

Phase One

(January 2023 – April 2023)

Changes you will see:

- Our association's new name and logo being displayed via:
 - Social Media Platforms
 - e-Newsletters
 - Marketing Platforms
- Promotion of upcoming events under the CEGA brand.

Behind the scenes work:

- Formalization of all legal and financial documentation to align with new name
- Newly branded templates and documents finalized for committee and event use
- Redesign work started on communications and marketing platforms
- Distribution of brand guideline information to association stakeholders
- Work on website redesign

Phase Two

(May 2023 – August 2023)

Changes you will see:

- All events being held under the CEGA brand.
- CEGA booth at GeoConvention 2023
- First CEGA Core Conference
- First issue of the CEGA Reservoir Magazine
- Office branding updated.

Behind the scenes work:

- Review and begin work on modifying association by-laws.
- Redesign "CSPG" awards for upcoming award cycle under CEGA.
- Work on website redesign

Phase Three

*(September 2023 –
December 2023)*

Changes you will see:

- Launch of new CEGA website
- All external facing items completely rebranded
- First CEGA Gussow Conference
- Engagement and vote on amended by-laws

Behind the scenes work:

- Finalization of internal documentation switched over to newly branded documents
- Reinforcement of new brand guidelines for all association activities.



CEGA
Canadian Energy
Geoscience Association