



EERE Identity & Design Guidelines for Communications

Updated March 1, 2015 Version 7

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A consistent approach to communications products helps to ensure that EERE is viewed as a primary, authoritative source of information about renewable energy and energy efficiency technologies.

This framework includes guidance and requirements on the use of colors, fonts, visual identifiers and logos, and other aspects of EERE information products. The standards are intended to balance flexibility and consistency, by clearly delineating recommended versus required elements. EERE offices are encouraged to be innovative in their product writing and design, and to work with the Communications office early on for solutions to best meet audience needs.

Information specific to Web requirements is available at eere.energy.gov/communicationstandards/websites.html.

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Required elements for all communication products

- Proper use of EERE identifier or DOE identifier or approved logos per table on p. 4
- Proper use of color palette per table on p. 4
- Proper use of fonts per table on p. 4
- The EERE identifier must be placed on the front of all EERE communication products per p. 5. For products with two or more pages, the identifier must also be placed on the back cover per p. 15
- Photo credits p. 14
- Square corners on layout elements such as photos and sidebars. In some cases, outlined photos may be approved. p. 13
- Include URL: officename.energy.gov p. 15. Since not all energy.gov/xxx URLs are available, use this standard for URLs on your products. Do not use the www or http preface unless its absence would lead users to the wrong URL. Use marketing URLs (short URLs) that redirect to sites within energy.gov, when possible.

Additional requirements for print products

- Page numbers for documents with more than two pages p. 13
- Publication number p. 15
- Publication date p. 15

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The EERE Identity table provides guidance on logo, color, and font treatments for EERE offices, activities, and partnerships.

			
	DOE and Inter-Agency Partnerships (You Have the Power, H2)	EERE Offices, Subprograms, and Coalitions (Building America) (Clean Cities)	Initiatives and Competitions (Better Buildings, EV Everywhere) (Solar Decathlon, EcoCar)
*Logos and Identifiers	DOE Logo, Seal, or DOE Identifier	EERE Identifier: Follow EERE guidelines for position Sub-logo approved by EERE Communications	EERE Identifier: Brand Identity to be determined Sub-logo approved by EERE Communications
Color Requirements	Colors determined with EERE Communications	EERE Colors Only: primary & highlight required	Colors determined with EERE Communications
Font Requirements	Fonts determined with EERE Communications	EERE Fonts Only: required	Fonts determined with EERE Communications

*Existing logos will be grandfathered, new logos need to be approved by EERE Communications.

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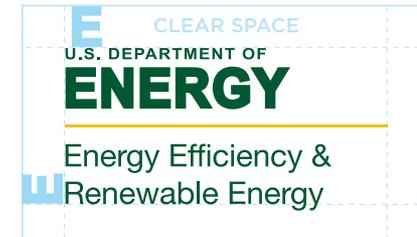
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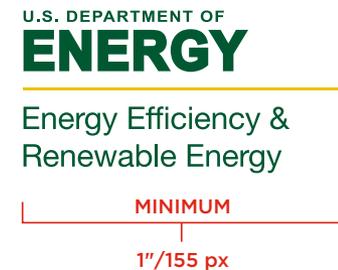
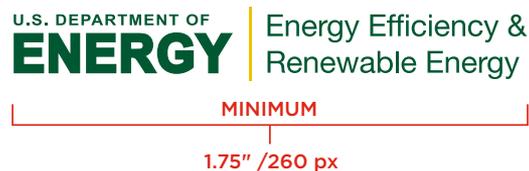
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The EERE identifier must be placed on the front and back of all EERE communication products. You may place the identifier in the location that works best for your product.



The minimum reproduction size allowable is based on the width of the identifier. Please do not disproportionately resize. The two pieces of the identifier can not be modified or used as individual components.



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The positive treatment of the EERE identifier can be used in green and yellow, blue and yellow, black, or gray.



		SPOT	CMYK	RGB	Hex #
DOE Green		Pantone 7484	C = 93 M = 14 Y = 70 K = 58	R = 0 G = 88 B = 60	00583C
DOE Yellow		Pantone 110	C = 2 M = 24 Y = 100 K = 0	R = 215 G = 169 B = 0	D7A900
Gray		Pantone 431	C = 45 M = 27 Y = 17 K = 51	R = 94 G = 106 B = 113	5E6A71
Blue		Pantone 308	C = 100 M = 19 Y = 8 K = 46	R = 0 G = 91 B = 130	005B82

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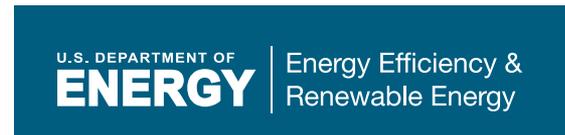
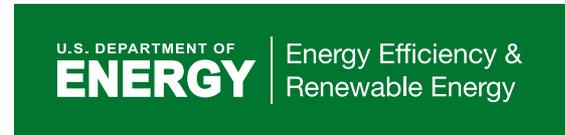
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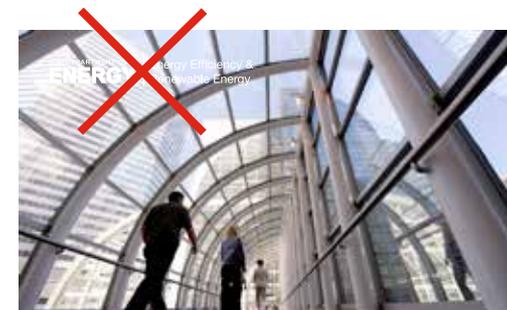
The reverse treatment uses the EERE identifier in solid white on a solid green, blue, black, or gray background.



If appropriate for your design, you may also reverse the identifier out of a four-color photo or illustration. Please make sure there is enough contrast so the identifier can be clearly seen.



Use identifier on a solid-colored background.



Do not use identifier on a patterned background.

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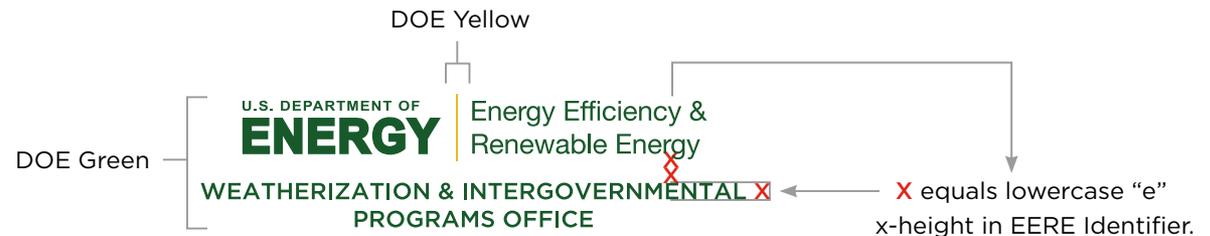
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If appropriate, you may include your office name with the EERE identifier as shown below. Contact EERE Communications at ee.communications@ee.doe.gov for more information.



U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy
ADVANCED MANUFACTURING OFFICE

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy
BIOENERGY TECHNOLOGIES OFFICE

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy
FEDERAL ENERGY
MANAGEMENT PROGRAM

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy
WIND & WATER POWER
TECHNOLOGIES OFFICE

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The EERE color palette establishes a consistent look and feel for your products.

- Choose either the blue or green palette option. Within your chosen option, use the foundation gray, the primary color, and one or more of the highlight colors.
- The foundation gray and primary colors are dominant. Use the highlight colors as accents.

Blue Palette Option

Foundation

Pantone 431	CMYK	C45 M27 Y17 K51
	RGB	R94 G106 B113
	HEX	5E6A71

Primary

Pantone 308	CMYK	C100 M19 Y8 K46
	RGB	R0 G91 B130
	HEX	005B82

Highlights

Pantone 2995	CMYK	C87 M1 Y0 K0
	RGB	R0 G169 B224
	HEX	1F82BB

Pantone 116	CMYK	C0 M12 Y100 K0
	RGB	R254 G203 B0
	HEX	FECB00

Pantone 158	CMYK	C0 M64 Y95 K0
	RGB	R227 G114 B34
	HEX	E37222

Pantone 428	CMYK	C12 M6 Y5 K12
	RGB	R195 G200 B200
	HEX	C3C8C8

Green Palette Option

Foundation

Pantone 431	CMYK	C45 M27 Y17 K51
	RGB	R94 G106 B113
	HEX	5E6A71

Primary

Pantone 356	CMYK	C95 M8 Y93 K27
	RGB	R0 G121 B52
	HEX	007934

Highlights

Pantone 368	CMYK	C63 M0 Y97 K0
	RGB	R105 G190 B40
	HEX	69BE28

Pantone 116	CMYK	C0 M12 Y100 K0
	RGB	R254 G203 B0
	HEX	FECB00

Pantone 158	CMYK	C0 M64 Y95 K0
	RGB	R227 G114 B34
	HEX	E37222

Pantone 428	CMYK	C12 M6 Y5 K12
	RGB	R195 G200 B200
	HEX	C3C8C8

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Consistent use of a font, or typeface, adds credibility and improves readability in your communication products. The preferred typeface is Gotham. Calibri—a free font—can be used as an alternative.

Gotham or Calibri are used in print products for titles, subheads, captions, sidebars, and call outs. These are also the preferred fonts for exhibits, including posters, banners, table top exhibits, and floor exhibits. Times New Roman is the preferred font for body text because of readability, but Gotham or Calibri may also be used.

Calibri is also the preferred font for PowerPoint® presentations.

Gotham

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Narrow Light

Gotham Narrow Light Italic

Gotham Narrow Book

Gotham Narrow Book Italic

Gotham Narrow Medium

Gotham Narrow Medium Italic

Gotham Narrow Bold

Gotham Narrow Bold Italic

Calibri

Regular

Italic

Bold

Bold Italic

Times New Roman

Regular

Italic

Bold

Bold Italic

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The fonts below have been selected for communications pieces targeted at younger audiences to increase readability and engagement.

Grades K-6

Headlines

Dimbo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%\$+()

Body copy

ABeeZee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%\$+()

Grades 7-12

Headlines

Patua One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%\$+()

Body copy

Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%\$+()

Download ABeeZee at google.com/fonts#QuickUsePlace:quickUse/Family:ABeeZee

Download Dimbo at dafont.com/dimbo.font

Download Patua One at google.com/fonts#QuickUsePlace:quickUse/Family:Patua+One

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While the EERE identifier is required on the front of all communications products, there is flexibility in the placement. See the preferred placements below.

When writing your communications products, the header is an opportunity for branding to the fact sheet's topic. On this example template fact sheet, the Topic Area in the header will describe the general subject. It is not to be used for the headline of the fact sheet or for the technology office or program name. The EERE identifier is in the upper left corner.



EERE identifier upper left, Topic Area in the header.

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1. The office name is displayed in upper case.
2. Solid horizontal bars, top and bottom, in one of the primary colors, may be used.
3. Page numbers are required for documents longer than two pages in length, and should be either centered or placed on the outside edge of the page.
4. All layout elements such as photos and sidebars are required to have square corners. In some cases, outlined photos may be approved.

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EERE requires photo and image credits. By giving proper credit, we demonstrate that we have permission to use a particular photo or image and thus are adhering to copyright law.

- Photo credits may be placed after the caption or on the back of the document.
- Please use the following language:
 - Photo (or illustration) from name of organization
 - Photo (or illustration) by individual name of person
 - Photo number (if referenced).
- Examples:
 - *Illustration from iStock 18309363*
 - *Photo from Alliance Autoglass*
 - *Photo by Patrick Corkery, NREL 12345*
 - *Cover photos starting at top left: Clean Fuels Ohio, Maryland Public TV/NREL 17180, iStock 18309363.*

Captions are a preferred element to be used to describe a photo.

- The preferred treatment for captions is left-justified and placed underneath the image in a Pantone 431 gray box with white text.
- Additional treatments include using gray text on white background.

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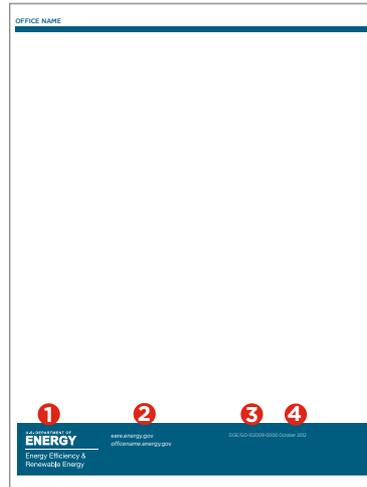
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Preferred



Alternate



The required elements for the back page include:

1. EERE identifier (vertical or horizontal, bottom left or bottom right position)
2. Appropriate URL is required; additional office contact information is preferred
3. Publication number*
4. Publication date

* Executive order requires the use of an approved GPO publication number. GPO numbers are unique identifiers assigned by GPO-approved printers, including DOE HQ and national laboratories, and cannot be reused.

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EERE provides templates to make it easy for you to apply the EERE identity guidelines. Use of templates is strongly encouraged. If you are going to vary from the templates, please coordinate your exceptions with the Product Governance Team.

EERE provides the following templates:

- Fact sheets and case studies
- Tri-fold brochures, report covers, and business cards
- Letterhead
- CD labels and packages
- PowerPoint
- Technical reports
- Conference Posters
- Name tags.

You can find these templates at:

eere.energy.gov/communicationstandards/templates.html

Several of the outreach templates include a design layer that provides the formatting tips outlined here. Even if you do not have Adobe InDesign, you can use the design layer PDF files as a reference for how to format your document using another publishing tool.

Should you have questions, or suggestions for developing additional templates, contact EERE Communications at ee.communications@ee.doe.gov.

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Fact sheet and case study templates are provided as Adobe® InDesign® CS5 or as Microsoft® Word files, in both blue and green. In addition, EERE Communications can assist you in using Adobe InDesign.

Small Cover Photo
2-Column Template



Large Cover Photo
2-Column Template



Large Cover Photo
3-Column Template



No Cover Image
1-Column Template



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Templates: tri-fold, report cover, and business cards

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These files are provided as Adobe InDesign CS5 files, in both blue and green.

Tri-Fold Template
(for brief information and easy to hand out materials)



Business Cards



Report Cover Template
(for technical reports)



Because these are typically used as the standard templates, please involve EERE Communications early if you intend to develop a modified version of these types of files.

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The letterhead templates are currently available as Microsoft Word files. You can use the letterhead templates for letters, memos, and other documents on which you would like to include the EERE identifier.

Letterhead Template



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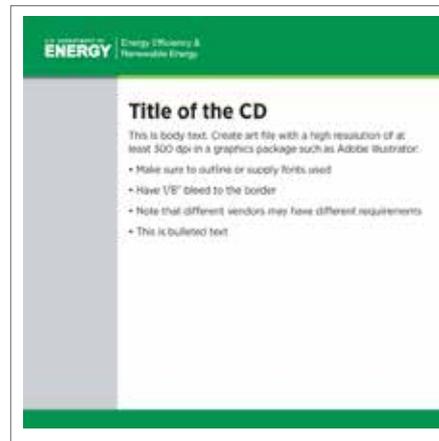
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EERE has developed templates for CD labels and CD packages, in both blue and green. These can be used for all EERE products. Both templates are available as EPS files, which can be downloaded and edited in a graphics package like Adobe® Illustrator®.

CD Package



CD Label



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If you have any questions, comments, or concerns, please contact EERE Communications at ee.communications@ee.doe.gov.

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