



Logo Specifications Guide 2014 - 2016



The Wave Energy Prize image is used to enhance the program’s visibility and foster positive recognition in today’s marketplace. These guidelines specify how the name, logo and colors are to be used to create a foundation for visual unity, impact and consistency when used in print, broadcast and electronic media.

This brief guide provides quick direction for the treatment of the Wave Energy Prize logo in a variety of situations.

### Wave Energy Prize Naming Convention

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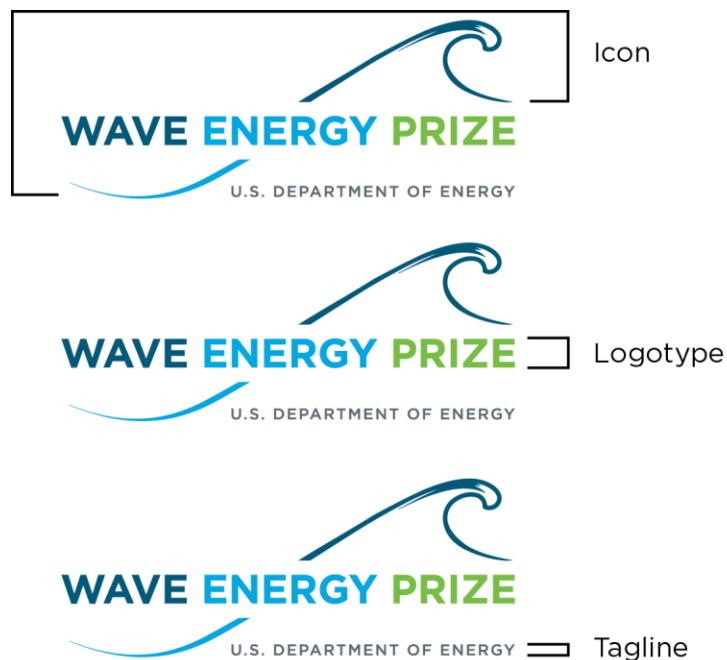
On first reference, the competition should be referred to as the “U.S. Department of Energy Wave Energy Prize.” On subsequent references, it may be referred to as the “Wave Energy Prize.”

In no case shall the acronym “WEP” be used to refer to the competition.

### Logo Breakdown

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This logo is composed of a representative icon, logotype and tagline.



## Pantone Colors

Always use the Wave Energy Prize logo on a white background.



### Pantone 308

4-color process build:  
C = 100, M = 59, Y = 35  
K = 16



### Pantone 2995

4-color process build:  
C = 80, M = 12, Y = 1  
K = 0



### Pantone 368

4-color process build:  
C = 58, M = 2, Y = 100  
K = 0

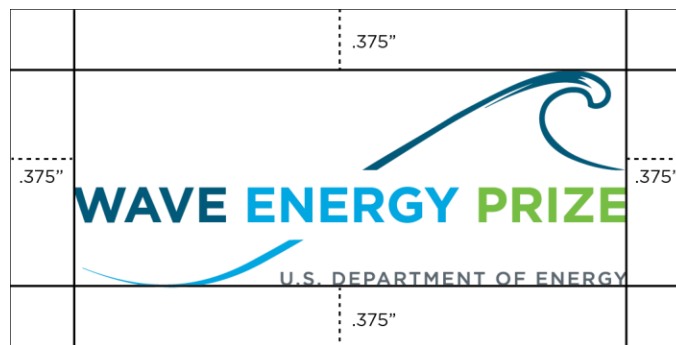


### Pantone 431

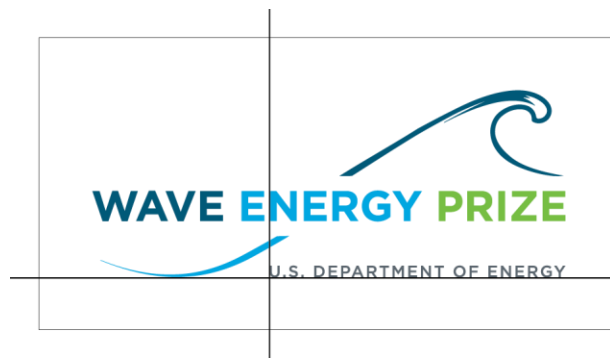
4-color process build:  
C = 66, M = 52, Y = 45  
K = 17

## Clear Space Around the Logo

Allow .375" of X (the size from the top of the logo to the bottom) spacing on all sides of the logo.



## Spacing Inside the Logo



Tagline text should always be aligned with the bottom of the icon wave and flushed with the "N" in "ENERGY."



The spacing in between the icon wave and the logotype should always be .1".

## Fonts

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Do not substitute the font in the Wave Energy Prize logotype or the tagline.

**Gotham Bold** is the suggested typeface for the WEC logotype. There is 0 kerning.

# WAVE ENERGY PRIZE

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Gotham Medium is the suggested typeface for the DOE tagline with a kerning at 85pt.

U.S. DEPARTMENT OF ENERGY

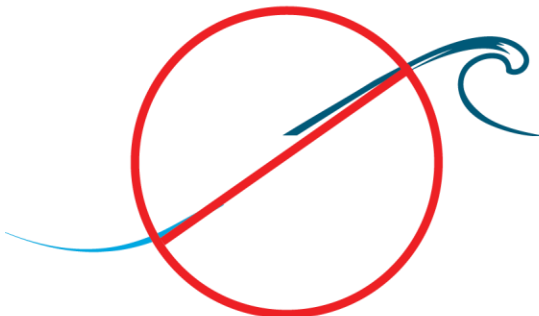
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Gotham Book is the suggested typeface when creating body copy to be used when creating a layout.

## Other “No-Nos”

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- Never change the layout of the logo to make it more horizontal by adjusting the kerning.
- Do not use the logo on a busy pattern or colored background that impairs its legibility.
- Do not stretch any part of the logo at any time.
- The format cannot be compromised: do not slant or rotate the logo in any way.
- Never use the wave icon part of the logo, nor the logotype/tagline alone.



## Size and Placement of Other Logos

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In some cases, the Wave Energy Prize logo may appear in conjunction with other logos. When this occurs, the other logo(s) must be one-third the width of the Wave Energy Prize logo (for horizontal logos), or half the height of the Wave Energy Prize logo (for vertical logos).

Other logos may include (but are not limited to) the U.S. Department of Energy or EERE logo, event sponsor logos, team logos, and team sponsor logos.

## File Formats Available from the Wave Energy Prize

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The logo was created in Adobe Illustrator version CS6 and is MAC OS formatted. The logo is also available in these formats:

- .eps
- .ai
- .jpeg (300 dpi)
- .png
- .tif (300 dpi)

In all cases other than electronic media, the EPS format must be used.

If you are unable to use EPS, you may use the .jpeg or .tif only when transparent backgrounds are not required.

If there is need for a different format, please request it and the Wave Energy Prize Administration Team will send the graphic file to you.

Do not reformat unless permission is granted by the Wave Energy Prize Administration Team.

