U.S. DEPARTMENT OF
ENERGY

Office of **ENERGY EFFICIENCY
& RENEWABLE ENERGY**

EERE Brand Guidelines

Clean, Renewable, Sustainable

Clean Energy **Matters**

Our Vision

The vision for EERE Communications is to build and sustain a strong EERE communications brand that **educates, inspires, and motivates** Americans to become Clean Energy Champions and join the clean energy revolution. In short: EVERY person in America is a Clean Energy Champion.

Introduction

A Living Brand.

The EERE brand is flexible and purposeful, responding to changes in audience needs, trends, and messaging.

A consistent approach to communications products helps ensure that EERE is viewed as a primary, authoritative source of information about renewable energy and energy efficiency technologies.

This framework includes guidance 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. EERE offices are encouraged to be innovative in their product writing and design, and to work with the Communications office early for solutions that best meet audience needs.

Brand
Values

Credible
Reliable
Responsible
Accessible
Innovative

EERE's mission is to accelerate the research, development, demonstration, and deployment of technologies and solutions to equitably transition America to net-zero greenhouse gas emissions economy-wide by no later than 2050, and ensure the clean energy economy benefits all Americans, creating good paying jobs for the American people—especially workers and communities impacted by the energy transition and those historically underserved by the energy system and overburdened by pollution.[1]

As such, EERE materials need to reflect the authoritative position of EERE as a leader in the energy space. EERE materials should lean on these values:

Credible—A trustworthy source of information

Reliable—An accurate source of information

Responsible—accountable to taxpayers and the environment

Accessible—information extends to all Americans

Innovative—finding new ways to approach research, development, demonstration, and deployment.

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1   https://www.energy.gov/eere/about-office-energy-efficiency-and-re-newable-energy

EERE
Logo

MAIN LOGO | ADDITIONAL LOGOS | CONFIGURATIONS | SIZE REQUIREMENTS

The EERE logo must be placed on all EERE communication products.

Main Logo

The green logo versions are the preferred identifier for all EERE materials.

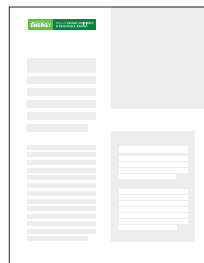*Positive green logo*

Reversed green logo

⚠ **Preferred logo placement:**

Front cover/first page:
Top, left

Back cover/last page:
Bottom, right

Front cover or first page

Back cover or last page
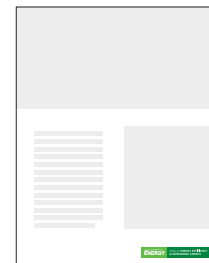
EERE
Logo

MAIN LOGO | **ADDITIONAL LOGOS** | CONFIGURATIONS | SIZE REQUIREMENTS

The black, gray, and white logos are ideal for materials that utilize a primary color other than green.

Additional Logos

The black, gray, and white logos can also be used on EERE materials.

Positive black logo

Positive gray logo

Reversed black logo

Reversed gray logo

⚠ *The white version of the logo can be floated over photos or large areas of color **as long as it meets 508 color contrast guidelines.***

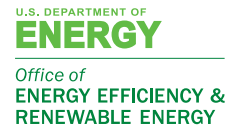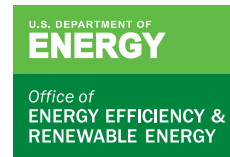*White logo (shown on a black background for illustrative purposes)*

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EERE
Logo

MAIN LOGO | ADDITIONAL LOGOS | **CONFIGURATIONS** | SIZE REQUIREMENTS

Vertical and horizontal logo configurations are available for use on EERE products.

Configurations

Vertical

Horizontal

EERE
Logo

The minimum reproduction size allowable is based on the width of the identifier.

Please do not disproportionately resize. The two pieces of the identifier cannot be modified or used as individual components.

Size Requirements

Clear Space

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CLEAR SPACE

U.S. DEPARTMENT OF ENERGY *Office of* **ENERGY EFFICIENCY & RENEWABLE ENERGY**
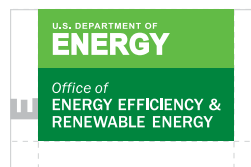
Note: This version can bleed off the top of the page.

Minimum Width
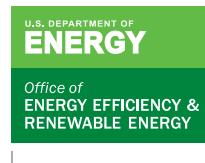
U.S. DEPARTMENT OF ENERGY

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Minimum Width: 1"/155 px

U.S. DEPARTMENT OF ENERGY *Office of* **ENERGY EFFICIENCY & RENEWABLE ENERGY**

Minimum Width: 1.75" /260 px

Color
Palette

ABOUT | PRIMARY PALETTE | EXTENDED PALETTE | NEUTRAL PALETTE | COLOR HARMONIES

Primary Palette

Extended Palette

Neutral Palette

For Adobe software, use the .ase swatch files for your products:

EERE-ColorPalette-CMYK.ase

EERE-ColorPalette-RGB.ase

About EERE's Colors

EERE's color palette is a combination of saturated hues that engage audiences and neutrals that help to ground vibrant design elements.

While we encourage the use of the primary light green, we understand that needs vary among technologies and offices.

The primary and extended colors have been chosen to maximize flexibility for EERE products and their various audiences. When using the color palette, **it is important to use at least one of the primary colors as your main coloration**. You can combine a primary color with one or two colors from the extended palette to create a custom look for your product.

Color
Palette

ABOUT | **PRIMARY PALETTE** | EXTENDED PALETTE | NEUTRAL PALETTE | COLOR HARMONIES

Primary Palette Codes

Light Green
Spot: Pantone 368   CMYK: C63 M0 Y97 K0   RGB: R105 G190 B40   HEX: #69BE28

Dark Green
Spot: Pantone 356   CMYK: C95 M8 Y93 K27   RGB: R0 G121 B52   HEX: #007934

Dark Blue
Spot: Pantone 308   CMYK: C100 M19 Y8 K46   RGB: R0 G91 B130   HEX: #005B82

Light Blue
Spot: Pantone 2995   CMYK: C87 M1 Y0 K0   RGB: R0 G169 B224   HEX: #00A9E0

Orange
Spot: Pantone 158   CMYK: C0 M64 Y95 K0   RGB: R227 G114 B34   HEX: #E37222

Yellow
Spot: Pantone 116   CMYK: C0 M12 Y100 K0   RGB: R254 G203 B0   HEX: #FECB00

Light Gray
Spot: Pantone 428   CMYK: C12 M6 Y8 K46   RGB: R195 G200 B200   HEX: #C3C8C8

Dark Gray
Spot: Pantone 431   CMYK: C45 M27 Y17 K51   RGB: R94 G106 B113   HEX: #5E6A71

Color
Palette

ABOUT | PRIMARY PALETTE | **EXTENDED PALETTE** | NEUTRAL PALETTE | COLOR HARMONIES

Extended Palette Codes

Ⓟ = Primary Palette Color

Ⓟ Light Green	C88 M37 Y100 K35 | R0 G91 B28 Hex: #005B1C	C88 M34 Y54 K13 | R0 G119 B116 Hex: #007774
C44 M0 Y66 K0 | R147 G211 B127 Hex: #93D37F	Ⓟ Dark Green	C82 M23 Y46 K3 | R13 G145 B143 Hex: #0D918F
C22 M0 Y36 K0 | R201 G232 B181 Hex: #C9E8B5	C79 M8 Y100 K1 | R47 G165 B47 Hex: #2FA52F	C68 M0 Y29 K0 | R38 G196 B196 Hex: #26C4C4

C99 M72 Y44 K34 | R0 G60 B86 Hex: #003C56	C75 M26 Y0 K0 | R8 G153 B220 Hex: #0899DC
Ⓟ Dark Blue	Ⓟ Light Blue
C84 M41 Y15 K0 | R23 G128 B175 Hex: #1780AF	C30 M0 Y1 K0 | R164 G234 B255 Hex: #A4EAFF

C18 M81 Y100 K7 | R192 G76 B14 Hex: #C04C0E	C0 M42 Y100 K0 | R255 G163 B0 Hex: #FFA300	Ⓟ Yellow
Ⓟ Orange	C0 M21 Y66 K0 | R255 G203 B108 Hex: #FFCB6C	C2 M4 Y58 K0 | R255 G255 B135 Hex: #FFEB87
C0 M33 Y47 K0 | R255 G184 B136 Hex: #FFB888	C0 M12 Y41 K0 | R255 G223 B161 Hex: #FFDFA1	C0 M2 Y24 K0 | R255 G245 B202 Hex: #FFF5CA

Color
Palette

ABOUT | PRIMARY PALETTE | EXTENDED PALETTE | **NEUTRAL PALETTE** | COLOR HARMONIES

Neutral Palette Codes

P = Primary Palette Color

C76 M67 Y63 K76 | R24 G28 B30 Hex: #181C1E	**P** Dark Gray	C50 M36 Y32 K1 | R135 G147 B155 Hex: #87939B
P Light Gray	C6 M4 Y4 K0 | R237 G237 B237 Hex: #EDEDED	

Color
Palette

ABOUT **|** PRIMARY PALETTE **|** EXTENDED PALETTE **|** NEUTRAL PALETTE **|** **COLOR HARMONIES**

Color Harmonies

The Color Harmonies palette offers sets of 3 colors that can be used as the basis for your designed product.

C99 M72 Y44 K34	R0 G60 B86 — Hex: #003C56	Dark Blue — C82 M23 Y46 K3	R13 G145 B143 Hex: #0D918F — C68 M0 Y29 K0	R38 G196 B196 Hex: #26C4C4	Light Blue — C0 M42 Y100 K0	R255 G163 B0 Hex: #FFA300 — C99 M72 Y44 K34	R0 G60 B86 Hex: #003C56	C99 M72 Y44 K34	R0 G60 B86 Hex: #003C56 — Orange — C18 M81 Y100 K7	R192 G76 B14 Hex: #C04C0E

Card 1 (column 1):
- C99 M72 Y44 K34 | R0 G60 B86 Hex: #003C56
- C84 M41 Y15 K0 | R23 G128 B175 Hex: #1780AF
- Ⓟ Light Blue

Card 2 (column 2):
- Ⓟ Dark Blue
- C82 M23 Y46 K3 | R13 G145 B143 Hex: #0D918F
- C68 M0 Y29 K0 | R38 G196 B196 Hex: #26C4C4

Card 3 (column 3):
- Ⓟ Light Blue
- C0 M42 Y100 K0 | R255 G163 B0 Hex: #FFA300
- C99 M72 Y44 K34 | R0 G60 B86 Hex: #003C56

Card 4 (column 4):
- C99 M72 Y44 K34 | R0 G60 B86 Hex: #003C56
- Ⓟ Orange
- C18 M81 Y100 K7 | R192 G76 B14 Hex: #C04C0E

Card 5 (row 2, column 1):
- Ⓟ Light Green
- C82 M23 Y46 K3 | R13 G145 B143 Hex: #0D918F
- C0 M42 Y100 K0 | R255 G163 B0 Hex: #FFA300

Card 6 (row 2, column 2):
- Ⓟ Dark Blue
- C68 M0 Y29 K0 | R38 G196 B196 Hex: #26C4C4
- Ⓟ Orange

Card 7 (row 2, column 3):
- Ⓟ Yellow
- C88 M34 Y54 K13 | R0 G119 B116 Hex: #007774
- C68 M0 Y29 K0 | R38 G196 B196 Hex: #26C4C4

Card 8 (row 2, column 4):
- Ⓟ Orange
- Ⓟ Yellow
- C88 M34 Y54 K13 | R0 G119 B116 Hex: #007774

Card 9 (row 3, column 1):
- C88 M37 Y100 K35 | R0 G91 B28 Hex: #005B1C
- C88 M34 Y54 K13 | R0 G119 B116 Hex: #007774
- Ⓟ Light Green

Card 10 (row 3, column 2):
- C0 M42 Y100 K0 | R255 G163 B0 Hex: #FFA300
- C99 M72 Y44 K34 | R0 G60 B86 Hex: #003C56
- Ⓟ Dark Blue

Card 11 (row 3, column 3):
- Ⓟ Light Green
- C82 M23 Y46 K3 | R13 G145 B143 Hex: #0D918F
- Ⓟ Light Blue

Card 12 (row 3, column 4):
- C18 M81 Y100 K7 | R192 G76 B14 Hex: #C04C0E
- C0 M42 Y100 K0 | R255 G163 B0 Hex: #FFA300
- Ⓟ Yellow

EERE
Typography

ABOUT | USAGE AND WEIGHTS

Poppins download:

The full font is included in the brand guidelines folder: poppins.zip

OTF:
https://www.fontsquirrel.com/fonts/poppins

Adobe:
As an Open License Font (OFL), you can activate Poppins through Creative Cloud by selecting *Manage Fonts*.

About Typefaces

EERE typefaces have been chosen for maximum readability, an open and modern feel, and availability across platforms and software.

Poppins is the main font and can be used in designed products for headlines and body text.

Arial is an alternative font and can be used in Office products such as Word and PowerPoint.

EERE
Typography

ABOUT | **USAGE AND WEIGHTS**

Typeface Usage and Weights

With both Poppins and Arial, we recommend using title case for large titles to promote approachability in the EERE brand. All caps can also be used on titles and headings for products that require emphasis or to create a unique design.

Preferred Poppins Font Weights

Poppins Regular
Poppins Light
Poppins Medium
Poppins Semibold
Poppins Bold
Poppins Black
Poppins Italic
Poppins Light Italic
Poppins Medium Italic

Preferred Arial Font Weights[*]

Arial Regular
Arial Bold
Arial Italic
Arial Bold Italic

*Do not use Arial Narrow

Iconography

OFFICE ICONS | OFFICE ICONS USAGE | GENERAL ICONS

Solar

Geothermal

Wind

Water

Buildings

Advanced Materials & Manufacturing

Vehicles

Bioenergy

Hydrogen & Fuel Cells

Industrial Efficiency & Decarbonization

Joint Office of Energy and Transportation

Office Icons

EERE's icons are simplified images representing the technology offices 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. Icons can be used to:

• Draw attention and emphasize important ideas

• Break up the content visually

• Enrich content with visuals instead of words

• Improve readability, scannability, and information retention

Iconography

OFFICE ICONS **|** **OFFICE ICONS USAGE** **|** GENERAL ICONS

Office Icons Usage

Icon color: Icons can be black, reversed (white), gray, or color. Use only colors from the EERE primary, extended, and neutral color palettes for all icons.

Labels: Office icons can be accompanied by the technology text as a label. The text label should be title case, 1/4—1/3 the height of the icon, and can be place to the right of the icon or below the icon.

Solar

Solar

Consistent size: When showing icons together, ensure that all icons are the same size.

Minimum size: .2" wide

.2" Wide

No alterations: Please use the icons as provided and do not alter the shape, apply effects (drop shadows), or outline the icon.

Placement: Do not place the icon near any logos or identifiers.

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Iconography

OFFICE ICONS | OFFICE ICONS USAGE | **GENERAL ICONS**

**Acceptable
Solid Icons**

**Acceptable
Outlined Icons**
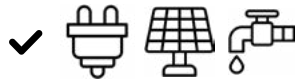
**Unacceptable
Solid Icons**

**Unacceptable
Outlined Icons**

✕

Broken-line style

General Icons

Style: The style of general icons should be **one-color, no drop shadows, and not overly complex.**

Solid icons: all elements of solid icons should be the same color.

Outlined icons: all strokes should be the same weight. Keep lines connected and do not use the "broken line" style.

Consistency: when using multiple icons, make sure to use only one of the styles (solid or outlined). Do not mix the 2 styles.

Format: Icons should be created in a vector-based program (Adobe Illustrator) to allow scalability of icons for different mediums.

Usage: General icons are meant to supplement your content. Do not use general icons as logos or identifiers.

Visual
Guidance

PRINCIPLES | LAYOUT CONSIDERATIONS | LAYOUT EXAMPLES | PHOTOGRAPHY | COMPONENTS

Simplicity

Visual Hierarchy

Readability and Accessibility

Modern and Open

Continuity

Visual Principles

EERE's brand encompasses a broad range of audiences. As such, products should maintain visual simplicity, readability, and accessibility. As you design products, keep in mind these visual principles:

Simplicity: Content should be at the forefront of all products. Minimal design elements should be used to maximize the readability of the content.

Visual Hierarchy: Content should be easy to follow with well defined headings.

Readability and Accessibility: Adequate font sizes and color contrast should be maintained across all content.

Modern and Open: Design elements should complement the content and allow for adequate visual rest.

Continuity: Keep a consistent look and feel among all products.

Visual
Guidance

PRINCIPLES | **LAYOUT CONSIDERATIONS** | LAYOUT EXAMPLES | PHOTOGRAPHY | COMPONENTS

Layout Considerations

EERE layouts should be simple and clean. Consider using these elements in your layout design:

Blocks of color: In addition to breaking up a large amount of text, blocks of color (or shapes of color) can be used in callout boxes, sidebars, or backgrounds.

Lines: Lines help delineate content on long pages or indicate a new section

Subtle Gradients: Gradients, as shown throughout this document, help provide movement and depth. Use monochromatic gradients—do not use multi-color gradients.

Subtle Patterns or Monochromatic Photo Overlays: Patterns and overlays create depth in a layout on backgrounds and large blocks of color. Keep in mind that using these elements is for visual interest only; photos that are essential to the content should maintain their original integrity.

Varied Font Weights and Sizes: Use varying font weights and sizes to create emphasis and visual interest for headings and titles.

Visual
Guidance

PRINCIPLES | LAYOUT CONSIDERATIONS | **LAYOUT EXAMPLES** | PHOTOGRAPHY | COMPONENTS

Layout Examples

Visual
Guidance

✔ Acceptable example of real-world application photo

✘ Unacceptable example of photo (staged photo)
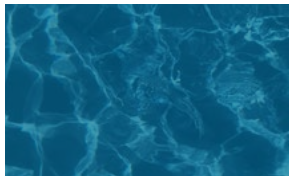
✔ Example of an acceptable photographic background (dark blue filter applied to an image of water)

Photography

Content for EERE products is based on real-world research, so all products should reflect authentic photography. Photography considerations:

Lab/Technology Photography: When possible, use photography provided by EERE Offices or EERE funded labs. These photos show real applications of research and technology which convey the legitimacy of EERE.

Stock Photography: Stock photography should be used with caution. Avoid using staged photos, photos of locations outside of the United States, and photos of specific technologies.

Photographic Backgrounds: It is okay to use photos as backgrounds as long as the photo is not referenced in the content, and the background does not diminish readability. Photographic backgrounds should only be used for visual interest or to delineate content.
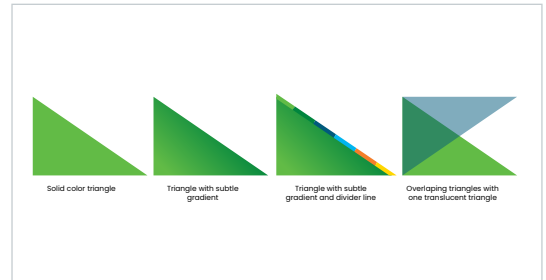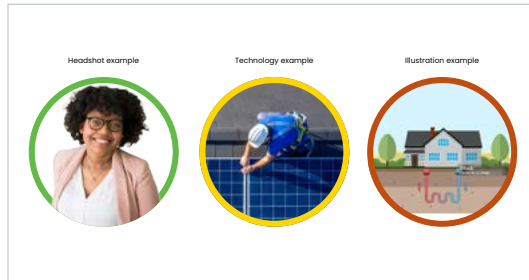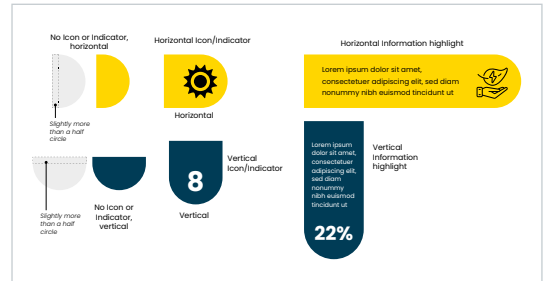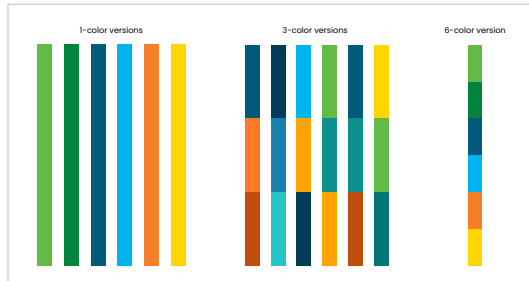
Visual
Guidance

PRINCIPLES | LAYOUT CONSIDERATIONS | LAYOUT EXAMPLES | PHOTOGRAPHY | **COMPONENTS**

Visual Components

Learn more about Visual Components:
EERE-DesignComponents-2024.pdf

508
Compliance

Color contrast checker:

https://webaim.
org/resources/
contrastchecker/

Following the Standards

As a federal agency, EERE must comply with Section 508 Standards which give disabled employees and members of the public access to electronic information comparable to the access available to others.[1]

This important aspect of compliance extends to all products that EERE creates. When creating products, you must adhere to the following standards throughout your designs:

• Important information, such as data in charts and graphs, must not be conveyed through color alone.

• Color contrast ratio of large text (headings): 3:1 (AA)

• Color contrast ratio of normal text (body text): 4.5:1 (AA)

• Text must be legible and at a readable size

• Images must have alt text

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1 https://www.section508.gov/manage/laws-and-policies/

508
Compliance

STANDARDS | **COLOR CONTRAST**

Palette Color Contrast

The following table indicates the appropriate text contrast for each color in the EERE primary, extended, and neutral color palettes. Please follow these guidelines to ensure 508 compliance.

Ⓟ = Primary Palette Color

Color	Regular Text (AA)	Large Text (AA)
Ⓟ LIGHT GREEN	BLACK	BLACK
#93D37F	BLACK	BLACK
#C9E8B5	BLACK	BLACK
#005B1C	WHITE	WHITE
Ⓟ DARK GREEN	WHITE	WHITE
#2FA52F	BLACK	WHITE
#007774	WHITE	WHITE
#0D918F	BLACK	WHITE
#26C4C4	BLACK	BLACK
#003C56	WHITE	WHITE
Ⓟ DARK BLUE	WHITE	WHITE
#1780AF	BLACK	WHITE
#0899DC	BLACK	WHITE
Ⓟ LIGHT BLUE	BLACK	BLACK
#A4EAFF	BLACK	BLACK

Color	Regular Text (AA)	Large Text (AA)
#C04C0E	WHITE	WHITE
Ⓟ ORANGE	BLACK	BLACK
#FFB888	BLACK	BLACK
#FFA300	BLACK	BLACK
#FFCB6C	BLACK	BLACK
#FFDFA1	BLACK	BLACK
Ⓟ YELLOW	BLACK	BLACK
#FFEB87	BLACK	BLACK
#FFF5CA	BLACK	BLACK
#181C1E	WHITE	WHITE
Ⓟ DARK GRAY	WHITE	WHITE
#87939B	BLACK	WHITE
Ⓟ LIGHT GRAY	BLACK	BLACK
#EDEDED	BLACK	BLACK

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