



Press Release
Rebrand
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A new look for MCS as rebrand launches

NATIONAL certification scheme MCS has this week launched a new brand identity and brand positioning in a bid to make the decision to invest in renewable energy more accessible for consumers.

Since its inception in 2007, MCS has evolved and grown tremendously with this unveiling of the rebrand acknowledging its journey from a government scheme to an increasingly publicly recognised brand.

MCS is a standards organisation and a mark of quality, creating and maintaining standards that allows for the certification of products, installers and their installations. Associated with these standards is the certification scheme, run on behalf of MCS by Certification Bodies. MCS certifies low-carbon products and installations used to produce electricity and heat from renewable sources.

The launch is the culmination of more than twelve months of research, development and work to align the brand with MCS's business strategy which aims to respond to a turbulent market and ignite growth in the industry.

At the centre of the innovative look is a striking new logo and certification mark. The bold new logo conveys a confident, interconnected organisation that's accessible to industry and consumers alike. The use of black and white type alongside graphics, presents things with clarity and impact. Whilst the imagery focuses on simple, human stories of homes and communities enjoying the benefits of home-grown energy.

In addition, the rebrand features a more accessible MCS website that has been redesigned with the new visual identity, and is set to be complemented with the launch of social media channels.

The new brand concept is built around the idea of MCS helping both industry and consumers embrace a future where quality renewable energy sits at the heart of every UK home and community with a new positioning 'giving people confidence in home-grown energy' embodying that. Something 'home-grown' is something that matters to people personally – something they can take pride in.

Lisa Cooke, Communications Director said, "What we hope to articulate with the rebrand and in the campaigns and comms to follow, is a piece around improving accessibility for consumers. Deciding to invest in renewable energy is a big step for many, made more difficult

by confusing language and complex financial models. As an organisation we want to cut through all this. In a sector that can often feel difficult and disconnected we aimed to create a refreshed brand that's all about connectivity and clarity."

Ian Rippin, CEO of MCS commented, "The UK domestic renewable energy sector has radically changed since our organisation was formed in 2007. Since then over 1.2 million homes have been fitted with renewable energy technology and the cost of installations has dropped by approximately 65%.

"Whilst hugely positive, these changes have led to some immediate challenges for us and our sector, as the UK Government has amended its renewable energy policies away from consumer incentives. It's critical that we respond to these changes. That's why we have looked hard at MCS's future, focussing particularly on those areas where we can make the biggest impact."

The rebrand rollout will commence immediately, with an updated certification mark being introduced over the next twelve months.

Ian added, "Domestic energy will play a huge part in achieving the 2050 net zero carbon emissions target and that's why we have set ourselves an equally ambitious goal: To see MCS certified products and installations in every UK home and community."

ENDS

NOTES TO EDITORS

MCS

www.mcscertified.com

With energy costs constantly rising and climate change affecting us all – low-carbon technology has a bigger and bigger role to play in the future of UK energy.

We're here to ensure it's a positive one.

Working with industry we define, maintain and improve quality – certifying products and installers so people can have confidence in the low-carbon technology they invest in. From solar and wind, to heat pumps, biomass and battery storage, we want to inspire a new generation of home-grown energy, fit for the needs of every UK home and community.