



STATE OF RHODE ISLAND

ENERGY EFFICIENCY & RESOURCE MANAGEMENT COUNCIL

CONSULTANT TEAM

EERMC Logo Redesign Update

Presented By: EERMC Consultant Team

Date: September 28, 2023





Process Update

September 14th Council Meeting

- Advocacy Solutions presentation and Council discussion on draft logo and mission statement updates

Since September 14th Council Meeting

- Brand working group discussed feedback on logo, narrowed down options, and updated draft designs

Today's Council Meeting

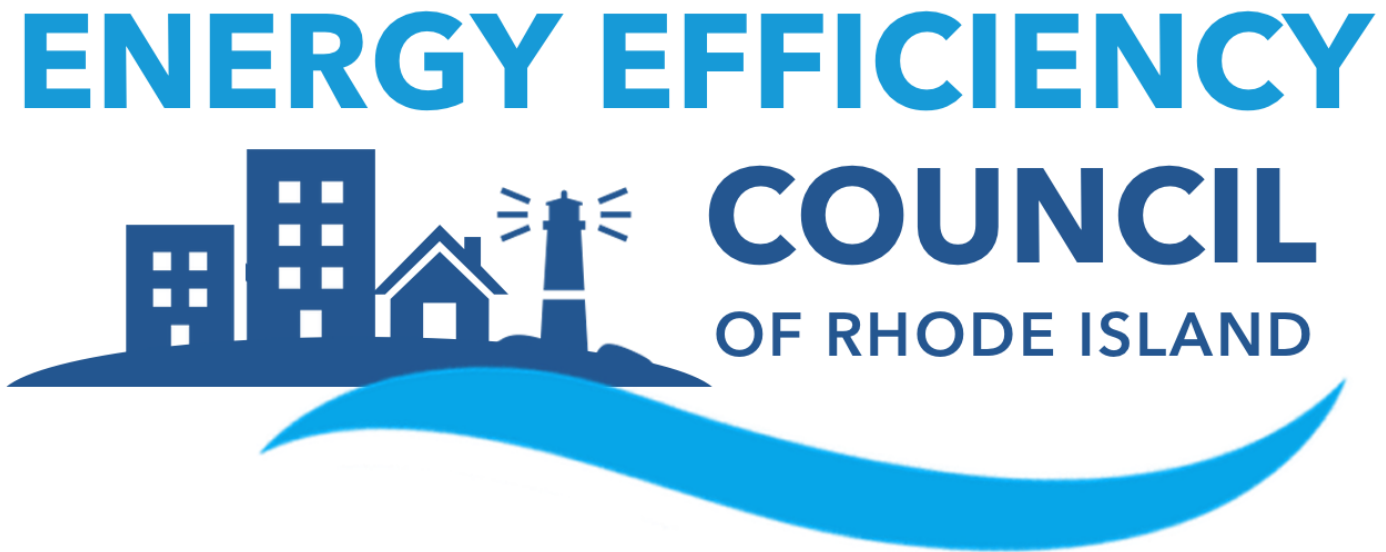
- Council review and discussion on updated logo options

Next Steps

- Outcomes from Council's discussion relayed to designer for professional polishing
- Designer may have ideas on how to tweak Council's preferred logo




Option 1





Option 2



ENERGY EFFICIENCY

COUNCIL OF RHODE ISLAND



Option 3



**RHODE ISLAND
ENERGY
EFFICIENCY
COUNCIL**



Council Member Discussion

Option 1



Option 2



Option 3



Which logo design do you feel best represents the Council?

- What words, feelings or concepts do the designs evoke for you?
- Which characteristics do or do not appeal to you and why?
- What edits might improve the aesthetics and effectiveness of the logo as the foundation of the EERMC's visual identity?



APPENDIX



Branding and Communications Development Update

September 2023



Objectives

- **Communications Assessment:** Assess the current state of the Council's branding and communication efforts.
- **Develop a Brand Strategy:** Based on the insights gained from the communications and existing branding assessment, develop a new comprehensive brand strategy:
 - value proposition
 - messaging
 - framework
 - visual identity

Recommendations: Rebrand the EERMC

The Energy Efficiency and Resources Management Council is a mouthful. We recommend rebranding as the **Energy Efficiency Council** and updating the Council's mission statement.

Mission

The Rhode Island Energy Efficiency Council monitors the state's energy efficiency programs to maximize cost-effective energy savings for all Rhode Islanders.

The Council is committed to achieving the state's climate goals by driving progress, innovation, and national leadership in energy efficiency.

The Council works to ensure that all Rhode Islanders can participate in and receive the full benefits of energy efficiency through comprehensive stakeholder representation and expert technical evaluation.

About the Council

The RI Energy Efficiency Council was established by statute in 2006 to provide oversight of the state's ratepayer funded energy efficiency programs. The Council includes fifteen appointed members that serve as dedicated advocates for homeowners, renters, businesses, municipalities, the environment, and more.

Rhode Island is among the leading energy efficiency jurisdictions in North America. The Council is a key driver of that success, providing technical expertise and informed stakeholder input that shapes energy strategy, planning, and implementation in Rhode Island.

Cost-effective energy efficiency is the foundation of a sustainable energy future. The Council is committed to helping Rhode Island achieve its climate goals and work toward a clean, reliable, and affordable energy economy. This vision is achievable when all Rhode Islanders have access to the full benefits of energy efficiency.

Redesign the Council's logo to distinguish it from the Office of Energy Resources

The new logo should communicate the Council's role as a **customer advocate** and its contribution to making Rhode Island a **national leader** in energy efficiency.

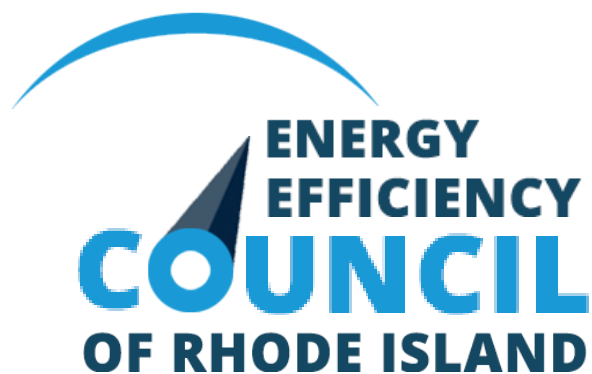
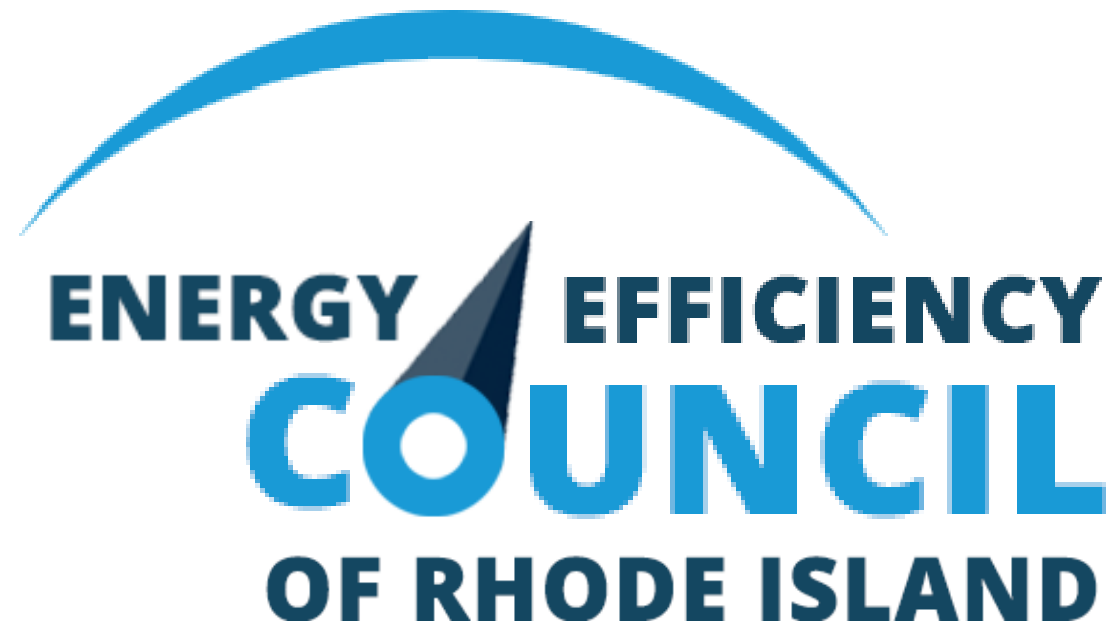
The new logo will help differentiate the Council from OER and establish a **strong visual presence** that accurately represents its **independent nature and mission**.

Council Member Discussion

- Which logo design do you feel best represents the Council?
 - What words, feelings or concepts do the designs evoke for you?
 - Which characteristics do or do not appeal to you and why?
 - What edits might improve the aesthetics and effectiveness of the logo as the foundation of the EERMC's visual identity?
- Does the proposed mission language adequately capture the Council's work, including what it does, who it serves, its objectives, and its approach to achieving those objectives?
 - What edits might help the mission more fully or accurately represent the EERMC?

**OLDER DESIGNS
PRESENTED ON 9/14**













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