EERE Identity & Design Guidelines for Communications

Updated June 22, 2016   Version 7

Click here to begin ▶

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

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 eere.energy.gov/communicationstandards/websites.html.

< back | next >

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. 4

☐ Proper use of color palette per table on p. 4

☐ Proper use of fonts per table on p. 4

☐ The EERE identifier must be placed on the front of all EERE communication products per p. 5. For products with two or more pages, the identifier must also be placed on the back cover per p. 15

☐ Photo credits p. 14

☐ Square corners on layout elements such as photos and sidebars. In some cases, outlined photos may be approved. p. 13

☐ Include URL: officename.energy.gov p. 15. Since not all energy.gov/xxx URLs are available, use this standard for URLs on your products. Do not use the www or http 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 p. 13

☐ Publication number p. 15

☐ Publication date p. 15

< back | next >

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

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 (You Have the Power, H2)	**EERE Offices, Subprograms,** (Building America) **and Coalitions** (Clean Cities)	**Initiatives** (Better Buildings, EV Everywhere) **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.

< back | next >

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy
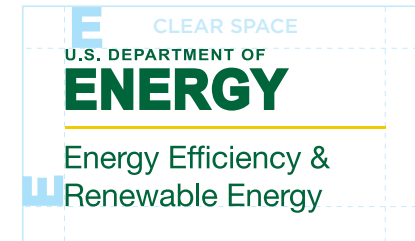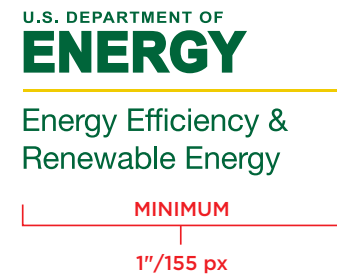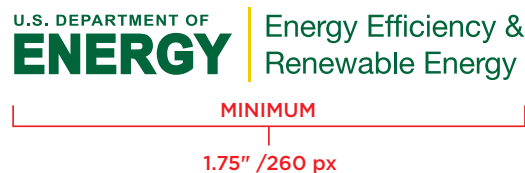
The EERE identifier must be placed on the front and back of all EERE communication products. You may place the identifier in the location that works best for your product.

CLEAR SPACE

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

CLEAR SPACE

U.S. DEPARTMENT OF ENERGY

Energy Efficiency & Renewable Energy

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.

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

MINIMUM

1.75" /260 px

U.S. DEPARTMENT OF ENERGY

Energy Efficiency & Renewable Energy

MINIMUM

1"/155 px

< back | next >

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

		SPOT	CMYK	RGB	Hex #
DOE Green	▬	Pantone 7484	C = 93 M = 14 Y = 70 K = 58	R = 0 G = 88 B = 60	00583C
DOE Yellow	▬	Pantone 110	C = 2 M = 24 Y = 100 K = 0	R = 215 G = 169 B = 0	D7A900
Gray	▬	Pantone 431	C = 45 M = 27 Y = 17 K = 51	R = 94 G = 106 B = 113	5E6A71
Blue	▬	Pantone 308	C = 100 M = 19 Y = 8 K = 46	R = 0 G = 91 B = 130	005B82

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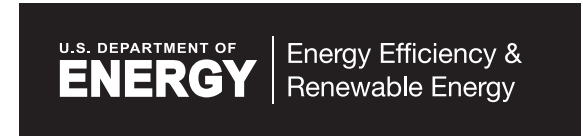
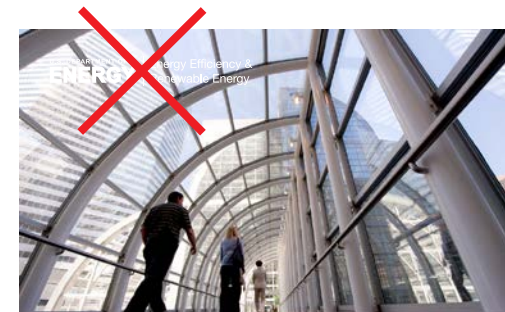The reverse treatment uses the EERE identifier in solid white on a solid green, blue, black, or gray background.
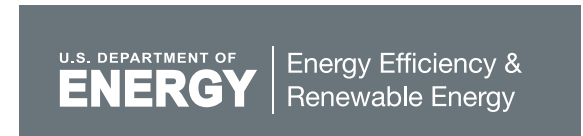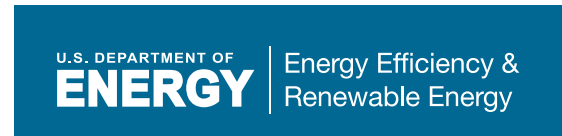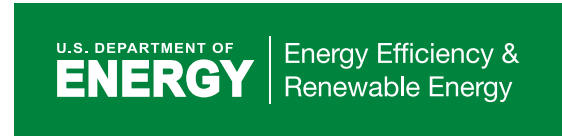
If appropriate for your design, you may also reverse the identifier out of a four-color photo or illustration. Please make sure there is enough contrast so the identifier can be clearly seen.

Use identifier on a solid-colored background.

Do not use identifier on a patterned background.

< back | next >

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy
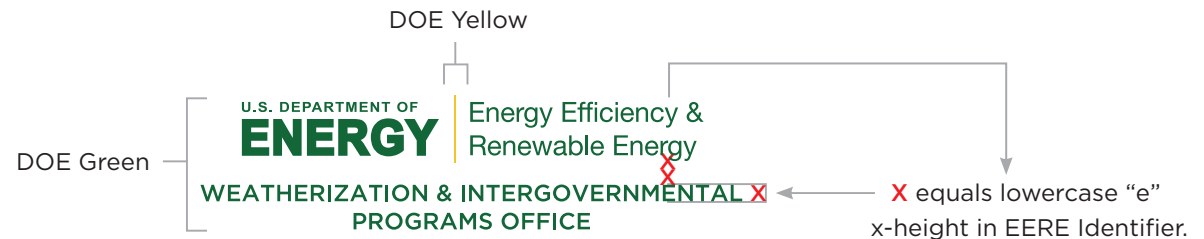
If appropriate, you may include your office name with the EERE identifier as shown below. Contact EERE Communications at ee.communications@ee.doe.gov for more information.

DOE Yellow

DOE Green

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy
WEATHERIZATION & INTERGOVERNMENTAL PROGRAMS OFFICE

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
BIOENERGY TECHNOLOGIES OFFICE

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

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy
WIND & WATER POWER TECHNOLOGIES OFFICE

< back | next >

Colors

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

- Choose either the blue or green palette option. Within your chosen option, use the foundation gray, the primary color, and one or more of the highlight colors.

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

Blue Palette Option

Foundation	Pantone 431	CMYK	C45 M27 Y17 K51
		RGB	R94 G106 B113
		HEX	5E6A71
Primary	Pantone 308	CMYK	C100 M19 Y8 K46
		RGB	R0 G91 B130
		HEX	005B82
Highlights	Pantone 2995	CMYK	C87 M1 Y0 K0
		RGB	R0 G169 B224
		HEX	1F82BB
	Pantone 116	CMYK	C0 M12 Y100 K0
		RGB	R254 G203 B0
		HEX	FECB00
	Pantone 158	CMYK	C0 M64 Y95 K0
		RGB	R227 G114 B34
		HEX	E37222
	Pantone 428	CMYK	C12 M6 Y5 K12
		RGB	R195 G200 B200
		HEX	C3C8C8

Green Palette Option

Foundation	Pantone 431	CMYK	C45 M27 Y17 K51
		RGB	R94 G106 B113
		HEX	5E6A71
Primary	Pantone 356	CMYK	C95 M8 Y93 K27
		RGB	R0 G121 B52
		HEX	007934
Highlights	Pantone 368	CMYK	C63 M0 Y97 K0
		RGB	R105 G190 B40
		HEX	69BE28
	Pantone 116	CMYK	C0 M12 Y100 K0
		RGB	R254 G203 B0
		HEX	FECB00
	Pantone 158	CMYK	C0 M64 Y95 K0
		RGB	R227 G114 B34
		HEX	E37222
	Pantone 428	CMYK	C12 M6 Y5 K12
		RGB	R195 G200 B200
		HEX	C3C8C8

< back | next >

Typefaces

Consistent use of a font, or typeface, adds credibility and improves readability in your communication products. The preferred typeface is Gotham. Calibri—a free font—can be used as an alternative.

Gotham or Calibri are used in print products for titles, subheads, captions, sidebars, and call outs. These are also the preferred fonts 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 Gotham or Calibri may also be used.

Calibri is also the preferred font for PowerPoint® presentations.

Gotham

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***

Calibri

Regular	**Bold**
Italic	***Bold Italic***

Times New Roman

Regular	**Bold**
Italic	***Bold Italic***

< back | next >

Typefaces

- Introduction
- Checklist
- Identity Guidelines
- EERE Identifier
- Colors
- Typefaces
- EERE Elements
- Templates
- Icons
- Contact

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

< back | next >

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ENERGY | Energy Efficiency &
Renewable Energy

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

When writing your communications products, the header is an opportunity for branding to the fact sheet's topic. On this example template fact sheet, the Topic Area in the header will describe the general subject. It is not to be used for the headline of the fact sheet or for the technology office or program name. The EERE identifier is in the upper left corner.

EERE identifier upper left,
Topic Area in the header.

< back | next >

1. The office name is displayed 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. In some cases, outlined photos may be approved.

< back | next >

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

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 12345*

– *Cover photos starting at top left: Clean Fuels Ohio, Maryland Public TV/NREL 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.
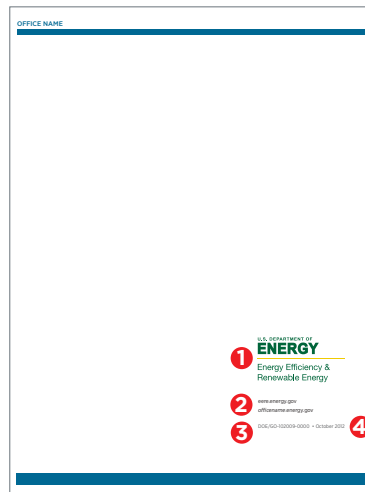
< back | next >

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 office contact information is preferred

3. Publication number*

4. Publication date

* 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.

< back | next >

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 and case studies
- Tri-fold brochures, report covers, and business cards
- Letterhead
- CD labels and packages

- PowerPoint
- Technical reports
- Conference Posters
- Name tags.

You can find these templates at:
eere.energy.gov/communicationstandards/templates.html

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.

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

< back | next >

Templates: fact sheets and case studies

Fact sheet and case study templates are provided as Adobe® InDesign® CS5 or as Microsoft® Word files, in both blue and green. In addition, EERE Communications can assist you in using Adobe InDesign.
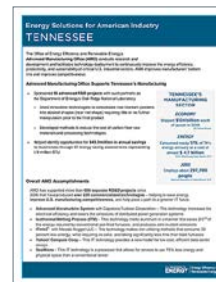
Small Cover Photo
2-Column Template

Large Cover Photo
2-Column Template

Large Cover Photo
3-Column Template

No Cover Image
1-Column Template

< back | next >

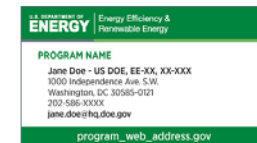These files are provided as Adobe InDesign CS5 files, in both blue and green.

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

Report Cover Template
(for technical reports)

Business Cards

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.

< back | next >
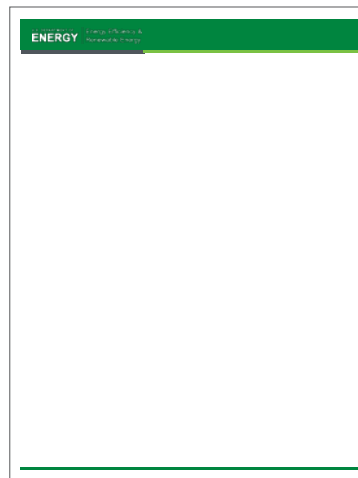
Templates: letterhead

The letterhead templates are currently available as Microsoft Word files. You can use the letterhead templates for letters, memos, and other documents on which you would like to include the EERE identifier.

Letterhead Template
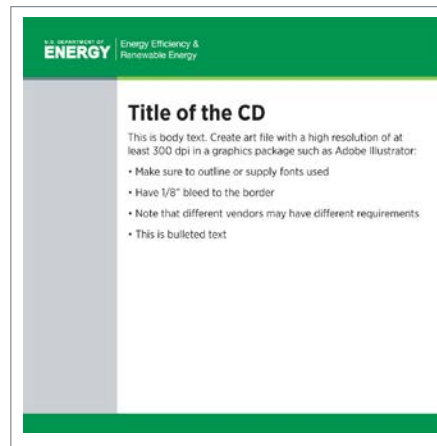
< back | next >

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

< back | next >

Icons

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.

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

< back | next >

Icons

Icon usage examples

< back | next >

Icons

Set of icons

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

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

< back | next >

Icons

Assigned colors

Solar

PMS 158

R 245
G 127
B 41

Geothermal

PMS 180

R 206
G 55
B 47

Wind

PMS 2995

R 0
G 181
B 239

Water

PMS 308

R 0
G 90
B 124

Homes

PMS 7441

R 152
G 101
B 170

Buildings

PMS 1807

R 158
G 36
B 50

Advanced Manufacturing

PMS 116

R 255
G 214
B 0

Government
WIP, FEMP*

PMS 368

R 73
G 89
B 101

Vehicles

PMS 356

R 0
G 133
B 62

Bioenergy & Fuel Cells

PMS 368

R 98
G 187
B 70

Hydrogen

PMS 7467

R 0
G 161
B 175

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

< back | next >

Icons

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

Solar   Geothermal
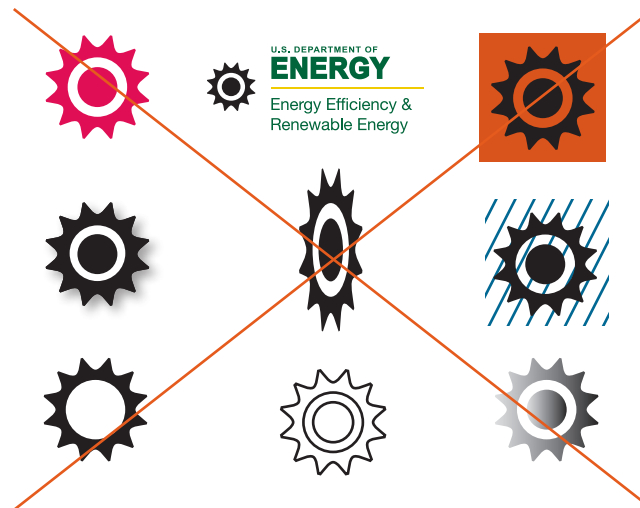
< back | next >

Icons

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

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

• Don't place the icon on any backgrounds other than white

• Don't outline the icon

• Don't alter any elements of the icon

• Don't use gradients

< back | next >

Contact

If you have any questions, comments, or concerns, please contact EERE Communications at ee.communications@ee.doe.gov.

< back