



Dominion Energy

Spreading a New Brand Across an Extensive Supply Chain

Dominion Energy is one of the world's largest producers and transporters of energy, and the fourth largest gas and electric utility in the United States. The natural gas portion of their business includes 15,000 miles of pipeline for transmission, gathering, and storage. Dominion Resources merged with Utah-based natural gas utility Dominion Questar in 2016, and the company rebranded itself the next year as Dominion Energy.

Highlights

- » Accelerated brand rollout date
- » Multiple office buildings in two states
- » Remote sites along rural pipelines
- » Retail pumps, valances, and canopies

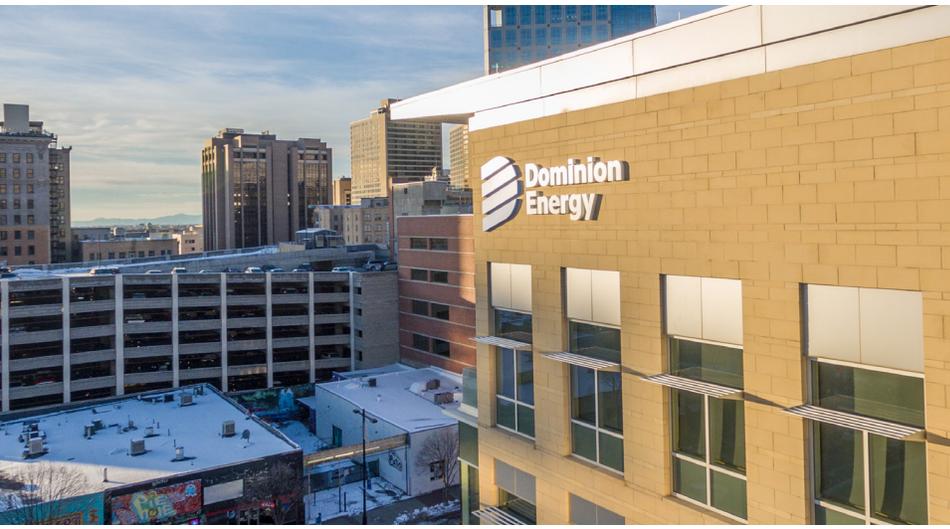




A New Brand: What Changed

Dominion Resources made some big changes in 2016, adding an extensive natural gas business called Questar. By early 2017, the company was ready to unveil a new Dominion Energy brand and logo to the public. Responding to an RFP in early spring, Federal Heath quickly stepped forward with shop drawings and first articles (custom fabricated samples) and won the business for rebranding offices in Wyoming and Utah, which is home base for the former Questar operation.

It wasn't long before we were selected to provide signage for additional parts of Dominion's natural gas supply chain, as well. That included remote field locations where gas is transmitted, gathered and stored, plus retail locations where gas is available at the pump.



High Profile Locations: Office Buildings

The six-story Questar Center – home to the organization that Dominion acquired – was one of the first LEED Silver energy-efficient buildings in downtown Salt Lake City, Utah. It's no wonder that Dominion wanted to make this facility a key element in introducing their new brand. Federal Heath worked with Dominion to accommodate a very aggressive timetable for the renamed building, accelerating the design, manufacture, and installation of the right signage inside and out to support a public unveiling.

Within a few months, FH rebranded 30 other Questar facilities in Utah and Wyoming: providing monuments, site markers, post & panel directionals, and lobby signs.

At a Glance

- » Accommodated an aggressive timeline to launch the brand
- » Updated more than 30 office locations covering two states
- » Removed residual ghosting left by previous building signage
- » Activated a network of individual installers in remote areas



Pipelines Sites: Pumping Stations and More

Dominion operates an extensive network of natural gas compressor stations and storage facilities, positioned along thousands of miles of pipeline. Federal Heath was engaged to rebrand many of the locations with new signage of various types:

- » Site Pumps, Valances, and Canopies
- » Site Markers
- » Monument Signs
- » Post and Panel Signs
- » Directional Signs
- » Building Signs

Many of those locations took hours to reach; others were impossible to spot from the roadway. To expedite the process and cut costs, we used Google Earth to survey extremely remote sites. For some locations where addresses weren't evident, Dominion employees met installers and led them to the sites. Other times, rural directions relied on turning at physical landmarks like houses or stores.

As the project progressed, we were able to help Dominion identify what signs they had and what they would need, then coordinate the expectations of employees in the field with the group that was responsible for the final outcome. Last-minute logistics were sometimes managed on-site by installers, clarifying issues such as adjoining properties and unmanned sites through voice, text and photos.

At a Glance

- » Rebranded pipeline-connected facilities and training buildings
- » Met challenges associated with extremely rural locations
- » Managed schedules to avoid winter freeze conditions
- » Utilized installer resources across the Midwest and Northeast

Clean Energy Fuels: At the Pump

Federal Heath was tasked with reimagining the Questar natural gas elements to reflect their new brand. Services included attention to valances, pumps, and their overhead canopies.

At a Glance

- » Handled all site surveys and other pertinent project details
- » Rebranded site pumps, valances, and canopies
- » Managed a responsive installer network to optimize efficiency
- » Maximized opportunities to work around winter weather



The Federal Heath team was great to work with on our 2017 Dominion Energy rebranding effort. They supported the completion of signage over an extensive amount of real estate across several states, and did so in a very short timeframe. They took on all the tasks that come with dealing with a fast paced corporate rebranding, and handled everything with a professional and customer service focused attitude. There were several last minute change order requests which they responded to quickly with a clear desire to please. I plan to maintain my relationship with Federal Heath and utilize their services when opportunities arise in the future.”

- Jared Howe, *Supervisor Facilities, Dominion Energy*

