




## DESIGN SAMPLES

 [RUTHBOND.COM](http://RUTHBOND.COM)  574.309.0769  [RUTHBOND19@GMAIL.COM](mailto:RUTHBOND19@GMAIL.COM)  PORTLAND , OREGON

*Please don't share designs without permission.*



**Renewable energy brings us all together for good**

Green Future makes it easy and affordable to match your home's energy use with renewable resources like wind and solar. Because when the planet thrives, we all do.

[View your options](#)

**A small price to pay it forward**

Nature was extra kind when it came to Oregon. Let's return the favor with Green Future.

**Renewable energy is the future**

That's why more than 225,000 Oregonians like you have joined Green Future.

**Here today, and here tomorrow**

Renewable energy will keep this place special for generations to come.

**Affordable - by coffee standards**

The monthly cost is usually about \$6, less than the fanciest latte.

[How it works](#)

**There's more good where that came from**

Enroll in Green Future and you're not just doing well by the planet. You're doing well by communities too. Through the PGE Renewable Development Fund you're helping to create local jobs and build projects right here.

[Explore the impact](#)

"It's sustainable, effortless and affordable. We have to use energy anyway, so might as well source it responsibly."  
 - CHRIS L., PGE CUSTOMER

Home Impact How it works **Enroll**

**Select a plan that works for you:**

**MOST POPULAR**

**Green Future Choice**  
Match 100%

**Green Future Block**  
Match a portion

Match **100%**  
OF YOUR ELECTRICITY USE

Cost **\$6.00**  
FOR THE AVG HOME\* EACH MONTH  
Price varies based on your actual usage (\$0.008 per kilowatt-hour)

[Enroll in Green Future Choice](#)

Change or cancel your enrollment at any time. \*Average home uses ~700 kWh per month.

**Your participation in any Green Future program:**

- Supports Pacific Northwest renewable resources
- Helps fund local clean energy projects
- Gives you access to exclusive local coupons through Chinook Book

[Match 100%](#)

[Match a portion](#)

**No commitment issues here**

Your only commitment is to the environment. When you join Green Future, there is no contract, no installation, and you're free to cancel anytime.

See our [Price, Terms and Conditions](#)

**Energy** CERTIFIED

Green Future is Green-e® Energy certified and meets the environmental and consumer protection standards set forth by the nonprofit Center for Resource Solutions. Learn more at [green-e.org](http://green-e.org).

[FAQS](#)
[TERMS AND CONDITIONS](#)
[PRIVACY](#)
[CONTACT](#)
[↑](#)

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**Art Beat**  
*Billboard and poster*

CONTEST WINNER





Thorns FC  
T-shirt design

CONTEST WINNER



Tickets Schedule Club Thorns FC ...

CLUB

## By Any Other Name contest winner Ruth Moorman excited to see her designs on Thorns FC players

By Brian Costello @bacostello

Monday, Aug 1, 2016, 12:22 PM

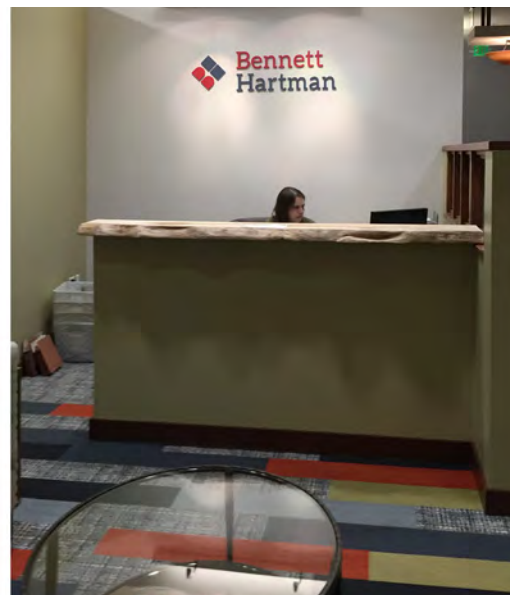


**Bennett Hartman**  
*Logo and identity redesign*

BEFORE



AFTER

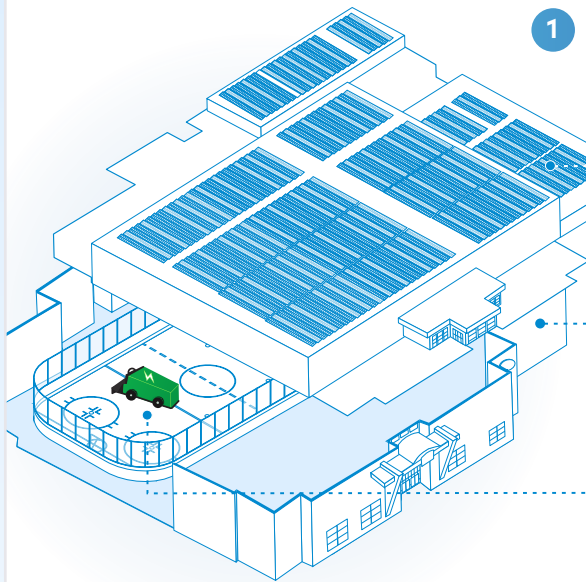




# Comcast Spectacor Advances its Commitment to Renewable Energy

Two of its primary facilities help bring Comcast Spectacor facilities to 100% renewable electricity

**1 VIRTUA CENTER FLYERS SKATE ZONE**  
Voorhees, New Jersey

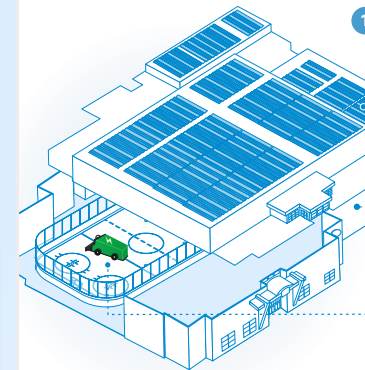


- Training facility installed onsite solar energy technology
- Comcast Spectacor will sell the renewable energy certificates (RECs) from the onsite solar and purchase national RECs to provide all Spectacor facilities with 100% renewable electricity
- Replaced a propane-powered Zamboni with an electric model

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- Replaced a propane-powered Zamboni with an electric model

With the electric Zamboni and its purchase of RECs, Comcast Spectacor is reducing its carbon footprint. The renewable electricity generation that Comcast Spectacor's REC purchase supports will avoid:

**1,700+**  
METRIC TONS  
of carbon dioxide equivalent greenhouse gases annually

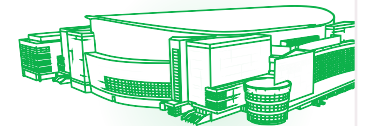
→

That reduction is equivalent to removing **370+**  
PASSENGER VEHICLES  
driven for a year

**2 WELLS FARGO CENTER**  
Philadelphia, Pennsylvania



Wells Fargo Center is powered by 100% wind electricity



The wind energy generated under this agreement avoids:

**15,000+**  
METRIC TONS  
of carbon dioxide equivalent greenhouse gases annually

→

That reduction is equivalent to removing **3,300+**  
PASSENGER VEHICLES  
driven for a year

These efforts are part of Comcast NBCUniversal's long-term aspirational goal of achieving **100% renewable energy**.





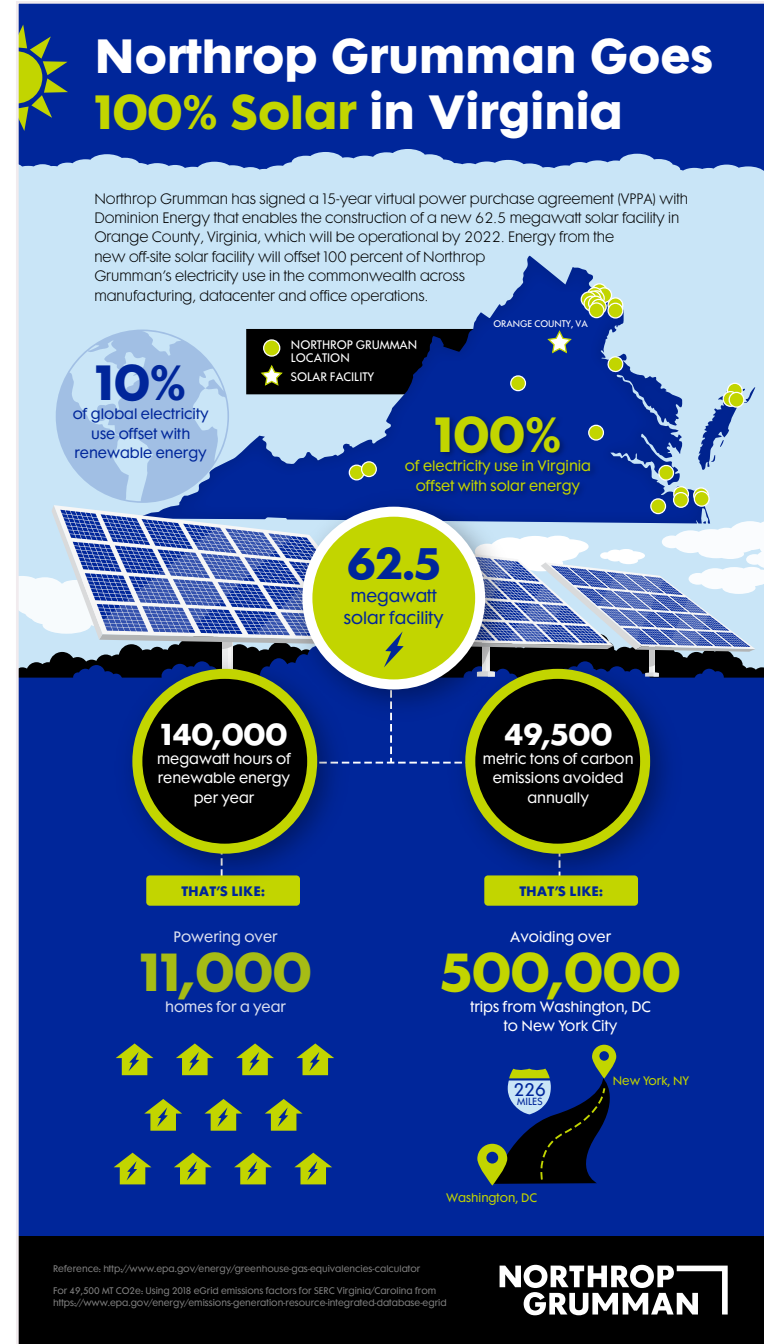
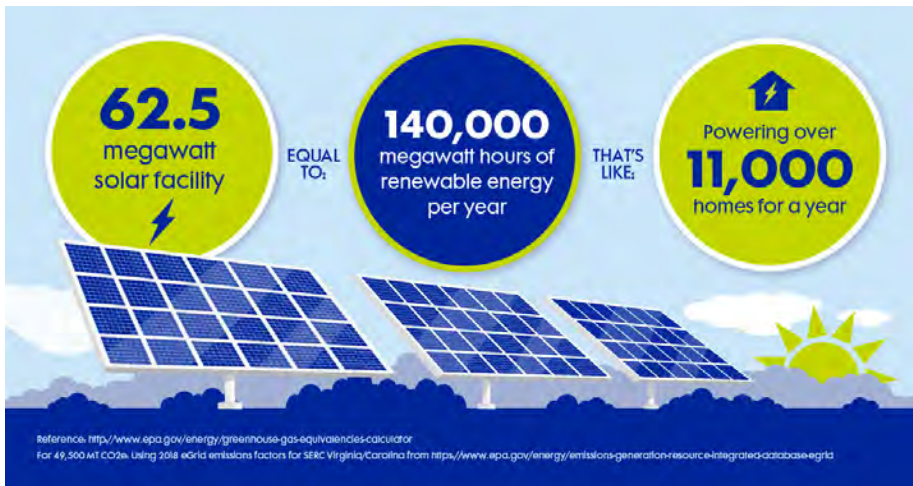
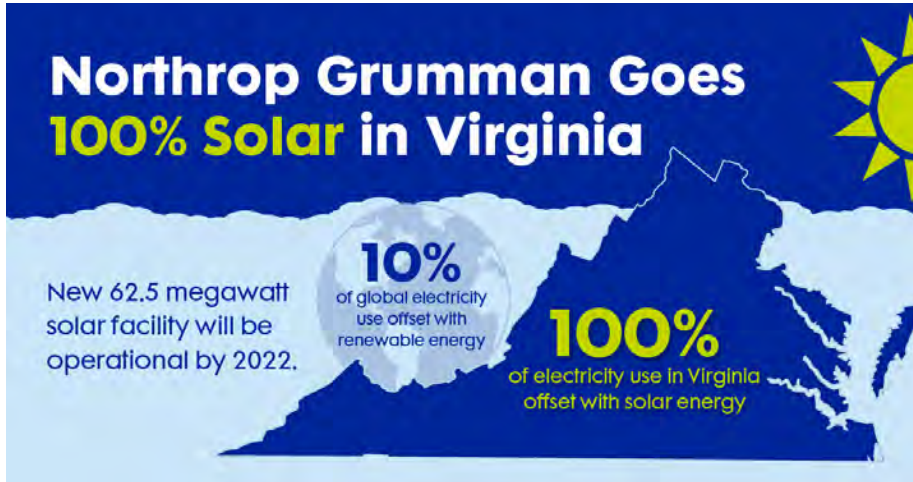
3Degrees

Holiday video (storyboard, production, editing)

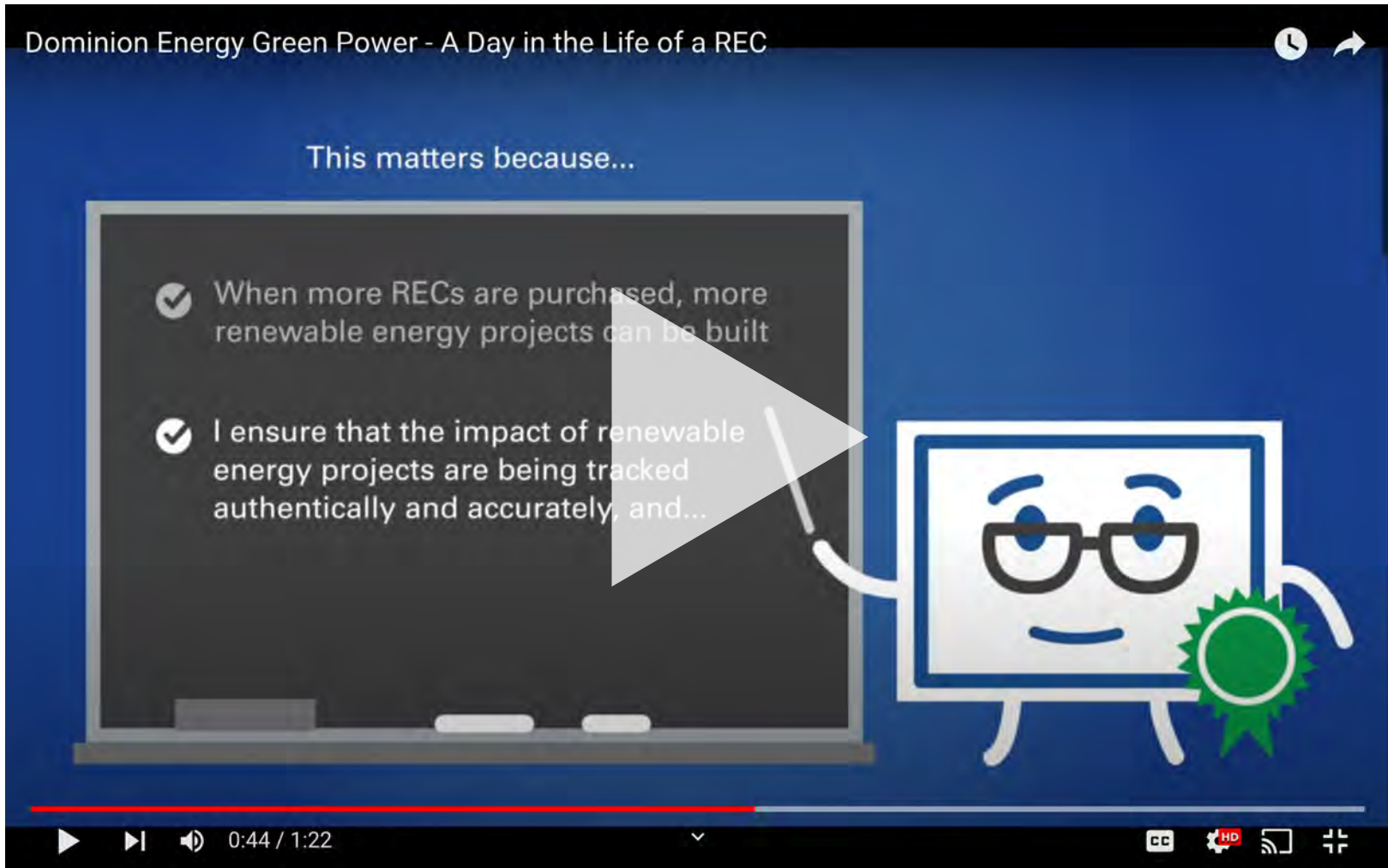
WATCH ME!







WATCH ME!







## Turn off your equipment

*During last year's shutdown, we saved 5.8 million kWh, or enough energy to power 306 US homes for an entire year*

Search FY17 Annual Shutdown in Jive to learn more

#CiscoShutdown

## Shut down and save the planet

*During last year's shutdown, we reduced our carbon emissions by 2,900 tons - that's equivalent to taking 613 cars off the road*

Search FY17 Annual Shutdown in Jive to learn more

#CiscoShutdown

## Powering down matters

*During last year's shutdown, we reduced our carbon emissions by 2,900 tons - that's equivalent to planting 69,663 trees*

Search FY17 Annual Shutdown in Jive to learn more

#CiscoShutdown



# LegacyTree Foundation





Walk so Birds Can Fly  
Event branding



3Degrees

*Interview video series (production and editing)*

WATCH ME!





GET A QUOTE CAREERS

3Degrees. SERVICES ABOUT SUPPLY

## Making urgent climate action possible

3Degrees helps organizations around the world achieve renewable energy and decarbonization goals.

GET STARTED

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### First-ever Peace REC (P-REC) Transaction Drives Renewable Development in Africa

Microsoft purchased P-RECs issued by Energy Peace Partners from Congolese solar developer Nuru's newly commissioned 1.3MW commercial solar-plus-storage project in Goma, DR

LEARN HOW

---

#### Address your unavoidable and indirect carbon emissions

Take immediate action on your Scope 1 and Scope 3 GHG emissions by purchasing carbon credits or supporting the development of new carbon offset projects.

- CARBON CREDIT PROJECTS** [LEARN MORE](#)
- RECS AND OTHER GLOBAL EACS** [LEARN MORE](#)

#### Support renewable local and global sources

Reduce the environmental impact of global energy use through country-specific instruments, GOs, I-RECs, and other green programs.

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#### Meet your emissions reduction and climate goals

Whether you are just getting started on your sustainability journey or are a sophisticated energy buyer, meet your climate and renewable energy goals with customized, best-fit solutions.

- ENERGY AND CLIMATE CONSULTING** [LEARN MORE](#)
- UTILITY PARTNERSHIPS** [LEARN MORE](#)

#### Offer utility voluntary renewable energy programs

Create value for your utility customers with a suite of well-designed voluntary programs, including green power, community solar, green tariff, and renewable natural gas programs.

GET A QUOTE CAREERS

3Degrees. SERVICES **ABOUT** SUPPLY RESOURCES NEWS

## We make it possible for businesses and their customers to take urgent action on climate change.

OUR STORY

For over 15 years, our renewable energy, transportation decarbonization, and climate solutions have made it possible for businesses and utilities to answer the call for immediate and meaningful climate action.

PIONEERS IN CLIMATE SOLUTIONS

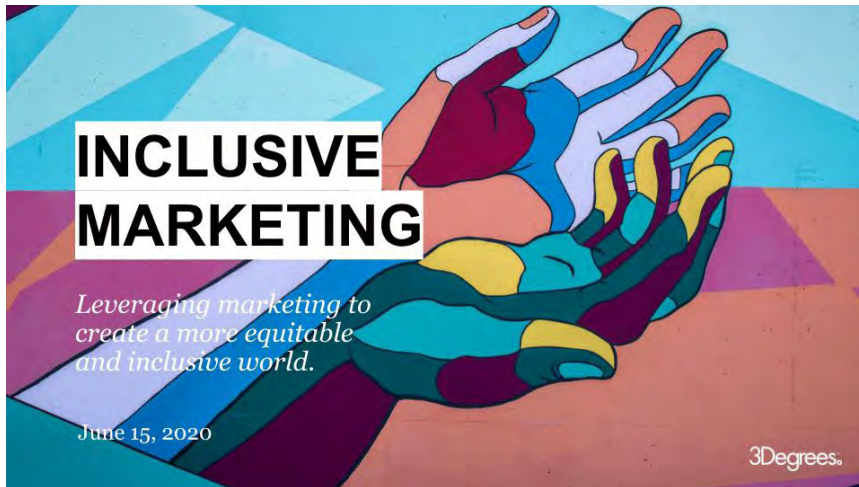
- Supported the launch of the first voluntary community solar programs in the U.S.
- Led negotiations to create the first utility green tariff in the U.S.
- Executed the first voluntary Renewable Energy Certificate option trade in the U.S.
- Facilitated the largest aggregated renewable energy transaction to date.
- Initiated some of the earliest Renewable Natural Gas transactions in the U.S.

DRIVEN BY PURPOSE

Steve McDougal and Dan Kalafatas founded 3Degrees on the belief that business must serve in the interest of all stakeholders and play a central role in solving the global climate crisis. Our name was inspired by global warming targets that were emerging at the time to prevent catastrophic climate change. While the targets have evolved since our founding, we remain committed to pursuing the greatest possible climate impact. After 3Degrees emerged as a key player in REC and carbon offset markets and an innovator of utility green power programs, Dan and Steve recognized the need to evolve our services to meet the growing demand for more comprehensive energy and climate consulting solutions.

**“ I am humbled to work at 3Degrees. The depth of expertise and talent around the company is amazing... I am honored to be a part of this. ”**

— DAN KALAFATAS, CO-FOUNDER AND CHAIRMAN OF THE BOARD

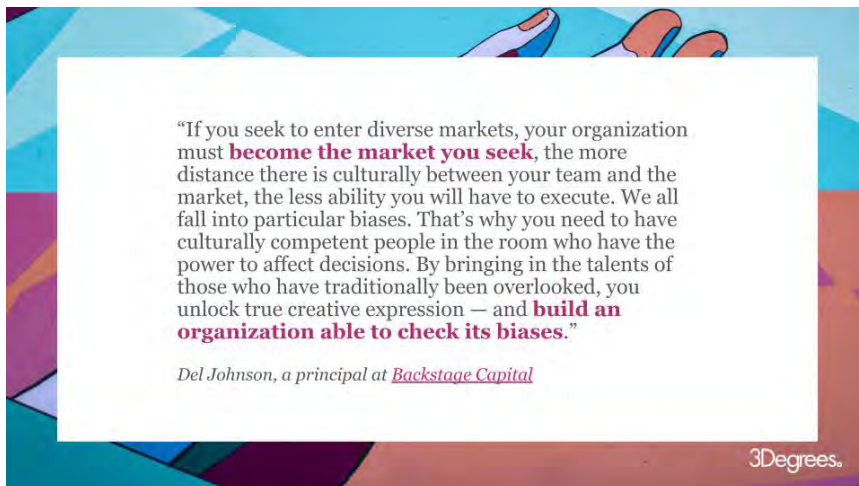


# INCLUSIVE MARKETING

Leveraging marketing to create a more equitable and inclusive world.

June 15, 2020

3Degrees.



“If you seek to enter diverse markets, your organization must **become the market you seek**, the more distance there is culturally between your team and the market, the less ability you will have to execute. We all fall into particular biases. That’s why you need to have culturally competent people in the room who have the power to affect decisions. By bringing in the talents of those who have traditionally been overlooked, you unlock true creative expression — and **build an organization able to check its biases.**”

*Del Johnson, a principal at [Backstage Capital](#)*

3Degrees.



## INCLUSIVE MARKETING

- 01. What it is
- 02. Why it matters
- 03. Guidelines
- 04. Resources

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## Relay your brands’ messaging in a way that is inclusive of all people—



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## 01. What is inclusive marketing?

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## 2 OF 8 GUIDING PRINCIPLES

### 2 Be intentional with language

Language is defined as the words, phrases, symbols, or metaphors used to describe something.

**THINK ABOUT:**

- Be extremely thoughtful about every word, symbol, or phrase we use in our marketing—not just with what the words say, but also how and where they are placed (and who they’re for).
- Is there an opportunity to translate your work into more than one language to reach more audiences?
- Are the choices of words accessible and understandable for people with various levels of education?


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## Inclusive marketing—

Creating content that truly **reflects the diverse communities that we serve**. It means that we are elevating diverse voices and role models, decreasing cultural bias, and **leading positive social change** through thoughtful and respectful content.

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## 02. Why does it matter?



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Monkeyhouse Marketing  
Holiday card design





Portland Lesbian Choir  
Merchandise and poster design



THE PORTLAND LESBIAN CHOIR PRESENTS:

# WHAT MATTERS

SONGS OF SOCIAL JUSTICE

PLCHOIR.ORG **FEB 2 & 3, 2018** 7:30 PM

CENTRAL LUTHERAN CHURCH, 1820 NE 21ST AVE., PORTLAND OR 97212  
TICKETS 15 ADVANCE / 18 AT THE DOOR

f PLCHOIR    📷 PORTLANDLESBIANCHOIR

FEATURING SPECIAL GUEST: CYNTHIA BUTTS



Hoyt Arboretum  
Sticker design







**ETHNICITY**

Compared to white respondents, non-whites are almost twice as likely to care about renewable energy messaging.

**KNOWLEDGE**

The more someone knows about renewable energy, the more likely they are to want to support it.

**% OF IMPORTANCE OF RENEWABLE ENERGY**

RENEWABLE POWER TO THE PEOPLE | 3DEGREES 2015

**TARGETING**

We also found that income, formal education level, and home ownership makes no difference in how they evaluate saving money versus supporting renewable energy.

Because there is widespread agreement that both benefits are important, marketing messages should cover both. But targeted marketing may want to stress one message more than the other, depending on who the target is.

**What is a REC?**

A REC embodies the renewable energy attributes of the power. One REC is created for each megawatt hour of renewable energy generated and delivered to the grid. The REC acts like a receipt for the environmental benefits associated with the generation of renewable energy.

RECs play several important functions in the market. First they allow a developer to get a second revenue stream for the renewable energy they produce, helping to generate demand for new renewable energy facilities. Second, for customers and business that are committed to using renewable energy for some or all of their electricity use, they can demonstrate that commitment by purchasing RECs.

For most community solar projects in deregulated markets, subscribers do not get the RECs associated with the electricity produced. In other words, the subscriber is not purchasing renewable energy. The benefit to developers and investors in community solar is that they hold on to the revenue stream RECs generate. However, developers need to be careful how they market the product so as not to mislead customers into thinking that they are buying renewable energy.

**THE LIFE OF A REC**

RENEWABLE POWER TO THE PEOPLE | 3DEGREES 2015

**FINDING #4**  
*Education is critical*

As mentioned above, our research confirmed that the more someone knows about renewable energy, the more important it is to them. It also showed that the knowledge and exposure to information on solar varies significantly across the three states we looked at.

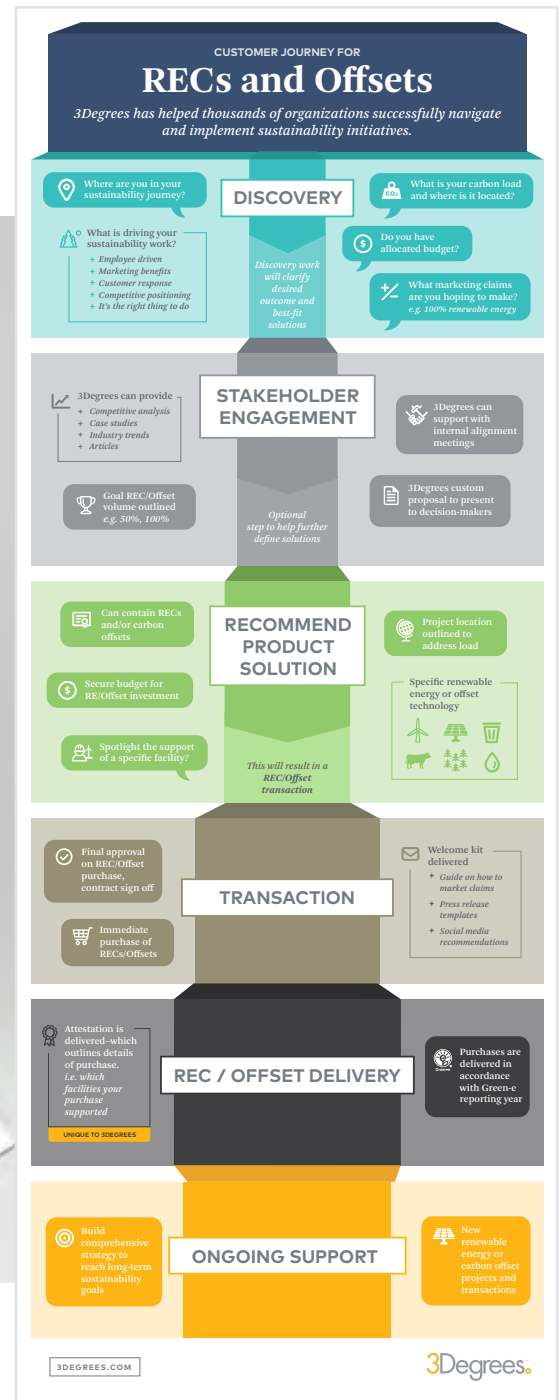
But we should be careful not to assume that knowledge and understanding of rooftop solar is the same as knowledge and understanding of community solar.

Industry research (including the [SEPA/Shelton report](#)) shows that few people are seriously considering community solar, primarily because they are not familiar with it or don't understand it. Our own on-the-ground experience shows that even customers who have heard the term "community solar" often don't understand how these products work. And, because people don't sign long-term contracts for products they don't understand, education is critical as we work to market these products.

Education can be time-consuming, but there is good news. The SEPA report showed that once customers understood what community solar is, there was a large increase in interest in the product.

*Because people don't sign long-term contracts for products they don't understand, education is critical*

RENEWABLE POWER TO THE PEOPLE | 3DEGREES 2015

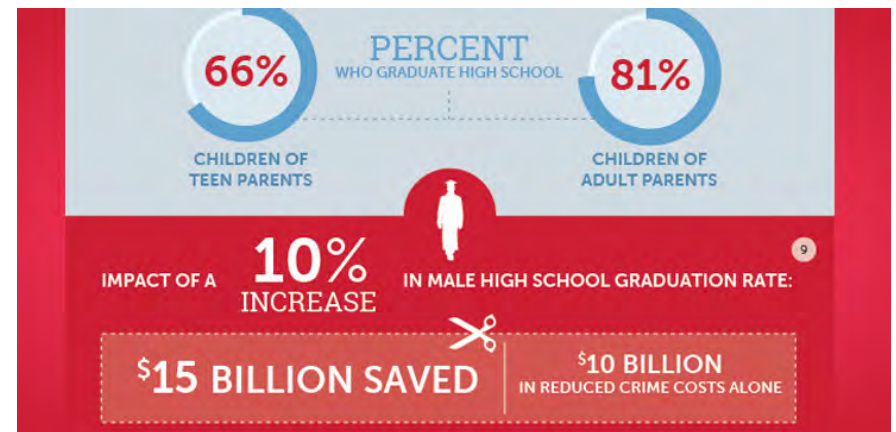
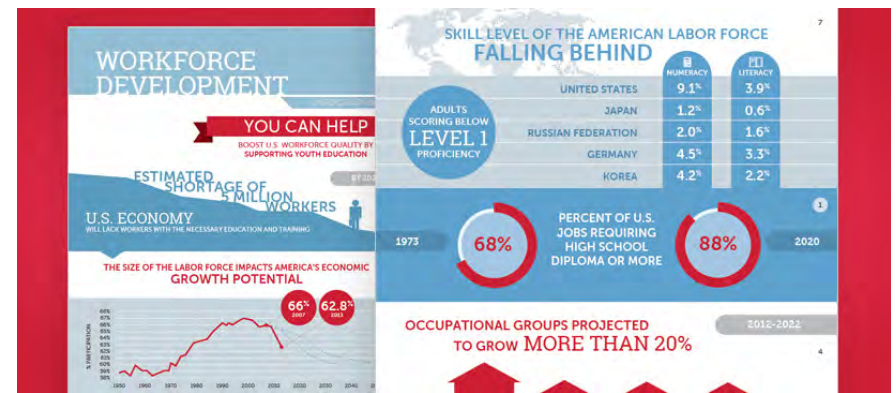
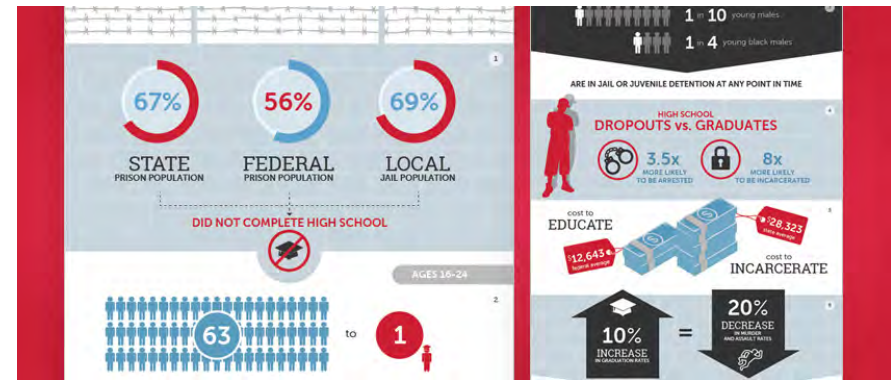
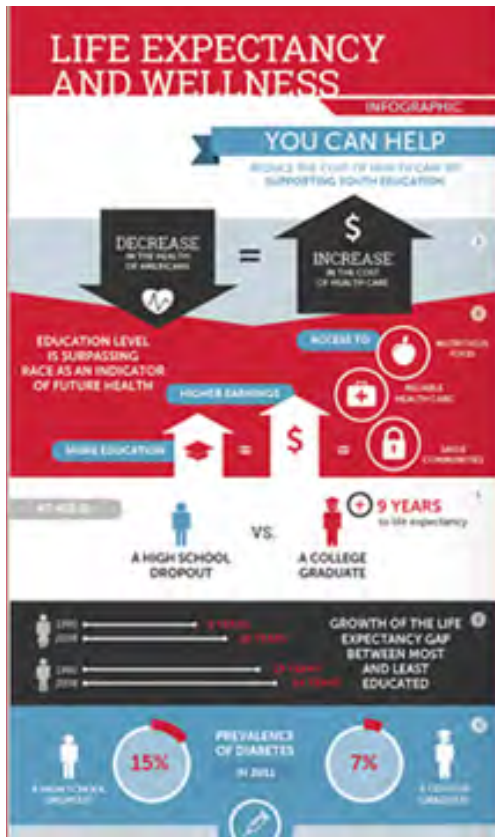


Ignite Michiana  
Event branding  
& print materials





National Guard Youth Foundation  
Infographic Design





Send More Love  
Logo and product design

SENDMORELOVE.ETSY.COM

