EERE Mobile Application Strategy
EERE Guide for Branding Mobile Applications

Background

This strategy guide provides recommendations for developers building EERE-branded mobile applications. EERE encourages the development of applications (apps) using a generic, cross-platform tool such as jQuery mobile; this unified creation and distribution tool ensures the consistency and availability of apps across platforms. If developers have considered tools such as jQuery mobile and decide to build native apps, these guidelines are meant to provide the framework for a consistent EERE identity. Considering that developers may choose to use a variety of frameworks and platforms for building apps, this guide is neither exhaustive, nor a list of requirements. The primary purpose is to provide developers with useful standards and tools for branding mobile apps.

Need

Apps developed for EERE require a more cohesive look and feel to ensure consistency with the EERE identity. This guide was developed in response to requests from developers for specific elements that will help to achieve this consistent identity.

Benefits

Consistent branding across all applications will help to ensure that users know when a given app is part of the EERE suite. If all contractors and developers use the same branding elements, then the EERE apps will comprise a cohesive package with a variety of utility, regardless of the app's creator or platform.

Creative Vision

The creative vision for EERE applications is a guiding strategy for developing all apps, regardless of the type or function. A creative vision will allow developers to make the many decisions regarding app creation that may not be specifically detailed in this document.

The creative vision is derived in part from the following points of USA.gov's Mobile Apps Policy:

- The content of the app should be specific to a mobile device. The app should use government data or provide a government service.
- The app should be relevant to a national audience. It should not be limited to a specific geographic location or event.
- The app should be easy to use and easy to understand.
- The app must be free.
- The app must be up-to-date and accurate.

Data Sharing

The core purpose of all apps developed by EERE is to share data. To that end, the data provided by the app must be up-to-date and accurate.

Ease of Use

To effectively share data, all apps must be easy to use and understand. The following points provide general guidance beyond the toolkit and recommendations provided in this document:

- Ensure utility icons are easy to understand and do not require guesswork.

- Use short phrases with simple words. Users will skip long sentences and explanations.
- Help your users learn their way around the app by making places in the app look distinct. Use transitions to show relationships among screens. Provide feedback on the tasks in progress (from Google's principles).

Building Blocks

Launch Icons

An app's launch icon provides users with a first impression of the app.

Splash Screen

The splash screen is an optional first screen that users see after launching an app. The following examples illustrate our recommendation for how it should look. The two options below show how the app can be branded to either EERE or DOE.

Developers may choose to use the provided splash screen PSD files. If they choose to code their own splash screen, developers can use the provided PSD logo files.

Background gradient:

Light blue – #005887
Dark blue – #00324D

Background and Header

It is important to minimize application chrome (i.e., additional headers, footers, and menus that are separate from the content of the interface), to give developers maximum space and flexibility in creating the apps. The header bar is commonly used for the title of a page or the name of the app.

Header gradient:

Light blue – #004A72
Dark blue – #00324D

Background gradient:

Light gray: #DDDDDD
White: #FFFFFF

User Interface Elements

The "ease of use" objective is a primary goal for user interface (UI) elements. Consistency across EERE apps is ideal, but the variety of development environments and platforms make it difficult to recommend a single set of UI elements. Therefore, we recommend using the default widgets and interface elements available in the various native environments.

Both Apple and Android have extensive UI documentation. The Apple Interface Builder contains ready-to-use widgets and UI elements. Google has documentation for the UI design of the latest version of Android. Eclipse supports Android development through the Android Development Tools (ADT), although it does not include a "WYSIWYG" editor for UI development.

Form Elements

The jQuery Mobile 1.3.0 library contains UI elements that can be used for Web apps or for apps developed with HTML5 and packaged for distribution. Because the existing form elements are complete and stylistically similar to EERE's current website styles, they can be leveraged to avoid the need to build new ones from scratch.

Below are examples of some jQuery Mobile 1.3.0 form elements.

Fonts

Available fonts vary greatly across different platforms, but we recommend using the fonts listed below for EERE applications. These fonts are similar enough to be substituted for each other, depending on what is available for specific platforms. Web app developers have more freedom in the apps they are able to use via @font-face or web fonts, but they should also stick with the choices below in the interests of consistency.

Helvetica Neue, Helvetica
Available on: iOS

Arial
Available on: Blackberry, iOS

Roboto, Droid Sans
Available on: Android
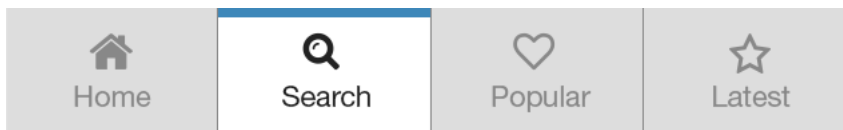
Microsoft Tahoma
Available on: Windows Mobile

Colors

The interface colors should follow the standards detailed in the [EERE Identity & Design Guidelines for Communicators](#).

Menu

Native app developers should use the default UI elements available for their platforms.

The menu items will vary across different apps. Below is an example menu style that should be used instead of default jQuery Mobile style for persistent navbars and fixed footer toolbars.
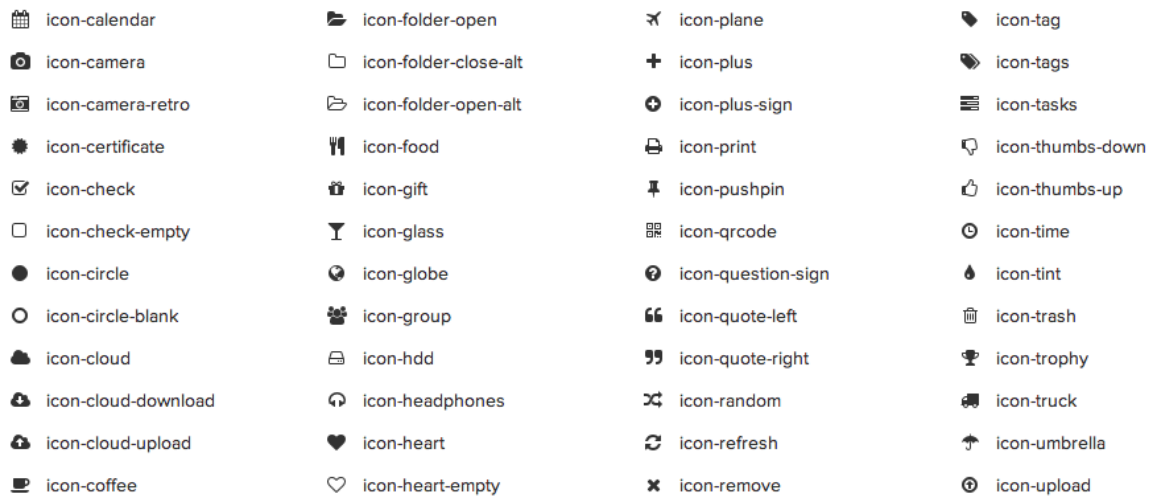

gray background: #DDD
gray icons, text, and dividers: #888
active icons and text: #222
active background: #FFF
active border-top: 7px solid #4A86BA

Utility Icons

If utility icons are needed that are not available through the native application development environment or through jQuery mobile, we recommend using a library of flat, one-color symbols.

Some resources for this style of icons are Glyphicons, Hlvticons, and the open-source Font Awesome library (for Web app developers). These icon libraries are generally offered as vector files, font files, or as .png files in various sizes, making them usable for both standard and retina displays.

icon-calendar	icon-folder-open	icon-plane	icon-tag
icon-camera	icon-folder-close-alt	icon-plus	icon-tags
icon-camera-retro	icon-folder-open-alt	icon-plus-sign	icon-tasks
icon-certificate	icon-food	icon-print	icon-thumbs-down
icon-check	icon-gift	icon-pushpin	icon-thumbs-up
icon-check-empty	icon-glass	icon-qrcode	icon-time
icon-circle	icon-globe	icon-question-sign	icon-tint
icon-circle-blank	icon-group	icon-quote-left	icon-trash
icon-cloud	icon-hdd	icon-quote-right	icon-trophy
icon-cloud-download	icon-headphones	icon-random	icon-truck
icon-cloud-upload	icon-heart	icon-refresh	icon-umbrella
icon-coffee	icon-heart-empty	icon-remove	icon-upload

App Submission Guidelines

These are EERE's recommendations for the text used when submitting apps to any platform for distribution. Consistent use of these submission guidelines will create a seamless connection between different EERE apps.

Use of a standard author name makes EERE's apps easily searchable and allows users to see them all in one place. We recommend the use of the author name "U.S. Department of Energy – EERE."

For the developer website field, EERE recommends entering the full website that holds the information contained in the app. For the contact information field, EERE recommends entering the same webmaster email as the full website. If technical questions about the app arise, they can be redirected to a developer.

The description field is a place to describe the app's purpose and functionality. In order to create a sense of unity between EERE apps, we recommend using the following EERE boilerplate language below the specific app description.

> The U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) accelerates development and facilitates deployment of energy efficiency and renewable energy technologies and market-based solutions that strengthen U.S. energy security, environmental quality, and economic vitality.

Resources

These following resources can be downloaded and used when developing apps for EERE.

Splash screen and sample menu – [PSD/CSS files](#)

UI Resources – [Apple Interface Builder](#) (XCode) | [Android UI Guidelines](#)

Form Elements – Native environment defaults | [jQuery Mobile](#)

Fonts – [Roboto](#), [Droid Sans](#)

Colors – [EERE Identity & Design Guidelines for Communicators](#)

Utility icons – [Glyphicons](#) | [Hlvticons](#) | [Font Awesome](#)