

AGENCY Office of Energy Efficiency
and Renewable Energy,
U.S. Department of Energy

PROJECT EV Everywhere
Logo Design Competition
Logo Submission 2 of 3

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LOGO DESIGN 2

This typographic design boldly emphasize the EV letters while also evoking both the idea of electric-ity and transportation. The thick line treatment of the letters also becomes a cord ending in an electric plug. The EV letters and the cord are one in the same, which symbolically suggests that the vehicle and electricity are linked. The slanted oval also suggests motion and transportation, as does the slanted italicized letters. This logo offers a simple, clean, and bold design that would be very distinctive and readable, and would work well in a variety of configuration and sizes.



LOGO CONFIGURATION 2A

This arrangement adds the words "EV Everywhere" and the DOE name. This off-centered arrangement nicely fits the EV symbol in with the type. For more interest, color has been added to the EV letters to give them more emphasis and to help them stand out. This configuration offers a clean and contemporary logo design option.



LOGO CONFIGURATION 2B

This design presents a traditional horizontal arrangement with the logo to the left and type to the right. The EV letters have been further enhanced by having them blend to a brighter color. This version would be readable and versatile in a variety of applications.



LOGO CONFIGURATION 2C

This logo option uses a round version of the EV cord and plug design. For this version we have all of the required type encircling the symbol. Having everything contained within the circle provides logo that would be readable and versatile.