



U.S. DEPARTMENT OF ENERGY
SOLAR DECATHLON

2015

U.S. Department of Energy Solar Decathlon

TEAM IDENTITY GUIDELINES

This easy-to-use reference will ensure consistent use of our brand identity in both internal and external applications.

February 2015


Time to shine

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Brand Use

The U.S. Department of Energy Solar Decathlon brand identity consists of a group of words

(U.S. Department of Energy Solar Decathlon), a symbol () (U.S. DEPARTMENT OF ENERGY SOLAR DECATHLON), and a phrase (“Time to shine”), that identify and distinguish this collegiate competition. Correct use of our brand identity encourages consistency, quality, and accuracy of all communications products—whether in print or online.

These identity guidelines are designed to help you align your efforts with the U.S. Department of Energy Solar Decathlon brand. This resource can help you produce communications and inspire actions that fully represent the event’s ideals and character, enabling you to contribute to the preservation and protection of the U.S. Department of Energy Solar Decathlon identity.

Questions?

Please review these guidelines carefully. If you still have questions about brand use, please contact Carol Laurie, Solar Decathlon communications manager, at 303-275-3655 or carol.laurie@nrel.gov.

Event Naming Conventions

Proper Naming

U.S. Department of Energy Solar Decathlon

Full name when not referring to a particular year's event. Use this on first text reference on every page.

Solar Decathlon

Allowed for subsequent references when not referring to a particular year's event. Use only when the full event name appears on the same page above, or in a more prominent location than, the subsequent reference.

U.S. Department of Energy Solar Decathlon 2015

Full name when referring to a particular year's event. Use this on first text reference on every page.

Solar Decathlon 2015

Allowed for subsequent references when referring to a particular year's event. Use only when the full event name appears on the same page above, or in a more prominent location than, the subsequent reference.

Not Allowed

2015 Solar Decathlon

2015 U.S. Department of Energy Solar Decathlon

U.S. Department of Energy's Solar Decathlon

U.S. DOE Solar Decathlon

Decathlon or decathlon

Orange County Great Park Naming Conventions

The U.S. Department of Energy Solar Decathlon 2015 will be held at the Orange County Great Park in Irvine, California.

When referencing the event location, the following terms are preferred:

The U.S. Department of Energy Solar Decathlon 2015 at
the Orange County Great Park

The U.S. Department of Energy Solar Decathlon 2015 at
the Orange County Great Park in Irvine, California

When listing the Orange County Great Park in writing, use the following:

Orange County Great Park

Orange County Great Park in Irvine, California

Never use the following:

Irvine's Great Park

OC Great Park

Irvine Great Park

Orange County's Great Park

U.S. Department of Energy Naming Conventions

When referencing the U.S. Department of Energy, the following abbreviations are approved for use in text.

Energy Department

Energy Dept.

U.S. Energy Department

U.S. Energy Dept.

Note: These approved abbreviations are not allowed when referencing the event name, the U.S. Department of Energy Solar Decathlon.


Proper Event Logo Use

The complete U.S. Department of Energy Solar Decathlon logo includes a strong recognition of the Department of Energy ownership of the event. The entire U.S. Department of Energy Solar Decathlon logo must appear on all promotional materials (print, electronic, or other). The following shows proper use of the U.S. Department of Energy Solar Decathlon logo.

Horizontal Logo



Preferred logo use

The three-color PMS 280, PMS 144, and PMS 292 logo is the preferred use whenever possible. 



CMYK logo

The four-color process logo is only to be used when the addition of PMS colors is unavailable. *This should not be used when PMS colors are available.*



Black logo

The one-color black logo is to be used when black is the only available color selection. *This use should not be used when PMS or four-color is possible.*



Reverse logo

Use only when a reverse logo is necessary.

Vertical Logo



Secondary logo option

When space does not allow for the preferred horizontal logo, a vertical option can be used. Note: Please see the following page for minimum size.

The U.S. Department of Energy Solar Decathlon brand identity is available in: EPS, GIF, and JPEG. (For all print materials, use the EPS format.)

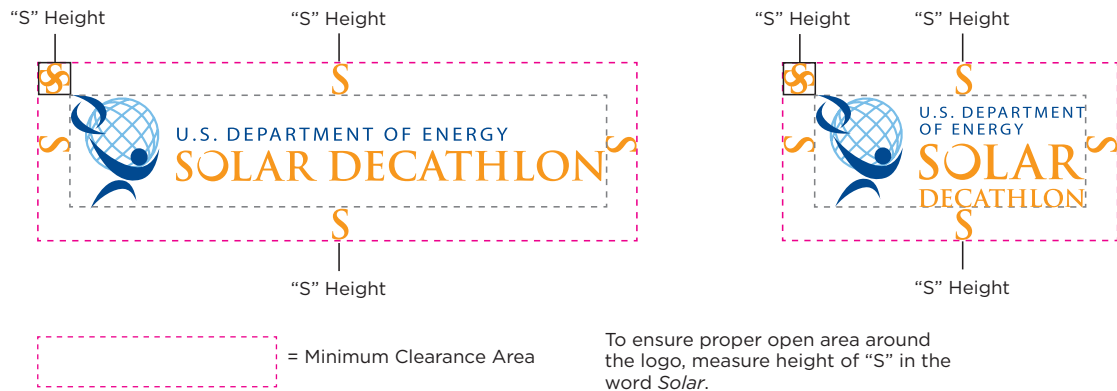
Large formats require the logo to be in vector format (EPS). Do not scale up a rasterized format (GIF, JPG); it will lose resolution and look pixelated.

Downloads of the logos are available at www.solardecathlon.gov/commstandards/.

Proper Event Logo Use




Minimum Clearance Area

For clarity and precision, the U.S. Department of Energy Solar Decathlon logo requires a minimum clearance area. Text or graphics should not be closer than the indicated clearance area.



Logo Color

The following color palette applies to the logo: primary blue PMS 280, orange PMS 144, and light blue PMS 292. *Whenever possible, PMS colors should be used.*

	PMS 280		PMS 144		PMS 292
CMYK:	C = 100%, M = 78%, Y = 5%, K = 18%	CMYK:	C = 0%, M = 52%, Y = 100%, K = 0%	CMYK:	C = 58%, M = 11%, Y = 0%, K = 0%
RGB:	R = 0, G = 39, B = 118	RGB:	R = 233, G = 131, B = 0	RGB:	R = 99, G = 177, B = 229
HEX:	#002776	HEX:	#E98300	HEX:	#63B1E5

Minimum Logo Size

To ensure legibility of the U.S. Department of Energy Solar Decathlon logo, a minimum logo size has been established. The minimum established size is for printed material only. When a smaller version of the U.S. Department of Energy Solar Decathlon logo is required, contact Carol Laurie at 303-275-3655 or carol.laurie@nrel.gov, for approval. *If at all possible, use of the U.S. Department of Energy Solar Decathlon logo smaller than the recommended minimum logo size should be avoided.*



Improper Event Logo Use

The following are just a few examples of improper logo use. To avoid these errors, we require that you download proper logos for placement. Logos can be downloaded at www.solardecathlon.gov/commstandards/.



The logo should never be recreated or use alternative fonts. Only the approved logo is acceptable.



The logo should never be manipulated by moving elements.



The logo should never be shown in any colors other than the approved brand colors.



The logo should never be tilted. It should always be shown on a horizontal axis.



The logo should never be scaled or skewed.



The logo elements should never be separated. To ensure brand consistency, the logo must always be shown in its entirety.



The logo should never be cut off. To ensure brand consistency, the logo must always be shown in its entirety.

Improper Event Logo Use



The logo should never be placed in front of a busy pattern. Whenever possible, the logo should be placed on a solid background.



“Pat,” our mascot, cannot be separated from the logo and used as a separate element. Pat must always be associated with the word mark “U.S. Department of Energy Solar Decathlon.”

Logo Dos and Don'ts

All logos must be applied consistently and within the guidelines outlined in this document. In addition:

- The Solar Decathlon logo must be incorporated into all U.S. Department of Energy Solar Decathlon communications without exception. This includes, but is not limited to, team public exhibit materials at the Orange County Great Park. Please reference Rule 10-2 in the U.S. Department of Energy Solar Decathlon 2015 Rules for further information.
- Please reference Rule 10-2 in the U.S. Department of Energy Solar Decathlon 2015 Rules for requirements regarding the use of the DOE wordmark and NREL logo on team communications materials.
- The Orange County Great Park logo is available for use when creating Solar Decathlon 2015 communication materials but is not required.

If you have questions regarding logo use, please contact Carol Laurie at 303-275-3655 or carol.laurie@nrel.gov.

Orange County Great Park Logo Use

The U.S. Department of Energy Solar Decathlon 2015 is hosted by Orange County Great Park, an event venue noted for its emphasis on sustainability.

Use of the Orange County Great Park logo when creating Solar Decathlon 2015 communications materials is optional. If you choose to use this logo, please note the following:

- The color logo is preferred.
- The logo should not be stretched, compressed, or disarticulated in any way.



Downloads of all logos are available at www.solardecathlon.gov/commstandards/.

Logo Questions?

If you have any questions regarding logo use, please contact Carol Laurie at 303-275-3655 or carol.laurie@nrel.gov.

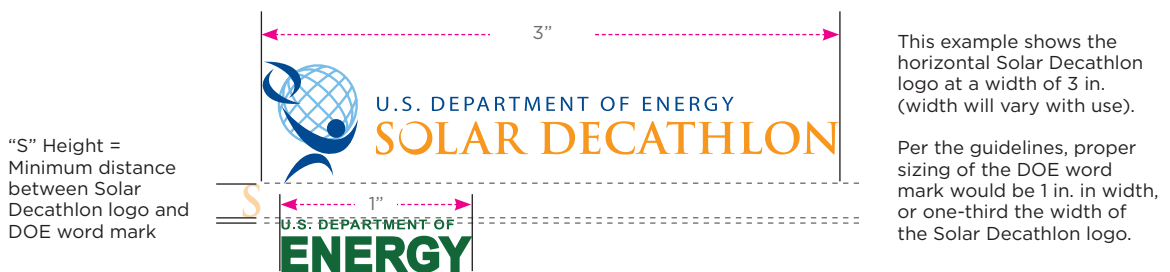
Size and Placement of Other Logos

Often, the U.S. Department of Energy Solar Decathlon logo appears with other logos. **When the use of other logos is required, these logos must be one-third the width of the horizontal Solar Decathlon logo, or half the height of the vertical Solar Decathlon logo.**

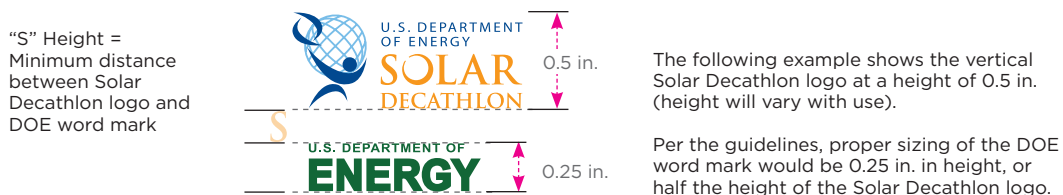
Other logos include (but are not limited to) the U.S. Department of Energy (DOE) word mark, the Orange County Great Park logo, the National Renewable Energy Laboratory logo, event sponsor logos, team* logos, and team sponsor logos.

Note: Solar Decathlon teams must follow additional rules for logo use, as stated in rules 10-2 and 10-3 of the U.S. Department of Energy Solar Decathlon 2015 Rules.

Horizontal Sizing



Vertical Sizing



Photographic Style

A careful approach to architectural-style imagery creates a unique, dynamic image for the U.S. Department of Energy Solar Decathlon. Photos should be selected, as well as executed, based on the following criteria:

- Showcase the high-tech, modern, and comfortable aspects of solar design in housing
- Capture genuine moments of people in actual event or campus settings
- Focus on moments of connection among students, jurors, the public, and others
- Use real student decathletes
- Include a strong sense of depth and inviting environments in interior house shots
- Ensure photos are visually or intellectually dynamic
- Promote natural diversity of competition houses.

Note: Photos should avoid implied endorsements. Do not use photos that include clearly visible logos or branding of companies or their products.

Examples From Photo Library



Event photos are available at www.solardecathlon.gov/photos.html.

Please include proper credit of all Solar Decathlon photos as follows:

"Credit: [photographer name] / U.S. Department of Energy Solar Decathlon."

Key Messaging

The following messages have been approved for use by U.S. Department of Energy Solar Decathlon 2015 student teams.

What is the U.S. Department of Energy Solar Decathlon?

The Solar Decathlon challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive. The winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency.

Where will the U.S. Department of Energy Solar Decathlon 2015 take place?

Solar Decathlon 2015 will be held at the Orange County Great Park, 6950 Marine Way, Irvine, CA, 92618.

When is the U.S. Department of Energy Solar Decathlon 2015 open to the public?

The Solar Decathlon competition houses will be open to the public free of charge on eight days over two consecutive weekends.

- Thursday, Oct. 8–Sunday, Oct. 11, 2015
- Thursday, Oct. 15–Sunday, Oct. 18, 2015.

About the U.S. Department of Energy Solar Decathlon

The U.S. Department of Energy Solar Decathlon is an award-winning program that challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive. The competition shows consumers how to save money and energy with affordable clean energy products that are available today. The Solar Decathlon also provides participating students with hands-on experience and unique training that prepares them to enter the clean energy workforce, supporting the Obama Administration's goal of transitioning to a clean energy economy while saving families and businesses money.

Key phrases about the Solar Decathlon:

- The first U.S. Department of Energy Solar Decathlon was held in 2002; the competition then occurred biennially in 2005, 2007, 2009, and 2011 in Washington, D.C. In 2013, the Solar Decathlon moved to the Orange County Great Park in Irvine, California.
- The U.S. Department of Energy Solar Decathlon invites visitors to tour the houses, gather ideas to use in their own homes, and learn how energy-saving features can help them save money today. Learn more at www.solardecathlon.gov.
- Each U.S. Department of Energy Solar Decathlon team builds a solar-powered house that showcases energy-efficient amenities and smart home systems that reduce carbon emissions without sacrificing the comfort of modern conveniences.

Key Messaging (Continued)

Purpose of the U.S. Department of Energy Solar Decathlon

One of the Energy Department's most successful outreach efforts, the Solar Decathlon helps accelerate the adoption of energy-efficient products and design by:

- Educating students and the public about the money-saving opportunities and environmental benefits presented by clean energy products and design solutions
- Demonstrating to the public the comfort and affordability of homes that combine energy-efficient construction and appliances with off-the-shelf renewable-energy systems
- Providing participating students with unique training that prepares them for the clean energy workforce.

Key phrases about the Solar Decathlon's purpose:

- The U.S. Department of Energy Solar Decathlon educates students from around the world about the opportunities presented by renewable energy and energy efficiency and challenges them to think in new ways about incorporating practical, affordable clean energy solutions into residential applications.
- The U.S. Department of Energy Solar Decathlon demonstrates the cost-saving opportunities provided by grid-connected houses that leverage off-the-shelf clean energy technologies to produce as much energy as they consume.
- The U.S. Department of Energy Solar Decathlon accelerates the development of whole-house design solutions that improve performance and reduce costs for homeowners.
- The U.S. Department of Energy Solar Decathlon fosters collaboration among students from different academic disciplines, including engineering and architecture, who otherwise might not work together until they enter the workplace.

Impact of the U.S. Department of Energy Solar Decathlon

Since 2002, the Solar Decathlon has:

- Involved 130 collegiate teams, which pursued a multidisciplinary approach to study the requirements for designing and building energy-efficient, solar-powered houses
- Established a worldwide reputation as a successful educational program and workforce development opportunity for thousands of students
- Positively impacted nearly 20,000 collegiate participants
- Expanded to Europe, China, and Latin America to involve an additional 78 teams and nearly 12,000 participants through Solar Decathlon Europe 2010 (Madrid, Spain), Solar Decathlon Europe 2012 (Madrid, Spain), Solar Decathlon China 2013 (Datong), Solar Decathlon Europe 2014 (Versailles, France), and Solar Decathlon Latin America and Caribbean 2015 (Santiago de Cali, Colombia)
- Educated the public about the benefits, affordability, and availability of clean energy solutions by generating widespread media coverage and harnessing digital tools to reach millions of people.

Since the first Solar Decathlon in 2002, 208 collegiate teams—nearly 32,000 students—have engaged in Solar Decathlon competitions around the world: the flagship U.S. Department of Energy Solar Decathlon, Solar Decathlon Europe, Solar Decathlon China, and Solar Decathlon Latin America and Caribbean.

Key Messaging (Continued)

The Competition

The U.S. Department of Energy Solar Decathlon is a competition that challenges collegiate teams to design, build, and operate energy-efficient houses powered by the sun. Each team spends two years creating a house to compete in 10 contests.

The 10 contests for Solar Decathlon 2015 are:

- | | |
|-------------------|---------------------|
| 1. Architecture | 6. Comfort Zone |
| 2. Market Appeal | 7. Appliances |
| 3. Engineering | 8. Home Life |
| 4. Communications | 9. Commuting |
| 5. Affordability | 10. Energy Balance. |

Each contest is worth a maximum of 100 points, for a competition total of 1,000 points. The winning team receives a trophy and the honor of victory.

Learn more at solardecathlon.gov/contests.html.

U.S. Department of Energy Solar Decathlon 2015 Teams

The collegiate teams that design, build, and operate the competition's solar-powered houses represent the next generation of clean energy architects, engineers, and entrepreneurs.

The teams participating in Solar Decathlon 2015 are:

1. California Polytechnic State University, San Luis Obispo
2. California State University, Sacramento
3. Clemson University
4. Crowder College and Drury University
5. Missouri University of Science and Technology
6. New York City College of Technology
7. State University of New York at Alfred College of Technology and Alfred University
8. Stevens Institute of Technology
9. University of Florida, National University of Singapore, and Santa Fe College
10. The University of Texas at Austin and Technische Universitaet Muenchen
11. University at Buffalo, The State University of New York

Key Messaging Continued

U.S. Department of Energy Solar Decathlon 2015 Teams (Continued)

12. University of California, Davis
13. University of California, Irvine; Chapman University; Irvine Valley College; and Saddleback College
14. West Virginia University and University of Roma Tor Vergata
15. Western New England University, Universidad Tecnológica de Panamá, and Universidad Tecnológica Centroamericana
16. Yale University.

Hailing from six countries and three continents, the student teams participating in the U.S. Department of Energy Solar Decathlon 2015 include seven returning teams.

The projects now underway by the Solar Decathlon 2015 teams exemplify a range of design approaches and building technologies optimized for diverse geographic locations, climates, and regions (including urban, suburban, and rural settings). They aim to reach a variety of target home-sales markets.

U.S. Department of Energy Solar Decathlon 2013 Highlights

2013 Event Highlights:

- Visitors: More than 65,000 people over 8 days
- House tours: More than 300,000 conducted by the student decathletes
- Exhibit booth visitors: More than 10,000
- School programs: More than 3,000 middle-school and high-school students and teachers
- Sponsors: More than 30 companies supported the event with donations and outreach
- Volunteers: 1,200 donated 7,700 hours during 1,300 shifts
- Workshops: 1,140 people participated in 33 workshop presentations

Worldwide Media Coverage:

- Total media impressions: 2.04 billion (including multipliers for print)
- Total media stories: More than 2,400
- Online articles: More than 1,750
- Print articles: More than 350 in 150 publications
- Broadcast: At least 200 television stories and 150 radio interviews
- Media attendance: Nearly 225 media checked in onsite

Key Messaging (Continued)

Digital Highlights:

- Solar Decathlon website: 3.2 million page views and 500,000 visitors
- Facebook: 13,500 fans
- Twitter: More than 11,600 followers
- YouTube: 319,000 video views
- Flickr: 2.4 million overall image views and 760 photo uploads
- Instagram: 950 photos issued by the public
- Energy.gov: 17 blog posts by Energy Department Public Affairs reached more than 28,000 people

Contact Details

Thank you for maintaining a strong and relevant brand identity for the U.S. Department of Energy Solar Decathlon. For further information, please contact:

Carol Laurie

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U.S. Department of Energy Solar Decathlon

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