BRIGHTSOURCE ENERGY

RESPECT. PROTECT. PRESERVE.

CLIENT

BrightSource Energy
Oakland, CA

PROJECT

To brand the company's comprehensive, broad-spectrum environmental initiative

CHALLENGE

To believably reconcile two competing thoughts, i.e., energy exploration and environmental commitment. BrightSource's all-encompassing approach has developed comprehensive best practices and methods to positively address site selection, low-impact design, water usage, air quality and species protection. Our job was to ensure that the company received appropriate credit for setting the environmental bar by which all competing projects would be judged.

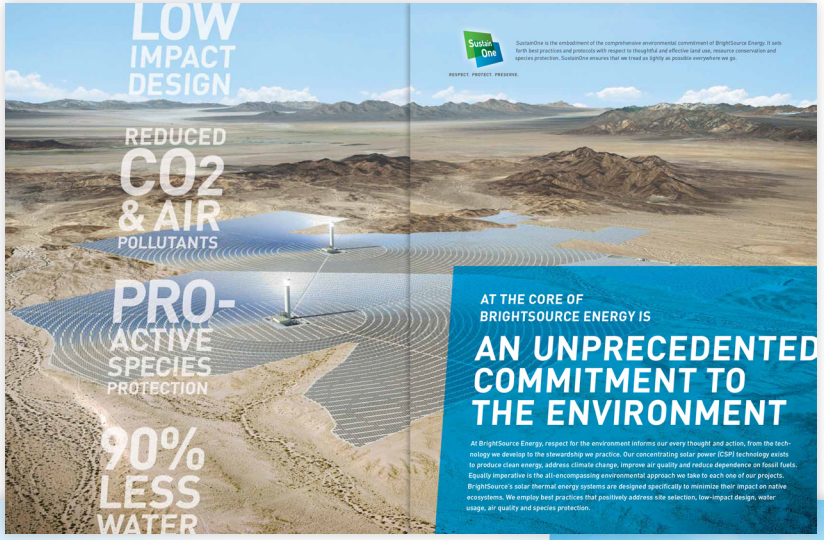
SOLUTION

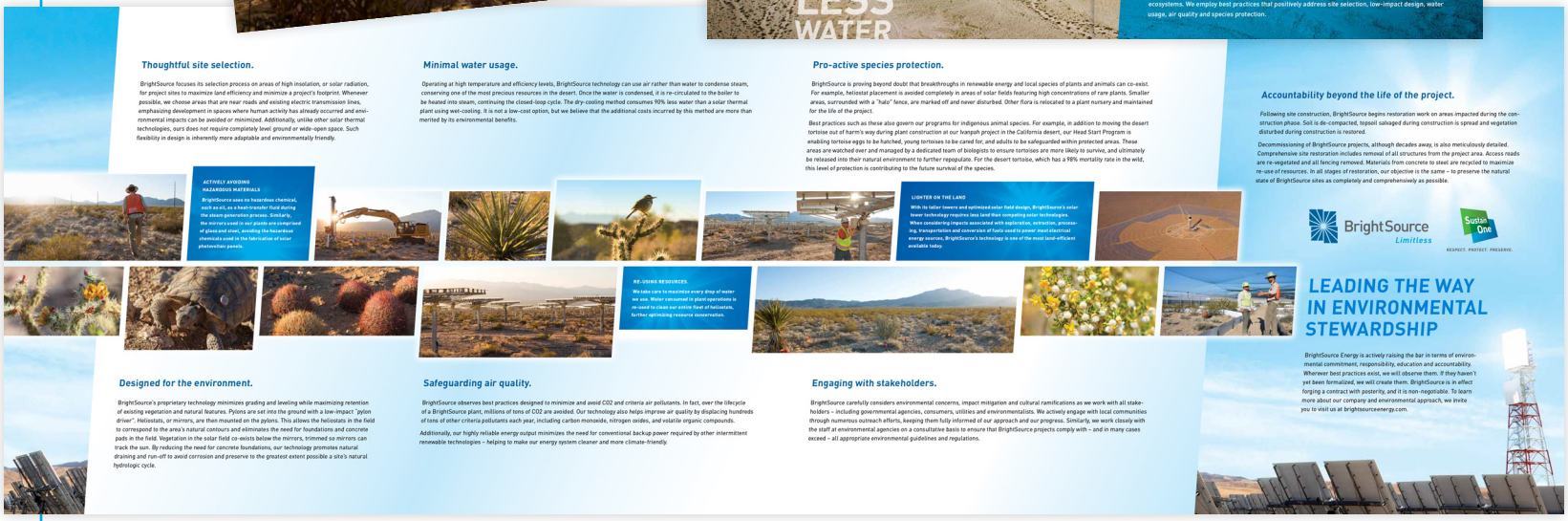
SustainOne. The branding, naming and tagline-ing – "Respect. Protect. Preserve." – let all interested parties know that BrightSource was serious about advancing the science of sustainability, and leaving behind a better place for posterity. It further conferred visibility, tangibility and "own-ability" to the company's laudable efforts.

RESULTS

SustainOne rapidly achieved recognition industry-wide as the standard for an environmental approach. The brand made it clear that BrightSource "walks the walk" when it comes to safeguarding the environment. Its concentrating solar power technology exists to produce clean energy, address climate change, improve air quality and reduce dependence on fossil fuels.

SUSTAIN ONE OVERVIEW BROCHURE





SUSTAIN ONE POWERPOINT MODULE