



Brand Compliance Approval Process



Process Goal

The goal of the approval process is to ensure consistency and brand compliance. Examples of assets that need to be reviewed in the approval process are: clothing, merchandise, digital/marketing campaigns, posters, banners, letterhead, PowerPoint presentations, etc.

Step 1:

At the start of your project, identify from the list below the **Brand Ambassador** that has been assigned to your line of business. Email your assigned **Brand Ambassador** to begin the approval process:

Brand Ambassadors:

Enterprise:

CSR / Corporate Giving – Lauren.Ugorgi@pseg.com

DEI – Deann.Muzikar@pseg.com

EBRGs - Deann.Muzikar@pseg.com

Federal Government Affairs – Marijke.Shugrue@pseg.com

Human Resources (recruitment, training and talent management) –
Brittany.Stedtler@pseg.com or John.Nolan@pseg.com

Investor Relations – Alyana.AlfaroPost@pseg.com

PSEG Foundation - Lauren.Ugorgi@pseg.com

Regulatory Affairs – William.Smithjr@pseg.com

State Government Affairs - William.Smithjr@pseg.com

Sustainability / ESG – Marijke.Shugrue@pseg.com or Alyana.AlfaroPost@pseg.com

Wind/hydrogen - William.Smithjr@pseg.com

Nuclear: William.Smithjr@pseg.com

PSE&G:

Customer Care – Rebecca.Mazzarella@pseg.com

RES – Anide.Eustache@pseg.com

WorryFree – Erica.Jordan@pseg.com or Lauren.Ugorgi@pseg.com

Utility Operations – Rebecca.Mazzarella@pseg.com

PSEG Long Island:

External, Digital and Internal Communications – Marco.Cucci@pseg.com

Marketing, Print, EE/TRC – Carol.Mele@pseg.com

➤ If you if you are not part of any of these lines of business, please reach out to brand@pseg.com for assistance and a representative will guide you through the process below.

Step 2: The approval process

➤ Contact **Brand Ambassador** from the list above via email at the start/concept phase of your project.

➤ Projects can be categorized into the following three types:

1. Redesign Approval:

- a. Step 1 – **Brand Ambassador** meets with **LOB** to give guidance and answer questions.
- b. Step 2 – LOB designs the asset according to brand guidelines.
- c. Step 3 – Submit asset to the Brand Ambassador for review and final approval.
- d. **Brand Ambassador will review and approve within three business days.**

2. New Design Approval:

- a. Step 1 – If you're using an outside design firm, contact the Brand Ambassador after the preliminary design is established. If you're not working with design firm, then first go to your Brand Ambassador contact for direction.
- b. Step 2 – LOB or design firm designs the asset according to brand guidelines.
- c. Step 3 – Submit the asset to the Brand Ambassador for review and final approval.
- d. **Brand Ambassador will review and approve within three business days.**

3. Content Approval: Examples of content that should be approved, include internal content such as officer-led all hands PowerPoint presentations, and external content such as all presentations, customer communications, newsletters, etc.

- a. Step 1 – Once the content is drafted, reach out to the appropriate Brand Ambassador to discuss.
- b. Step 2 – Submit the content to the Brand Ambassador for review and final approval.
- c. **Brand Ambassador will review and approve within three business days.**