

GME's Copy Culture

A note about our brand voice.

The Green Mountain Energy voice is what brings our brand to life. Our brand personality is real and relatable with an occasional touch of humor. Because changing the way power is made is not only about renewable energy—it's about connecting with people and inspiring them to contribute to a more sustainable future.

Who is Green Mountain? We're the optimistic friend who stands up for what's right. We're honest and helpful, without taking ourselves too seriously. And we dance to the beat of our own drum. We keep a steady rhythm while allowing for creativity to play a part. With every piece, we take a unique approach to the creative while keeping the messaging consistent for a modern and distinct brand voice.

GME is:

Real	Charming
Fun	Unexpected
Friendly	Compassionate
Positive	Helpful
Witty	Inspiring

GME is not:

Serious	Misleading
Arrogant	Close-minded
Self-righteous	Sarcastic
Hyper	Desperate
Verbose	



Point of view

Speak in the first (we) or second person (you/your) for a better connection with the GME audience.

Copy lengths

While lengths will vary depending on the creative piece, keep in mind that brevity is our goal. If there's a simpler, shorter way to say it, then choose that option.

Italics and exclamation points

When adding emphasis to body copy, just say no to italics and exclamation points. Choose direct wording and/or useful **bolding** to emphasize words. Italics can sometimes be used as a design element within headlines but not within body copy.

Headlines + Subheads

- Always use sentence case (capitalize only the first letter of the first word, and any proper nouns)
- Keep it short—less is more
- Use simple language
- Focus on key benefits
- Avoid excessive clichés, word play and dialect

Impact Statements

We often share how we're making a difference for the environment with prospective and current customers. The types of pieces that you may want to include this information in include:

- Acquisition Direct Mail Pieces
- Customer Impact Emails
- General Brand Level Creative
- Landing Pages

Sample impact statements:

1. Since 1997, our customers have prevented XX billion pounds of CO₂ emissions, which is like:
2. To date, our customers have prevented XX billion pounds of CO₂ emissions, which is like:
3. Since we started, our clean energy community has prevented XX billion pounds of CO₂ emissions. That's like:
4. With the help of our entire clean energy community, we've prevented over XX billion pounds of CO₂ emissions. That's like:



Commas

Do not use serial commas.

Do: According to the website [Box Office Mojo](#), the top-grossing movies of all time in the United States are Avatar, Titanic and The Dark Knight.

Don't: According to the website [Box Office Mojo](#), the top-grossing movies of all time in the United States are Avatar, Titanic, and The Dark Knight.

Currency

When mentioning plan pricing, use the cents symbol (¢).

8.9¢ per kWh

Percentages

Always use the percent symbol (%).

100% clean energy

En Dash

- An en dash (–) means “through.” Use it to show a range of numbers, dates or times:

[March 3 – August 20](#)

[pp. 20 – 30](#)

[8 – 10 a.m.](#)

- Use a space before and after an en dash
- When space is limited, use an en dash. The word “through” can be used in body copy

Em Dash

An em dash can be used in place of commas, parentheses or colons.

Do not use a space before and after an em dash.

It can be used up to two times in one sentence.

Dates

When listing a month, day and year, set the year off with commas.

[July 4, 2004, was a magical day.](#)



When using a month with a specific day, abbreviate all months except March – July.

[Leonardo DiCaprio was born on Nov. 11, 1974.](#)

Spell out months when using alone or with a year alone.

[Graduation is in May 2020.](#)

Do not use *st*, *nd*, *rd* or *th* with dates.

[We will celebrate on March 3.](#)

Ellipsis

Use a space before and after an ellipsis.

[Psst ... the trees are talking. They want you to go paperless.](#)

Numbers

Use figures for numbers in **marketing collateral** (an exception to an AP numbers rule).

[Your clean energy service will start in 3 weeks.](#)

For **blog copy**, spell out numbers up to nine (including zero and nine) and use figures for all other numbers.

Exception: If the number begins a sentence, spell it out (unless it begins with a year).

[If you and every Green Mountain customer used Tree Free Billing for three years, you could help save 6,000 trees!](#)

Spell out casual expressions.

[A picture is worth a thousand words.](#)

Use commas in figures 1,000 and above.

Phone numbers

Use periods for print pieces and hyphens for digital pieces.

Slash

Do not use spaces before or after slashes.

[24/7](#)

Times

Use figures for times except for noon and midnight.

[We will plant trees at noon.](#)

Use an en dash or the word “to” between times.

[9 – 11:30 a.m.](#)



9 a.m. to 5 p.m.

URLs

Use lowercase letters and omit the www.

greenmountain.com

If the URL is at the end of a sentence, include a period after it.

To sign up for 100% clean energy today, go to greenmountain.com.

CTAs

Use sentence case for CTAs.

Keep language simple and concise (four words maximum).

Make it action-oriented so that readers understand what you want them to do.

Plan enrollment

Customers enroll “in” our plans, not “on” our plans.

[Enroll in the Pollution Free™ Weekend Warrior 12 plan today.](#)

Commonly used terms

environment

planet

Earth or the Earth (use as a proper noun)

My Account

Green Mountain Driver

AutoPay

Average Billing

Tree Free Billing

go paperless

affordable

Green Mountain community (as in GME customers)

clean energy community (as in GME customers)

100% clean energy (for residential customers only)

renewable energy (for residential or commercial customers)

renewable energy retailer



U.S.
ZIP code
brighter planet
protect the planet
help the environment
help our planet
make a difference
pollution-free energy
improve the environment

Terms to avoid

Mother Nature
global warming
globe
Universe
switch
low price
commodity
Planet Earth (can be used separately)
green energy
green power
100% green

Legal Tips

Environmental/green claims

According to the FTC Green Guide, general environmental benefit claims that use terms like “green,” “eco-friendly” or “environmentally friendly” are prohibited because they are difficult, if not impossible, to substantiate. The Guide also states that the qualifications for these claims should be clear and prominent within the advertisement and should limit the claim to a specific benefit so that the context of the ad does not imply a deceptive environmental claim.

Trademark Usage

It's important to use our service marks, registered service marks, and trademarks properly to maintain their value.



Do not alter

Do not modify, change, or alter a Green Mountain Energy Mark in any manner. For example, you may not add words to a words-only mark (e.g., “Green Mountain Energy[®] electricity” is correct; “Green Mountain Energy electricity[®]” is incorrect). For a Green Mountain Energy Mark, which is a logo or design, do not modify, change or alter the proportion, font, color or other attributes of that Green Mountain Energy Mark.

Use as adjective

Never use a Green Mountain Energy Mark as a noun (e.g., “You can purchase Green Mountain Energy[®]”). Instead, always use it as an adjective (e.g., “You can purchase Green Mountain Energy[®] electricity.”). Also, do not use a Green Mountain Energy Mark to modify “Company.” (This is wrong: Green Mountain Energy[®] Company.)

Other grammar rules

Never use a Green Mountain Energy Mark in the possessive (e.g., “Green Mountain Energy[®]’s electricity includes”); in the plural; or in a hyphenated phrase.

Differentiate the mark

Each Green Mountain Energy Mark that is a logo or design must appear by itself, with reasonable spacing (at least the height of the mark) between each side of the Green Mountain Energy Mark and any other text or graphic elements. For words-only Green Mountain Energy Marks, you must differentiate it from surrounding text by using all caps, italics, a different point size, boldfacing, underlining or coloring.

Use with TM or ®

Always use either a [®] or “(R)” symbol with a Green Mountain Energy Mark that is a registered trademark/service mark (e.g., “Green Mountain Energy[®] electricity”), or a TM or SM symbol with all other Green Mountain Energy Marks as appropriate.

Trademark attribution

Immediately preceding any copyright claim, include the following statement in any materials that include a Green Mountain Energy Mark:



© [insert year] Green Mountain Energy Company. All rights reserved. Green Mountain Energy and the Green Mountain Energy logo are registered trademarks, and Pollution Free is a service mark of Green Mountain Energy Company. [Insert for Texas only: REP Cert. No. 10009.]

First use

Green Mountain Energy or Green Mountain Energy Company
Green Mountain Energy® electricity
Pollution Free™ electricity
Renewable Rewards® buy-back program

Subsequent use

Green Mountain
Green Mountain Energy electricity
Pollution Free electricity
Renewable Rewards program or Renewable Rewards

Sun Club

The Green Mountain Energy Sun Club was founded by Green Mountain Energy in 2002 to help make a difference for people and our planet through solar technology. Now officially a 501(c)(3) nonprofit charity, the Sun Club has grown to support more sustainable solutions.

Who is the Sun Club?

We're the philanthropic, compassionate friend who leads by example. Our purpose is to create lasting change for communities and the environment, and we work hard every day to grow our impact. We love making real connections with people, and we're always thinking of new ways to create a brighter future.

Voice

The Sun Club motto, "Creating a brighter planet," is reflected in every conversation we have with our audience. The Sun Club personality is cheerful, welcoming, genuine and passionate. We are quick to give credit to our generous supporters who are helping create change, and we strive to uplift others. And we get that it's not about us—it's about serving our community for the greater good.

Headline example:

Thanks to you, it's going to be a brighter day.

Email example:

Support the Sun Club and brighten local communities.

Brighten our planet and local communities by becoming a Green Mountain Energy Sun ClubSM program supporter. The Sun Club donates funds to nonprofits for sustainability projects. One hundred percent of donations made to the Sun Club program are tax-



deductible.

We'd love for you to join us.

Become a Sun Club supporter by making a personal donation.

[Make a donation](#)

When to use the service mark in copy:

When copy is referencing the Sun Club's new mission, which focuses on charitable services: organizing and conducting programs and projects to promote the awareness of community and environmental sustainability issues; promoting the interests of people concerned with community and environmental sustainability issues; promoting development and awareness in the areas of sustainability and the environment and coordinating monetary donations to charities and nonprofits.

First use

Green Mountain Energy Sun ClubSM program

Subsequent use

Sun Club program or Sun Club

When to include the registered trademark in copy:

When creative is referencing the Sun Club's original mission, which focuses on promoting the development and education of solar energy.

First use

Green Mountain Energy Sun Club[®]

Subsequent use

Sun Club

