



Office of
Technology
Commercialization



COMMUNICATIONS GUIDELINES

for Recipients of Funding from the U.S. Department of Energy Office of
Technology Commercialization

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Purpose of this Toolkit

This toolkit is designed to support organizations that have received funding from the U.S. Department of Energy's Office of Technology Commercialization (OTC) in accurately and effectively communicating their work. This toolkit ensures that public communications about OTC-funded efforts remain clear, consistent, and aligned with the purpose of the funding.

It is not intended to limit your organization's independent messaging but to protect against public confusion or misinterpretation of DOE goals and non-federal missions.

Overview of the Office of Technology Commercialization

The **Office of Technology Commercialization (OTC)** serves as the Department of Energy's central office for accelerating the commercialization of promising energy technologies. Through funding, strategic partnerships, and program support, OTC plays a crucial role in advancing the economic, energy, and national security interests of the nation.

Guidelines for Use

To protect the integrity of DOE and OTC communications, please ensure outreach materials follow these general principles:

- **Do not** use materials in a way that expressly or implicitly suggests DOE endorses the views, opinions, products, or services of any person or organization.
 - **Do not** use materials in a way that could be seen as disparaging OTC, DOE, or the U.S. federal government.
 - You are responsible for the appropriate use of these materials and must ensure that third parties (e.g., contractors, ad agencies, promotional vendors) also follow these guidelines.
 - DOE is not providing these materials as part of a joint outreach or official partnership beyond the funded activity.
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Communications Do's and Don'ts

Follow the guidelines below to ensure that you're aligned with DOE best practices.

✓ Do	✗ Don't
Clearly acknowledge OTC support for the specific project or activity	Imply DOE/OTC endorses your organization's full mission or unrelated work
Accurately attribute project/activity success or milestones in-part to OTC in all promotional content	Blend DOE-funded work into broader messaging that may conflict with DOE's goals
Include OTC boilerplate and attribution language in press releases regarding OTC funded projects/activities	Use language that could be seen as political, partisan, or contradictory in relation to DOE support
Coordinate with OTC on public communications when referencing the funding	Conflate DOE-funded projects with organizational advocacy agendas

Sample Attribution Language & Talking Points

Use the following attribution language when referencing DOE funding:

“This work is supported by funding from the U.S. Department of Energy’s Office of Technology Commercialization through [insert OTC funding mechanism/program name]. [Funding mechanism/program description from OTC website]”

OTC Boilerplate

About the U.S. Department of Energy Office of Technology Commercialization

The Department of Energy (DOE) is one of the largest champions of technology transfer and commercialization in the federal government. Congress established the Office of Technology Commercialization (OTC) to advance this critical mission. By unlocking the tremendous potential within the Department and its 21 National Labs, plants and sites, and catalyzing private sector investment in novel technologies, OTC is driving innovation - and with it, American energy dominance and national security.

Logo Usage & Branding Guidelines

For accurate attribution purposes, please include OTC’s logo on graphics, webpages, and additional content that references your OTC supported project/activity. You should email [comms email] to request the high-resolution logo for your use. Our logos are available in blue and white fonts.

- OTC logos should only be used in connection with OTC-funded work.
- Logos must not be modified, distorted, or placed in political/advocacy contexts.
- OTC logos and visual assets can be requested at: OTC@hq.doe.gov
- Proper usage must include qualifying language that explains its presence on non-DOE materials. (See attribution statement in section 4)
- For digital media, the minimum size of the official logo should not be smaller than 100 pixels in width, and for print materials, it should not be smaller than 1 inch in width.

OTC has two official logos. Use the appropriate logo as indicated in the table below.

Primary logo: Abbreviated OTC Logo	Secondary Logo: DOE Standard Logo
 Office of Technology Commercialization	 
Use the abbreviated OTC Logo on promotional graphics, posters, social media graphics, webpages, and newsletters.	Use the DOE Standard Logo on formal reports.

By adhering to these branding guidelines, we can collectively represent the Department of Energy's Office of Technology Commercialization visual identity consistently and effectively. For further assistance or clarification, please reach out to sean.sullivan@hq.doe.gov in the Office of Technology Commercialization.

Your accurate and responsible usage of the DOE seal and official logo contributes to the integrity and professionalism of our communications.

Disclaimer Language

Use the following disclaimer wherever DOE branding, language, or logos appear:

“This work is supported by funding from the U.S. Department of Energy’s Office of Technology Commercialization. The views and conclusions expressed here are those of the authors and do not necessarily represent the views of the U.S. Department of Energy.”

Social Media and Online Promotion

When promoting OTC-funded work, please tag the appropriate DOE-affiliated accounts:

U.S. Department of Energy (DOE)

- Twitter/X: @ENERGY

- Facebook / Instagram: @energy
- LinkedIn: @U.S. Department of Energy

Office of Technology Commercialization (OTC)

- Twitter/X: @OTCatDOE
- LinkedIn: @DOE Office of Technology Commercialization

American-Made Program (if applicable)

- Twitter/X: @AMCprizes
- LinkedIn: @American-Made Program

Sample Social Media Posts

Twitter/X

We're working on [energy technology] with support from @OTCatDOE! Proud to help bring energy innovation to market.

LinkedIn

Thanks to support from the @DOE Office of Technology Commercialization, we're making real progress on [technology/project name].

This partnership helps accelerate energy innovation that strengthens our economy and competitiveness.

Learn more: [link]

Press Releases & Media Engagement

- Include OTC boilerplate and attribution when issuing a press release that references DOE funding.
 - Share your draft with OTC 3–5 days before publication.
 - OTC may provide a quote or amplify your announcement upon request.
 - Contact Sean Sullivan, sean.sullivan@hq.doe.gov, to coordinate.
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Review and Coordination Process

To maintain alignment and transparency, please share the following for **light-touch review**:

- Press releases or media advisories
- Event announcements mentioning DOE support
- Public-facing materials using OTC logos or branding

Please allow **3–5 business days** for response. Email materials to both of the following in a single email:

- Sean Sullivan sean.sullivan@hq.doe.gov
 - Dominique Barthel dominique.barthel@hq.doe.gov
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Frequently Asked Questions (FAQs)

Q: Are we allowed to promote this project as a DOE partnership?

A: You may refer to it as “supported by DOE funding” or “a DOE-funded project,” but avoid implying a formal co-management or endorsement.

Q: What if our organization takes a different public stance than DOE?

A: That’s fine—as long as your DOE-funded work is communicated clearly and separately, there’s no conflict.

Q: Will DOE edit our content?

A: No. We provide factual corrections or suggestions to ensure accurate representation, but not editorial control.
