Third parties often ask for permission to use the PG&E company name or logos in their advertising or other commercial materials or ask for testimonials and endorsement to promote their services or products. We have different policies for each third-party category:

Vendors

- The company name may be listed as a customer on the vendor's website or in materials.
- The company logo may NOT be used on the website or on promotional materials. On rare occasions, an exception may be granted (see exception process to the right).
- The vendor can make factual statements accurately describing the relationship between that entity and PG&E.
- The vendor can accurately describe products provided or work being performed for PG&E, as long as no exaggerated language is used that suggests **PG&E prefers that vendor over others**.
- PG&E has a strong non-endorsement policy and will not provide testimonials or endorsements for products or services.
- Third-party vendors that perform services for customers on PG&E's behalf, such as energy efficiency program implementation, may obtain a limited license agreement from our Law department to use the logo on outreach materials when acting as an agent of PG&E.

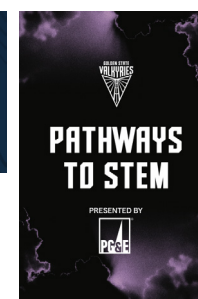
Vendor exception process

In some cases, an exception may be granted by a cross-functional team including Brand, Law and Ethics & Compliance. Exceptions must show a clear business case for permitting logo use and be signed by an officer. Complete this [Third Party Request for PGE Media and Marketing Support](#) and send it to EthicsComplianceHelp@pge.com. Please allow 48 hours for review. If logo use is permitted, the Brand team will review the use of the logo by the third party to ensure proper size, placement and use.

Sponsorships

When PG&E provides a cash and/or in-kind contribution to a non-PG&E event or organization for a sponsorship agreement:

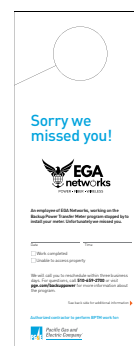
- **For sports team and other commercial enterprise sponsorships**, the PG&E logo may be used on collateral included in the agreement and PG&E may be listed as a sponsor on materials.
- In general, logo use for **nonprofit organizations and state and local governments and institutions is permitted** and does not require a license for logo use.
- The Brand team should review and approve logo use by the third party in the sponsorship agreement.



PG&E program participants

PG&E sponsors some third-party programs, such as the PG&E TradePro Alliance, where vendors provide the services under their own brand with PG&E's marketing support.

- Program participants may advertise their participation in PG&E programs.
- In general, program participants may not use the PG&E logo for promotional purposes. There may be some exceptions where the logo may be used with accompanying language with the artwork stating the nature of the relationship with PG&E (e.g., "in collaboration with..." or "supported by..."). The program participant may need to sign a license agreement.



When PG&E jointly participates in a business or other venture, such as CPUC-required alliances or project development ventures, the PG&E company name and logo may be listed on materials produced by alliance members or on non-commercial communications from the alliance. In general, this type of use is permitted so long as the alliance agrees to certain use restrictions and may need to sign a license agreement.

Example: “Pacific Gas and Electric Company is a member of the East Bay Energy Watch.”

When PG&E and another entity jointly provide a service, the PG&E company name and logo may be 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 the Brand team and Law department and requires a 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.

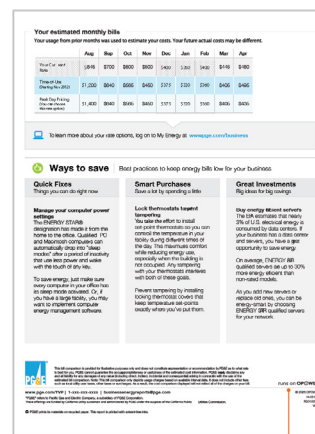
Please contact the Brand team if you have a co-branded project to submit for consideration and licensing requirements.

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
- Should be small in scale
- Should only be black and white or grayscale

Before using a third-party logo on PG&E collateral, please contact the Brand team.



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Affiliates

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** 

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 copyright language 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
- **Affiliate Rules Compliance plan** on the Affiliate Rules issued by CPUC Intranet site

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 copyright language, 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.

Branded swag and promotional items



Brand is more than the look and feel of our materials. It's reflected in every way we show up, whether it's on the job or at a local community event.

Whenever you are wearing or displaying the PG&E logo, **you are representing all of us**. A PG&E t-shirt may ultimately be seen by the public more than an advertisement. It is critical that our presence—from ballcaps to signage to advertising—look like it is authentically coming from PG&E.

Vendors

It is recommended that branded items be purchased from approved vendors with whom we have ongoing contracts and who understand our brand standards. Clothing items should be branded in accordance with our guidelines. Logo version, placement and size should be proportional to the item. Any custom imagery or graphics should be approved by the Brand team.

Creative Studio Promotions, a CPUC certified diverse supplier, manages and maintains our company store, pgeshop.com. Only coworkers are permitted to order from this site, and you must register using your PG&E email address. You can select from on-demand items or create custom swag. The company has an extensive catalog of promotional items, contact the team at [616-726-4576](tel:616-726-4576) for quotes on bulk orders for optimal savings or to inquire about other products.

Safe Designs (aka KL&P Marketing) has been working with PG&E for many years and is also a certified diverse supplier. Browse their online catalog at pgestore.mybrightsites.com and order through Ariba. For special orders not found in the catalog, call [650-597-6207](tel:650-597-6207).

PG&E Land's End Store is available at business.landsend.com/store/dcppcrp has branded clothing available. A fee is required to include additional embroidery on shirts. Enter password to purchase: **PGELogowear**.

Other vendors may be used for items either unavailable through our approved vendors or that must be produced locally due to urgency. **Please contact the Brand team for vendor review.**

Promotional and branded Items

Whether as an engagement item for coworkers or a giveaway for customers, items printed with the PG&E logo should be tasteful, follow our branding guidelines and be of reasonably good quality.

DO: Contact company-approved vendors first to determine if they can provide the items.

DO: Ensure you are using the correct logo format for the item. Approved vendors have experience with this and can help.

DO: Provide enough time for the vendor to imprint and deliver the items so that you do not incur rush fees. **Some items may require several weeks of lead time to produce.**

DO: Ask the Brand team for ideas and resources.

DO: Consider practicality and quality when purchasing giveaways for customers (flashlights, reusable water bottle, lip balm, emergency supplies) and not items that give the appearance of wastefulness (plastic water bottles and highly disposable trinkets).

DO: When purchasing previously authorized items with a P-card, use the “promotional items” category when expensing.



DON'T: Brand items potentially detrimental to the company's image (e.g., flasks, lighters, ashtrays)

DON'T: Give away to non-coworkers or donate used branded clothing to thrift stores. Either pass along the good-condition item to a coworker or cut out the branding before disposing of the item. This is for the safety of our customers.

DON'T: Expense promotional items unless you have been given prior permission to do so from your supervisor.

DON'T: Send the PG&E logo to an unknown vendor without checking with the Brand team.



Specialty logo use for promo items

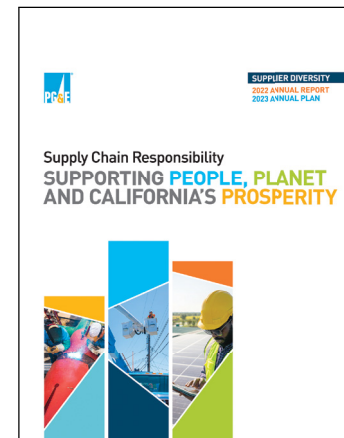
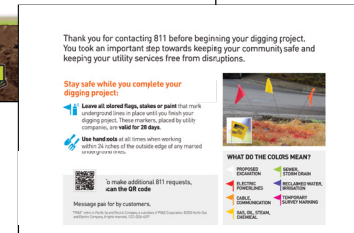
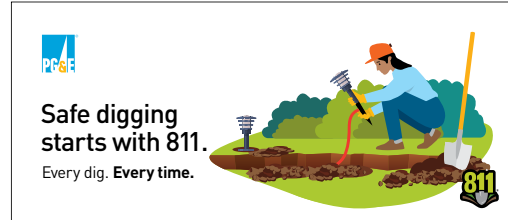
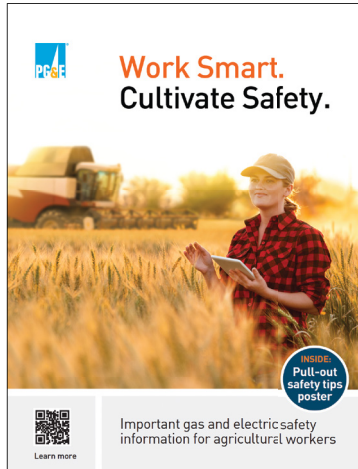
Some items may only be printed with a one-color print process. The specialty one-color logo may only be used at the discretion of the Brand team. **Contact the Brand team for approval/art file.**

Note: If you encounter PG&E branded items, particularly clothing, being sold on a questionable website or through an unfamiliar third party, please contact the Brand team for investigation. Where possible, please include a link, screen shot or photo.

Examples of promotional and branded Items



Examples





Rate changes. Weather. Home appliances.

Many factors can drive up your energy use. Learn what makes up your bill—and how we can help you lower it.

Your bill explained and more
Scan the QR code or visit pgae.com/billsexplanation



We understand that energy costs can be a significant part of your budget. We offer a variety of programs to help you manage your costs and lower your energy use.

Control your energy use and monthly costs with easy-to-use tools



Balance your monthly bill
Budget billing has been improved to even out your monthly charges and help you avoid seasonal spikes.



Home Energy Dashboard
Free, personalized energy-reducing recommendations on how to lower your energy bill.



Energy Alerts
The bill forecast alert is a free and easy tool to help you manage your usage and avoid high bills.



Arrange your time to pay
If you're having a difficult time paying your bill on time or in full, you can set up a payment arrangement to extend your due date.



Rate Analyst
Analyze your energy usage and find a rate plan that works best for you.

Want to save?
Scan the QR code or visit pgae.com/billingresources



Assistance programs to help



Reduce monthly bills with CARE or FERA
CARE and FERA programs offer income-qualified households a significant monthly discount on energy bills.



Receive a one-time payment or energy credit
Low-Income Home Energy Assistance Program (LIHEAP)
LIHEAP is a federally funded program that is not administered by PG&E. Additional support is available for eligible customers with a past-due energy bill.




A special benefit for PG&E EV drivers

Receive rewards for charging your EV at home during "smart times" and get help preparing for a scheduled power outage with evPulse for PG&E customers.

You'll get a **\$50 reward for joining** and up to \$100 more for continued participation.

How to get started

1. Visit evPulse to sign-up
2. Create an evPulse account
3. Connect your eligible EV

[Start earning rewards »](#)

Message paid for by customers.









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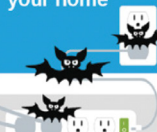
For inquiries, please do not reply to this email. Submit feedback via Contact Us. "PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation, 77 Beale St., San Francisco, CA 94105.

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CRS-0802-0428



Slay vampire appliances lurking in your home



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Slay vampire appliances lurking in your home



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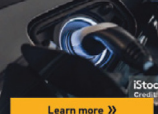


Drive an EV? Save with an EV rate plan





We can help you lower EV charging costs.



[Learn more »](#)

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