

New logo is the fourth in Georgia Power's 133-year history

By Jim Barber

MONDAY, JULY 11, 2016 - Georgia Power and Southern Company have a new logo that reflects the company's commitment to building the future of energy.

The new logo – the fourth in the history of Georgia Power, according to corporate archives – retains the triangle that became the basis of the company's logo in 1976 but adds green and two shades of blue to the iconic red and warm gray colors that have distinguished the logo since 1996.

The new look is part of an updated branding strategy unveiled today in conjunction with Southern Company's merger with AGL Resources, which adds natural gas assets and services to the company's existing electricity generation and retail energy services. With 9 million customers and 11 regulated electric and natural gas distribution companies, Southern Company is now the nation's second –largest utility company in terms of customer base.

"As we embark on this bold, new future, we have reviewed our brand and adopted a new, modern logo that embraces the breadth, expertise and leadership that we bring to the energy industry," said Georgia Power Chairman, President and CEO Paul Bowers. "The new logo is a product of extensive research led by a collaborative team of employees across the Southern Company system and external stakeholders who recognized the value of the red triangle, yet wanted us to look modern and forward-thinking in the marketplace. The new logo represents the legacy of our past and the promise of our future."

The first logo

Georgia Power's corporate identity back to 1883 when the Georgia Electric Light Company of Atlanta incorporated and received a franchise for producing and distributing electrical power for lighting purposes. In 1902, the company became Georgia Railway and Electric Company before merging nine years later with a small firm called Georgia Power to become the Georgia Railway and Power Company. In 1926, that company changed its name to Georgia Power Company.

The first known logo of the company, which originated sometime after 1926, was the familiar green circle, inlaid with the company name and an image of the state, with the words "A Citizen Wherever We Serve."



Georgia Power's first-known logo originated in 1926

Coined by the company's first president, Preston Arkwright, the commitment to be "a citizen wherever we serve" has endured through the years and now serves as the company's vision. However, it disappeared from the company logo in 1976 when Georgia Power and Southern Company implemented a new systemwide corporate identification program.

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New logo *continued*

The lightning bolt and triangle appear

The 1976 logo introduced both the triangle and the bolt of lightning as the service mark for Southern Company and its subsidiaries. The triangle was chosen because it is an electrical engineering symbol for a transformer, while the bolt of lightning identified electricity.



The triangle and lightning bolt logo debuted in 1976.

Brown – symbolic of Georgia’s red clay – was chosen as Georgia Power’s color for the top right side of the triangle (each operating company had a different color), while the base of the triangle was black to represent the company’s primary energy source at the time, coal.

A bold look and a unified voice

Twenty years after the triangle debuted, the logo changed again, the change company as Southern Company expanded internationally and adopted the tagline, “Energy To Serve Your World.”



The red triangle was introduced in 1996.

The 1996 logo left the triangle and lightning bolt unchanged, but it standardized the corporate colors to red and warm gray for all of the operating companies. It also identified each of the operating companies as “A Southern Company” to ensure the system brand presented a unified voice in a competitive marketplace.

A logo for today and the future

The new logo features the iconic red triangle alongside new components in an updated color palette, signifying the increasing breadth of the company’s capabilities and commitment to better delivering clean, safe, reliable and affordable energy.



The new logo is designed to showcase the increasing breadth of the company’s capabilities and commitment to better delivering clean, safe, reliable and affordable energy.

The new logo is designed to unify the full portfolio of Southern Company’s resources. It builds on the equity of the red triangle and uses light green, light blue and dark blue to convey the addition of gas, growth and innovation in building the future of energy.

Missing, of course, is the lightning bolt that has played a significant role in the company’s logo for the past 40 years. Also absent is the “A Southern Company” tagline that has been a part of the Georgia Power logo for the past 20 years. Instead of tagging each operating company as a Southern Company, the logo now relies on the distinct triangle to unify the brand.

The lightning bolt will be missed by many Georgia Power employees, but its absence reinforces the forward momentum the company has gained with the addition of AGL Resources as a sister company.