

CASE STUDY: EnQuest

Name, Positioning, Visual Identity

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

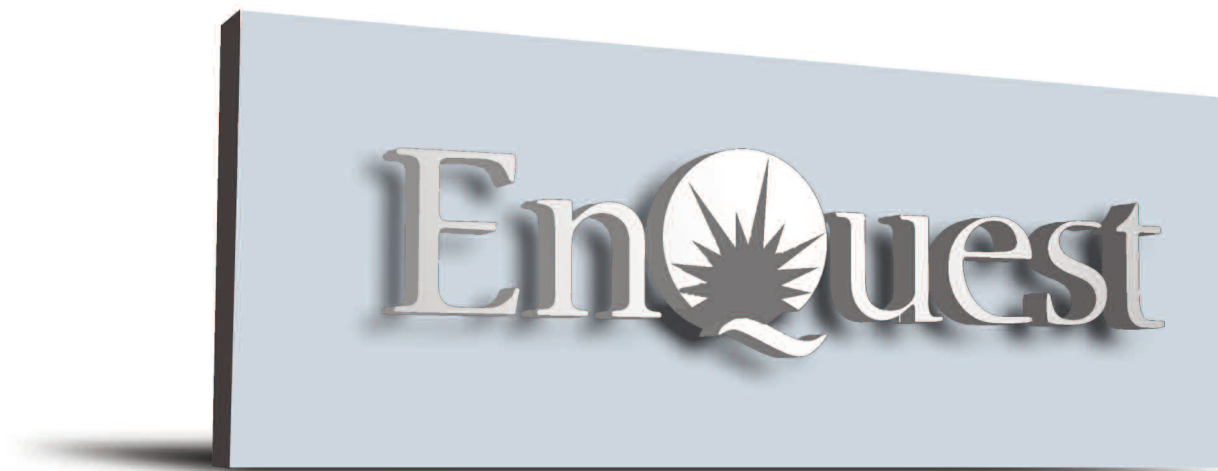
Based on these ground rules, the design team worked with the project team to craft a positioning line and explore a broad range of visual solutions. The final recommendation was a logotype featuring a strong, distinctive, "sunburst-inspired" treatment of the "Q."

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.

EnQuest

Finding Smart Energy Solutions... Together

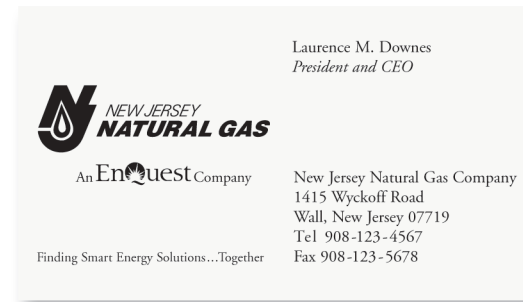
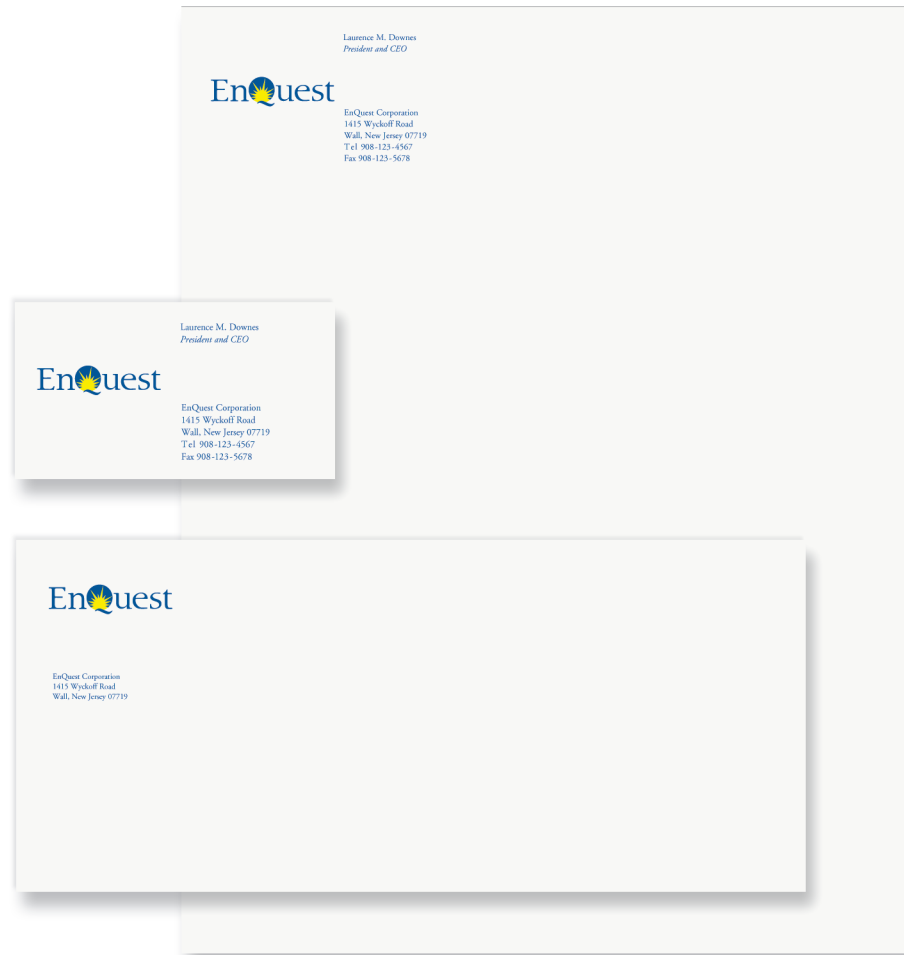


WITH THE AID OF RESEARCH, THE DESIGN TEAM DEVELOPED A DISTINCTIVE LOGOTYPE THAT MARRIED A CLASSIC BUT HAND-TOOLED TYPEFACE WITH A VISUAL ELEMENT THAT UNMISTAKABLY PROJECTED THE IDEA OF "ENERGY." TO HELP THE COMPANY'S LEADERS "SEE REALITY," OUR DESIGNERS ALSO DEVELOPED 3D RENDERINGS OF SIGNAGE BASED ON THE SELECTED LOGOTYPE.

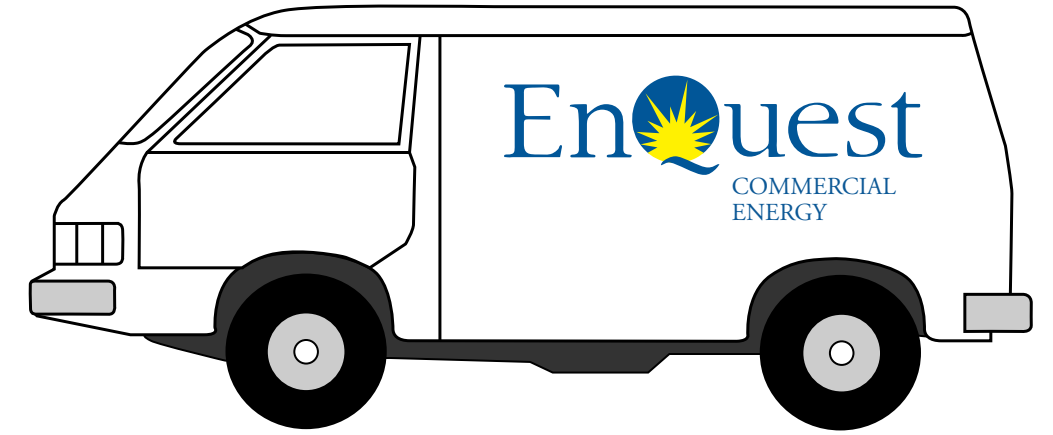
The design team explored a range of visual styles as part of the logotype development process. While the ones shown here represent a fraction of the designs created, they provide a hint of the many possibilities our team studied.



Elements



IN ADDITION TO CREATING THE HOLDING COMPANY'S STATIONERY SYSTEM (LEFT), OUR DESIGNERS ALSO EXAMINED HOW THE LOCAL UTILITY IDENTITY WOULD BE TREATED UNDER AN "ENDORSED BRANDING" APPROACH (ABOVE).



AS WITH SIGNAGE, THE PORTRAYAL OF THE PROPOSED IDENTITY ON VEHICLE SKETCHES HELPED THE COMPANY'S LEADERS "ENVISION REALITY."



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.