EERE Identity & Design Guidelines for Communications

Updated April 12, 2012   version 3

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Introduction

A consistent approach to communications products helps to ensure EERE is viewed as a primary, authoritative source of information about renewable energy and energy efficiency technologies.

This framework includes guidance and requirements on the use of colors, fonts, visual identifiers and logos, and other aspects of EERE information products. The standards are intended to balance flexibility and consistency, by clearly delineating recommended versus required elements. EERE programs are encouraged to be innovative in their product writing and design, and to work with the Communications and Outreach (C&O) office early on solutions to best meet audience needs.

Information specific to Web requirements is available at www.eere.energy.gov/communicationstandards/websites.html.

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The EERE Identity table provides guidance on logo, color, and font treatments for EERE programs, activities, and partnerships.

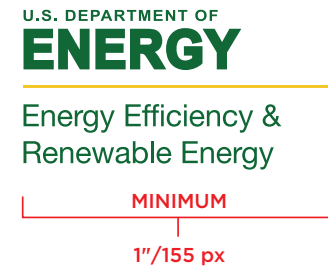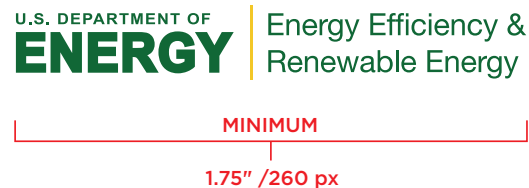| A	B	C	D	E	F	G	H	I
DOE	EERE Programs	EERE Subprograms (Wind Powering America, Building America)	Coalitions (Clean Cities, Solar America Communities)	Conferences (DEER)	Partnerships & Initiatives (21st Century Truck, Freedom Car)	Competitions (Solar Decathlon, EcoCar)	Inter-Agency Partnerships (You Have the Power, H2)	Product Logos
DOE Logo, Seal, or DOE Identifier	EERE Identifier: follow EERE guidelines for position Sub-logo approved with C&O	EERE Identifier: follow EERE guidelines for position Sub-logo approved with C&O	EERE Identifier: follow EERE guidelines for position Sub-logo approved with C&O	EERE Identifier: no required position Sub-logo approved with C&O	EERE Identifier: Colors determined with C&O Sub-logo approved with C&O	DOE or EERE Identifier: Colors determined with C&O Sub-logo registered with C&O	DOE Logo, Seal, or DOE Identifier	EERE Identifier: Colors determined with C&O Sub-logo approved with C&O
Colors determined with C&O	EERE Colors: primary & highlight required	EERE Colors: primary & highlight required	EERE Colors: primary & highlight preferred	EERE Colors: primary & highlight preferred	EERE Colors: primary & highlight preferred	EERE Colors: dependent on the product	EERE Colors: dependent on the product	EERE Colors: dependent on the product
Fonts determined with C&O	EERE Fonts: required	EERE Fonts: required	EERE Fonts: preferred	EERE Fonts: preferred	EERE Fonts: preferred	EERE Fonts: dependent on the product	EERE Fonts: dependent on the product	EERE Fonts: dependent on the product

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The EERE identifier must be placed on the front and back of all EERE communication products. You may place the identifier in the location that works best for your product.
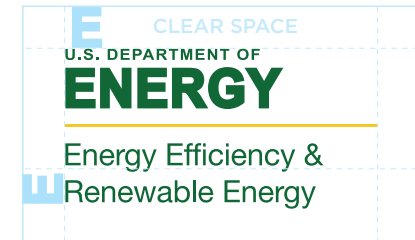
The minimum reproduction size allowable is based on the width of the identifier. Please do not disproportionately resize. The two pieces of the identifier can not be modified or used as individual components.

MINIMUM

1.75" /260 px

MINIMUM

1"/155 px

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EERE Identifier: positive treatment

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The positive treatment of the EERE identifier can be used in green and yellow, black, or gray.

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		SPOT	CMYK	RGB	Hex #
DOE Green		Pantone 7484	C = 89 M = 35 Y = 98 K = 27	R = 15 G = 102 B = 54	00583C
DOE Yellow		Pantone 110	C = 5 M = 20 Y = 95 K = 0	R = 243 G = 199 B = 39	EFBF0E
Gray		Pantone 431	C = 45 M = 27 Y = 17 K = 51	R = 94 G = 106 B = 113	5E6A71

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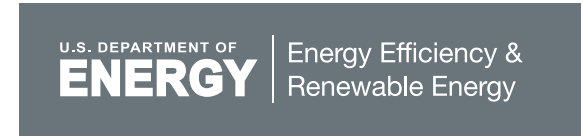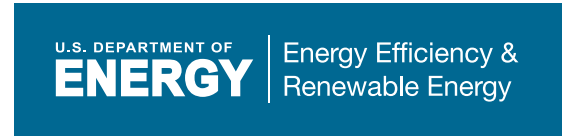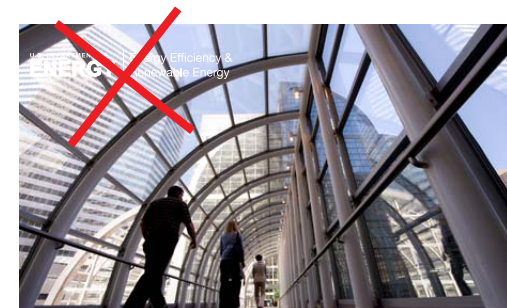
The reverse treatment uses the EERE identifier in solid white on a solid blue, green, gray, or black background.
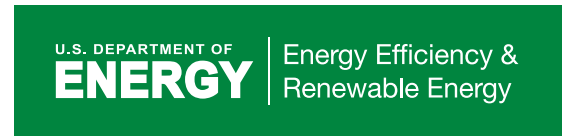
If appropriate for your design, you may also reverse the identifier out of a four-color photo or illustration. Please make sure there is enough contrast so the identifier can be clearly seen.

Use identifier on a solid-colored background.

Do not use identifier on a patterned background.

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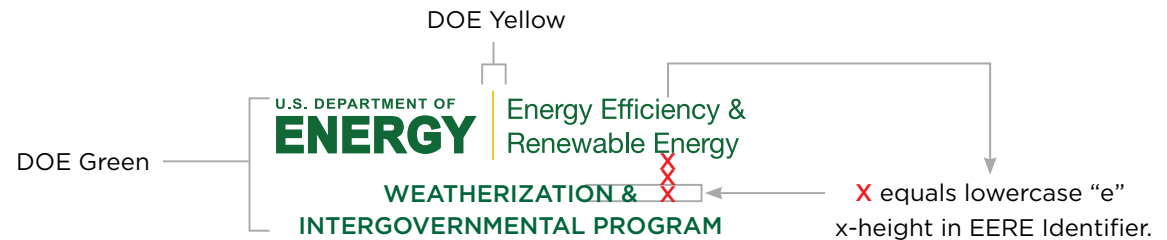
If appropriate, you may include your program name with the EERE identifier as shown below. Contact Scott Minos at scott.minos@ee.doe.gov for more information.

DOE Yellow

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WEATHERIZATION & INTERGOVERNMENTAL PROGRAM

DOE Green

X equals lowercase "e" x-height in EERE Identifier.

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

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

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

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WIND AND WATER POWER PROGRAM

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Colors

The EERE color palette establishes a consistent look and feel for your products.

- Use the foundation gray, one of the primary colors, and one or more of the highlight colors per product.

- The foundation gray and primary colors are dominant. Use the highlight colors as accents.

EERE is in the process of developing additional color palettes. If you want to work with C&O to develop additional color palettes, please contact scott.minos@ee.doe.gov.

Foundation Gray

SPOT	CMYK	RGB	HEX #
Pantone 431	C 45 M 27 Y 17 K 51	R 94 G 106 B 113	3C4349

Primary Colors

SPOT	CMYK	RGB	HEX #
Pantone 356	C 95 M 8 Y 93 K 27	R 0 G 121 B 52	006021
Pantone 308	C 100 M 19 Y 8 K 46	R 0 G 91 B 130	004063

Highlight Colors

SPOT	CMYK	RGB	HEX #
Pantone 368	C 63 M 0 Y 97 K 0	R 105 G 190 B 40	5AA83B
Pantone 2995	C 87 M 1 Y 0 K 0	R 0 G 169 B 224	1F82BB
Pantone 116	C 0 M 12 Y 100 K 0	R 254 G 203 B 0	FABD17
Pantone 158	C 0 M 64 Y 95 K 0	R 227 G 114 B 34	D85D19
Pantone 428	C 12 M 6 Y 5 K 12	R 195 G 200 B 200	C3C8C8

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The primary typeface is Gotham. You can substitute Arial for Gotham as needed. EERE is currently researching an additional sans serif typeface option for use in the near future.

Gotham is most often used for titles, subheads, captions, sidebars, and call outs because of its superior look. As such, Gotham is the preferred font for exhibits including posters, banners, table top exhibits, and floor exhibits. Arial can be used instead of Gotham for the above items most preferably in smaller and standard written products.

Times New Roman or Gotham may be used for body text.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%$+()

Gotham fonts

Gotham Light	Gotham Narrow Light
Gotham Light Italic	*Gotham Narrow Light Italic*
Gotham Book	Gotham Narrow Book
Gotham Book Italic	*Gotham Narrow Book Italic*
Gotham Medium	**Gotham Narrow Medium**
Gotham Medium Italic	**Gotham Narrow Medium Italic**
Gotham Bold	**Gotham Narrow Bold**
Gotham Bold Italic	***Gotham Narrow Bold Italic***

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%$+()

Times New Roman fonts

Regular

Italic

Bold

Bold Italic

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While the EERE identifier is required on the front of all communication products, there is flexibility in the placement. See the preferred placements below.

When writing and designing your communications products, put the most relevant information in the most visually prominent place on your communications product. For example, if you are writing a fact sheet about an EERE program, the program name would appear at the top of the document. But if you are writing a fact sheet about lighting, make sure the lighting topic is most prominent.
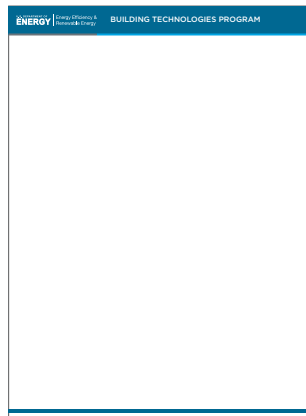
EERE identifier upper left program name in header.

EERE identifier lower right, key title in header.

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1. If using the program name, display in upper case.

2. Solid horizontal bars, top and bottom, in one of the primary colors, may be used.

3. Page numbers are required for documents longer than two pages in length, and should be either centered or placed on the outside edge of the page.

4. All layout elements such as photos and sidebars are required to have square corners.

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EERE Elements: photo credits and captions

EERE requires photo and image credits. By giving proper credit, we demonstrate that we have permission to use a particular photo or image and thus are adhering to copyright law.

• Photo credits may be placed after the caption or on the back of the document.

• Please use the following language:

   – Photo (or illustration) from name of organization

   – Photo (or illustration) by individual name of person

   – Photo number (if referenced)

• Examples:

   – *Illustration from iStock/18309363*

   – *Photo from Alliance Autoglass*

   – *Photo by Patrick Corkery, NREL/PIX 12345*

   – *Cover photos starting at top left: Clean Fuels Ohio, Maryland Public TV/PIX 17180, iStock/18309363.*

Captions are a preferred element to be used to describe a photo.

• The preferred treatment for captions is left-justified and placed underneath the image in a Pantone 431 gray box with white text.

• Additional treatments include using gray text on white background.
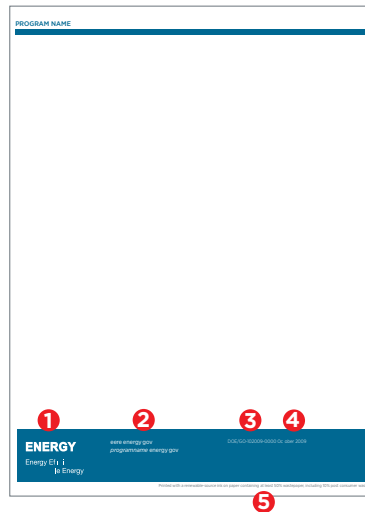
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EERE Elements: back page
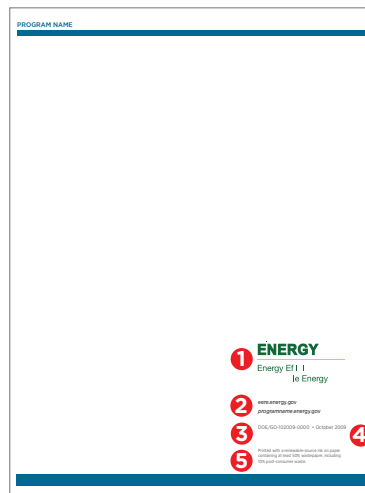
Preferred

Alternate

The required elements for the back page include:

1. EERE identifier (vertical or horizontal, bottom left or bottom right position)

2. Appropriate URL is required. Additional program contact information is preferrred.

3. Publication number*

4. Publication date

5. Printing statement
   Printed with a renewable-source ink on paper containing at least 50% wastepaper, including 10% post consumer waste.

*Executive Order 1283, requires the use of an approved GPO number. GPO numbers may be assigned by GPO-approved printers including DOE HQ and national laboratories. GPO numbers are unique identifiers and may not be reused.

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Templates: overview

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EERE Identifier

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■ Templates

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EERE provides templates to make it easy for you to apply the EERE identity guidelines. Use of the templates is **NOT REQUIRED**.

EERE provides the following templates:
- Fact sheets and case studies
- Tri-fold brochures, report covers, and business cards
- Letterhead
- CD labels and package
- PowerPoint files.

You can find these templates at www.eere.energy.gov/communicationstandards/templates_logos.html. Should you have questions, or suggestions for developing additional templates, contact Scott Minos at scott.minos@ee.doe.gov.

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Fact sheet and case study template are provided as Adobe® InDesign® CS5 or, currently as Microsoft® Word 2007 files, in both blue and green. EERE C&O will soon be updating these in Microsoft Word 2010. In addition, EERE C&O can assist you in using Adobe InDesign.
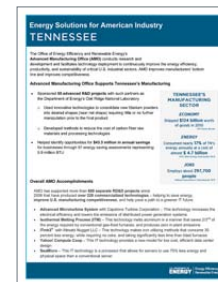
Small Cover Photo
2-Column Template

Large Cover Photo
2-Column Template

Large Cover Photo
3-Column Template

No Cover Image
1-Column Template

Note: EERE has provided these templates for your convenience, *but use of these templates is optional.*

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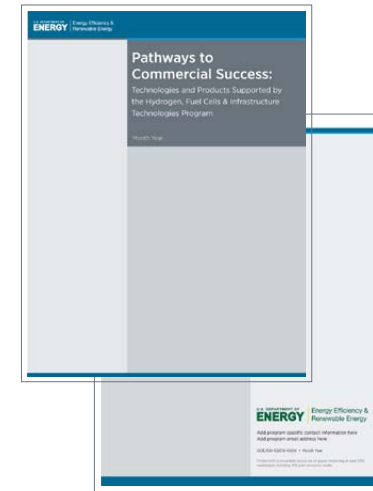U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

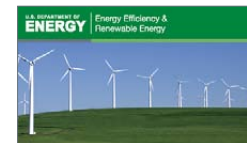These files are provided as Adobe® InDesign® CS5 files, in both blue and green.

Tri-fold Template
(for brief information and easy to hand out materials)

Report Cover Template
(for technical reports)

Business Cards

Note: EERE has provided these templates for your convenience, *but use of these templates is optional. Because these are typically used as the standard templates, please involve EERE C&O early if you intend to develop a modified version of these types of files.*
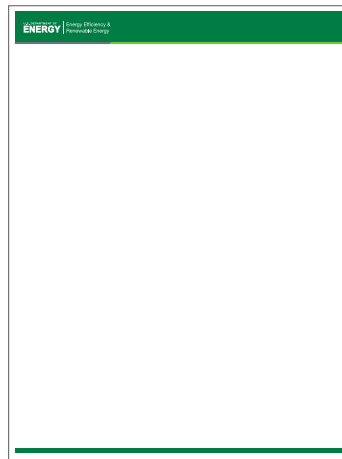
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The letterhead templates are currently available as Microsoft® Word 2007 files. You can use the letterhead templates for letters, memos, and other documents that you would like to have include the EERE identifier.

Letterhead Template

Note: EERE has provided these templates for your convenience, *but use of these templates is optional.*

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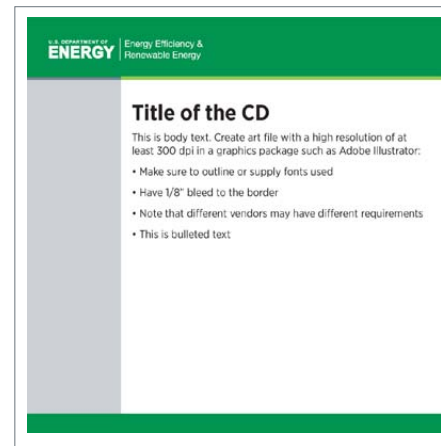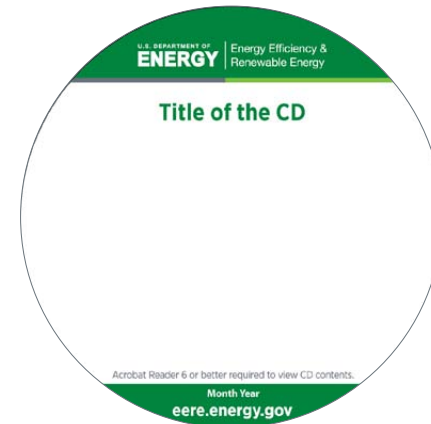
EERE has developed templates for CD labels and CD packages, in both blue and green. These can be used for all EERE products. Both templates are available as EPS files, which can be downloaded and edited in a graphics package like Adobe® Illustrator.®

CD Package

CD Label

Note: EERE has provided these templates for your convenience, *but use of these templates is optional.*

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Checklist of Required Elements

Required elements for all communication products

☐ Proper use of EERE identifier or DOE identifier or approved logos per table on p. 3

☐ Proper use of color palette per table on p. 3

☐ Proper use of fonts per table on p. 3

☐ The EERE identifier must be placed on the front of all EERE communication products per p. 4. For products with two or more pages, the identifier must also be placed on the back cover per p. 13

☐ Photo credits p. 12

☐ Square corners on layout elements such as photos and sidebars p. 11

☐ Include URL programname.energy.gov and/or appropriate URL (no www) p. 13

Additional requirements for print products

☐ Page numbers for documents with more than two pages p. 11

☐ Publication number p. 13

☐ Publication date p. 13

☐ Printing statement p. 13

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If you have any questions, comments or concerns please contact the Communication Standards Manager, Scott Minos at 202-586-2097 or scott.minos@ee.doe.gov.

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