


- All new branding and/or logo requests **MUST** be approved before development. Do not assume you may go forward with new logos or images. You must contact Scott Minos for guidance and approval prior to using them.
- Please submit your request to Scott Minos for guidance and approval and include:
 - Brief description, rational/need, and purpose for the new communication element.
 - Original art for proposed graphics.
 - Proposed color palettes and/or fonts.
- Scott Minos, in consultation with TAO Director Phil West, will review the request to determine how it fits with and conforms to the EERE identity branding.

- The following EERE Identity Branding Guidelines table is intended to provide an overview for how identity requirements are determined.
- If you do not see a category that fits your area, you must submit a request to determine your required EERE identity branding elements.
- In your submission, it is important to describe exactly **WHAT** the organization or effort is, so TAO can determine and approve the appropriate EERE branding elements required.
- A current list of approved logos may be found on the EERE Communication Standards site at <http://www.eere.energy.gov/communicationstandards/print/seal.html>

EERE Identity Branding Guidelines

A	B	C	D	E	F	G	H
DOE	EERE Programs	EERE Subprograms (Wind Powering America, Building America)	Coalitions (Clean Cities, Solar America Communities)	Conferences (DEER)	DOE Partnerships Initiatives (21 st Century Truck, Freedom Car)	Competitions (Solar Decathlon, EcoCar)	Inter-Agency Partnerships (You Have the Power, H2)
DOE Logo, Seal, or DOE Identifier	EERE Identifier: follow EERE guidelines for position Sub-logo approved by TAO	EERE Identifier: follow EERE guidelines for position Sub-logo approved by TAO	EERE Identifier: top left, not required in header Sub-logo approved by TAO	EERE Identifier: no required position Sub-logo approved by TAO	EERE Identifier: TBD Sub-logo approved by TAO	DOE or EERE Identifier: TBD Sub-logo registered at TAO	DOE Logo, Seal, or DOE Identifier
Colors: TBD	Colors: primary & highlight required	Colors: primary & highlight required	Colors: primary & highlight preferred	Colors: primary & highlight preferred	Colors: primary & highlight preferred	Colors: primary & highlight encouraged	Colors: TBD
Fonts: TBD	Fonts: required	Fonts: required	Fonts: preferred	Fonts: preferred	Fonts: preferred	Fonts: TBD	Fonts: TBD

	DOE	Seal, DOE Logo or DOE Identifier	Color: TBD	Font: TBD
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This category is reserved for DOE branding only.

Seal




DOE Logo




DOE Identifier




	EERE Programs	EERE Identifier: follow EERE guidelines for position Approved sub-logo: body	Colors: primary & highlight required	Fonts: required
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This category is reserved for EERE's primary programs: Biomass, Buildings, FEMP, Geothermal, Fuel Cells, Industrial, Solar, Vehicles, Weatherization and Intergovernmental, and Wind and Water Power.

	EERE Subprograms	EERE Identifier: follow EERE guidelines for position Approved sub-logo: body	Colors: primary & highlight required	Fonts: required
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This category is reserved for EERE subprograms. Select subprogram logos are approved for use such as Wind Powering America, Building America, Building Energy Codes, and Save Energy Now. New subprogram logos are discouraged and will likely not be approved.



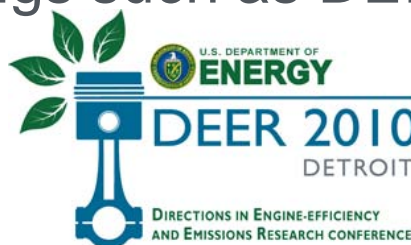
	Coalitions (Clean Cities, Solar America Communities)	EERE Identifier: top left, not required in header Approved sub-logo	Colors: primary & highlight preferred	Fonts: preferred
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This category is reserved for EERE coalitions such as Clean Cities, Solar America Communities/Cities. Coalitions are DOE-sponsored networks - usually comprised of local governments - that operate under a DOE program often for deployment or demonstration purposes.




	Conferences (DEER, etc)	DOE or EERE Identifier: no required placement Approved sub-logo	Colors: primary & highlight preferred	Fonts: preferred
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This category is reserved for DOE or EERE conferences, events, trade shows, peer reviews, merit reviews, symposiums, meetings, or other similar gatherings such as DEER, Labs21, and GovEnergy.




or



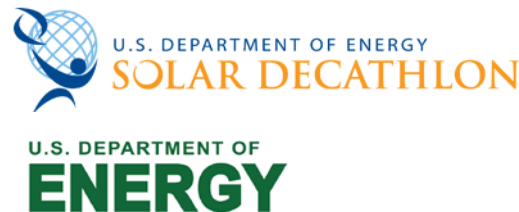
	DOE Partnerships & Initiatives	EERE Identifier: TBD Approved sub-logo	Colors: primary & highlight preferred	Fonts: preferred
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This category is reserved for DOE or EERE partnerships and initiatives such as Freedom Car & Fuel, and 21st Century Truck. Partnerships and initiatives are comprised of DOE-sponsored select industry, academia, or government groups, and are often for developing best practices and furthering program goals.



	Competitions (Solar Decathlon, etc.)	DOE or EERE Identifier: TBD Registered sub-logo	Colors: primary & highlight encouraged	Fonts: TBD
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This category is reserved for DOE and EERE competitions such as the Solar Decathlon. Competitions are usually positioned to advance workforce training and development in clean energy technologies.



	Inter-Agency Partnerships	DOE Logo, Seal, or DOE Identifier	Color: TBD	Font: TBD
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This category is reserved for DOE interagency partnerships with other federal agencies, such as You Have the Power and ENERGY STAR®.

