



bcuc
British Columbia
Utilities Commission

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Via email

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Re: BCUC implements new visual identity

The BC Utilities Commission has implemented a new visual identity to better reflect its position as an independent agency of the Government of British Columbia.

The new visual identity is consistent with recommendations made by the Task Force responsible for the Independent Review of the BCUC (2014) to more clearly communicate the BCUC's mandate to the public. This new visual identity is intended to reinforce the BCUC's key objectives, to ensure that:

- customers receive safe, reliable and non-discriminatory energy services at fair rates from the utilities we regulate;
- shareholders of these utilities are afforded a reasonable opportunity to earn a fair return on their invested capital; and
- the competitive interests of BC businesses are not frustrated.

Recently, the BCUC was asked by government to no longer use the provincial Coat of Arms as its logo, adopting the Government of British Columbia's logo as an interim measure while a new, independent logo was created.

David Morton
Chair and Chief Executive Officer

EH/kbb