

# EERE Identity Guidelines and Standards

U.S. DEPARTMENT OF  
**ENERGY** | Energy Efficiency &  
Renewable Energy



## EERE Print and Exhibits Communications Webinar

November 18, 2009

**Scott Minos**

U.S. Department of Energy  
scott.minos@ee.doe.gov

- Welcome
- Background and Goals
- Required elements
  - DOE/EERE logo
  - Program logo placement
  - Colors and fonts
  - EERE Information Center
  - Program domains
- Templates
- Exhibits
- Messaging
- Discussion

- EERE has rich history of comprehensive branding
  - Templates and standards since 2003
- **IT WAS TIME TO UPDATE OUR IDENTITY**
  - We needed to modernize our information to make it more consistent, appealing and accessible to the public, media, and other stakeholders.

- EERE technologies and programs are being highlighted as the focus of the President as the nexus of transforming our economy
  - As such, we are being viewed more often and with greater scrutiny.
  - Therefore it is more vital than ever to be consistent with our messaging and branding.
- The Identity system is still evolving, and will continue to so over time as we determine things that work or don't work and as styles change.

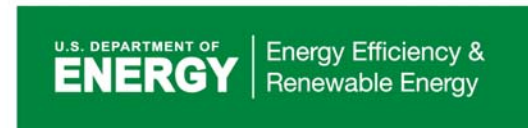
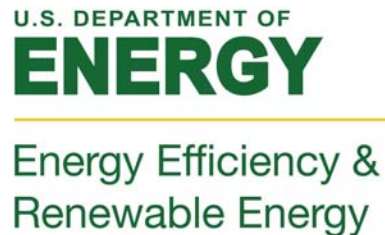
- DOE/EERE logo
  - Guidance on program logos
- Colors
- Fonts
- EERE Information Center
  - Guidance on program domains

- Make it clear that DOE/EERE is the sponsor of this vital information.
- Create an identity system that is flexible for programs to implement
- Create an engaging design to inspire audiences to take action

Preferred horizontal format



Alternate vertical format



- Only use the DOE/EERE watermark provided by EERE.
- Use the reverse out whenever possible.
- Place the DOE/EERE watermark against a solid background, not a picture
- **DO NOT USE THE DOE SEAL!**
  - The DOE Seal may only be used with permission and for specific purposes.



© CAN YOU  
SPOT  
THE  
LOGO?

# Identifiable corporate logos



# Seals of Other Federal Government Agencies



# Identifiable Logos of Federal Government Agencies





- The DOE/EERE watermark should always appear in the header of the first page then in the footer on subsequent pages and in the footer or at the end of the body on the last page.
- Only the Program name may appear next to the DOE/EERE watermark, not subprograms, and not in a font size larger than the word “Energy” in the watermark.

# Improper use of logos



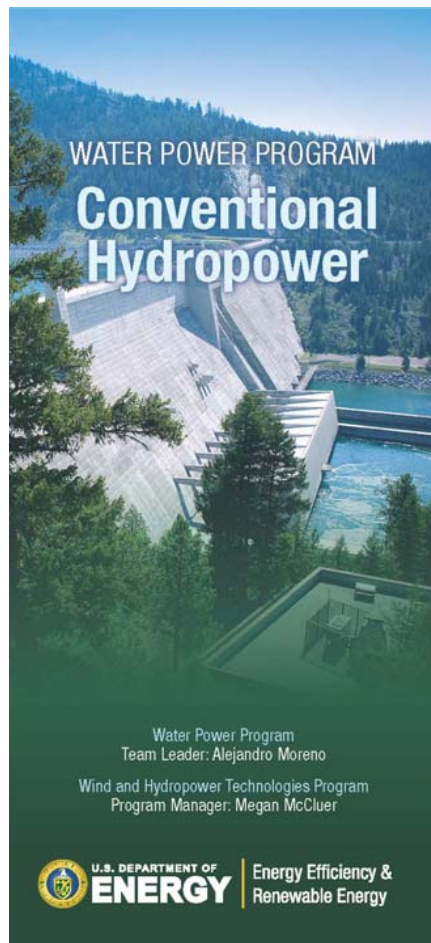
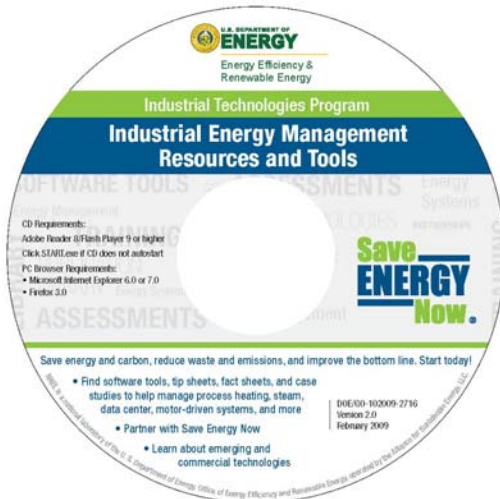
**U.S. DEPARTMENT OF ENERGY**  
**MIDWEST**  
Clean Energy Application Center

*Promoting CHP, District Energy, and Waste Energy Recovery Technologies*



**U.S. DEPARTMENT OF ENERGY**  
**MIDWEST CLEAN ENERGY**  
Application Center

*Promoting CHP, District Energy, and Waste Energy Recovery Technologies*



- Approved list on the EERE Communications Standards site.
- Must be subordinate to the DOE/EERE watermark, following a visual hierarchy.
- May only be used in the body of the document, not in the header or footer.





### What Is Clean Cities?

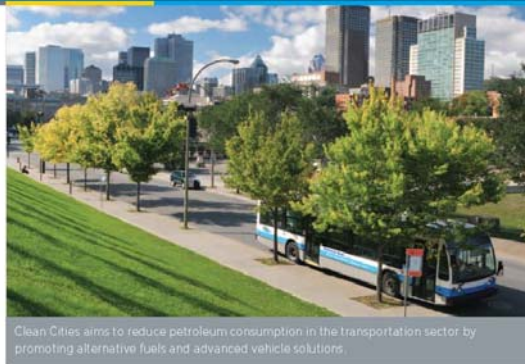
Sponsored by the U.S. Department of Energy's (DOE) Vehicle Technologies Program (VTP), Clean Cities is a government-industry partnership designed to reduce petroleum consumption in the transportation sector. Clean Cities contributes to the energy, environmental, and economic security of the United States by supporting local decisions to reduce our dependence on imported petroleum. Established in 1993 in response to the Energy Policy Act (EPAct) of 1992, the partnership provides tools and resources for voluntary, community-centered programs to reduce consumption of petroleum-based fuels.

In almost 90 coalitions, government agencies and private companies voluntarily come together under the umbrella of Clean Cities. The partnership helps all parties identify mutual interests and meet the objectives of reducing the use of imported oil, developing regional economic opportunities, and improving air quality.

### Which technologies are included?

*The portfolio provides a range of options and flexibility to meet the petroleum reduction goals.*

Clean Cities deploys technologies and practices developed by VTP. These include truck stop electrification and onboard auxiliary power to reduce fuel used in idling trucks, hybrid electric vehicles, the blending of non-petroleum-based fuels (such as ethanol or biodiesel) with conventional fuels, higher efficiency vehicles and driving practices, and the cornerstone of the portfolio, alternative fuels. The alternative fuels, which are defined by EPAct and supported by Clean Cities, include ethanol, biodiesel, hydrogen, electricity, liquefied petroleum gas (propane), and natural gas.



Clean Cities aims to reduce petroleum consumption in the transportation sector by promoting alternative fuels and advanced vehicle solutions.

### How does Clean Cities work?

*The partnership mobilizes local stakeholders in government and industry.*

Clean Cities draws stakeholders from local, state, and federal agencies; public health and transportation departments; commercial fleets; transit agencies; and other government offices; as well as auto manufacturers, car dealers, fuel and equipment suppliers, public utilities, and nonprofit associations. More than 6,500 stakeholders have accepted the invitation to contribute to the partnership's mission.

Clean Cities is instrumental in cultivating an advanced transportation community in which people learn about a wide range of options and technologies. In addition, Clean Cities helps create markets for alternative fuel vehicles (AFVs), hybrids, fuel blends, fuel economy, and idle reduction. A Clean Cities coalition can provide a forum for members to leverage their resources, develop joint projects, collaborate on public policy issues, and promote petroleum reduction and clean air technologies.

The partnership addresses the challenge of moving the United States away from the infrastructure and practices that contribute to dependence on imported petroleum and toward energy independence and security. In support of this challenge, Clean Cities assists the nation in meeting its objectives for renewable and alternative fuel use.

### What kind of assistance does Clean Cities offer?

*Clean Cities provides coordinated strategies and technical and funding resources.*

At the national level, Clean Cities provides original equipment manufacturers, trade associations, and other federal agencies with coordinated strategies and resources they can leverage to obtain maximum petroleum reduction. Clean Cities also provides coalitions with access to information and incentives from DOE, other federal agencies, and industry partners that can help fund significant, high-impact projects.

[continued on back page >](#)

[www.eere.energy.gov/cleancities](http://www.eere.energy.gov/cleancities)



On this CD, you'll find information, resources, and tools to help you increase your plant's energy efficiency, productivity, and cost savings while reducing emissions and energy intensity.

- **Energy Systems:** Use software tools, technical tip sheets, fact sheets, and case studies to help you target opportunities for energy savings in process heating, steam, pump, fan, compressed air, and data center systems
- **Energy Management:** Establish a plan, identify savings opportunities, and work to meet national and international standards
- **Partnerships:** Get involved as a Save Energy Now LEADER, work with states, utilities, and other agencies to improve industrial energy efficiency
- **Technology R&D:** Explore commercially available and emerging technologies
- **Commercialized:** Since 1979, more than 270 ITP-sponsored technologies have been developed and are available to industry today
- **Emerging:** More than 140 ITP-supported technologies are expected to emerge in the coming years

Additionally, you'll find training opportunities and energy savings assessment information.

#### CD Requirements:

Adobe Reader 8/Flash Player 9 or higher  
Click Start.html if computer security settings prevent CD autostart

[www.industry.energy.gov](http://www.industry.energy.gov)

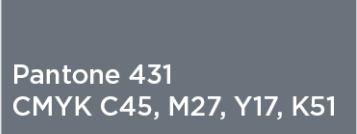

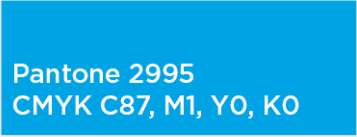
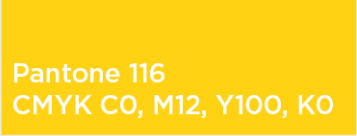
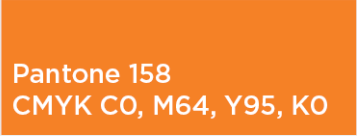
#### Browser Requirements:

• Internet Explorer 6.0, 7.0, or 8.0  
• Firefox 3.0

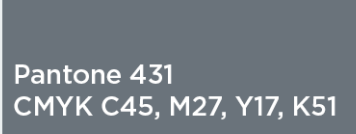

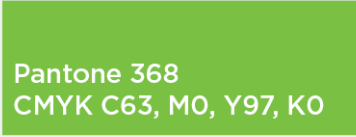
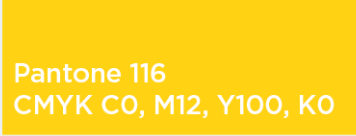
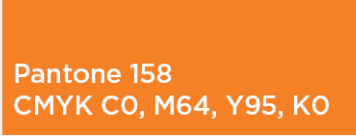


- Permission through Scott Minos and the Front Office must be obtained for the development of any new logo for a subprogram which is meant to also include conferences, initiatives, or coalitions.
  - Logos may not be copyrighted without permission.
  - Copyrights are owned by DOE.

## Color palette option A

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

## Color palette option B

<b>Foundation</b>	 <p>Pantone 431 CMYK C45, M27, Y17, K51</p>
<b>Primary</b>	 <p>Pantone 356 CMYK C95, M8, Y93, K27</p>
<b>Highlights</b>	 <p>Pantone 368 CMYK C63, M0, Y97, K0</p>
	 <p>Pantone 116 CMYK C0, M12, Y100, K0</p>
	 <p>Pantone 158 CMYK C0, M64, Y95, K0</p>



- For those who do not use the templates please make certain to use one of the two primary colors and as many of the secondary colors throughout
  - Use in a conservative manner.
  - This will ensure coordination with other materials.

# Examples

**ENERGY** Energy Efficiency & Renewable Energy | **FEDERAL ENERGY MANAGEMENT PROGRAM**

### Cool Roof Resource Guide for Federal Agencies

The U.S. Department of Energy's (DOE) Federal Energy Management Program (FEMP) established the list of "cool roof" resources to help Federal energy managers better understand cool roof technologies and how they can be deployed. Many types of materials can be used, including white roofs, green roofs, and roofs with solar photovoltaic (PV) panels and solar hot water systems. The performance of a sustainable cool technology can often be enhanced if it is integrated with a different sustainable cool technology. For example, the efficiency of a PV system often improves when it is placed above a cool roof.

Cool roofs strongly reflect and emit the longwave "infrared" radiation, thereby reducing the heat gain. The cooling effect is enhanced by the use of reflective and emitting low-emissivity coatings on the building, and by reducing the cooling load of the facility. Shading, vegetation, and air conditioning (HVAC) systems reduce energy use and increase the air conditioning system's performance.

Additional Cool Roof resources are available on the FEMP Web site at: [www.femp.energy.gov/coolroofs](http://www.femp.energy.gov/coolroofs)

FEMP facilitates the Federal Government's implementation of sound, cost-effective energy management and efficiency to reduce energy use and support energy as environmental goals.

**Technology Overview**

The following resources provide descriptive overviews of cool roof technologies:

- Cool Roof Characteristics and Assesses: Assesses to compare practices on cool roof technologies and applications prepared by Lawrence Berkeley National Laboratory. <http://www.berkeleylab.gov/coolroofs/coolroof.html>
- Practical Benefits of Cool Roofs on Commercial Buildings: Covering Energy Savings, Moisture, and Reducing Emission of Greenhouse Gases and Air Pollution. Available in the Federal Energy Efficiency Library: <http://www.femp.energy.gov/coolroofs/coolroof.html>
- Cool Roofs will Revolutionize the Building Industry: The Cool roof and roof applications within the building industry prepared by Oak Ridge National Laboratory. [http://www.ornl.gov/pubs/for\\_buildings/cool\\_roofs\\_04\\_00/coolr.htm](http://www.ornl.gov/pubs/for_buildings/cool_roofs_04_00/coolr.htm)

**Buying Guide**

- FEMP Energy Efficient Products: How to Buy Energy Efficient Cool Roof Products. Fact sheet containing Federal agency guidelines for purchasing cool roof products. <http://www.femp.energy.gov/coolroofs/coolroof.html>

**ENERGY** Energy Efficiency & Renewable Energy | **WIND AND HYDROPOWER TECHNOLOGIES PROGRAM**

### NAWIG NEWS

The Quarterly Newsletter of the National Association of Wind and Hydropower Technicians

As part of the National Association of Wind and Hydropower Technicians (NAWIG) program, the National Association of Wind and Hydropower Technicians (NAWIG) provides a quarterly newsletter to general public interest in wind and hydropower technologies. NAWIG newsletters are published quarterly. All in one place, they also contain all the latest news and information on wind and hydropower technologies.

The largest benefit of NAWIG is that it provides a central place for all the latest news and information on wind and hydropower technologies. NAWIG newsletters are published quarterly. All in one place, they also contain all the latest news and information on wind and hydropower technologies.

**Common Road to Growing 100,000 MW Project on Tribal Land**

A growing number of tribal governments are looking for ways to generate clean energy on their land. The U.S. Department of Energy's (DOE) National Renewable Energy Laboratory (NREL) is helping them do this. NREL is working with the U.S. Department of the Interior (DOI) to develop a common road to growing 100,000 MW of clean energy on tribal land. NREL is working with the U.S. Department of the Interior (DOI) to develop a common road to growing 100,000 MW of clean energy on tribal land. NREL is working with the U.S. Department of the Interior (DOI) to develop a common road to growing 100,000 MW of clean energy on tribal land.

**ENERGY** Energy Efficiency & Renewable Energy

### Clean Energy for America's Future

Efficient  
Reliable  
Abundant

**Energy Efficiency**  
BUILDINGS  
FEDERAL ENERGY MANAGEMENT  
INDUSTRY  
STATE ENERGY SUPPORT  
VEHICLES

**Renewable Energy**  
BIOMASS  
FUEL CELLS  
GEO THERMAL  
SOLAR  
WATER POWER  
WIND POWER

**ENERGY** Energy Efficiency & Renewable Energy | **PROGRAM NAME**

### Commercial Building Benchmark Models for Energy Simulation

**NREL:** Michael Dorer, Kristen Field, Daniel Stricker, Kyle Bonanz, Brent Griffiths, Paul Torzilli

**FNRI:** Mark Mahanjan, Dawn Winters, Bing Liu, Michael Rosenblum

**EPRI:** Joe Hoang and Holly Yastrowan

**DOE:** Dany Conroy

Version: 2008

Supported by the U.S. Department of Energy's Federal Energy Management Program (FEMP) and the National Renewable Energy Laboratory (NREL).

**ENERGY** Energy Efficiency & Renewable Energy | **FEDERAL ENERGY MANAGEMENT PROGRAM**

### Greenhouse Gas Program Overview

The U.S. Department of Energy's (DOE) Federal Energy Management Program (FEMP) assesses Federal agencies in calculating, managing, and reducing their greenhouse gas emissions. The program supports FEMP's mission to make the Federal Government's implementation of energy and environmental management and investment practices to advance the nation's energy, security, and environmental objectives.

**Greenhouse Gas Emissions and Climate Change**

Greenhouse gases trap heat in the atmosphere, making the earth's surface warmer. This is known as the greenhouse effect. Greenhouse gases are emitted by many activities, including the burning of fossil fuels for energy, transportation, and industry.

**Federal Leadership in Environmental Energy and Economic Performance**

Reducing greenhouse gas emissions is a priority for the Federal Government. Energy and climate change are top priorities for the President, Vice President, and the Secretary of Energy. The Federal Government is committed to reducing greenhouse gas emissions and to supporting clean energy technologies.

**ENERGY** Energy Efficiency & Renewable Energy

### Clean Energy for America's Future

Efficient  
Reliable  
Abundant

The U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) leads America's investment in research, development, and deployment of clean energy solutions that will improve the environment and quality of life for all Americans.

# Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789?#\$@\*%&

OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY

OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY

BIOMASS BUILDINGS FEDERAL ENERGY MANAGEMENT GEOTHERMAL  
HYDROGEN, FUEL CELLS & INFRASTRUCTURE  
**INDUSTRIAL** SOLAR VEHICLE WIND & HYDROPOWER  
WEATHERIZATION & INTERGOVERNMENTAL

## Print Materials

- On print materials—specifically publications, periodicals, and newsletters—the preferred placement for this information is in the lower left or right quadrant of the last page or back cover of a document. The reference should read as follows:

### **For More Information**

Contact the EERE Information Center 1-877-EERE-INF (1-877-337-3463) or visit [www.eere.energy.gov](http://www.eere.energy.gov).

## Other Communication Products

- On exhibits, CDs, business cards and other print materials with limited space, please place the reference information in the location best suited for that product.

[eere.energy.gov](http://eere.energy.gov)

1-877-EERE-INF

1-877-337-3463

ENERGY Energy Efficiency & Renewable Energy

**INDUSTRIAL TECHNOLOGIES PROGRAM**

**First Headline 17/22 Reporting Biodiesel Fuel Use Standard Compliance**

Lead in Paragraph 17/22 biodiesel fuels are clean-burning diesel replacement fuels made from natural, renewable sources such as vegetable oils. Current fleets complying under the Standard (up to the purchase of biodiesel fuel).

**Body 18/22/23** The Executive Order and Executive Order Directives for an operational effort to support and promote the use of biodiesel fuels. The Executive Order Directives for an operational effort to support and promote the use of biodiesel fuels. The Executive Order Directives for an operational effort to support and promote the use of biodiesel fuels.

**Research, Development, and Demonstration Goals**

The Department of Energy (DOE) will continue to support research, development, and demonstration activities to advance the use of biodiesel fuels. The Department of Energy (DOE) will continue to support research, development, and demonstration activities to advance the use of biodiesel fuels.

Activity	Amount
Research	\$10 million
Development	\$10 million
Demonstration	\$10 million
Other	\$10 million

ENERGY Energy Efficiency & Renewable Energy

**SOLAR TECHNOLOGIES PROGRAM**

**First Headline 17/22 Reporting Solar Use Standard Compliance**

Lead in Paragraph 17/22 The American Recovery and Reinvestment Act (ARRA) is an unprecedented effort to stimulate the economy, create or save millions of jobs, and make a long-term investment in our energy and environmental future. The Recovery Act addresses long neglected challenges in our country (see those in the Executive Order Directives for an operational effort to support and promote the use of solar technologies).

**Body 18/22/23** The Executive Order and Executive Order Directives for an operational effort to support and promote the use of solar technologies. The Executive Order Directives for an operational effort to support and promote the use of solar technologies.

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Activity	Amount
Research	\$10 million
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Demonstration	\$10 million
Other	\$10 million

ENERGY Energy Efficiency & Renewable Energy

[eere.energy.gov](http://eere.energy.gov)  
 EERE Information Center: 1-877-337-3463

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ENERGY Energy Efficiency & Renewable Energy

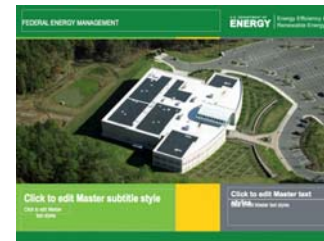
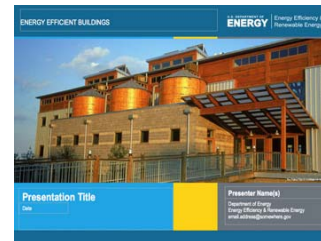
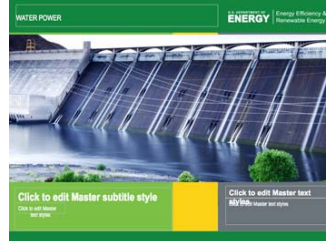
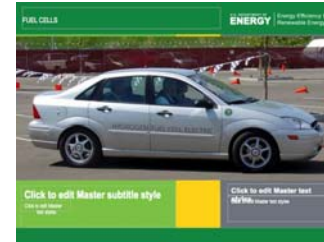
**PROGRAM NAME**

Jane Doe - US DOE, EE-XX, XX-XXX  
 1000 Independence Ave. S.W.  
 Washington, DC 30585-0121  
 202-586-XXXX  
 jane.doe@hq.doe.gov

[program\\_web\\_address.gov](http://program_web_address.gov)



- Fact Sheets
- Case Studies/Best Practices/Lessons Learned
- What other templates do the Programs need?



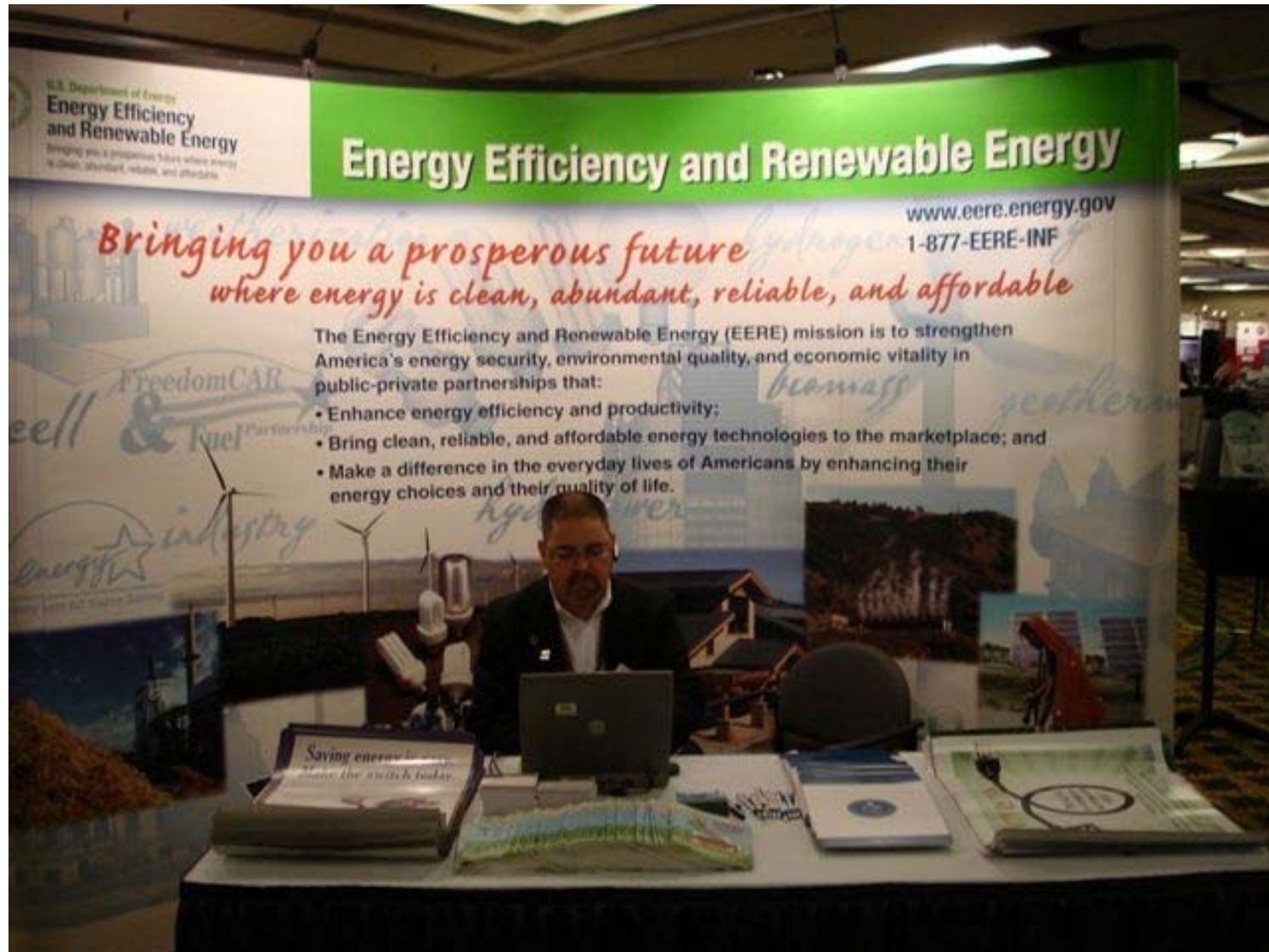
- Photos may be switched out, although these versions are being supplied by NREL for each of the Programs.

- Purpose is to promote EERE's mission through exhibits, maintain consistency in visual identity of all EERE communication products
- Branding elements include the EERE color palettes, Gotham font, and placement of graphic elements (photos, color bars, text)
- The guide provides examples rather than downloadable templates

## References

- The EERE logo for exhibit layout is downloadable for print use:  
[eere.energy.gov/communicationstandards/print/ids.html](https://eere.energy.gov/communicationstandards/print/ids.html)
- Exhibit guidelines are available at:  
[eere.energy.gov/communicationstandards/exhibit/core\\_elements.html](https://eere.energy.gov/communicationstandards/exhibit/core_elements.html)

- Do not put **content** below the “fold”, which is approximately 2/3 to 3/4 of the way down.
  - Nobody can see far down the exhibit.
  - Nobody will read that much or that far down the exhibit.
    - If you **REALLY** need all that information consider creating a larger exhibit.



- Eliminate clutter! It will repel customers not draw them in.
  - Keep writing to a minimum....let your web site and publications tell your story.
  - Keep pictures to a minimum – one large top picture and maybe one smaller pic or one logo.
    - If you want to do more than one pic make a collage for the top

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

U.S. DEPARTMENT OF  
**ENERGY** | Energy Efficiency &  
Renewable Energy

## SOLAR ENERGY TECHNOLOGIES PROGRAM

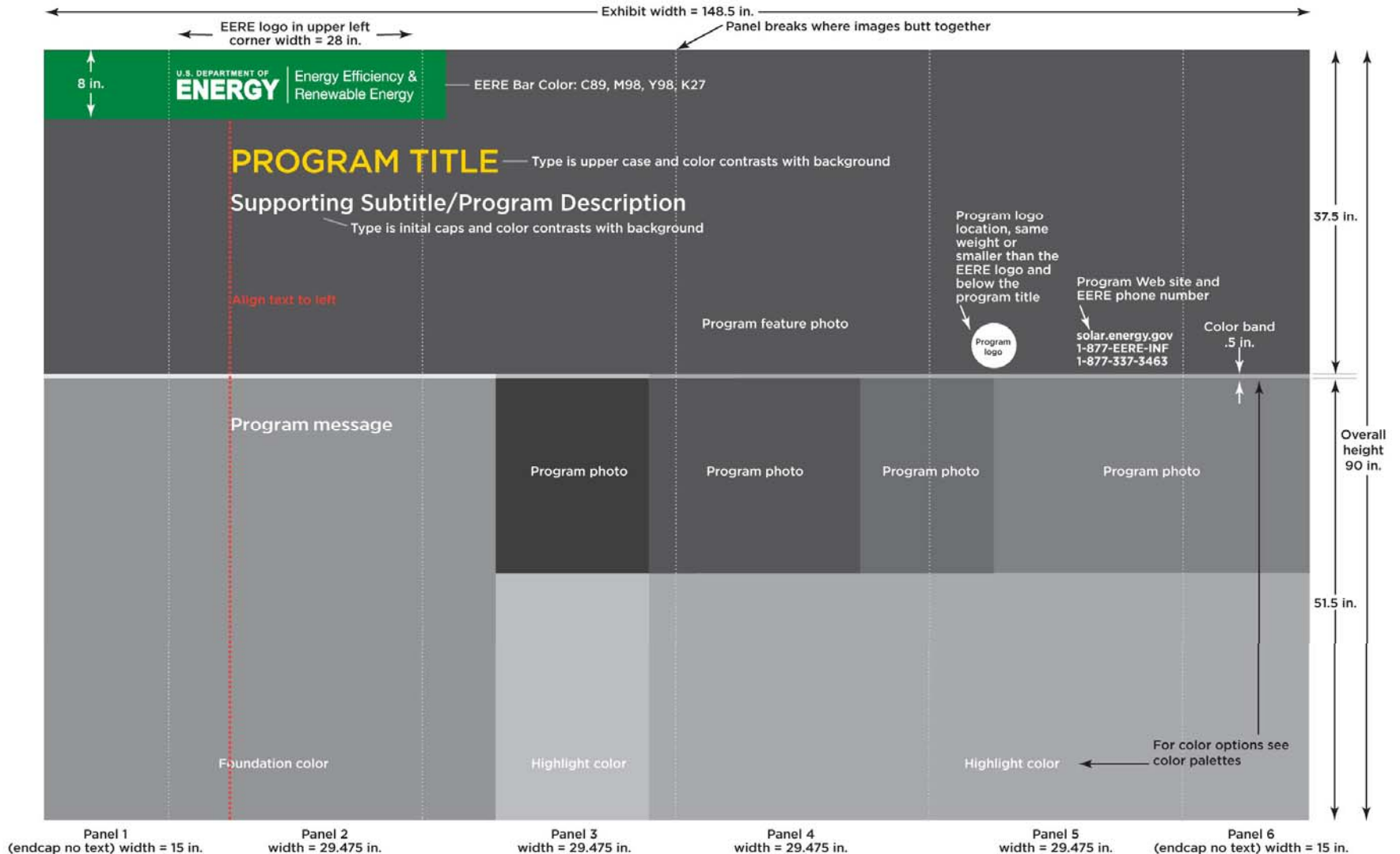
Opening New Markets Through  
Research and Market Transformation

eere.energy.gov  
1-877-EERE-INF  
1-877-337-3463

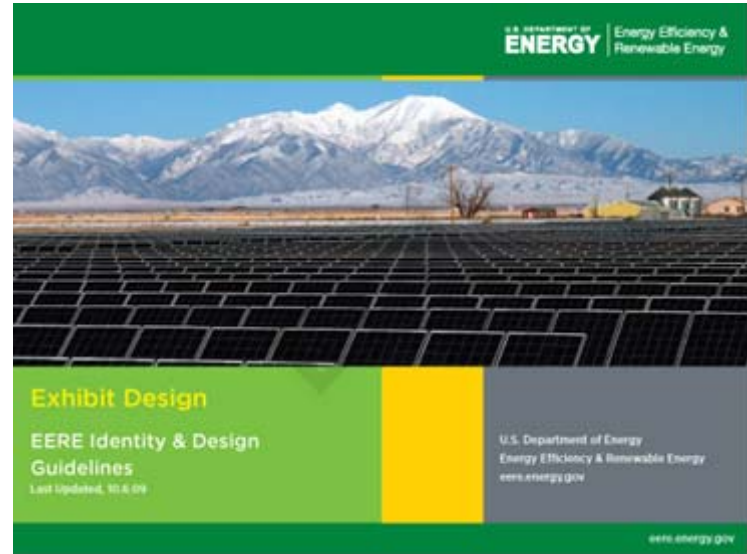
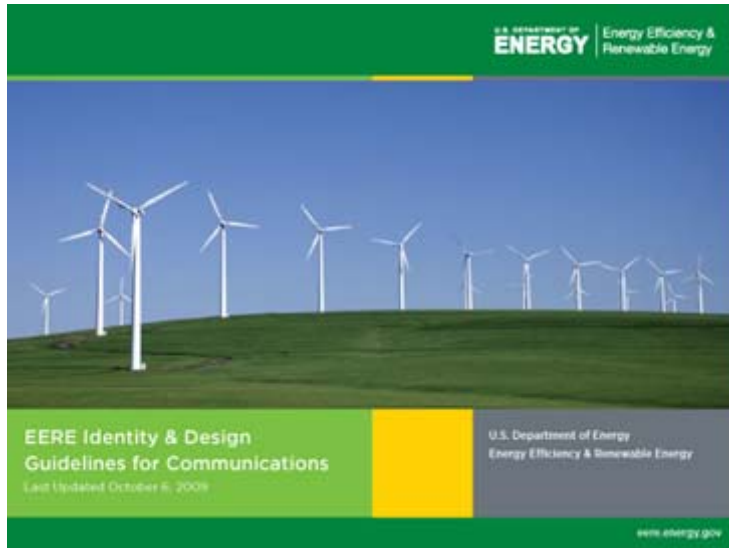
Reduced costs and increased performance are making solar power a clean, plentiful energy source.

The bottom section of the booth is a solid green color.

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







- [www.eere.energy.gov/communicationstandards/print/elements.html](http://www.eere.energy.gov/communicationstandards/print/elements.html)
- [www.eere.energy.gov/communicationstandards/exhibit/core\\_elements.html](http://www.eere.energy.gov/communicationstandards/exhibit/core_elements.html)

- The Administration is still developing messaging around the issues of energy and the environment. Until they settle on some common themes, the best idea is to stick with already agreed upon wording and less specific information whenever possible.

- Terms that are preferred
  - ***Clean***
  - ***Green***
  - ***Reliable***
  - ***Abundant***
  - ***Efficient***
  - ***Competitive***

- Terms to not be used as a general rule.
  - ***Energy Independence***
  - ***Energy Security***, although it may be used if it applies specifically to an issue.

- I will no longer make exceptions based on “rushed” jobs.
- Finals must be submitted for approval, ***not drafts.***
  - No changes after approvals unless resubmitted for approval.

- The adoption of the Online Product Library has highlighted the fact that many Programs still have active documents in the Information Center that are far older than federal archiving guidelines – some are as old as 18 years!
- There will be a limit of 5 years on EERE documents before they have to be updated with a new date, content (if necessary), and current identity. If documents are not updated they will be archived.

- TAO will distribute guidelines which highlight justifications and processes.
- In addition, the Online Product Library will be integrated with process capabilities to assist the Programs.

- We will have quarterly meetings, much like the Web Coordinators meetings.
- The next meeting will be on 02/10/2010
  - An official invite will be sent out shortly.
- The topic will be Guidelines and Processes as well as Archiving.