



U.S. DEPARTMENT OF ENERGY COLLEGIATE WIND COMPETITION **IDENTITY GUIDELINES**

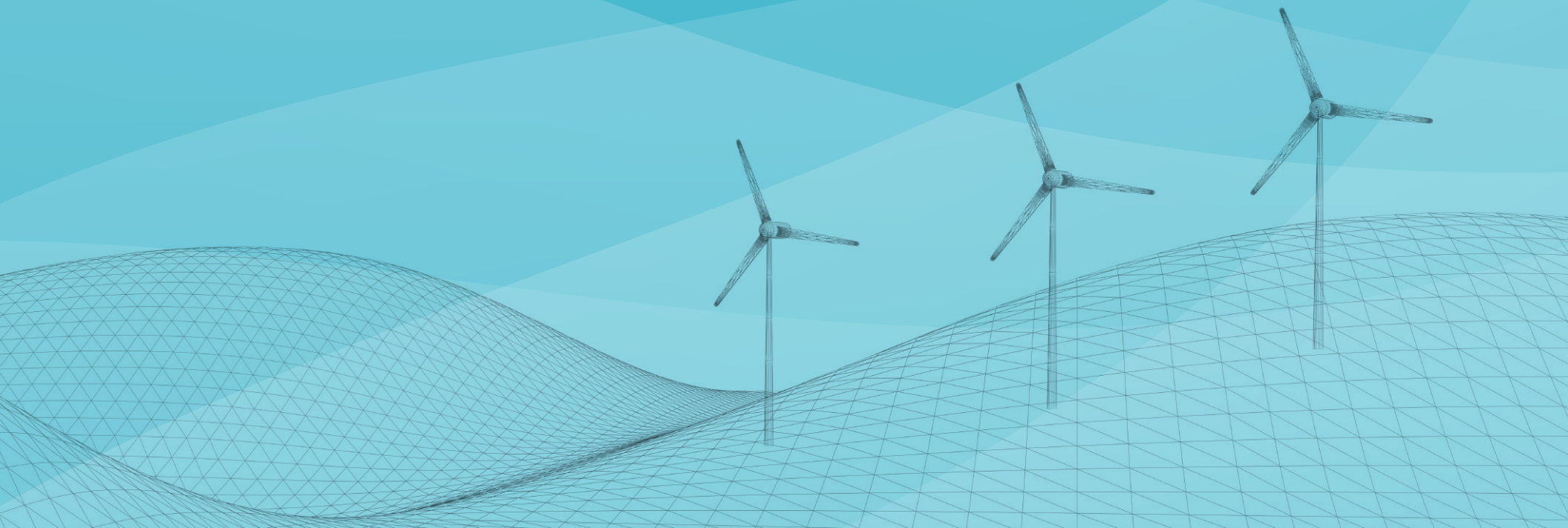


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EVENT NAMING CONVENTIONS

PROPER NAMING

U.S. Department of Energy Collegiate Wind Competition

Full name when not referring to a particular year's event. Use this on first text reference on every page.

When first referring to a particular year's event on a page, include the year at the end of the official name. In subsequent references to a particular year's event, "Collegiate Wind Competition" followed by the particular year's event is acceptable.

Collegiate Wind Competition

Allowed for subsequent references when not referring to a particular year's event. Use only when the full event name appears on the same page above, or in a more prominent location than, the subsequent reference. "DOE Collegiate Wind Competition" is also allowed if DOE has been defined as an acronym for U.S. Department of Energy earlier on the page.

NOT ALLOWED

Wind Competition

U.S. Department of Energy Wind Competition

U.S. Department of Energy's Collegiate Wind Competition

U.S. DOE Collegiate Wind Competition

PROPER EVENT LOGO USE

The complete U.S. Department of Energy Collegiate Wind Competition logo includes a strong recognition of the U.S. Department of Energy ownership of the event. The entire logo must appear on all promotional materials (print, electronic, or other). The following shows proper use of the logo.

HORIZONTAL LOGO (PREFERRED)



HORIZONTAL LOGO (REVERSED)



VERTICAL LOGO



VERTICAL LOGO (REVERSED)

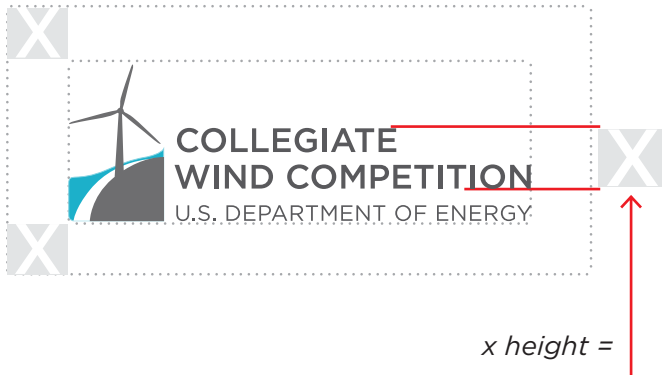


ONE COLOR VARIATIONS



MINIMUM CLEAR SPACE

For clarity and precision, the U.S. Department of Energy Collegiate Wind Competition logo requires a minimum clearance area. Text or graphics should not be closer than the indicated clearance area.

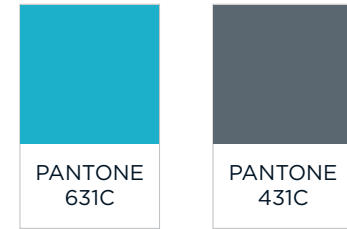


The x height is equal to the height of the two lines of the words Collegiate Wind Competition.

LOGO COLOR

The two colors used in the logo are Pantones 631c and 431c. The two main colors align with the EERE color palette. This color choice was purposeful to show a relationship with EERE.

Pantone 635c can be used as a part of the palette when a lighter blue is needed (rather than using a screen of Pantone 631c). The color palette will be further extended in the future to include some warmer accent colors.



The two colors used in the logo are shown at top. The color palette for the identity as a whole will be expanded, but for now consists only of an additional lighter blue.

LOGO TYPEFACE

The typeface used in the logo is Gotham. By using this typeface, the identity of this competition further aligns itself with the U.S. Department of Energy Office of Energy Efficiency and Renewable Energy design system elements. This will increase efficiencies when developing collateral materials and demonstrate a coherent design system.

MINIMUM LOGO SIZE

To ensure legibility of the logo, a minimum logo size has been established. The minimum sizes are established to ensure legibility of the smallest text in the logo, the U.S. Department of Energy line. The chart below shows the minimum sizes for each version of the logo and for print and web.

	Horizontal Logo	Vertical Logo
Web	200 px wide	154 px wide
Print	1.25" wide	1.0" wide

When a smaller version of the logo is required, contact Jenny Wiegele at 303-275-3657 or jenny.wiegele@nrel.gov for approval.

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Gotham family is the font used in the logo.

IMPROPER EVENT LOGO USE

The following are just a few examples of improper logo use. These examples are illustrated using the horizontal version of the logo (preferred format), but apply to the one color, reversed, and vertical formats as well.

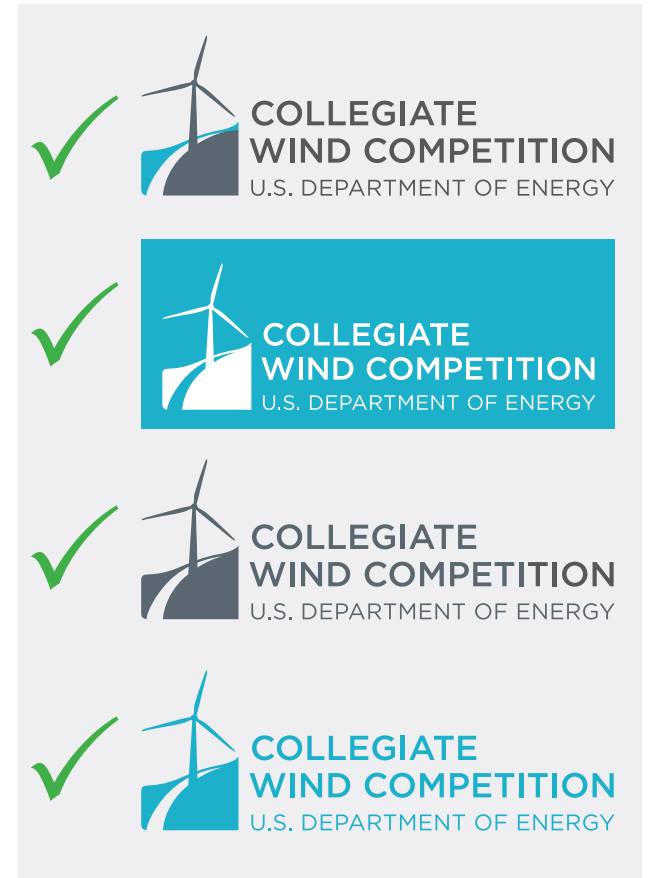
To avoid these errors, we require that you use original versions of the logo. Please contact Jenny Wiegele at 303-275-3657 or jenny.wiegele@nrel.gov to get access to logo files.



The logo should never be manipulated by moving or resizing elements.



The logo should never be shown in any colors other than the approved brand colors.



A recap of the acceptable uses of the horizontal version of the logo



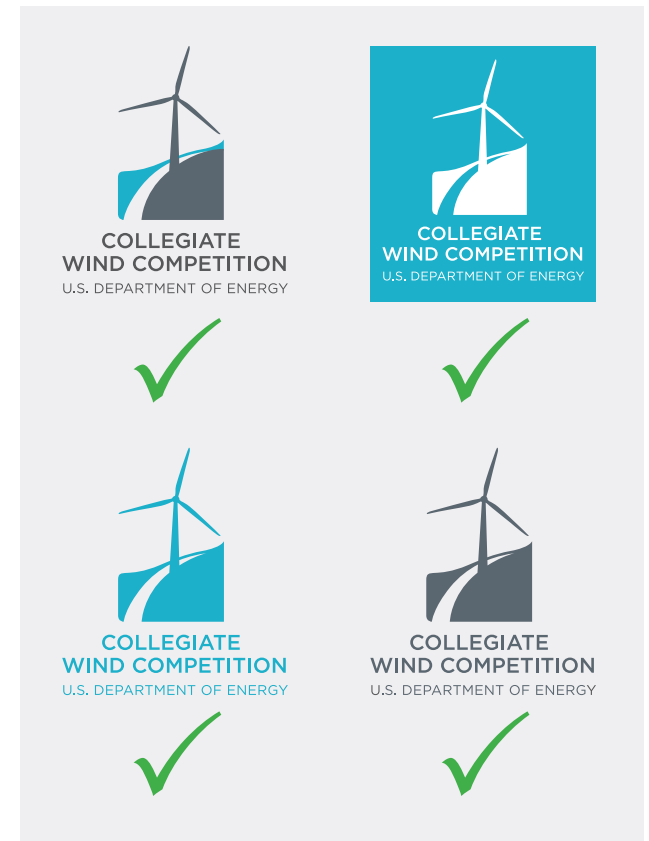
The logo should never be tilted. It should always be shown on a horizontal axis.



The logo should never be scaled or skewed.



Do not remove the U.S. Department of Energy portion of the logo.

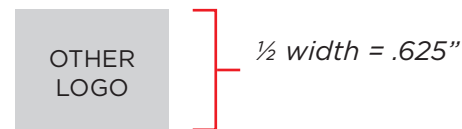
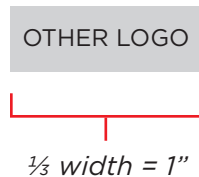


A recap of the acceptable uses of the vertical version of the logo

SIZE AND PLACEMENT OF OTHER LOGOS

Often, the U.S. Department of Energy Collegiate Wind Competition logo appears with other logos. When the use of other logos is required, these logos must be one-third the width of the horizontal Collegiate Wind Competition logo (for horizontal logos), or half the height of the vertical Collegiate Wind Competition logo (for vertical logos).

Other logos include (but are not limited to) the U.S. Department of Energy (DOE) word mark, the WINDPOWER logo, the National Renewable Energy Laboratory logo, event sponsor logos, team logos, and team sponsor logos.



PHOTOGRAPHIC STYLE

WIREFRAMES

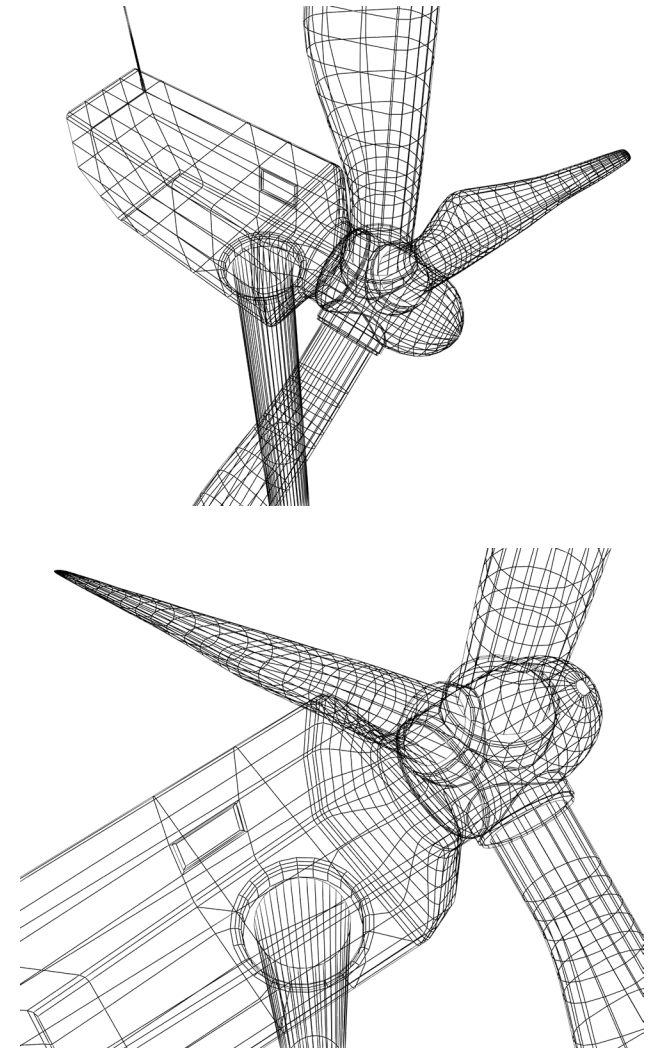
Wireframes of wind turbines are the thematic and signature brand imagery of the event. These images help convey that the spirit of the competition is about designing and building wind turbines. They express a feeling of excitement around the idea that the student participants are creating something from the ground up. Examples of some wireframes are shown at right. The wireframes can be used on the U.S. Department of Energy Collegiate Wind Competition Blue (Pantone 631C).

PHOTOS

The preferred photographic image type should be of students, the competition, and the scale model turbines themselves. No finished wind turbines or wind farms should be used as the event is not about deployment.

Photos should be shot and selected based on the following criteria:

- Capture genuine moments of students in actual event or campus settings
- Focus on moments of connection among students, judges, the public, and others
- Use real Collegiate Wind Competition competitors, ideally participating in building, testing, or presenting
- Showcase students participating in the contests: building, testing, presenting; or the products of the contests: scale-model turbines, business plans, awards
- Are visually or intellectually dynamic
- Convey feelings of excitement, enthusiasm, activity, and/or engagement.



Examples of wireframes of wind turbines, the thematic and signature brand imagery of the event.