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## **Ice Energy Chooses Local Design Firm for New Identity and Web Site As They Take California By Storm**

Loveland, Colorado – local design and branding firm, The Tenfold Collective was selected by Windsor-based clean energy company Ice Energy to assist them in their rebranding project and new web site. Ice Energy was looking for an updated, current and professional identity that reflected their rapid growth as provider of advanced energy storage solutions to the electric utility industry nationwide.

Ice Energy recently announced an agreement with The Southern California Public Power Authority (SCPPA) to undertake the nation's first cost-effective, utility-scale, distributed energy storage project. The 53 Megawatt (MW) project, to be implemented by SCPPA member utilities throughout Southern California, will permanently reduce California's peak electrical demand by shifting as much as 64 Gigawatt hours of on-peak electrical consumption to off-peak periods every year, reducing exposure to costly peak power and improving the reliability of the electrical grid. Installation of the Ice Energy storage systems will begin in the first half of 2010 with deployment scheduled over two years.

"With the SCPPA project, Ice Energy has become a major player in providing smart grid and energy storage solutions to utilities, and that required a professional brand that reflected their growth," Josh Emrich, Principal at Tenfold. "The curves in the logo represent the energy demand load curve. Ice Energy is focused on reducing peak demand by shifting energy use to off-peak hours." According to Emrich, the new brand shows Ice's commitment to helping utility companies reduce peak demand, which means less fossil fuel energy consumption, more efficient renewable energy use, a cleaner environment, and a more reliable electric grid. "We were eager to be a part of such an exciting identity."

"As a high-growth start-up poised to vault from pilot programs to large scale system deployment with a solution we believe has the potential to fundamentally transform the electric utility industry, we needed a brand and a look and feel that could take us from a product-oriented company to forward-facing solutions-oriented company – and we needed it rapidly," said Therese Wells, head of marketing for Ice Energy. "Josh and the team at Tenfold were able to step right in, quickly grasp the complexities of our industry and where we fit, and help evolve our identify and our brand to reflect not only where Ice Energy is today, but where we are poised to grow in the future,"



### **ABOUT ICE ENERGY**

Ice Energy delivers distributed energy storage and smart grid solutions for transforming energy system efficiency and improving grid reliability. The company's smart grid platform integrates revolutionary distributed energy storage technology with an advanced software infrastructure and intelligent two-way control to provide utilities with a powerful, cost-effective solution that fundamentally changes peak load management, and improves integration of intermittent, renewable resources onto the grid. By leveraging the higher efficiencies associated with generating and transmitting power off-peak, storing it at thousands of distributed locations, and dispatching it during times of peak demand, Ice Energy delivers a sustainable new energy solution equivalent to hundreds of megawatts of clean peaking power for utilities. The company is headquartered in Windsor, Colorado. For more information, visit [www.ice-energy.com](http://www.ice-energy.com)

### **ABOUT THE TENFOLD COLLECTIVE**

The Tenfold Collective is an award-winning graphic design and branding firm founded in 2006 by Christopher McLaughlin and Josh Emrich. From interactive web sites to logo identities, The Tenfold Collective offers strategic creative solutions that move brands forward. **Tenfold:** *greater than you ever thought possible*  
**Collective:** *the whole of our talent, spirit and expertise*

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