



**Your Energy. Your Voice.**

## **Press Release**

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### **DCPSC Announces New Brand Identity and Website**

**(Washington, D.C.)** Today, the Public Service Commission of the District of Columbia (Commission) launched its new brand identity, incorporating a new logo, tagline and colors. An updated website was also introduced showcasing the new brand identity and a video featuring Commission employees. The new logo is a reinterpretation of the D.C. flag, highlighting the three stars and bars, and a new tagline, “Your Energy. Your Voice.”

“We are re-introducing ourselves to District residents,” stated Chairman Willie L. Phillips. “Our brand reflects how the Commission is evolving in order to meet the changing needs and demands of utility consumers in the District. This is an exciting change for us and signals a new era of innovation and growth at the Commission.”

The tagline ‘Your Energy. Your Voice’ not only highlights the Commission’s work of regulating energy and telecommunications, it also captures the importance of the Commission’s role in the community.

“We want District residents and businesses to know who we are and how we serve them,” stated Commissioner Richard A. Beverly. “From educating a consumer about their utility bill to grid modernization, utility consumers should know how the Commission’s work is impacting their daily lives.”

The organization underwent a comprehensive assessment of its outreach, communications and brand efforts last year. Based upon feedback from Commission employees, stakeholders and utility consumers, the brand builds upon the Commission’s mission of serving the public interest by ensuring that financially healthy electric, natural gas and telecommunications companies provide safe, reliable and quality utility services at reasonable rates for District residential, business and government customers.

“The Commission staff and consultant did an outstanding job in gathering and examining stakeholder feedback to create the new brand,” stated Commissioner Greer Johnson Gillis. “The end result is a recognizable and memorable brand that evokes D.C. pride.”

Designed and implemented in partnership with Ethos Strategic Consultant and DataNet Systems Corporation, the new visual identity and website present the Commission as modern and evolving while better communicating with District residents.

*The Public Service Commission of the District of Columbia is an independent agency established by Congress in 1913 to regulate electric, natural gas, and telecommunications companies in the District of Columbia.*

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