



## California ISO Logo Updated

For the last year, the California ISO has worked to redefine itself and its role in California's energy industry, to reduce costs and streamline processes and become more customer focused. As part of that process the ISO recently unveiled a new corporate identity, represented by updated artwork and a brand new tag line. Their selection was based on extensive interaction with employees and stakeholders about the California ISO and its current industry role and future goals.

The new logo design is a reflection of both the California ISO's past strength and the bright future that lies ahead. Retaining some of the elements of the previous artwork, the new logo represents a "revitalized" organization that is refocused and poised for future success.

The new tag line – Your Link to Power – is a defining statement that helps reflect the organization's "going forward" philosophy. It emphasizes the open access role the California ISO provides as the impartial link within an electricity system that serves 30 million Californians. "Power" has two strong meanings that resonate with the people of the ISO and those who are touched by the organization. For one, the ISO connects 1,400 power plant units to a 25,000 circuit mile high-voltage, open-market grid. The word "power" also lets consumers know that the California ISO is responsible for safe and reliable transmission service, making it possible for companies to compete to deliver the electricity that powers their lives.