U.S. DEPARTMENT OF ENERGY

Office of **ENERGY EFFICIENCY & RENEWABLE ENERGY**

EERE Identity & Design Guidelines for Communications

Updated November 2018   Version 8

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Introduction

A consistent approach to communications products helps to ensure that 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 offices are encouraged to be innovative in their product writing and design, and to work with the Communications office early on for solutions to best meet audience needs.

Information specific to web requirements is available at http://energy.gov/eere/communicationstandards. Navigate to the section titled, EERE Website and Digital Media Standards and Guidelines.

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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 (See table on page 4)

☐ Proper use of color palette (See table on page 4)

☐ Proper use of fonts (See table on page 4)

☐ The EERE identifier must be placed on the front of all EERE communication products per page 5. For products with two or more pages, the identifier OR an approved logo/identifier must appear on the back cover per page 15

☐ Photo credits on page 14

☐ Square corners on layout elements such as photos and sidebars. In some cases, out-lined photos may be approved. See page 13

☐ Include URL: Use energy.gov/eere/xxx URLs on your products. Do not use the www or https preface unless its absence would lead users to the wrong URL. Use marketing URLs (short URLs) that redirect to sites within energy.gov, when possible.

Additional requirements for print products

☐ Page numbers for documents with more than two pages, see page 14

☐ Publication number, see page 16

☐ Publication date, see page 16

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What is Not Allowed

- Don't skew or distort text and graphics in any way

- Don't use drop shadows, strokes, or other visual effects

- Don't use watermarks

- Don't use gradients

- Don't use colors other than the EERE color palette

- Avoid using all caps in headlines and text

- Ensure charts and graphs are legible on screen and in print. Recreate as needed for legibility.

- Don't put author names on the front cover but instead on the acknowledgements page.

- Include complete website url in the text of documents. Do not include hyperlink language.

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Identity Guidelines

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

	DOE	EERE	EERE Initiatives & Competitions
	DOE and **Inter-Agency Partnerships** (Energy I-Corps)	**EERE Offices, Subprograms,** (Building America) **and Coalitions** (Clean Cities)	**Initiatives** (Better Buildings, SunShot) **and Competitions** (Solar Decathlon, EcoCar)
*Logos and Identifiers	**DOE Logo, Seal, or DOE Identifier**	**EERE Identifier:** Follow EERE guidelines for position Sub-logo approved by EERE Communications	**EERE Identifier:** Brand identity to be determined Sub-logo approved by EERE Communications
Color Requirements	Colors determined with EERE Communications	**EERE Colors Only:** primary & highlight required	Colors determined with EERE Communications
Font Requirements	Fonts determined with EERE Communications	**EERE Fonts Only:** required	Fonts determined with EERE Communications

*Existing logos will be grandfathered, new logos need to be approved by EERE Communications.

To ensure that logos align with DOE branding and policies, contact EERE Publication Manager Scott Minos (scott.minos@ee.doe.gov), for approval before developing a new logo.
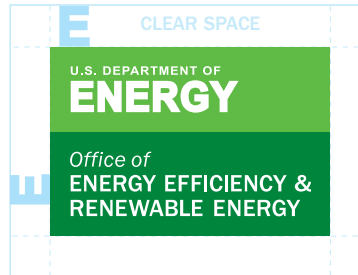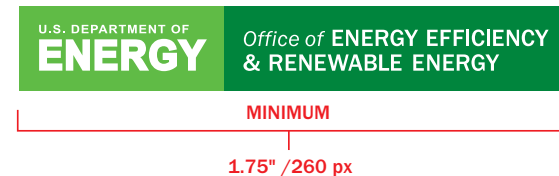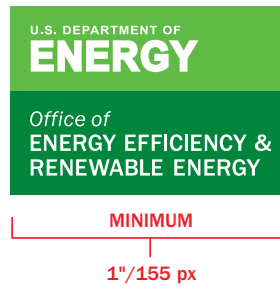
EERE Identifier: positioning

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.
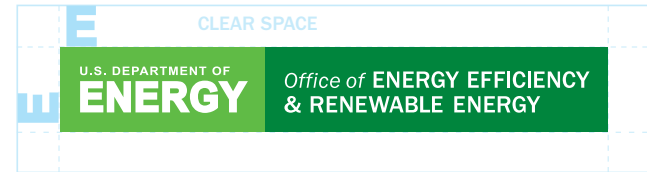
The minimum reproduction size allowable is based on the width of the identifier. Please do not disproportionately resize. The two pieces of the identifier can not be modified or used as individual components.

EERE Identifier: positive treatment

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

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|		SPOT	CMYK	RGB	Hex #
Dark Green		Pantone 356	C = 95 M = 8 Y = 93 K = 27	R = 0 G = 121 B = 52	007934
Light Green		Pantone 368	C = 63 M = 0 Y = 97 K = 40	R = 105 G = 190 B = 40	69BE28
Gray		Pantone 431	C = 45 M = 27 Y = 17 K = 51	R = 94 G = 106 B = 113	5E6A71

EERE Identifier: reverse treatment

The reverse treatment uses the EERE identifier in solid white on a solid green, black, or gray 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.
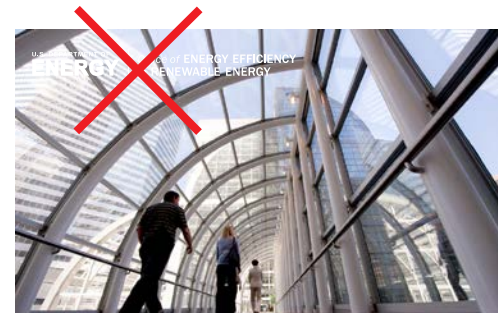
Do not use identifier on a patterned background.
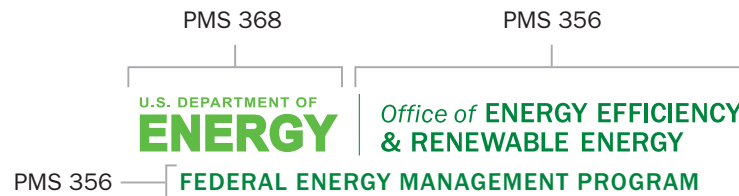
EERE Identifier: office names

EERE identifier with technology office names are available for use on the communications standards logo page under Office Logos: http://www.energy.gov/eere/communicationstandards/eere-office-subprogram-and-speciality-logos.

PMS 368   PMS 356

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PMS 356 ——— **FEDERAL ENERGY MANAGEMENT PROGRAM**

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ADVANCED MANUFACTURING OFFICE

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BIOENERGY TECHNOLOGIES OFFICE

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FUEL CELL TECHNOLOGIES OFFICE

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**WEATHERIZATION & INTERGOVERNMENTAL
PROGRAMS OFFICE**

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Color

· The EERE color palette establishes a consistent look and feel for your products. The EERE green and grey are the primary colors of the EERE brand. Green is the dominant color and grey is subordinate to green. The primary colors frame the content, and as such, green should be the most recognizable visual element of the EERE brand.

· The secondary colors are used for highlighting content, charts, illustrations, call out boxes, pull quotes, or other supporting graphics. These colors should be used sparingly and only for the purposes stated. These colors should never compete for attention with the primary color.

Primary

Pantone 356	CMYK	C95 M8 Y93 K27
	RGB	R0 G121 B52
	HEX	007934

Pantone 431	CMYK	C45 M27 Y17 K51
	RGB	R94 G106 B113
	HEX	5E6A71

Secondary

Pantone 158	CMYK	C0 M64 Y95 K0
	RGB	R227 G114 B34
	HEX	E37222

Pantone 116	CMYK	C0 M12 Y100 K0
	RGB	R254 G203 B0
	HEX	FECB00

Pantone 368	CMYK	C63 M0 Y97 K0
	RGB	R105 G190 B40
	HEX	69BE28

Pantone 2995	CMYK	C87 M1 Y0 K0
	RGB	R0 G169 B224
	HEX	1F82BB

Pantone 308	CMYK	C100 M19 Y8 K46
	RGB	R0 G91 B130
	HEX	005B82

Pantone 428	CMYK	C12 M6 Y5 K12
	RGB	R195 G200 B200
	HEX	C3C8C8

Typefaces

Consistent use of a font, or typeface, adds credibility and improves readability in your communication products. The preferred typeface is Franklin Gothic, which is a free font.

Franklin Gothic is used in print products for titles, subheads, captions, sidebars, and call outs. This is also the preferred font for exhibits, including posters, banners, table top exhibits, and floor exhibits. Times New Roman is the preferred font for body text because of readability, but Franklin Gothic may also be used. For templates using ITC Franklin Gothic, basic Franklin Gothic can be used as well.

Franklin Gothic

Franklin Gothic Book
Franklin Gothic Book Italic
Franklin Gothic Medium
Franklin Gothic Medium Italic
Franklin Gothic Demi
Franklin Gothic Demi Italic
Franklin Gothic Heavy
Franklin Gothic Heavy Italic

Franklin Gothic Book Condensed
Franklin Gothic Book Condensed Italic
Franklin Gothic Medium Condensed
Franklin Gothic Medium Condensed Italic
Franklin Gothic Demi Condensed
Franklin Gothic Demi Condensed Italic
Franklin Gothic Book Extra Compressed
Franklin Gothic Demi Extra Compressed
Franklin Gothic Book Compressed
Franklin Gothic Book Compressed Italic
Franklin Gothic Demi Compressed
Franklin Gothic Demi Compressed Italic

Times New Roman

Regular
Italic

Bold
Bold Italic

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The fonts below have been selected for communications pieces targeted at younger audiences to increase readability and engagement.

Grades K–6

Headlines

Dimbo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%$+()

Body copy

ABeeZee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%$+()

Grades 7–12

Headlines

Patua One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%$+()

Body copy

Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%$+()

Download ABeeZee at google.com/fonts#QuickUsePlace:quickUse/Family:ABeeZee
Download Dimbo at dafont.com/dimbo.font
Download Patua One at google.com/fonts#QuickUsePlace:quickUse/Family:Patua+One

EERE Elements: front page

The EERE identifier is required on the front of all communications products—see the preferred placement below.

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EERE Elements: interior pages

1. Solid horizontal bars, top and bottom, in the primary color, may be used.

2. Page numbers are required for documents longer than two pages in length, and should be centered.

3. All layout elements such as photos and sidebars are required to have square corners. In some cases, outlined photos may be approved.

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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)

  – Source: Figures and tables

· Examples:

  – *Illustration from iStock 18309363*

  – *Photo from Alliance Autoglass*

  – *Photo by Patrick Corkery, NREL 12345*

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

  – *Source: Alternative Fuels and Advanced Vehicles.*

Captions are a preferred element 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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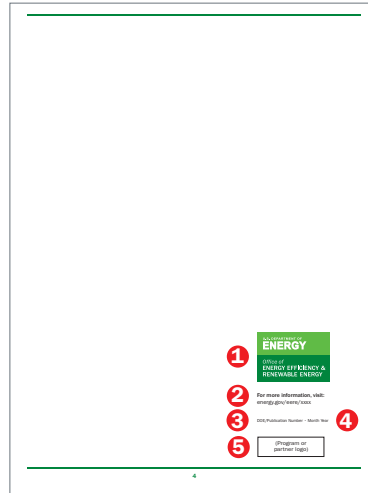EERE Identifier

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EERE Elements: back page

Preferred

Alternate

The required elements for the back page include:

1. EERE identifier (vertical or horizontal)

2. Appropriate URL is required; additional office contact information is preferred

3. Publication number*

4. Publication date

5. Partner logos may be placed on the back page with the prior approval of EERE Publication Manager Scott Minos (scott.minos@ee.doe.gov)
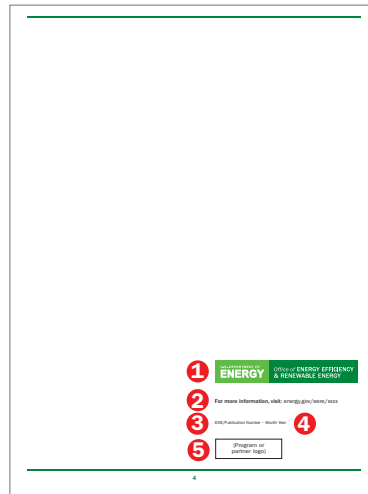
Technology offices may also use the approved EERE identifier with office names as shown on page 9.

Note: The statement "Printed with renewable-source ink on paper containing…" is no longer required on printed publications.

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

When publishing at a national laboratory, use the lab publication number. If a DOE employee, contractor, or someone not at a lab is producing a publication, request a publication number from Ken Sobszak at DOE.

Templates: overview

EERE provides templates to make it easy for you to apply the EERE identity guidelines. Use of templates is strongly encouraged. If you are going to vary from the templates, please coordinate your exceptions with the Product Governance Team.

EERE provides the following templates:

· Fact sheets

· Brochures (tri-fold and bi-fold)

· PowerPoint

· Technical reports

· Conference posters

· Name tags

You can find these templates at: energy.gov/eere/communicationstandards/communication-product-templates. Scott Minos, publications manager will grant access to templates within communication standards.

Several of the outreach templates include a design layer that provides the formatting tips outlined here. Even if you do not have Adobe InDesign, you can use the design layer PDF files as a reference for how to format your document using another publishing tool. Note that if you use a Word template or any other publishing tool, you must adhere to these standards to ensure a professional look and feel.

Should you have questions, or suggestions for developing additional templates, contact EERE Communications at ee.communications@ee.doe.gov.

Templates: fact sheets

The two-page fact sheet template is shown below. One- and four-page fact sheet templates are also available. There are Adobe InDesign pink layer files with formatting instructions available as well. EERE Communications can assist you in using Adobe InDesign.

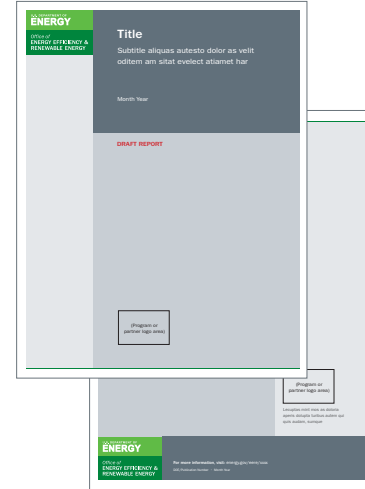# Templates: brochures and report cover

These files are provided as Adobe InDesign CC files.
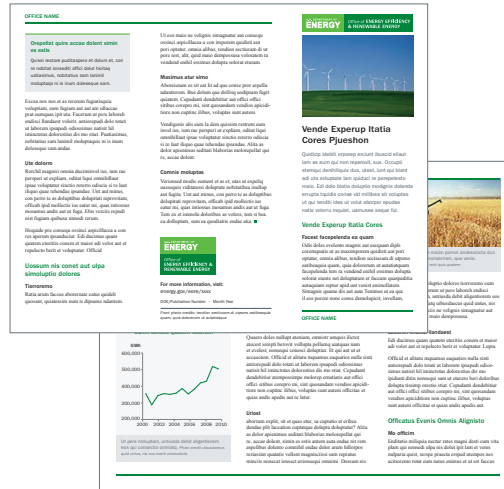
Tri-Fold and Bi-Fold Brochure Templates
(for brief information and easy to hand out materials)

Report Cover Template
(for technical reports)

Because these are typically used as the standard templates, please involve EERE Communications early if you intend to develop a modified version of these types of files.

Icons: overview

EERE's icons are simplified images representing the eleven technology offices plus the topic of homes and convey to the reader which technologies are included in your communications product. Icons may be used on websites, presentations, exhibits, infographics, social media, video, and print documents. These icons are NOT logos and should not be used as logos for the offices.

Contact scott.minos@ee.doe.gov with questions about the use of these icons. Approval to use them is not required.

Please contact Scott Minos about developing or using any icons that do not currently exist in the system. Icons must be approved by the branding manager.

What is an icon?

An icon is a simplified picture used to represent a concept or object

The purpose of icons

· Draw attention and emphasize important ideas

· Break up the content visually, making it less intimidating

· Enrich content by giving it more substance, enabling effective communication without wordiness

· Improve your reader's ability to scan, understand, and remember what they've read

Icons: usage examples

Icon usage examples
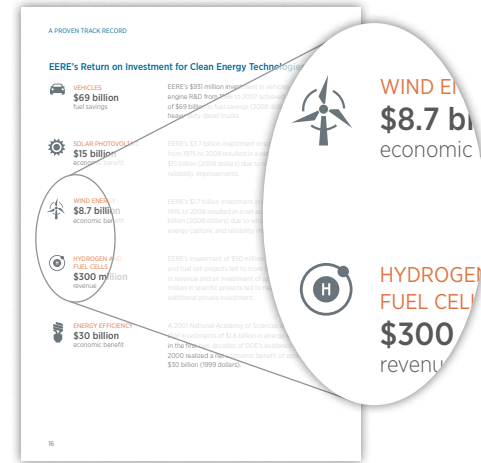
Icons: approved versions

Set of icons

Solar	Geothermal	Wind	Water	Homes	Buildings	Advanced Manufacturing	Government WIP, FEMP*	Vehicles	Bioenergy	Hydrogen & Fuel Cells

*Weatherization and Intergovernmental Programs (WIP), Federal Energy Management Program (FEMP)

Icons: colors

Assigned colors

Solar	Geothermal	Wind	Water	Homes
PMS 158	PMS 180	PMS 2995	PMS 308	PMS 7441
R 245	R 206	R 0	R 0	R 152
G 127	G 55	G 181	G 90	G 101
B 41	B 47	B 239	B 124	B 170

Buildings	Advanced Manufacturing	Government WIP, FEMP*	Vehicles	Bioenergy & Fuel Cells	Hydrogen
PMS 1807	PMS 116	PMS 368	PMS 356	PMS 368	PMS 7467
R 158	R 255	R 73	R 0	R 98	R 0
G 36	G 214	G 89	G 133	G 187	G 161
B 50	B 0	B 101	B 62	B 70	B 175

*Weatherization and Intergovernmental Programs (WIP), Federal Energy Management Program (FEMP)

Icons: size and configurations

Minimum sizes

.20"   .23"

Multiple icons

If you display multiple icons together, use the same color treatment (color, black, gray, or reversed) and the same size

1.   2.   3.

Technology text labels

Icons can include text labels or be used alone. See page 10 for approved typefaces when using text labels.

Solar   Geothermal

Icons: improper usage

Improper Usage

· Don't use next to the EERE identifier, DOE, program, competition, initiative, or any other logos

· Don't use colors or shades other than black, gray, or the assigned icon color

· Don't skew, distort, or rotate the icon in any way including its color(s) and shape

· Don't use drop shadows, strokes, or other visual effects

· Only place the icons on white or solid colored backgrounds

· Don't outline the icon

· Don't alter any elements of the icon

· Don't use gradients
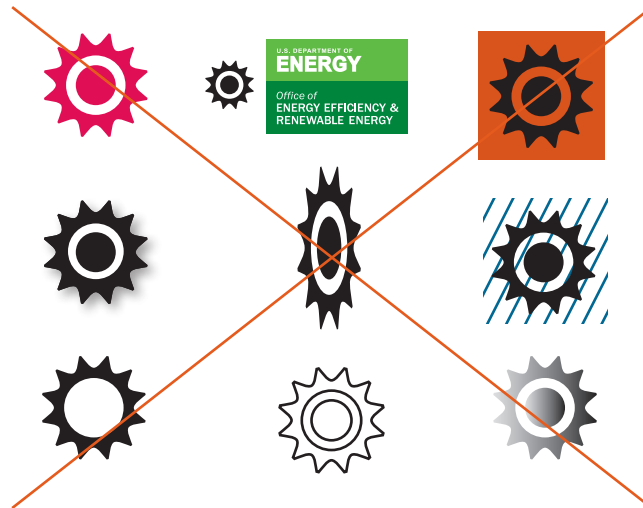
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