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Alltricity Network Unveils Dynamic New Brand Identity, Formerly Known as RMEL

[Centennial, CO, May 9th, 2024] - Alltricity Network, formerly known as RMEL, is thrilled to announce the launch of its new brand identity, marking a significant milestone in the organization's evolution since its inception in 1903. The comprehensive branding transformation encompasses a new name, logo, and visual identity, solidifying Alltricity Network's position as the trusted leader in networking and educational programming for the electric utility industry.

"We are excited to introduce our new brand identity to our members and the broader electric utility community," said Ken Wilmot, Executive Director of Alltricity Network. "This rebranding effort represents a new chapter for our association, one that is focused on staying relevant and meeting the evolving needs of our members."

The decision to rebrand stemmed from the realization that the association's former name and identity, established in the mid-2000s, had become outdated. The acronym "RMEL" lacked clarity regarding our organization's purpose, and the geography-centric nature of "RMEL" no longer accurately represented our diverse membership. With our expanding reach and evolving impact, a fresh brand identity became essential to better embody the association's core values of collaboration, inclusivity, and empowerment, while also capturing its vision for the future.

The primary goals of the rebranding initiative were centered around crafting a new identity that resonates more deeply with our industry and fosters a sense of connection and collaboration among our members. Over the past several months, working closely with a marketing firm, the Alltricity Network Board of Directors reviewed dozens of names, logos, and visual identity options. "Alltricity Network" was enthusiastically selected because it instantly evokes the electric energy industry while also emphasizing the values of unity and partnership through a uniquely coined name.

These changes are designed to reflect Alltricity Network's dynamic nature and commitment to progress, while also maintaining continuity with its existing brand heritage. "As our association continues to grow and evolve, it is important for our brand to evolve as well," said Wilmot. "Our new brand identity better reflects who we serve today and where we are headed in the future."

Key elements of the rebranding initiative include:

- New name, logo, and visual identity with a modernized color palette
- Updated website and social media channels
- Revamped marketing and resource packaging

The association eagerly embraces its new identity as Alltricity Network, effective immediately, and looks forward to commemorating this milestone at upcoming events. These include the 2024 Alltricity Network Spring Conference in Denver, Colorado, from May 20th to 22nd, featuring educational sessions in management, engineering, and operations; and the 2024 Alltricity Network Fall Convention in Austin, Texas, from September 16th to 18th, addressing the foremost concerns of management and executives in the electric utilities sector.

Alltricity Network's sister organization, the scholarship foundation formerly known as the RMEL Foundation, has also been rebranded. This 501(c)(3) non-profit will now be known as the Alltricity Scholarship Foundation, effective immediately. The Alltricity Scholarship Foundation awards scholarships to college students studying engineering or electric energy-related fields to encourage their pursuit of careers in the industry, also extending scholarships to those seeking electric industry certifications or associate degrees.

For more information about Alltricity Network and its transformative branding journey, connect with us through our website and LinkedIn:

Website: AlltricityNetwork.org

LinkedIn: [Alltricity Network](https://www.linkedin.com/company/alltricity-network)

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About Alltricity Network:

At Alltricity Network, we are redefining what's possible in electrical energy. We are a diverse community of people who support the US electric energy industry, and together – united through education, networking, and training – our impact is stronger.

Alltricity Network is a not-for-profit energy trade association that has served the electric utility industry with a variety of education and networking services since 1903. Alltricity Network's mission is: ***Preparing the electric energy industry for the future through education and networking.*** Formerly known as the Rocky Mountain Electrical League and RMEL, the association officially became Alltricity Network in the 2024 to better reflect a membership base that spans the entire country.