



RAINCOAST MARKETING

CLIENT

Nexera Energy Inc.

TICKER

NGY: TSX.V EMBYF: OTC

INDUSTRY

Oil and Gas

LOCATION

Texas, USA

WEBSITE

nexeraenergy.com

Here We Grow

Why Choose Us?

We are located in Vancouver, Canada with a 15 year track record in corporate communications and investor relations. Through transparent communication with executives, we yield remarkable results. Our passion is to find exceptional outcomes and reinforce corporate communication. Contact us for a quote.



raincoastmarketing.com



info@raincoastmarketing.com

RE-BRAND CASE STUDY



The Challenge

The client is a publicly-listed American oil and gas company that was founded in 2010 under the name Emerald Bay Energy. The company pursues oil opportunities in Texas. In 2020, the company announced its new name, Nexera Energy Inc., and stock symbol on the TSX Venture Exchange "NGY". To celebrate the next chapter in their story, they needed a new brand identity with a modern, American theme.



The Solution

To help Nexera Energy Inc. execute the CEO's vision, Raincoast Marketing designed a bold, but clean concept that was inspired by an arrow pointing to the future. Through the delicate selection of distinct red and blue colours, the modern, American theme was achieved. The process took 10 days and involved four unique mockups from which one was selected. A fully branded investor PowerPoint and a corporate style guide were part of the final deliverables.





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FAVICON



TESTIMONIAL

"We had one consultation with the designer and Raincoast Marketing nailed the concept on the first go. We were impressed with the first mockup and how effortlessly the logo communicated the next era of American energy. Raincoast Marketing understands the resource industry and brought valuable experience to the project. We highly recommend Raincoast Marketing for their experience with publicly traded companies and quality work."

Mike Rice

CEO, NEXERA ENERGY

