



U.S. DEPARTMENT OF ENERGY
SOLAR DECATHLON

2013

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.

July 2013


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 (, 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 usage, please contact Carol Anna, Solar Decathlon communications manager, at 303-275-3655 or carol.anna@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 2013

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

Solar Decathlon 2013

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

2013 Solar Decathlon

2013 U.S. Department of Energy Solar Decathlon

U.S. Department of Energy's Solar Decathlon

U.S. DOE Solar Decathlon

Decathlon or decathlon

XPO Naming Conventions

The XPO is a clean, renewable, and efficient energy exposition that will be hosted alongside the U.S. Department of Energy Solar Decathlon 2013. When referencing the XPO in writing, please use the following:

XPO (all caps)

Not Allowed

Xpo

Joint Event Naming Conventions

When referring to the overall public event that features two complementary attractions—the Solar Decathlon 2013 and the XPO—please use the following:

U.S. Department of Energy Solar Decathlon 2013 and XPO

Not Allowed

Please refer to Event Naming Conventions and XPO Naming Conventions for naming conventions that are not allowed.

Orange County Great Park Naming Conventions

The U.S. Department of Energy Solar Decathlon 2013 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 2013 at
the Orange County Great Park

The U.S. Department of Energy Solar Decathlon 2013 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 usage 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 usage 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.)

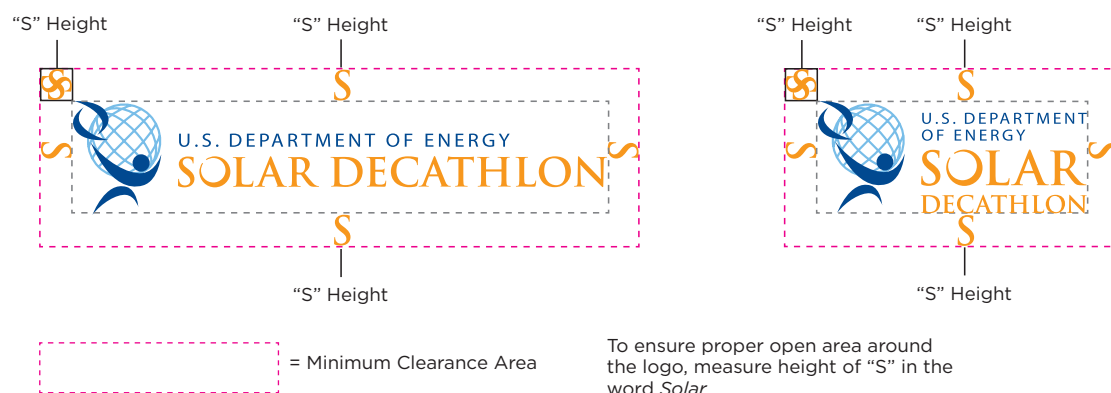
Large formats require the logo to be in vector format (EPS). Do not scale up a rasterized format (GIF, JPG); it will lose resolution and look pixelated.

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 Anna at 303-275-3655 or carol.anna@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 2013 Rules for further information.
- Please reference Rule 10-2 in the U.S. Department of Energy Solar Decathlon 2013 Rules for requirements regarding the use of the DOE wordmark and NREL logo on team communications materials.
- The XPO and Orange County Great Park logos are available for use when creating Solar Decathlon 2013 communication materials, but not required.

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

XPO Logo Use

The U.S. Department of Energy Solar Decathlon 2013 is accompanied by the XPO, a clean, renewable, and efficient energy exposition.

Use of the XPO logo when creating Solar Decathlon 2013 communications materials is optional. The logo comes in color and is available in three format types: jpg, eps, and gif.



Orange County Great Park Logo Use

The U.S. Department of Energy Solar Decathlon 2013 is hosted by Orange County Great Park, a new event venue noted for its emphasis on sustainability.

Use of the Orange County Great Park logo when creating Solar Decathlon 2013 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 Anna at 303-275-3655 or carol.anna@nrel.gov.

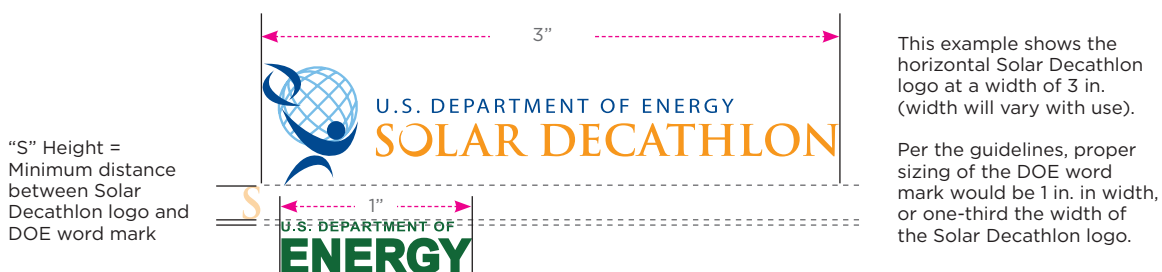
Size and Placement of Other Logos

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.**

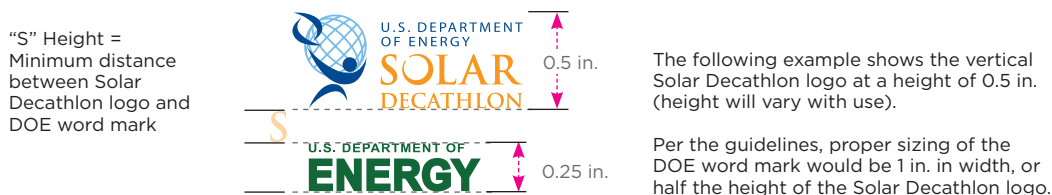
Other logos include (but are not limited to) the U.S. Department of Energy (DOE) word mark, the Orange County Great Park logo, the National Renewable Energy Laboratory logo, event sponsor logos, team* logos, and team sponsor logos.

** Solar Decathlon teams must follow additional rules for logo usage, as stated in rules 10-2 and 10-3 of the U.S. Department of Energy Solar Decathlon 2013 Rules.*

Horizontal Sizing



Vertical Sizing



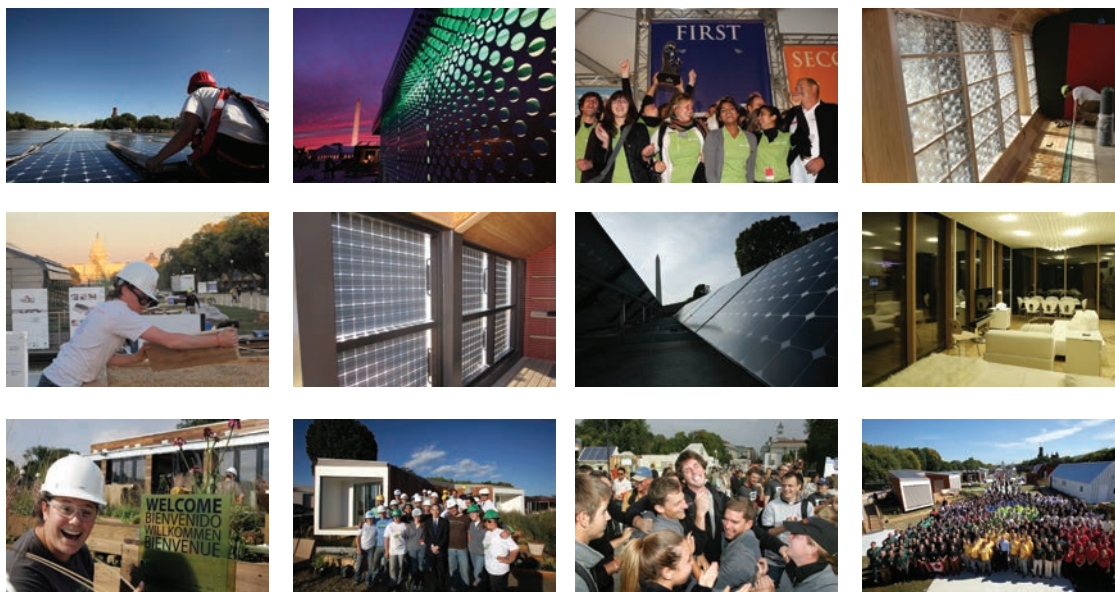
Photographic Style

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
- 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 credit all Solar Decathlon photos as follows: "Credit: 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 student teams when communicating about the event.

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.

What is the XPO?

The XPO is a clean, renewable, and efficient energy exposition that will be hosted alongside the U.S. Department of Energy Solar Decathlon 2013. Through fun, interactive exhibits and activities, the XPO will provide visitors with information about the broad spectrum of energy efficiency options in home design, transportation, consumer products, food production, and education. (See also About the XPO.)

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

This free public event at the Orange County Great Park in Irvine, California, features two complementary attractions: the Solar Decathlon, where visitors can tour highly efficient, solar-powered competition houses, and the XPO, featuring visionary and innovative clean energy companies, products, and educational opportunities.

Together, Solar Decathlon 2013 and the XPO create a unique and powerful showcase for technology, education, products, arts, and business opportunities related to clean and renewable energy generation and efficient energy use.

Where will the U.S. Department of Energy Solar Decathlon 2013 take place?

Solar Decathlon 2013 will be held at the Orange County Great Park, 6950 Marine Way, Irvine, CA, 92618. The Solar Decathlon will be co-located with the XPO, a clean, renewable, and efficient energy exposition.

Is this a free event?

Visiting the U.S. Department of Energy Solar Decathlon 2013 and XPO is free. However, parking at the Orange County Great Park costs \$5 per vehicle.

When is the U.S. Department of Energy Solar Decathlon 2013 and XPO open to the public?

The Solar Decathlon competition houses and XPO will be open to the public free of charge on eight days over two consecutive weekends. Public hours will be from 11 a.m. to 7 p.m. daily:

- Thursday, Oct. 3–Sunday, Oct. 6, 2013
- Thursday, Oct. 10–Sunday, Oct. 13, 2013.

Key Messaging

What are the dates of the U.S. Department of Energy Solar Decathlon 2013?

Solar Decathlon 2013 will take place Oct. 3–13, 2013, at the Orange County Great Park in Irvine, California.

- Team houses are open to the public free of charge 11 a.m. to 7 p.m. Thursdays through Sundays from Oct. 3 through Oct. 13, 2013.
- Assembly of competition houses begins Monday, Sept. 23.
- The overall competition winner will be announced on Saturday, Oct. 12, at 10 a.m.
- Disassembly of the competition houses takes place Monday through Friday, Oct. 14 to 18.

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 our nation's clean energy workforce. The winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency.

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.
- The U.S. Department of Energy Solar Decathlon 2013 takes place Oct. 3–13, 2013, at the Orange County Great Park in Irvine, California. All Solar Decathlon houses are open to the public free of charge from 11 a.m. to 7 p.m. Thursdays through Sundays.
- 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.
- The U.S. Department of Energy Solar Decathlon demonstrates innovative and affordable clean energy solutions that can help consumers save energy and money.
- The U.S. Department of Energy Solar Decathlon provides participating students with unique training that prepares them to enter our nation's clean energy workforce.

Key Messaging

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 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 112 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 17,000 collegiate participants
- Expanded to Europe and China to involve an additional 80 teams and 12,000 participants through Solar Decathlon Europe 2010 (Madrid), Solar Decathlon Europe 2012 (Madrid), Solar Decathlon China 2013 (Datong), and Solar Decathlon Europe 2014 (Versailles)
- 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, 192 collegiate teams—some 29,000 students—have engaged in three competitions around the world: the flagship U.S. Department of Energy Solar Decathlon, Solar Decathlon Europe, and Solar Decathlon China.

Key Messaging

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 2013 are:

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

Each contest is worth a maximum of 100 points, for a competition total of 1,000 points. The winner is the team with the most points at the end of the competition, earned by showcasing a house that:

- Balances energy production and consumption
- Is cost-effective, attractive, and easy to live in
- Maintains comfortable indoor living conditions
- Supplies energy to household appliances for cooking, cleaning, and entertainment
- Provides sufficient hot water.

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 2013 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 20 teams participating in Solar Decathlon 2013 are:

- Arizona State University and The University of New Mexico
- Czech Republic: Czech Technical University
- Kentucky/Indiana: University of Louisville, Ball State University, and University of Kentucky
- Middlebury College
- Missouri University of Science and Technology
- Norwich University
- Santa Clara University

Key Messaging

U.S. Department of Energy Solar Decathlon 2013 Teams (Continued)

- Southern California Institute of Architecture and California Institute of Technology
- Stanford University
- Stevens Institute of Technology
- Team Alberta: University of Calgary
- Team Austria: Vienna University of Technology
- Team Capitol DC: The Catholic University of America, George Washington University, and American University
- Team Ontario: Queen's University, Carleton University, and Algonquin College
- Team Texas: The University of Texas at El Paso and El Paso Community College
- The University of North Carolina at Charlotte
- Tidewater Virginia: Hampton University and Old Dominion University
- University of Nevada Las Vegas
- University of Southern California
- West Virginia University.

Hailing from four countries and two continents, the 20 student teams selected to participate in the U.S. Department of Energy Solar Decathlon 2013 include nine returning teams, 11 new teams, and four international teams.

The projects now underway by the Solar Decathlon 2013 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.

Team Selection Process

Teams applying to compete in Solar Decathlon 2013 were required to demonstrate their ability to design and build an innovative, solar-powered house; raise additional project funds; support the project through an integrated curriculum; and organize a student team able to carry the project through to completion.

Solar Decathlon Winning Teams

2011 – University of Maryland

2009 – Technische Universität Darmstadt

2007 – Technische Universität Darmstadt

2005 – University of Colorado, Denver and Boulder

2002 – University of Colorado at Boulder

Key Messaging

Where Are the Houses Now?

Of the 72 houses that competed in the U.S. Department of Energy Solar Decathlons in 2009, 2007, 2005, and 2002:

- 24 continue to contribute to university research and outreach on campus
- 18 serve as private residences for families and students
- 16 host the public as educational exhibits extolling the benefits of renewable energy and energy efficiency
- 7 are used for business and meeting space
- 5 were disassembled, recycled, or reused.

Learn more about what happened to houses that competed in 2009, 2007, 2005, and 2002 by visiting the Solar Decathlon website at www.solardecathlon.gov/where_now.html.

U.S. Department of Energy Solar Decathlon 2011 Highlights

Event Highlights

- House tours — Provided more than 357,000 house tours to the public over 10 days
- Workshops — Offered 41 public workshops onsite (including a dedicated day of workshops for builders and industry experts), which were attended by approximately 1,500 people over eight days
- School Days — Hosted an estimated 5,000 students and educators from schools throughout the greater Washington, D.C., area

Media Highlights

- Overall media coverage — More than 600 million impressions
- Online — More than 1,200 online articles
- Print — 250 articles in nearly 150 print publications around the world
- Broadcast — 500 television interviews worldwide and nearly 100 radio interviews
- Onsite — Nearly 300 members of the media attended the event

Digital Highlights

- Website — 2,468,279 page views from Sept. 1–Oct. 16, 2011
- Facebook — More than 7,700 page likes
- Twitter — More than 5,300 followers, including 3,500 uses of the #SD2011 hashtag
- YouTube — More than 120 videos uploaded, with total channel views reaching more than 600,000
- Flickr — More than 300 photos and approximately 503,000 photo views
- Foursquare — Nearly 900 check-ins
- QR Codes — More than 8,500 QR code scans, which accounted for approximately 23% of all mobile website visits

Key Messaging

About the XPO

The XPO is a clean, renewable, and efficient energy exposition featuring visionary and innovative companies, products, and educational opportunities that will be hosted alongside the U.S. Department of Energy Solar Decathlon 2013. Through fun, interactive exhibits and activities, the XPO will provide visitors with information about the broad spectrum of energy efficiency in home design, transportation, consumer products, food production, and education. Visitors will experience actionable ways to implement energy efficiency today and into the future and leave with tools and resources to live differently. Visit the-xpo.org for more information.

XPO Activities

Activities at the XPO include:

- **The SunShot Innovation Pavilion** – An educational trade show connecting consumers with clean energy companies, products, and services while showcasing educational activities and booths highlighting the Department of Energy's SunShot awardees and nonprofit partners
- **The Powerful Ideas Symposium** – Guest speakers and panelists presenting innovative ideas related to clean, renewable, efficient energy and its connection with the world and our everyday lives
- **The Competitors' Pavilion** – Showcasing U.S. Department of Energy Solar Decathlon 2013 team colleges and universities as well as the winners of the U.S. Department of Energy Housing Innovation Awards and the American Institute of Architects Orange County Student Design Competition Awards
- **The Transportation Zone** – Featuring clean vehicle technologies, electric and fuel-cell vehicle demonstrations, ride-and-drives, and competitions
- **The Arts and Culture Zone** – Featuring artistic gallery exhibitions in which guests can explore, discover, and experience how art can be influenced by the environment and the environment by art
- **The Farm + Food Zone** – Featuring exhibits and workshops on the benefits of locally grown food and how to grow nutritious food and maintain healthy gardens
- **The XPO Food Pavilion** – Offering a central gathering place that features organic produce, healthy food, and refreshments and seating for Solar Decathlon and XPO guests
- **The ABC Green Home** – Featuring tours of a certified net-zero energy home created by Southern California Edison, Green Home Builder Magazine, and a host of innovative and creative vendors and suppliers located at the Orange County Great Park.

XPO Hours

The XPO will run concurrently with the Solar Decathlon from 11 a.m. to 7 p.m. October 3–6 and 10–13.

Parking

Ample parking for the Solar Decathlon 2013 and XPO is available at the Orange County Great Park for \$5 per vehicle.

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 Anna

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U.S. Department of Energy Solar Decathlon

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carol.anna@nrel.gov