

## **Why Rebrand?**

Two compelling reasons drove WECC forward with a rebrand. The first was to avoid confusion with other commercial entities named WECC. Two organizations with commercial objectives in the western U.S. also use the name “WECC,” resulting in misaddressed correspondence and inaccurate attribution in the media. Our new logo and byline help to distinguish the organizations.

The second reason was to create a brand more descriptive of WECC’s role and mission. Since its origination, WECC has transitioned from a trade association to a Regional Entity and an independent organization. WECC’s role was not made clear in the old trade-association-style name, prompting a move from the Western Electricity Coordinating Council to WECC. Using the name WECC also closely aligns us with others in the ERO; for example, SERC, MRO, and RF. The formal name of the company is still Western Electricity Coordinating Council. However, we encourage everyone to refer to the company as WECC in conversation as well as in any written communication.

## **What Did the Rebrand Involve?**

The rebrand consisted of a new logo, color palette, templates, byline, domain name, and movement away from spelling out W.E.C.C. to saying WECC.

## **Effective Date of Rebrand**

The new logo, color palette, templates, byline, domain name, and name reference from W.E.C.C. to WECC became effective Friday, February 8, 2019. Any new business conducted from that day forward will have the new elements incorporated.

## **How Will the Rebrand Impact WECC Stakeholders?**

- WECC has a new website address: [www.wecc.org](http://www.wecc.org). If you accidentally type in [www.wecc.biz](http://www.wecc.biz) or have [www.wecc.biz](http://www.wecc.biz) bookmarked on your computer, it will redirect you to [www.wecc.org](http://www.wecc.org).
- New WECC staff email addresses. The email composition will be first initial, last name@wecc.org (e.g., [jdoe@wecc.org](mailto:jdoe@wecc.org)).
- Verbal and written movement from Western Electricity Coordinating Council to “WECC.”
- Use of new templates, color palette, and logo for the WECC Board and Committees.

