

Introducing MRO's Refreshed Brand Identity

August 1, 2018

SAINT PAUL, MN. The Midwest Reliability Organization (MRO) communications team is proud to announce the launch of MRO's updated corporate brand identity. The revisions stem from the expansion of MRO's regional footprint and symbolize the organization's fresh start and bright future. "As MRO continues to evolve, the time is right for a change that reflects who we are becoming," said Vice President General Counsel, Corporate Secretary, and Director External Affairs Miggie Cramblit. "After careful consideration, we chose to keep our name and update our logo to reflect a more modern, clean look. The gradients and shadows have been dropped and the colors are vibrant and crisp. The red in our logo now matches Southwest Power Pool Regional Entity's red, reflecting the transformation of MRO and the unified footprint."

Over the past several weeks, MRO's corporate templates have also been revised to incorporate the updated brand, which includes the refreshed logo, a lighter, brighter color scheme, and a more modern and easy to read font. Concurrent with the updated brand and in keeping with our view of simplification, MRO obtained the domain name **mro.net** for its website and email addresses. Although our old website and email address will remain in effect, you can now find us at www.mro.net and email us at firstname.lastname@mro.net. All of these changes are effective today, August 1, 2018.

We are also extremely excited to share that we are in the process of registering HEROs—**H**ighly **E**ffective **R**eliability **O**rganizations. MRO has long since promoted the use of [High Reliability Organization \(HRO\) theory and principles](#) as a framework for ensuring reliable operations of the bulk power system. HERO's are organizations that are successful at avoiding catastrophes in environments where accidents can be expected due to complexity, interdependence, and risk. Translating this theory of operational excellence to bulk power system operations supports our vision of a highly reliable and secure North American bulk power system.



Continued on page 2

CLARITY

ASSURANCE

RESULTS

Stakeholder Relations and Communications Principal Jessie Mitchell said, "Our design for the HERO logo incorporates the use of transmission lines, which occur in the background of all of MRO's corporate templates to create a stylized "H" for HEROs. By encircling the "H," we created a form reminiscent of a badge to honor the important work of industry HEROs to fulfill our shared vision of high reliability and security. We also used a gradient accent in the graphic that blends MRO's lighter blue with NERC's darker blue, reflecting our alignment with NERC and the entire ERO Enterprise."

A new page will be added soon to MRO's website highlighting HERO information and resources.

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Midwest Reliability Organization (MRO) is a non-profit organization dedicated to ensuring the reliability and security of the bulk power system in the central region of North America, including parts of both the United States and Canada. MRO is one of seven regional entities in North America operating under authority from regulators in the United States through a delegation agreement with the North American Electric Reliability Corporation (NERC) and in Canada under similar arrangements. The primary focus of MRO is developing and ensuring compliance with reliability standards and assessing the grid's ability to meet the demands for electricity.