

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

PROJECT EV Everywhere
Logo Design Competition
Logo Submission 3 of 3

DESIGNER Brian W. Marquis
Brian@MarquisGraphicDesign.com
703 519-7916 09/24/2015



LOGO DESIGN 3

This typographic approach emphasizes the "Everywhere" aspect of the program with the 4 triangles evoking a compass, pointing north, east, south and west. In addition, the white space around the triangle that points into the "v" resembles a spark or lighting bolt, visually symbolizing electricity. The italic slant of the letters also suggests movement and transportation. Collectively these design elements create a bold and distinctive logo that creatively represents the core elements of the EV Everywhere program.



LOGO CONFIGURATION 3A

This centered configuration adds in the type and presents a clean arrangement. The lower case treatment of "everywhere" reflects the lower case "e" in the logo. The south pointing arrow also fits perfectly into the "Y" creating a nice typographic element. Overall the logo presents a strong visual that creatively captures the EV Everywhere brand.



LOGO CONFIGURATION 3B

The "compass" logo works well with this horizontal arrangement. Each "e" in the "everywhere" has again been modified to be consistent with the "e" in the logo. This logo in this configuration would make a great bumper sticker.



LOGO CONFIGURATION 3C

For this version we gave more emphasis to the "lightning bolt" graphic within the letter "v" that symbolizes electricity. Combined with the symbolism of the compass, this version contains several of the core elements of the EV Everywhere brand.