

News Releases

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[Government Home](#)

[Search](#)

[Sitemap](#)

[Contact Us](#)



Executive Council
Natural Resources
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Nalcor Energy – The Future of Energy Development in Newfoundland and Labrador

Positioning this energy producing province as an internationally-competitive player in the resource sector, the Honourable Danny Williams, Premier of Newfoundland and Labrador, today unveiled the new name and corporate identity of the province's energy corporation: Nalcor Energy. The Premier was joined by the Honourable Kathy Dunderdale, Minister of Natural Resources, and Ed Martin, Chief Executive Officer (CEO) and President of Nalcor Energy.

"We have a tremendous wealth of energy resources in Newfoundland and Labrador and Nalcor Energy will enhance the value of the people's assets, while growing an internationally-competitive corporation that will be a flagship for the province," said Premier Williams. "No longer are we passive players in the development of our resources; rather we are now fully engaged partners, sitting at the table and actively involved in resource development for the benefit of our people. Nalcor Energy will represent the people of the province in developing and managing our energy developments, and we look forward to a bright future for this new provincial corporation."

The creation of an energy corporation was a commitment in the 2003 election policy document, *A Blue Print for the Future*. The corporation was created by the Provincial Government in May 2007. It was also an integral component of the province's Energy Plan: *Focusing Our Energy*, released in September 2007.

Nalcor Energy is the parent company of Newfoundland and Labrador Hydro, the Churchill Falls (Labrador) Corporation, and the Oil and Gas Corporation of Newfoundland and Labrador. It is the provincial lead for the development of the Lower Churchill Project and it will also take ownership of the Bull Arm Site Corporation. All lines of business will be represented under the new Nalcor Energy brand, allowing for a common and consistent representation of the company's business activities.

"We have had a number of significant accomplishments and milestones over the past few years as we focus on growing a diversified and viable energy business," said Mr. Martin. "The new name and identity for Nalcor Energy reflects the nature of our company – strong, progressive and focused on performance."

Over the past year, while continuing to manage the performance of its operating units, the company has acquired equity interests in offshore oil projects, facilitated wind development in the province and continues to pursue growth opportunities in the energy sector.

"The new name and logo will establish a strong corporate identity for our energy corporation that is reflective of the place it comes from, and our vision for it as laid out in the Energy Plan," said Minister Dunderdale. "We were very careful to put the key people and expertise in place to structure our energy corporation to stand shoulder to shoulder with any other energy corporation in the world. Today with our new name and look, that is exactly what we are doing. Nalcor Energy will help us market our energy potential to the rest of the world and will ensure we get the most out of our resource developments."

The Nalcor Energy symbol embodies balance, movement and transformation. With curved, arching shapes, it has a constant sense of motion – representing the flow of energy, wind, water and oil. The movement in the symbol speaks to growth, mirroring the evolving nature of the energy industry and positioning Nalcor Energy as a leading, global player.


Because the existing brand of Newfoundland and Labrador Hydro has been a strong anchor in the development of Nalcor Energy, the blue used draws upon the Hydro logo for continuity, while also representing water, wind and the environment. The grey represents oil and gas, the powerful earth and it anchors the logo – speaking to a strong parent company.

All business activities engaged in by Nalcor Energy will be consistent with, and guided by, the province's approach to energy development and the provincial Energy Plan. More information can be found on the company's website at www.nalcorenergy.com.

- 30 -

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BACKGROUNDER

The Future of Energy Development in Newfoundland and Labrador

Newfoundland and Labrador has an immense and diverse energy warehouse. In 2007, the Government of Newfoundland and Labrador created a new provincial energy corporation to manage the development of these resources.

Nalcor Energy's core business is the safe, reliable and cost-effective generation and transmission of electrical power. The company maintains a strong commitment to provide electricity to its utility, industrial, residential and retail customers. Beyond its core business, the company has expanded into the broader energy sector, including oil and gas, wind, research and development and industrial fabrication. Focused on sustainable growth, Nalcor Energy is leading the development of the province's energy resources.

Nalcor Energy has five lines of business: Newfoundland and Labrador Hydro, Churchill Falls, Lower Churchill Project, Oil and Gas, and Bull Arm Fabrication. Throughout the company, its employees are focused on business excellence to facilitate the growth of a diversified and viable energy business and drive results.

The Brand



Energy is about balance, movement and transformation. The Nalcor Energy symbol embodies this and more. With curved, arching shapes, it has a constant sense of motion – representing the *flow of energy, wind, water and oil*. The movement in the symbol speaks to growth, mirroring the evolving nature of the energy industry and positioning Nalcor Energy as a leading, global player. With the segments joining together to form one circular shape, it symbolizes the synergy and balance of the different parts of the business working together as one.

The curved, streaming shapes formed by the white space symbolize entrance and exit points in the company. As resources enter the company, they are transformed to modern, usable power with our expertise and forward-thinking. Further, the white space forms the N and L of Newfoundland and Labrador – evoking a strong sense of internal pride and aligning with the vision of the company.

Because the existing brand of Newfoundland and Labrador Hydro has been a strong anchor in the development of Nalcor Energy, the blue used draws upon the current Hydro logo for continuity, while also representing water, wind and the environment. The grey represents oil and gas, the powerful earth, and it anchors the logo – speaking to a strong parent company rooted in stability.

Boundless Energy

Boundless Energy embodies a new way of thinking and celebrates the uniqueness of Newfoundland and Labrador, the competence of its people, and the boundless nature of its renewable resources and future.

It is about going further, seeing no limits to our potential and prudently pushing boundaries. As Nalcor Energy continues on its quest to grow, innovate and succeed, it is committed to finding energy in new, sometimes challenging locations. The imagery speaks strongly to this new approach, symbolic of Nalcor Energy's ability to see the unlimited potential of energy – to take it where it has never been. Others may just see water; Nalcor Energy sees hydro-electric energy. Others may see a brewing storm, Nalcor Energy sees wind energy. Nalcor Energy's dedication to finding new energy and seeing the possibilities is essential to succeed and stay one step ahead. This speaks not only to a modern, innovative player in the industry, but to the resourcefulness, knowledge and expertise it brings to every project.

Dramatic, strong imagery helps bring this concept to life and symbolizes the unique places where energy lies – all while adding a natural, organic element that complements the modern, minimalist and contained design.

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| [Back to Government](#)

| [Contact Us](#)



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