New Jersey Resources

New Jersey Resources (NJR) is the parent company of New Jersey Natural Gas, a major utility. When NJR began grappling with the implications of deregulation of the natural gas market, the leadership of this publicly traded company retained us to work with its marketing and public affairs executives to explore the idea of developing a new name, visual identity and positioning/tagline for the holding company.

1. Positioning and Name Development
Our initial work focused on teaming up with the company’s internal team to examine the changing dynamics of the natural gas market and NJR’s business goals. Consensus quickly emerged that a new name and identity should position the company to compete regionally or nationally and not identify the company with one state. Attributes the team wanted the identity to convey included: “Dynamism, speed, service, pursuit of new solutions,” and the core concept of “energy.” We developed well over a hundred viable name options and tested them before multiple focus groups. EnQuest emerged as the preferred appellation.

2. Identity Design
Based on these ground rules, the design team worked with the project team to craft a positioning line and explore a broad range of visual solutions. The final recommendation was a logotype featuring a strong, distinctive, “sunburst-inspired” treatment of the “Q.”

3. Review by Board
We presented the thinking and work to the New Jersey Resources board at their annual meeting at the New York Stock Exchange. The board leadership has incorporated the results into their strategic planning sessions and retains the rights to the identity.

The design team explored a range of visual styles as part of the logotype development process. While the ones shown here represent a fraction of the designs created, they provide a hint of the many possibilities our team studied.
The idea for the SMART ENERGY MARK evolved out of the corporate identity. Playing off the “IQ” measurement of human intelligence, the EQ symbol serves as a device for reinforcing the branding of the company as smart, progressive, forward-thinking. Whether it is energy conservation or technology-driven advancements in natural gas marketing and delivery, the EQ mark serves as a symbol to reinforce the company name while simultaneously and cleverly connecting it to the core theme of Smart Energy.