

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

PROJECT EV Everywhere
Logo Design Competition
Logo Submission 1 of 3

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



LOGO DESIGN 1

This logo design presents a clean and contemporary look. This logo evokes both the idea of electricity and transportation. The image of an electric plug was created from the negative space within the letter "E". The rounded and slanted elements create a shape that conveys moving forward, with the additional accents suggesting rolling or spinning. All together this symbol presents a distinctive and unique logo that reflects several of the core elements of the EV Everywhere brand. This logo would work well in a variety of configurations and sizes.



LOGO CONFIGURATION 1A

This arrangement adds the word "Everywhere" and the DOE name. A centered arrangement, the EV symbol balances nicely above the type. To give it more interest, the "Every" has been made bolder to help emphasize that part of the word. This type treatment is both readable but also creatively presents the EV Everywhere brand.



LOGO CONFIGURATION 1B

For this configuration, the electric "plug" within the logo is emphasized by having the "cord" create a frame around the type. The "everywhere" type is now all lower case, which worked better within the oval shape. In addition, we modified each "e" in "everywhere" so the horizontal bars don't touch the side. That gives the logo a unique, contemporary, and distinctive look.



LOGO CONFIGURATION 1C

This option uses a round configuration that helps emphasize the central "EV" electric plug graphic. Two additional color accents have been added above and below that help round out the design and further suggest movement and transportation. With the round format this would be a highly visible, readable and versatile logo option.

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

PROJECT EV Everywhere
Logo Design Competition
Logo Submission 2 of 3

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



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.

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.