

# Branding and Communications Development Update

November 2023



# Agenda

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- Update the Council's visual identity with a new logo and unique color theme
- Redesign the Council's website to improve readability and make information more readily accessible

# Logo/Theme Options



# ENERGY EFFICIENCY COUNCIL





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# Website/Landing Page Layout



**ENERGY  
EFFICIENCY  
COUNCIL**

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# ENERGY EFFICIENCY COUNCIL

Helping Rhode Islanders  
save on energy costs.

[ABOUT ENERGY EFFICIENCY](#)

Rhode Island  
Energy™

a PPL company



# Top Box Slider Video



# RHODE ISLAND ENERGY EFFICIENCY PROGRAMS

The Council helps the state reach its climate goals by supporting cost effective energy efficiency programs and finding new ways to reduce climate emissions.'



RESIDENTS



BUSINESSES



FARMERS



PUBLIC ENTITIES



INCOME-ELIGIBLE

## Upcoming Meetings

MON  
30

**EERMC Meeting – 2023 Councilor  
Learning, Education & Advancement  
Discussion – Session #2**

October 30 @ 1:00 pm - 4:00 pm

NOV  
16

**EERMC Meeting – November 2023**

November 16 @ 3:00 pm - 5:00 pm

[View More...](#)

# MAKE YOUR VOICE HEARD

Join us at our next meeting or submit a public comment to make your voice heard.

[SUBMIT YOUR COMMENTS](#)



### ADDRESS

RI EERMC  
c/o Nathan Cleveland  
RI Office of Energy Resources  
One Capitol Hill  
Providence, RI 02908

### LINKS

Governor's Office  
Office of Energy Resources  
Executive Climate Change  
Coordinating Council  
National Grid RI EE Technical  
Working Group

### PUBLIC COMMENT

If you'd like to submit public comment to the Council, you can do so on our [Public Comment Page](#).

# **Website/Landing Page Theme Options**



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# Questions and Comments

- Did you prefer one theme more than another?
- Did you have any thoughts or feelings about how information is presented or laid out on the landing page?
- Is there any other information you would like to see included on the homepage?



# Appendix



# ENERGY EFFICIENCY COUNCIL





# ENERGY EFFICIENCY COUNCIL





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# ENERGY EFFICIENCY COUNCIL





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EFFICIENCY  
COUNCIL**








**ENERGY**  
**EFFICIENCY**  
**COUNCIL** *of* **RI**





**ENERGY EFFICIENCY**  
**COUNCIL OF RHODE ISLAND**





*Rhode Island*  
**ENERGY**  
**EFFICIENCY**  
**COUNCIL**



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