



Exhibit Design

EERE Identity & Design Guidelines

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U.S. Department of Energy
Energy Efficiency & Renewable Energy
eere.energy.gov

Included in this exhibit guide:

- Purpose
- Exhibit design standards
- Layout, design, and specifications for a standard 10 ft. booth
- Layout, design, and specifications for a pull-up banner
- EERE Logo
- Color Palettes
- Typeface

- **Purpose**
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Purpose

The purpose of EERE Exhibits is to promote EERE's mission and programs to large audiences in a concise, informative, and appealing way. Typically, exhibits are displayed at trade shows and conferences where EERE representatives meet face-to-face with stakeholders such as: policy makers, researchers, and the general public.

As part of our effort to communicate effectively through exhibits, we have developed guidelines to ensure that we maintain consistency in the general appearance of EERE communication products while allowing flexibility in design and message.

To see how these guidelines complement other DOE EERE print and electronic products go to eere.energy.gov/communicationstandards.

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Why are there exhibit design standards?

- Design standards highlight EERE's mission and brand EERE as a professional entity.
- Exhibits are a key element in a suite of communication products produced for EERE that share a unified appearance.
- Exhibit design standards streamline the production process while maintaining a consistent appearance in the work among all designers who support EERE.

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Layout, design, and specifications for a standard 10 ft. booth*

The following configurations are based upon curved pop-up structures that fit standard 10 ft. booths. The graphics are 12 ft. x 8 ft. when laid flat. Exhibit structure products vary in size, so adjustments will be necessary to accommodate the size of the selected structure.

Application of the EERE branding elements to exhibit graphics is illustrated on the following pages. There is flexibility in the use of color bars — widths and color selection. However, the placement of the graphic elements in the upper portion is to remain standard with all exhibits, including: the EERE logo, program logo, green bar, contact information, and the program feature photo. Use the EERE color palettes and Gotham typeface.

Specifications show how exhibit components are positioned and approximate dimensions of the graphic panels.

*Exhibit layouts can be adapted to the proportions of tabletop exhibit structures. Tabletop dimensions vary widely.

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Layout and design for a standard 10 ft. booth using a horizontal feature photo

U.S. DEPARTMENT OF
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SOLAR ENERGY TECHNOLOGIES PROGRAM
Opening New Markets Through
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Reduced costs and increased performance are making solar power a clean, plentiful energy source.

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Specifications for a standard 10 ft. booth using a horizontal feature photo

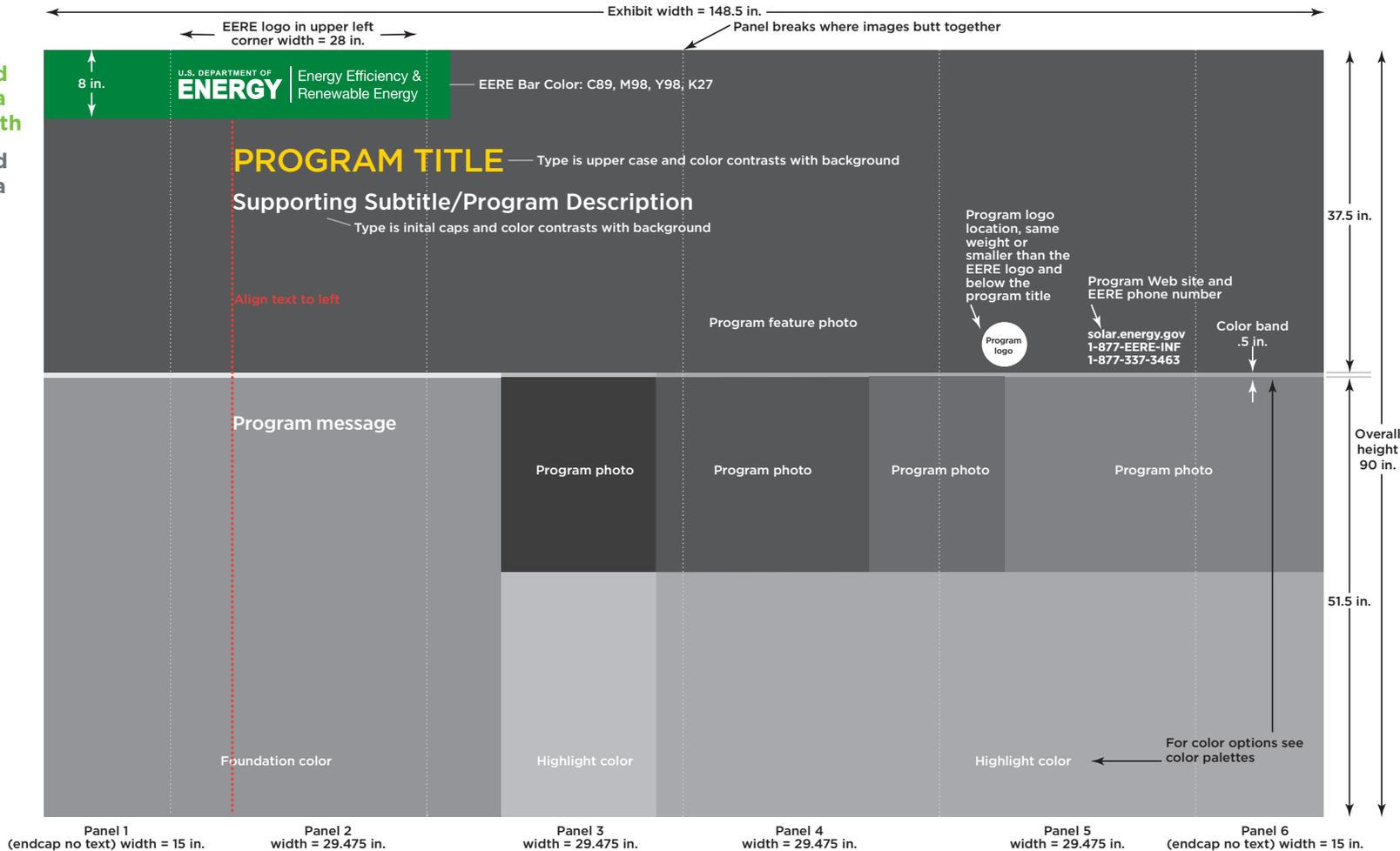


Exhibit structure products vary in size, so adjustments will be necessary to accommodate the size of the selected product.

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Layout and design for a standard 10 ft. booth using a vertical feature photo



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Specifications for a standard 10 ft. booth using a vertical feature photo

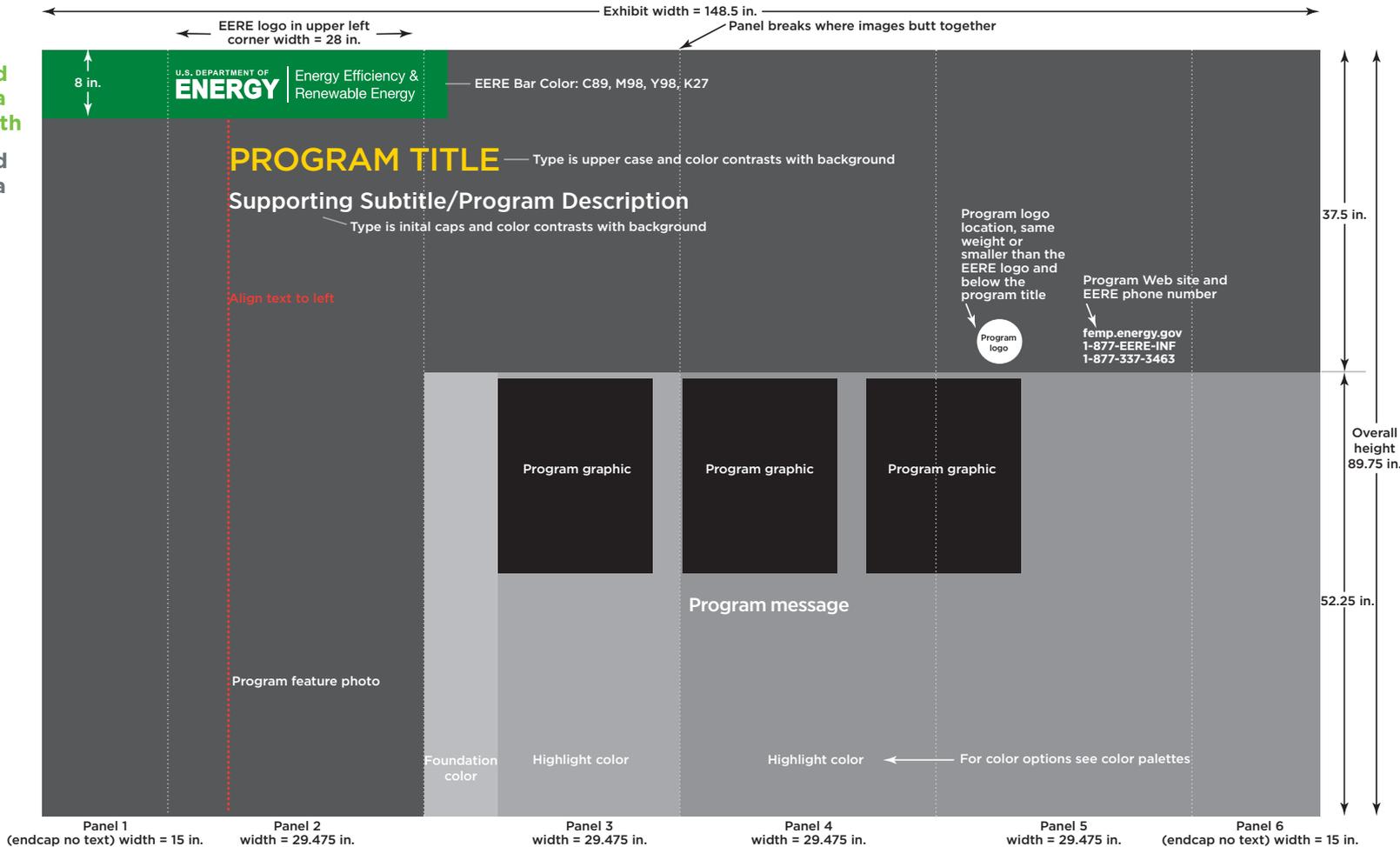


Exhibit structure products vary in size, so adjustments will be necessary to accommodate the size of the selected product.

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Layout, design, and specifications for a pull-up banner

This configuration is based upon a 7 ft. x 2.75 ft. pull-up banner. Banner structure products vary in size, so adjustments will be necessary to accommodate the size of the selected structure.

Application of the EERE branding elements to exhibit graphics is illustrated on the next page. There is flexibility in the use of color bars — widths and color selection. However, the placement of the graphic elements is to remain standard with all pullup banners, including: the EERE logo, program logo, green bar, contact information, and the program feature photo. Use the EERE color palettes and Gotham typeface.

Specifications show how exhibit components are positioned.

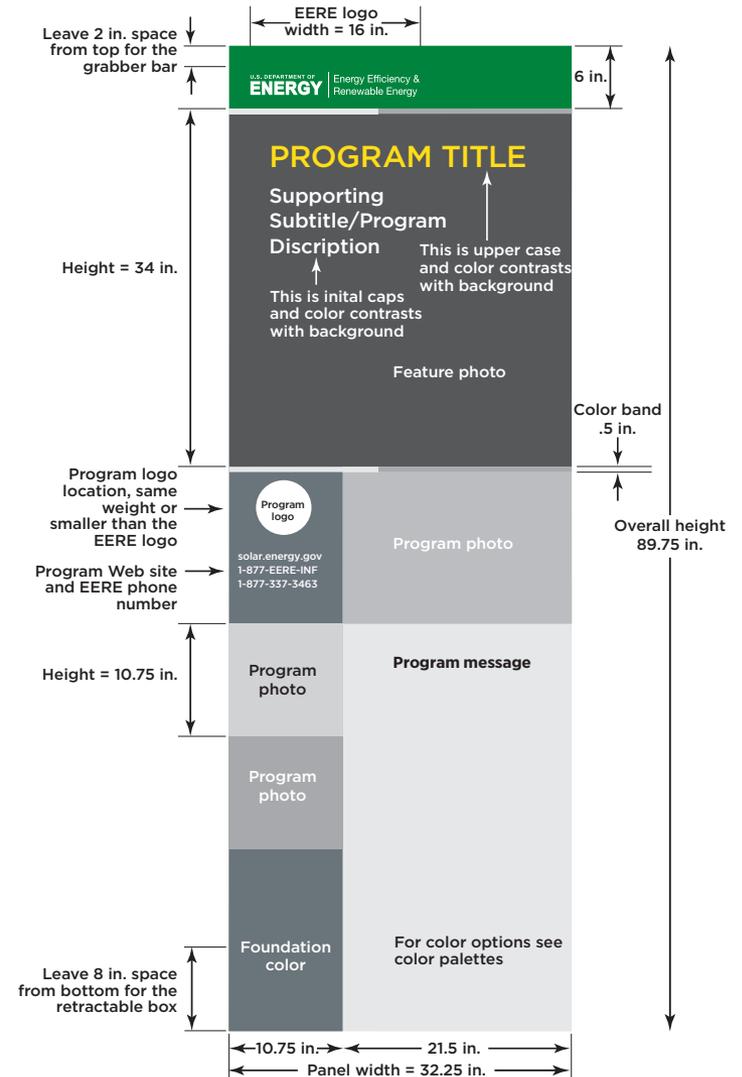
Layout and design of a vertical pull-up banner

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Banner products vary in size, so adjustments will be necessary to accommodate the size of the selected product.



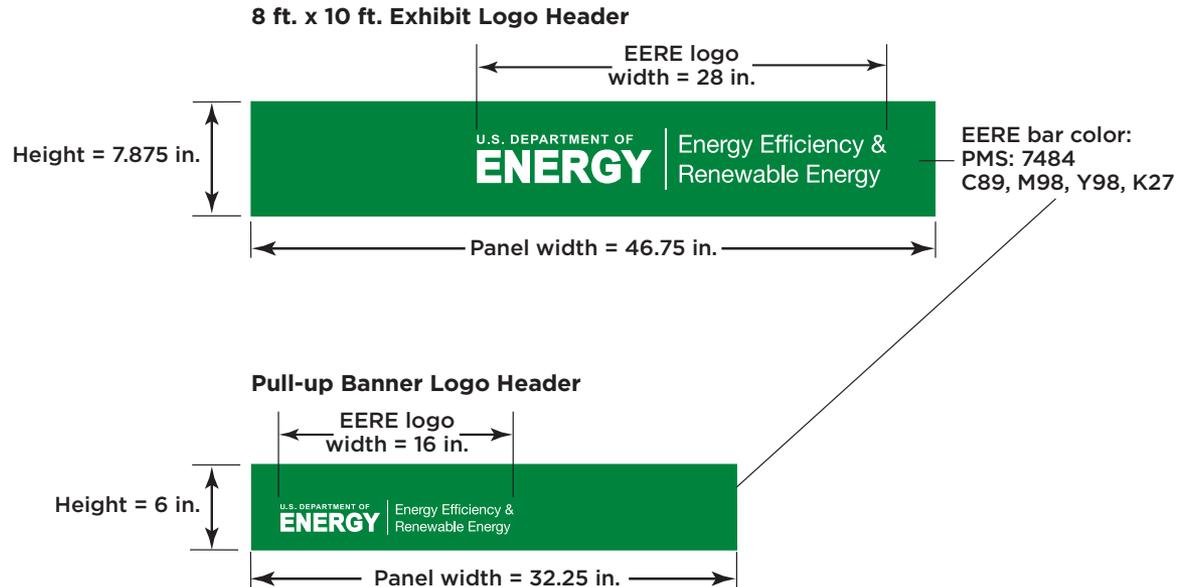
Specifications for a vertical pull-up banner



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EERE Logo

The logo should be consistent in all the exhibit variations: white type reversed out of a green background. No other type or graphic elements are to be included the logo field.



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Color Palettes

These are the required colors for use on EERE-branded exhibits. For each option there is a foundation color (gray) that is required on all exhibits. In addition to the foundation color, use one of the primary colors and one or more of the highlight colors. Use highlight colors as accents. Make sure that the gray and primary colors are the dominant colors. Do not use both primary colors on one exhibit.

Option A.

Foundation	Pantone 431 CMYK C45, M27, Y17, K51
Primary	Pantone 308 CMYK C100, M19, Y8, K46
Highlights	Pantone 2995 CMYK C87, M1, Y0, K0
	Pantone 116 CMYK C0, M12, Y100, K0
	Pantone 158 CMYK C0, M64, Y95, K0

Option B.

Foundation	Pantone 431 CMYK C45, M27, Y17, K51
Primary	Pantone 356 CMYK C95, M8, Y93, K27
Highlights	Pantone 368 CMYK C53, M0, Y97, K0
	Pantone 116 CMYK C0, M12, Y100, K0
	Pantone 158 CMYK C0, M64, Y95, K0

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The typeface for exhibits is Gotham.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@””%\$+()

Gotham fonts

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