
The Flame Returns In New Equitable Gas Company Logo

Equitable Gas Company unveiled a new company logo on September 8, 2009, which customers will see on their monthly bills and other correspondence, the Equitable Gas Web site, and the company's service trucks.

The new logo is comprised of the Equitable Gas name in a new font; a new color combination – blue and green; a new symbol – a natural gas flame in the letter q; and a new tagline – reliable by nature – conveying the company's commitment to providing its customers safe and dependable natural gas energy and high-quality service.

"Natural gas is the cleanest of all fossil fuels and a locally abundant source of energy for our region to meet growing demands and environmental concerns," said M. Elise Hyland, President. "The new Equitable Gas logo represents the environmental benefits of using natural gas and reflects our company's 120 year history of proudly providing safe and reliable natural gas service to customers by bringing back the natural gas flame used in previous logos."

The previous logo was in use since 1997. For more than 120 years, Equitable Gas has provided safe, reliable natural gas service to our customers. Our new look won't change that commitment.