

## New Name, New Look

Jurisdiction	Release/Revision Date	Location of Change in this Document	Comment
AB/SK	November 1, 2012		Initial Release

**Audience:** All Petroleum Registry Users

**Purpose:** Effective November 1, 2012 the Petroleum Registry of Alberta has a new name and look!



**PETRINEX**  
CANADA'S PETROLEUM INFORMATION NETWORK

New Website Address: [www.petrinex.ca](http://www.petrinex.ca)

- ✓ New look and feel
- ✓ New colors
- ✓ New/updated page links.
  - See **new page link** called Initiatives.

New Service Desk Email: [petrinexsupport@petrinex.ca](mailto:petrinexsupport@petrinex.ca)

New Look and Feel when you log in as of November 2, 2012

- ✓ Includes our new colors
- ✓ Functionality and processes have not changed

While the renaming of the Registry coincides with our celebration of the Registry's 10<sup>th</sup> anniversary, the change was, in fact, prompted by the success the Registry has had, and is having in involving jurisdictions outside of Alberta.

So where did the name "Petrinex" come from?, How was the naming decision made?, What are the tagline and logo all about?

The inclusion of SK on the Registry was a catalyst to the rebranding exercise we have just completed. But beyond that, the longstanding strategy of extending the Registry to other jurisdictions and expanding its functionality to benefit other stakeholders resulted in initiatives like:

- ✓ The **Statistics Canada** project which is now in development
- ✓ The **Manitoba** Opportunity Assessment/Evaluation (just completed) and Business Case which is expected to start soon
- ✓ The **Indian Oil and Gas Canada** Opportunity Assessment/Evaluation which kicked off two weeks ago
- ✓ Numerous other **early stage discussions** which we expect to result in projects that will build on the Registry's foundation.

It was clear that the "of Alberta" days were numbered. All stakeholders embraced the decision to find another name. Registry Steering Committee members were unanimous in their view that prior to any rebranding, the Registry needed to be able to articulate a longer-term vision that would "inform" the rebranding decision and ensure that the new name would stand the test of time.

So with this approach in mind, a Rebranding Committee was struck with members from the ERCB, ECON, DOE, Industry and the Registry. With the assistance of outside consultants, the decision was made to embrace what we called a "Strategic Narrative". This narrative would describe three key aspects of the Registry in a framework to help "inform" the naming/branding decision.

The three parts of the framework, as adopted for the Registry are:

- The Why - The *broad outcomes* the Registry delivers.
- The How - The *value-based behaviors and governance approach* the Registry employs to deliver the why and the what.
- The What - The *specific functionality or services* the Registry is to deliver to *current stakeholders* and stakeholders in different *jurisdictions*.

This framework encourages "Why-centered leadership", which emanates from our core beliefs, and is not so much about what you do but why you do it and it recognizes that people are impassioned by leadership that aligns with their own



# Alert

beliefs. Using this framework we developed our WHY, HOW and WHAT statements.

The Why - **We represent a mutual Government and Industry commitment to Canadian petroleum-related information excellence.**

The How - **Collaborative, Respectful** (of people, time and differences), **Focused on Best Practices** (efficient, effective, standardized, secure and timely), **Strategic** (visionary, agile, innovative, flexible, continuous-improvement focus), **Customer-Focused** (build user competence and capacity, provide strong user support, deliver user friendly functionality and services).

The What - **We facilitate the exchange of information related to the petroleum industry's upstream, midstream and downstream regulatory, fiscal and operational activities.**

Based on the above, we landed quite quickly on the PETRINEX name. It contains three key elements of our "WHY" statement.

**We represent a mutual Government and Industry commitment to Canadian PETroleum-related INformation EXcellence.**

The tagline we arrived at lends some additional description to the organization and emphasizes the dynamic flow of information.

## **Canada's Petroleum Information Network**

Network connotes linking not only of data and technology, but networking of people - which is central to the collaborative nature of the organization.

The final branding decision was the logo, which includes the outline of the Maple Leaf representing "Canada's"; the building blocks implying that the organization is in motion, aspiring and expanding.

Welcome to PETRINEX, Canada's Petroleum Information Network, committed to Petroleum-related information excellence.

**More information:** Contact the Service Desk  
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