



Outdated marketing materials, business acquisition, new service offerings – these are just some of the many signs it may be time to update your company’s branding.

But from new logos, signs, websites, and social media pages to invoices and even service vehicles – the thought of rebranding can be a lot to wrap your head around. Luckily, you don’t have to go it alone!

For over **25 years**, [Warm Thoughts Communications](#) has brought cutting-edge brand development strategies to the energy industry. We are experts in understanding how your **propane, heating oil** and **HVAC-related** business makes money, how your customers think, and how to differentiate yourself from the several competitors in your area.

Warm Thoughts can help you build a better brand by...

- Developing positioning and messaging guidelines to emphasize your unique services
- Articulating your brand personality and how you want your customers to perceive and connect with you
- Providing a consistent visual standard to apply to all customer and corporate communications

[Contact us](#) today to get started!



## The Complete Guide to Rebranding Your Energy Company

Branding is often overlooked...especially in the propane, heating oil, HVAC and home comfort industries. And understandably so – with expenses tied to fleets, equipment and staff, little budget is left for branding initiatives. But consider this – research shows that consistent presentation of a brand increases revenue by 23%.

[Read on >>](#)

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