EERE Identity Guidelines and Standards



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

Agenda



- 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.

Required Elements



- 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

DOE/EERE Logo



Energy Efficiency & Renewable Energy

Preferred horizontal format



Energy Efficiency & Renewable Energy

Alternate vertical format



Energy Efficiency & Renewable Energy



ENERGY Energy Efficiency & Renewable Energy

ENERGY Energy Efficiency & Renewable Energy

ENERGY Energy Efficiency & Renewable Energy

- 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.





Energy Efficiency & Renewable Energy



Identifiable corporate logos



Energy Efficiency & Renewable Energy



Seals of Other Federal Government Agencies

U.S. DEPARTMENT OF

Energy Efficiency & Renewable Energy



Identifiable Logos of Federal Government Agencies



Energy Efficiency & Renewable Energy











12 Technology Advancement and Outreach

DOE/EERE logo (continued)



Energy Efficiency & Renewable Energy



- 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 Efficiency & Renewable Energy



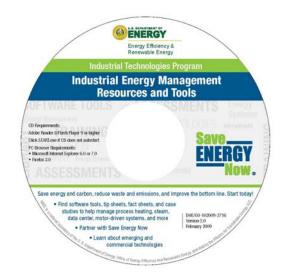
U.S. DEPARTMENT OF ENERGY MIDWEST Clean Energy Application Center

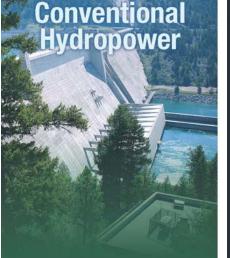
Promoting CHP, District Energy, and Waste Energy Recovery Technologies



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

Promoting CHP, District Energy, and Waste Energy Recovery Technologies





WATER POWER PROGRAM

Water Power Program Team Leader: Alejandro Moreno

Wind and Hydropower Technologies Program Program Manager: Megan McCluer







Prepared by the National Renewable Energy Laboratory (NREL) NREL is a national laboratory of the U.S. Department of Energy Office of Inergy Efficiency and Renewable Energy Operated by the Alliance for Sustainable Energy, LLC DOE/GO 102009 2949 • November 2009

NEWS UPDATE

U.S. Department of Energy, Industrial Technologies Program





• 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.

Proper Use of Subprogram Logos

Additional Information:

Beingshouts Surveyor 2004 petr

· FEMP Encus Summer 2008 Issue: FEMP setesletter coveries energy efficiency and renewable energy intutegies, tactics, and technologies to must Federal energy management goals.

· Emerging Technologies for Energy Sovings Performance

contracts financed Federal facility retrofes.

Resource Links and Contacts

For additional information, contact:

Federal Evergy Management Program

Federal Energy Management Program

emerging technologies, see report ad

palling, monthfacts, to, gov perf

Coal Roal Particip Council

Cyrus Nasseri

202-555-0128

Mathew E. Grav

202-586-0007

U.I. Department of Energy

123. Department of Energy

Gak Hudge National Laboratory

Contracting (ESPCs) in the Foleral Sector, Report developed for FEMP by the Alliance to Save Energy with energy-saving

· Selling Energy-Efficient Products to the Federal Government:

with Federal agencies regarding energy-efficient products.

Radiation Gentral Calculators: Building Enviroants Program.

Cost Rutts: Carearier Everyy Center, California Everys Contemport

Cost Rusty Heat Island Effect, Lawrence Referry National Laboratory

technology recommendations for ESPC or utility energy services

Reference guide providing basic information on how to do business

ENERGY Energy Efficiency & Renewable Energy

ENERGY Berry Barry & FEDERAL ENERGY MANAGEMENT PROGRAM

Fort Huachuca Water Awareness Program

Best Management Practice Case Study #2: Information and Education Programs

The U.S. Area Prot Realines contraded the University of Arbona Cooperates Estancion to perside compacticative Value and energy notion table a structure pergension ander its Water Wire and Elarogy Saunt (WWSS) pergenas. Ongoing since 1998, this program periodes extends, education, and services to approximately \$3,000 front Headman civilian cargileress and their families.

Fort Disachnea's loture of the U.S. Acary Intelligence Canag. Notreek Eastrysie Technology Common 81th Arney Egnal. Cowassiel, Joint Interspeed-687 Test Cowassiel, and the Houten's Pawing Owned. The military base on companies approximately 70,000 some and intervenerable indiane spectra has of and property

First Physikusia is Louised at the base of the Haacher's Manatakes and adjacent to the Qity of Sleeps Varia tame Taxoria. Arkinia. The seas has at and classic and reaches an overage second wordfall of less than 16 inches, although a decepted educed the searchest of countral in orcent reacy. Doron-frequencies the primary sensity of water. Fort Thrackness pledand to radius were consequiry to a network lovel through conservative, exharm, and stain projects

Project Summary

The Water Whe and Dangy States program repress Piet. Hawhave through these forces areas; public retreach, year's education and mersion.

Public Outreach

Pablic insteads driven trafings, presentations, deploy, and publicity from program offication. Communication efforts periode information on ways Fort personnel can conserve water and strongy. These efforts much approximately 2,500 prophenals prize Activities itselfacter

EEMP28

implementation of sound, cost-effective energy monogeneric and investment practice to enhance the nation's energy security and

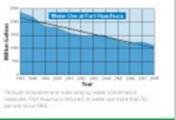


+ On-Journal tripings to staff crysting have to be water wise and energy marit tarf, shorts and two machinesisses; and the

the Fort Educations South acception

Changel produced with composition with the Feet Handwise. Public Alban Office

+ Bencheme and Bet shorts on committees, damptic televant





establishes of a solution would be believed a

Federal Applications

· Voitor Center and Administration Headquarters at the Taalatin River National Wihllife Refuge in Sherwood, Oregon: You Have the Power computin description of projects implomented by the Tasilatin River National Wildlife Reflage to save energy and money. http://www.lame.etw.cy.biv/firsts/barctav/

phonestry property detailable (19-43

+ 2006 Federal Energy and Water Management Award Winners. General Services Administration (GSA) and Department of Interior (DOI): The GSA's Frederick C. Murphy Federal Center and the DOI's Ottawa National Widdle Refuge received honors for implementing cool roof projects.

exands, Ameridad Areas

+ 2007 Federal Energy Saver Showcast Award Winners: Emiroarmental Protoction Apency (EPA) and Department of Interior. The EPA's Virginia offices and the DOD Taulatis River National Wildle Refugs featured cool need suchnologies and received Federal showcase howers. http://www.tears.anergy.gov.flore.tervices/ peards, fedchowcase2007.tom/

ENERGY

Energy Efficiency & Renewable Energy



cak bird/mecky oking the Son Police Ribbs

+ Interactive displays for special swate, including safety day, muscle, wolfase, and encouries inviteds, Generating Sprates Cleb membership-driver, Water Awarmen Month. and other organized spents.

Wast and chemp concerning acticles written searched for

· Public survice and entropy and in the Company July Access

· Informational Web are constaining resonance and materials. analable at money at a terms with highly lowers.

hatdroopes, plain usas, and yout tomar pelicies.

Improper Use of Subprogram Logos

U.S. DEPARTMENT OF

Energy Efficiency & Renewable Energy

CLEAN CITIES ENERGY Energy Efficiency & Renewable Energy

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, communitycentered 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.



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



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 ITPsupported 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

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	Color palette option B
Foundation Pantone 431	Foundation Pantone 431
CMYK C45, M27, Y17, K51	CMYK C45, M27, Y17, K51
Primary Pantone 308	Primary Pantone 356
CMYK C100, M19, Y8, K46	CMYK C95, M8, Y93, K27
Highlights Pantone 2995	Highlights Pantone 368
CMYK C87, M1, YO, KO	CMYK C63, M0, Y97, K0
Pantone 116	Pantone 116
CMYK CO, M12, Y100, KO	CMYK CO, M12, Y100, KO
Pantone 158	Pantone 158
CMYK CO, M64, Y95, KO	CMYK CO, M64, Y95, KO

Colors Off the Template

ANILISH

Seeme Statute

Creating Control of the

BREEL ST

BREENAC



Energy Efficiency & Renewable Energy

COLOR IS THE KEY

SPOEN VELOW

- 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.

NATURAL

This will ensure coordination with other materials.

Examples

ENERGY Energy Efficiency & Renewable Energy

ENERGY Energy Frederick

Cool Roof Resource Guide for Federal Agencies

Agencies The US Department of Dangy 5 (0010) Beied Dange Maapment Dynam (UTM) marchial to a thirde and grangers bein taken being can be daging and have dage can be daging within too the can be darked as of the base of the can be daging within too t een traitelaable toof technology mumple, the efficiency of a PV ata often impervarytan it is placed

Cool roofs strongly reduct enalight cool roots stockey which smallpri have high "solar effectives" and Beauty each thermal multition (have igh "thermal multitane"). By cooling the root and reducing least transfer months building, cool noofs reduce the multitud for draft the for his building the

difficual Cool Roof resources are adable on the FEMP Web site at:

FEMP facilitates the Federal

Buying Guide Government's implementation of sound, cost-effective energy nt Products: How to Eng Energy-Efficient Cool dust containing Federal agency guidelines for PEMP Energy-Efficie Roof Products: Facts

> ENERGY Instants PROGRAM NAME

The following resources provide descriptive overviews of coal tool soch achieved give:

Priestal Benefits of Cool Roch on Commential Buildings Conserving Damps, Sietug Money, and Radachug Endatorea of Dracabasa Gama and Ar Pollatanar Article is the journal Energy Effectively elements for energy and environmental benefits of cool roch writes by Roman Lorinom and Hashem Akhari.

Good Booth will Revolutionate the Building Industry: Part abare on overl nord applications within the building industry prepared by Oak Ridge National Laboratory.

· Cool Boof Quarteras and Anameric Animers to

Commercial Building Benchmark Models for Energy Simulation Michael Deris, Kolder Fank, Dariel Studiet Kyle Baren, Brant Golfen, Faul Tyronien Math Indonesis Darie Michael

River Line Michael Burnstein



and A to say hepe that does

Lamps Band in Deadup 149 409 Mind Propert

m bital Land Animples Index 7 eportunities often device pergels in the French serger Panet of Mexico Mexico of the Series Ande Hit pain of Script Community

tion has been and protect on they bed translog to bingge 14 (http://dominant.or/its unan fand, the title tod partner and introducing 12) and her finge for and finites or the 1100 radium

the table and present approximately that college in ones.



ENERGY STATES FEDERAL ENERGY MANAGEMENT PROSPAN

Greenhouse Gas Program Overview

Top 11.1. Dispersional of Electric COURS Product Research Providences r sound, stat strategy transportant and evolutions performing allocates the relative anergy security sed accision

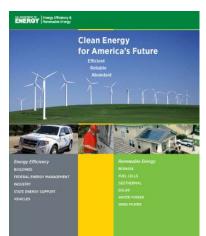
To-Taland Chromoson on that to mapping the adapting channel frame And Advantage Strengt Characterization and the Description of the Strengt Strengt To do (1714) in Associate 1, 5000 The costs and as particular, particular the costs and as particular, particular the costs and as a second strength of the Strength Strength of the Strengt

* \$1549.10 (p+1) (second 4.100)

Rosa Jati Ison Deer 1, 2010, rand Debuck spins room mild representation production tempting print that production per tempting the basis rate 2020 addition to 20

TR. HILLING





ENERGY Energy Efficiency &



Clean Energy for America's Future

investment in research, development. and deployment of clean energy solutions that will improve the environment and quality of life for all Americans.

of Energy Efficiency and Renewable

Energy (EERE) leads America's

21 Technology Advancement and Outreach





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.

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

1-877-EERE-INF

1-877-337-3463

Templates

		Ref. V.C.N. The Despressed of Description (2000) sectors hadding in tables (201 Minute) Counters, providing and in 201 Minute) Counters, providing and the test of the hadding (1) of The hadding on a 201 Normaly Network of CD, indicated of the sector (2) million provide of CD, increaseds of test part Artifices (2014) part (2014).	
First Headline 17/22 Ro Fuel Use Standard Cor Cast In Perspect 7/14 Indexes as represented from na as vegetable tots. Covered frees Cogh the porchase of biodeset I for the porchase of biodeset	npliance (Natis are clean-tourning clean) fund, renewable sources such complying under the Standard	To lease about all types of Russeats had reportentiate, and to measure pay with post offsets pairs from gas-amount- well post offsets pairs from an profile on the parameter with contrasting opportunities, pair to reach applications of the second second post from the second second second Biole Costs.	Statis Energy Program Field for fear fearing, Program (107), 1372 provide helding to exist out contents to design and exploses immer officiancy and energiate program that alilion away priorities, 507 energia efficience in soluto prioriti
and Theoremetation And Observersy Autoint and Theoremetational and a state of the state of states of the state of the state of paths, and states of the states of the states of paths, and states of the states of the states of paths and states of the states of the states of paths and autointon long supplexies of sublingers on an assets on and the states of the state	Index selecting applications Applicant Device approved in the process can take up to not an the process can take up to the selecting of the selecting of the approximation. Research, Development, and Demonstrations Gasent Deterministic validations and the process of the selecting applications.	Construction table (1) ratios with and generations table (1) ratios with and generations, which is a second second second and laboration is suggest gain task due tables ratios using and hash table second second second second second and any efficiency in all women and any efficiency stability and and any efficiency stability and and any efficiency stability and and any efficiency stability and and any efficiency stability and any efficiency stabili	ndexem surgentation (Receiption), histoling angen phonon, advanture ange phonon. If you have provide a data of the strength of
approximately to build to clean secure, and perspectives energy future. Recenting of Energy Networt Char's digations for the Recentry Act include metrics program exists, therearing perspects here buildings within differenting are supported by the buildings of the memory and making as spinkaum items par next on the network sweeps and on resonanced future.	see which dimensible a comparison pressure. Research, Development, and Development Restaurch Sectorem Interfacement Enformation & Communications Technol (EMP documents) proceeding the Area Development Restaurch Technology	sourcells programming installations of generation biology, using officiant a <u>Mittalan</u> Mittalan Mittalan Mittalan generation Fight solar Fight solar	And Local ToyTE Par House Information for a new information drives (TMA), such assume and part of the technological for more information drives (Class Class, and the same array part from the same technological and the RATEC or severable array part
teen. Second Level 12/15 Applying In Technery Act Funding To assort withd for tecking IDE fading approximatio association applies of the Technery Act Metal for DDI focusity Act Mit do - moth	Natio Dangs Program Machine paties Associates Program. Dengs Officiales Appliance and Dangs The Ma Advanced Darling Manufacturing Science Managoritation Disclobulation Coarts	tab Propert Milleller	
	shadrarlara pojnaka anajmen Iby 2015, balkan (rij landara) protesta of J Masa plana odulaa; ad adaptor/plank	tion laddily, speciate energy insplation or government buildings, energy-efficient efficie spatial and energy lights, continent built and preve govern, and denot builting end coding a nerm.	ENERGY Incompany







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

24 Technology Advancement and Outreach



• Fact Sheets

 Case Studies/Best Practices/Lessons Learned

What other templates do the Programs need?

PowerPoint Templates



Energy Efficiency & Renewable Energy





• 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

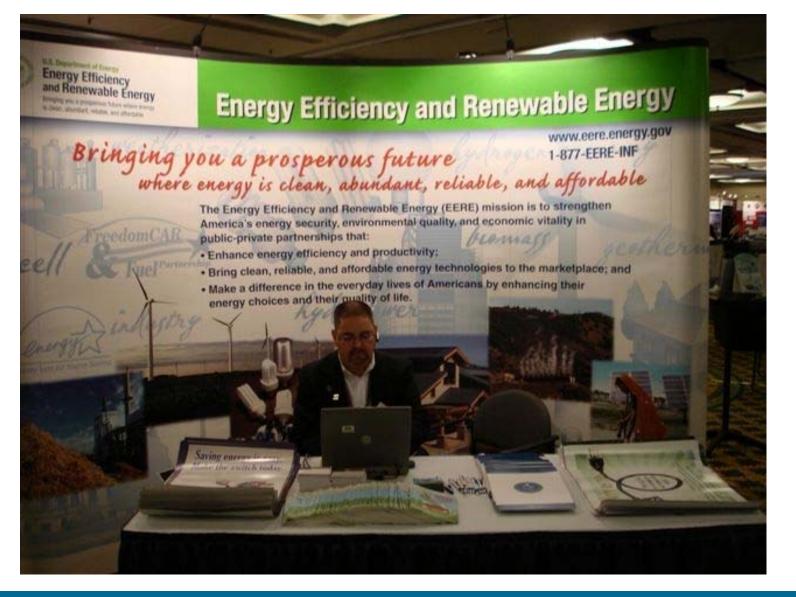
- The EERE logo for exhibit layout is downloadable for print use: <u>eere.energy.gov/communicationstandards/print/ids.html</u>
- Exhibit guidelines are available at: <u>eere.energy.gov/communicationstandards/exhibit/core_elements.html</u>



- 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.

Exhibit Best Practices





ENERGY Energy Efficiency & Renewable Energy

- 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

Exhibit Guidelines



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

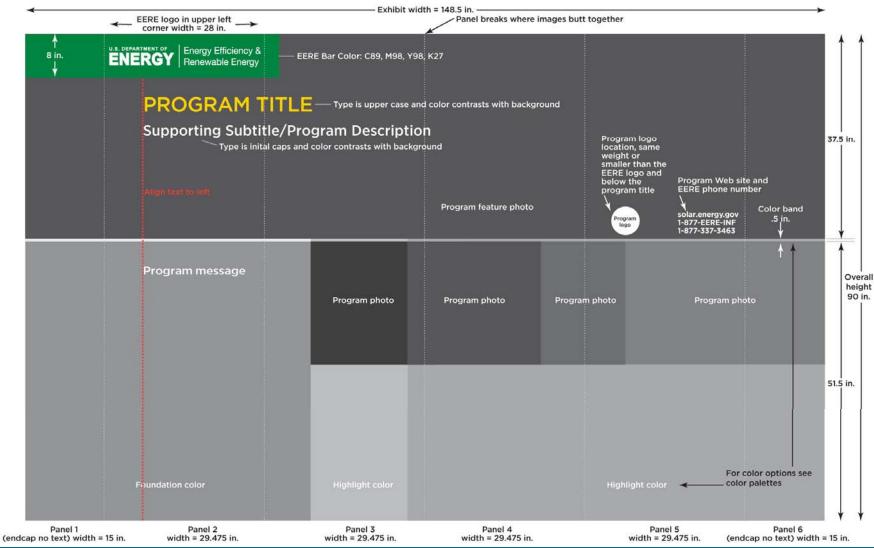


Reduced costs and increased performance are making solar power a clean, plentiful energy source.





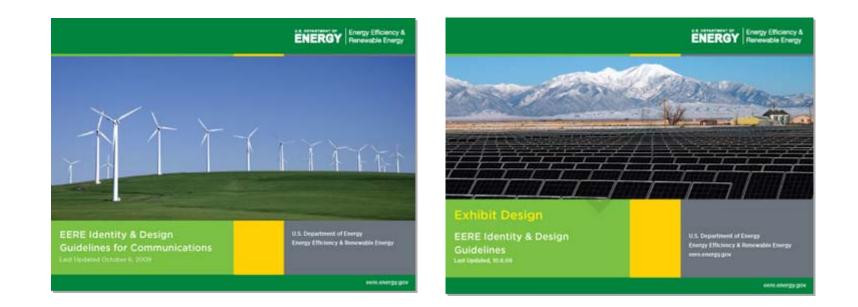
Layout and design for a standard 10 ft. booth using a horizontal feature photo



32 Technology Advancement and Outreach

Guides





- www.eere.energy.gov/communicationstandards/print/elements.html
- 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 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.