

## 3.1

# Language Guidelines

When referring to the Oregon Community Solar Program, do not use the shortened forms OCSP or ORCSP. Use the full name at first mention; you may subsequently refer to it as Community Solar Program or “the program”.

Write utility names as Portland General Electric, Pacific Power and Idaho Power, in that order. Write Portland General Electric on first reference and PGE on subsequent references. Write Pacific Power, not PacifiCorp.

When referring to the administrative team, use the term “the State of Oregon” versus the Oregon Public Utilities Commission. You may simply use “Oregon” on subsequent references. Use the full names Energy Solutions, Community Energy Project, and Energy Trust of Oregon when first referencing them—they may then be shortened to their acronyms. When naming these entities, please take care not to represent them as affiliated with or sponsoring your own organization.

*Approved language:*

**The following statement must be included on all marketing pieces at font size 7 pt. or larger:**

This organization is operating under the Oregon Community Solar Program. The Oregon Community Solar Program is a state-enabled initiative overseen by the Oregon Public Utility Commission and implemented by Energy Solutions, Energy Trust of Oregon, and Community Energy Project. The program provides resources and certification for its Project Managers (PMs) but does not promote any individual PM or PM affiliated organization. For more information about the program, call 1-800-481-0510 or email [info@oregoncsp.org](mailto:info@oregoncsp.org).

**This is a brief description of the Program that may be used as a boilerplate on documents:**

The Oregon Community Solar Program gives customers of Portland General Electric, Pacific Power and Idaho Power an easy way to go solar. Customers can subscribe to a community solar project—such as a large solar system on a business, school or church—and receive a credit on their monthly utility bill for the electricity from their portion of the project. Community solar is a great option for customers who want to use clean energy but may not have a sunny roof of their own.