One Voice Style Guide FAQs

1. What is One Voice?
One Voice is a self-service process for external communications (e.g. advertising, marketing, public relations, recruitment) to ensure compliance with affiliate rules and Edison brand standards.

2. What does the style guide mean to me?
✓ Project managers responsible for external communications; One Voice compliance is company policy
✓ Project managers responsible for internal communications; Style Guide compliance is required
✓ All employees; we need your support to speak in One Voice with customers and ourselves

3. When will new content updates be available?
Fresh colors, imagery and typography that reflect the look, tone and feel of our new brand is being explored. Content updates are ongoing.

Ask questions, provide ideas at onevoice@sce.com.

Thank you.