



**MOORE**  
ENGINEERING COMPANY

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**Same Company.  
Same Team.  
New, refreshed brand.**

# New look, Broader focus!



We are proud to announce that Moore Engineering is undergoing a process to better reinforce our brand. Our rebranding efforts are focused on:

1. Enhancing our visual brand.
2. Clearly defining and promoting our multiple service areas.

# Why a new look?

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## **It's time!**

After nearly 40 years with the same logo, we felt it was time for a change! While our original logo is rich in history and tradition, we wanted our updated look to reflect our business growth and evolution.

## **Modernization & Simplification!**

We wanted our updated look to be modern and streamlined, but still reflect our history. The new logo is simple, yet it differentiates us both online and in print.

## **Consistency!**

It gives us an opportunity to create visual consistency. Starting **January 1, 2020**, expect to see our new logo, colors and design incorporated into everything we do!

## Old Logo

1981 - 2019

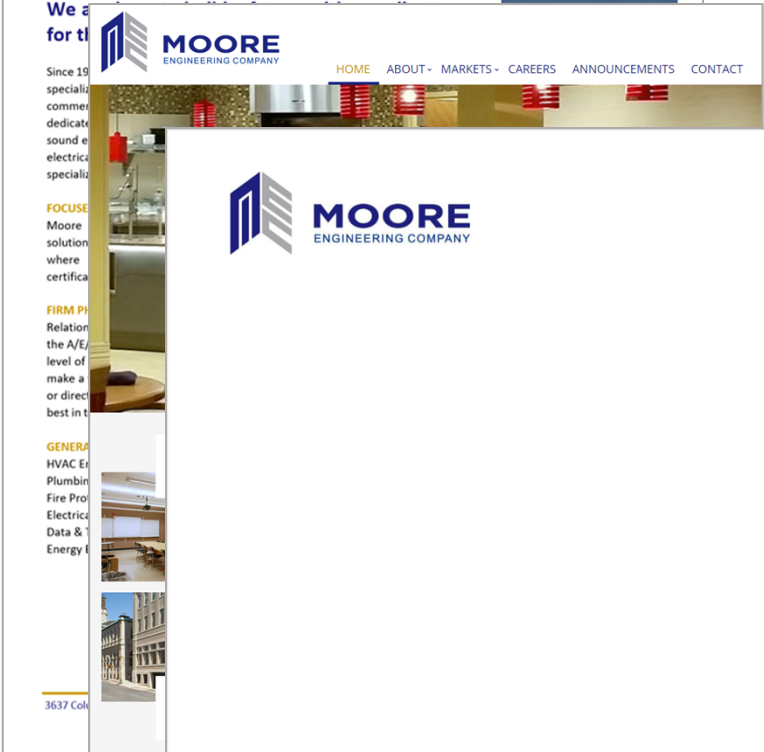


## New Logo

2020 and beyond



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You will see our updated look in our promotional materials, on our website, on signs, letterhead, business cards, and more...

# Why a broader focus?

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Moore Engineering continues to evolve to meet the needs of our rapidly changing industry. We invest in the technology and training to better support our partners and clients by incorporating these advancements into their projects.

As part of our rebranding efforts, we want to **clearly define** our MEP service areas and highlight three areas that you might not even be aware that we offer:

1. Commissioning
2. Energy Services
3. Architectural Lighting



COMMISSIONING

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ARCHITECTURAL  
LIGHTING DESIGN

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Updated  
service  
profiles  
coming your  
way soon!!



You will learn  
more about our  
three highlighted  
service areas in  
2020!

# Questions?

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We are extremely excited to share this news with you! If you have any questions or feedback, please contact:

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