EERE Identity Guidelines and Standards

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

EERE Print and Exhibits Communications Webinar

November 18, 2009

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Agenda

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

Background

- 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.

Background

- 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

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

Goals

- 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

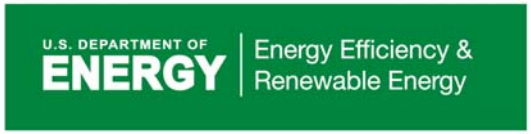
Preferred horizontal format

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

Alternate vertical format

U.S. DEPARTMENT OF ENERGY

Energy Efficiency & Renewable Energy



DOE/EERE Logo

- 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.

Logos

Identifiable corporate logos

Seals of Other Federal Government Agencies

Identifiable Logos of Federal Government Agencies

DOE/EERE logo (continued)

- 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

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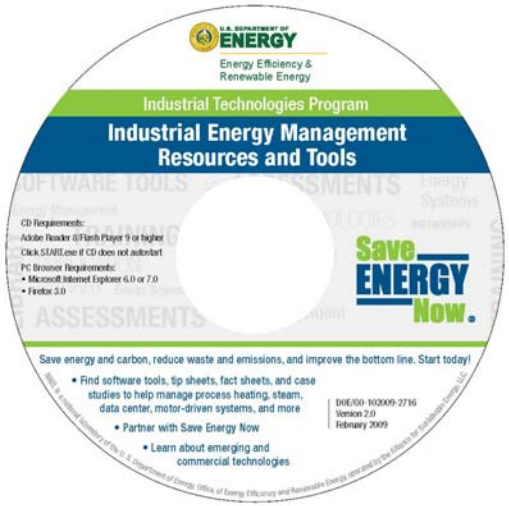
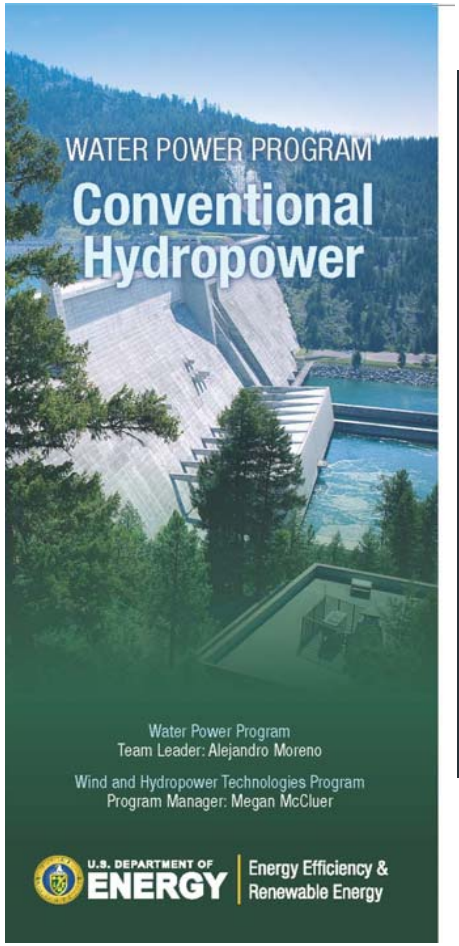
U.S. DEPARTMENT OF ENERGY
MIDWEST
Clean Energy Application Center

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

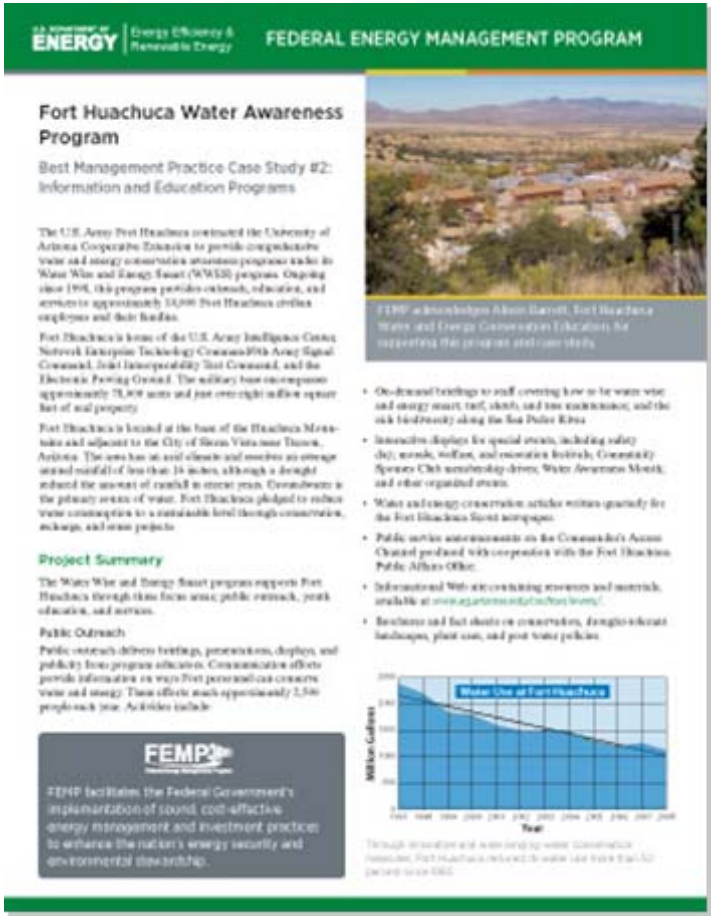




Subprogram Logos

- 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



Improper Use of Subprogram Logos

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CLEAN CITIES

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
U.S. Department of Energy

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

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

Browser Requirements:
- Internet Explorer 6.0, 7.0, or 8.0
- Firefox 3.0

Save ENERGY Now.

Logo permission

- 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.

Colors

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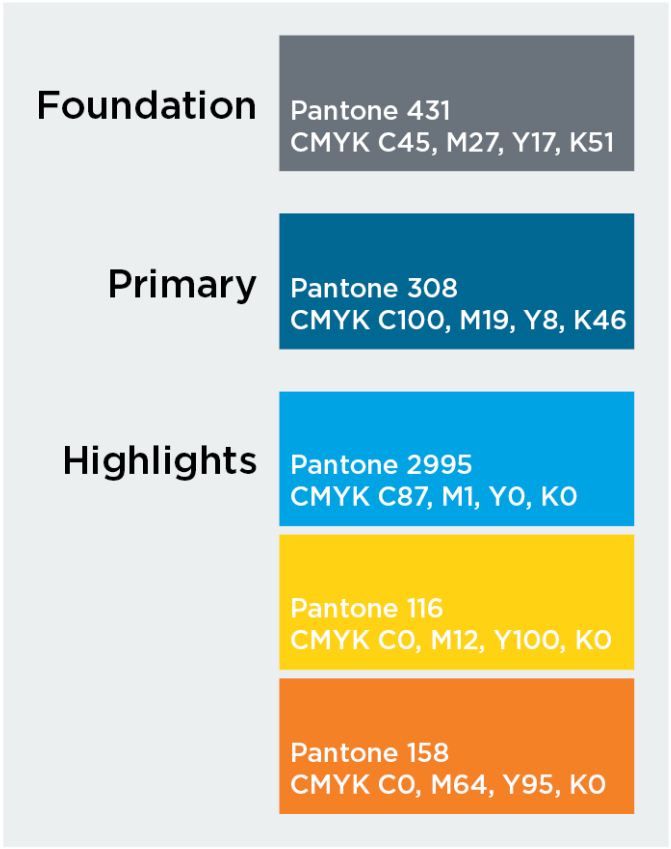
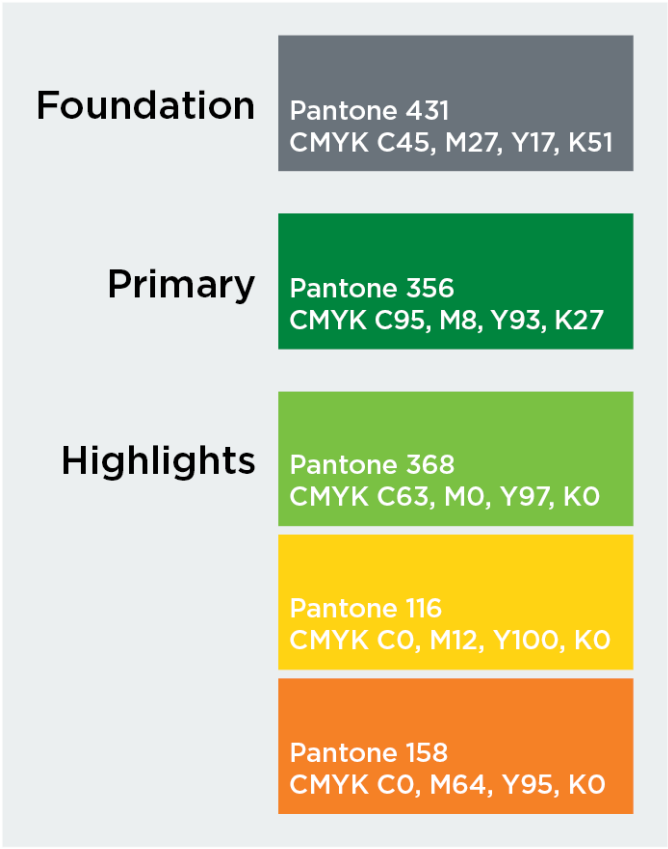
Color palette option A



Color palette option B

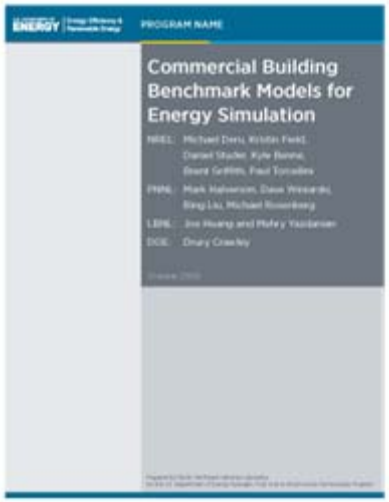


Colors Off the Template

- 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.

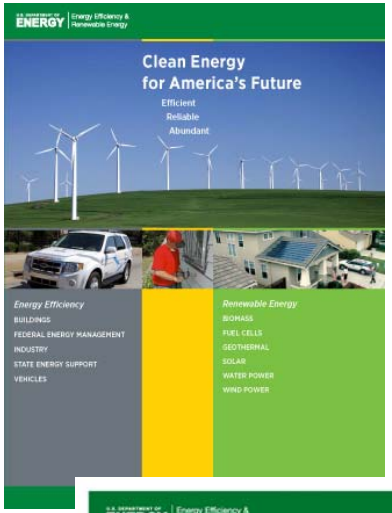
Examples

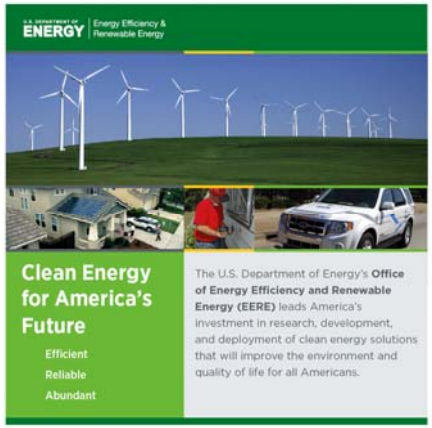

FEDERAL ENERGY MANAGMENT PROGRAM
Cool Roof Resource Guide for Federal Agencies
Technology Overview
Buying Guide


PROGRAM NAME
Commercial Building Benchmark Models for Energy Simulation


WIND AND HYDROPOWER TECHNOLOGIES PROGRAM
NAWIG NEWS


FEDERAL ENERGY MANAGEMENT PROGRAM
Greenhouse Gas Program Overview


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
GEOTHERMAL
SOLAR
WATER POWER
WIND POWER


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.

Fonts

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

EERE Information Center

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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

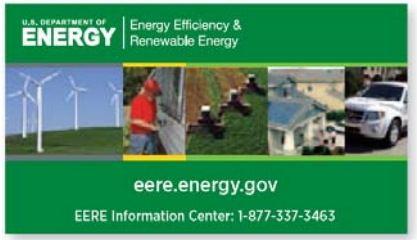
  1-877-EERE-INF

  1-877-337-3463

Templates


INDUSTRIAL TECHNOLOGIES PROGRAM
First Headline 17/22 Reporting Biodiesel Fuel Use Standard Compliance
Second Level 12/15 Applying for Recovery Act Funding
State Energy Program
Research, Development, and Demonstration Grants
3rd Level 9/13 For More Information


SOLAR TECHNOLOGIES PROGRAM
First Headline 17/22 Reporting Solar Use Standard Compliance
Energy Efficiency
State Energy Program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Energy Efficiency & Renewable Energy
eere.energy.gov
EERE Information Center: 1-877-337-3463


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Energy Efficiency & Renewable Energy
eere.energy.gov
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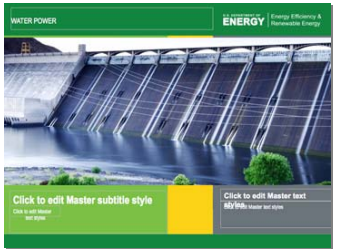
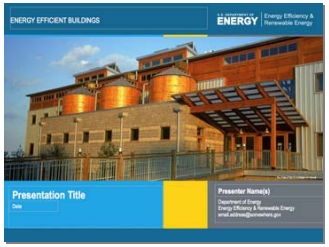
U.S. DEPARTMENT OF ENERGY
Energy Efficiency & Renewable Energy
PROGRAM NAME
Jane Doe - US DOE, EE-XX, XX-XXX
1000 Independence Ave. S.W.
Washington, DC 30585-0121
202-586-XXXX
jane.doe@hq.doe.gov
program_web_address.gov

Publication Templates

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

PowerPoint Templates





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

Exhibits

- 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
- Exhibit guidelines are available at: eere.energy.gov/communicationstandards/exhibit/core_elements.html

Exhibit Best Practices

- 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

Exhibit Best Practices

- 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

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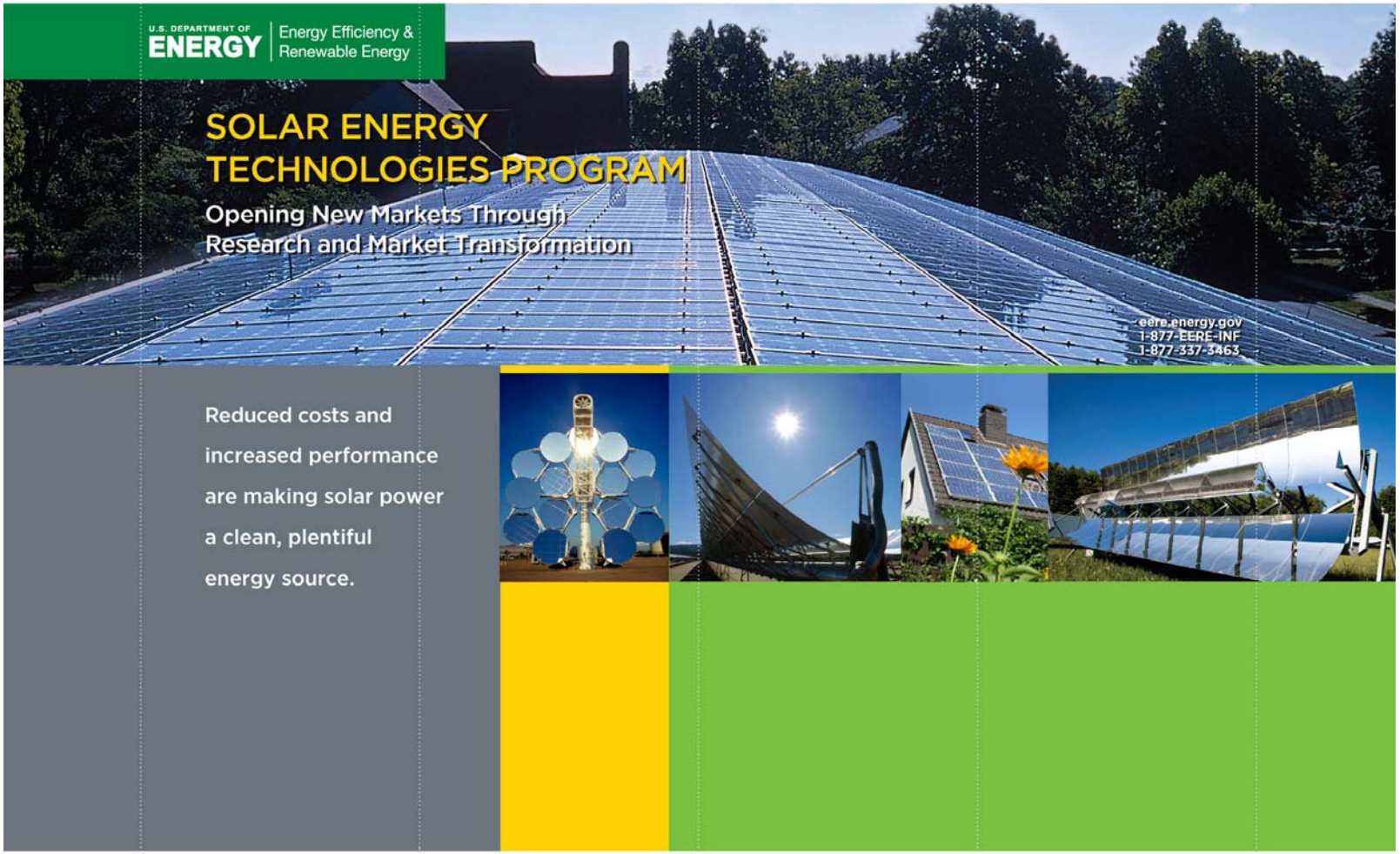
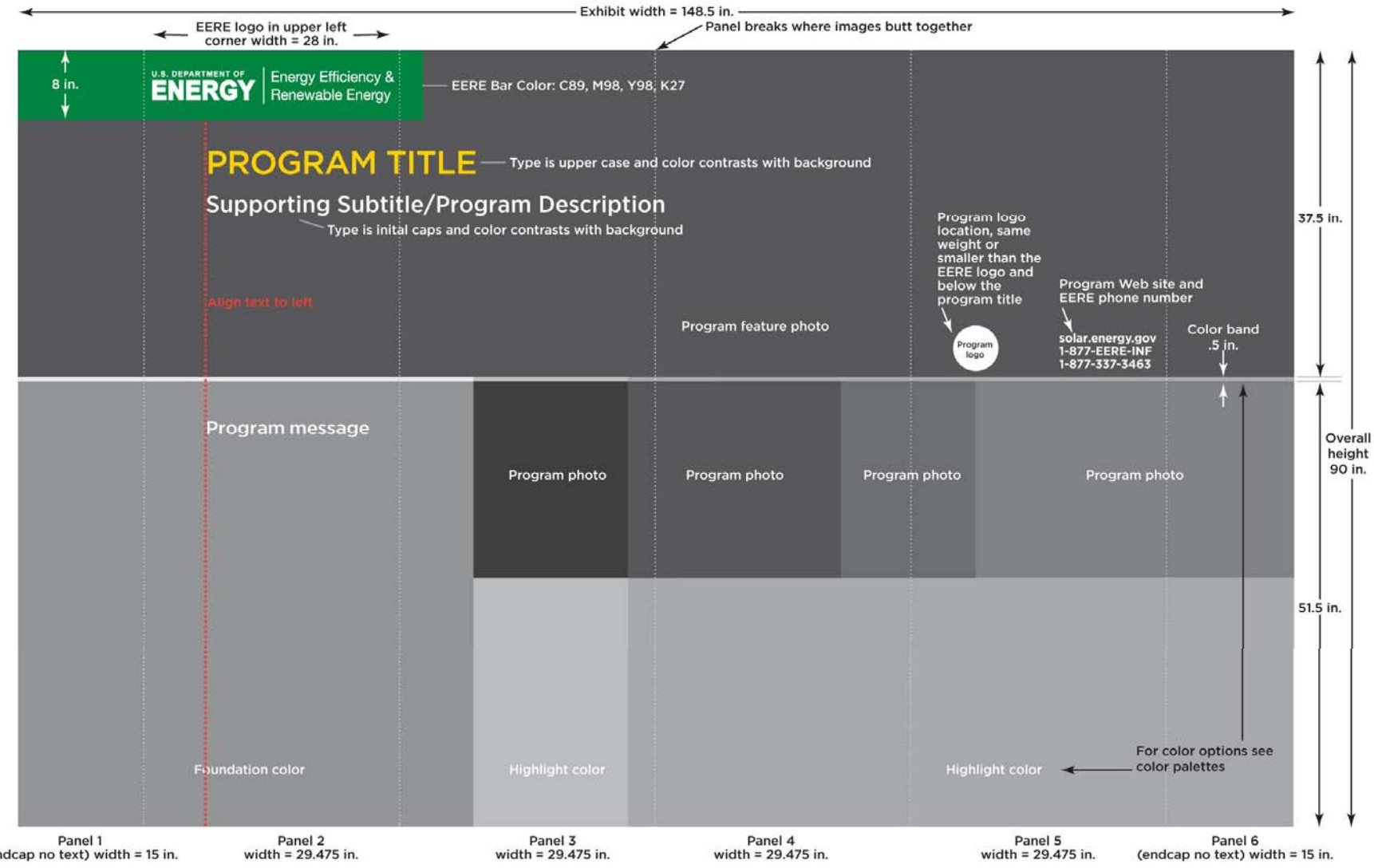
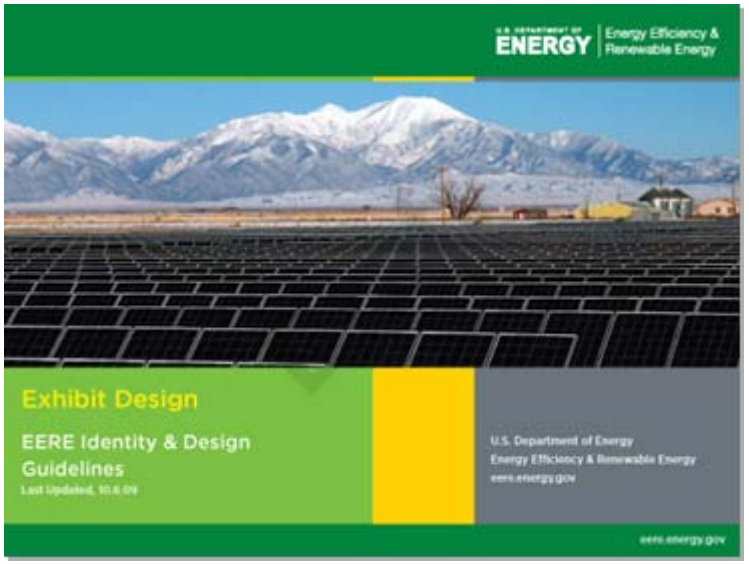
Layout and design for a standard 10 ft. booth using a horizontal feature photo



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



Guides



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

Messaging

- 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.

Messaging (continued)

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

Messaging (continued)

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

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

Print and Exhibit Approval

- 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.

Archiving and Updating

- 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.

Guidelines

- 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.

EERE Print and Exhibit Coordinators Meetings

- 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.