



U.S. DEPARTMENT OF ENERGY
SOLAR DECATHLON

2013

U.S. Department of Energy Solar Decathlon

SPONSOR IDENTITY GUIDELINES

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

October 2012


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

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.)

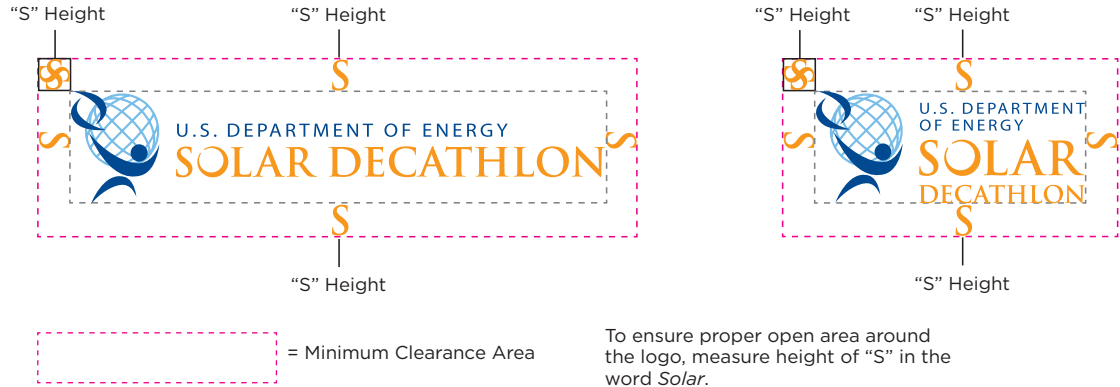
Large formats require the logo to be in vector format (EPS). Do not scale up a rasterized format (GIF, JPG); it will lose resolution and look pixelated.

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.
- The Solar Decathlon logo must be applied consistently and within the guidelines outlined in this document.
- The Orange County Great Park logo is available for use by Solar Decathlon 2013 sponsors, but not required.

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

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 by Solar Decathlon 2013 sponsors 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?

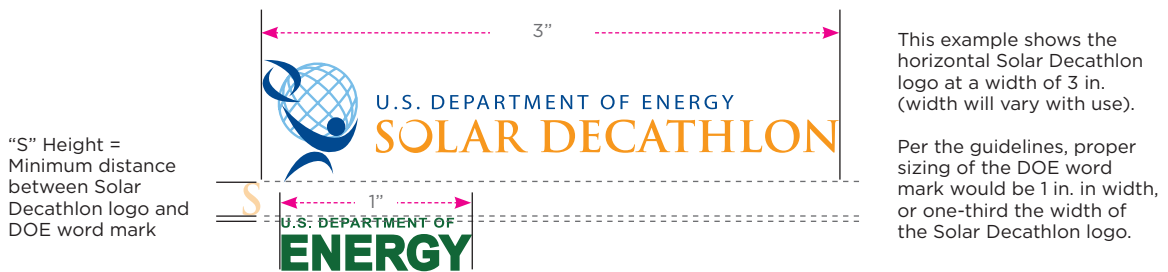
If you have any questions regarding logo use, please contact Carol Anna at 303-275-3655 or carol.anna@nrel.gov.

Size and Placement of Other Logos

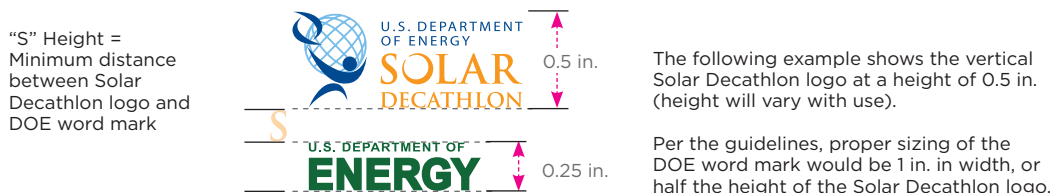
Often, the U.S. Department of Energy Solar Decathlon logo appears with other logos. **When the use of other logos is required, these logos must be one-third the width of the horizontal Solar Decathlon logo, or half the height of the vertical Solar Decathlon logo.**

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.

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 Solar Decathlon organizers, student teams, sponsors, and others creating communications materials about the event.

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

The U.S. Department of Energy 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 Solar Decathlon 2013 take place?

The U.S. Department of Energy Solar Decathlon 2013 will be held at the **Orange County Great Park** in Irvine, California, where the Solar Decathlon will be the main attraction for the XPO, a clean, renewable, and efficient energy exposition.

What is the XPO at the Orange County Great Park?

Held at the Orange County Great Park during the U.S. Department of Energy Solar Decathlon 2013, this exposition of clean, renewable, and efficient energy will showcase technology, education, products, arts, and business opportunities.

What are the dates of Solar Decathlon 2013?

The U.S. Department of Energy Solar Decathlon 2013 will take place Oct. 3–13, 2013, at the Orange County Great Park in Irvine, California.

- Houses are open to the public 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
- Following the competition, house disassembly ends Friday, Oct. 18.

When is Solar Decathlon 2013 open to the public?

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

About

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 winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency.

The first Solar Decathlon was held in 2002; the competition has since occurred biennially in 2005, 2007, 2009, and 2011. The next event will take place at the Orange County Great Park in Irvine, California. Open to the public free of charge Thursdays through Sundays, Oct. 3 through Oct. 13, the Solar Decathlon enables 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.

Purpose

The U.S. Department of Energy Solar Decathlon:

- Educates students and the public about the money-saving opportunities and environmental benefits presented by clean-energy products and design solutions
- Demonstrates to the public the comfort and affordability of homes that combine energy-efficient construction and appliances with renewable-energy systems available today
- Provides participating students with unique training that prepares them to enter our nation's clean-energy workforce.

Impact

Since 2002, the U.S. Department of Energy 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
- Affected the lives of nearly 17,000 collegiate participants
- Expanded internationally to currently include 65 participating teams and nearly 10,000 students participating in three different competitions around the world: Solar Decathlon Europe 2012, Solar Decathlon China 2013, and the U.S. Department of Energy Solar Decathlon 2013.
- Educated the public about the benefits, affordability, and availability of clean energy solutions by generating widespread media coverage and harnessing digital tools to reach tens of millions of people.

Key Messaging

Upcoming Events

- Solar Decathlon Europe 2012 (Madrid, Spain) Sept. 14–30, 2012 (www.sdeurope.org)
- Solar Decathlon China 2013 (Datong, China) Summer 2013 (www.sdchina.org/en/)
- U.S. Department of Energy Solar Decathlon 2013 (Irvine, California, USA) Oct. 3–13, 2013 (www.solardecathlon.gov)
- Solar Decathlon Europe 2014 (Versailles, France)

Solar Decathlon 2011 Highlights

Event Highlights:

- Earned more than 2 billion media impressions
- Provided 357,029 house visits to the public over 10 days
- Offered 41 public workshops onsite (including a dedicated day of workshops for builders and industry experts), which were attended by 1,500 people over 8 days
- Hosted an estimated 5,000 students and their teachers from schools throughout the greater Washington, D.C., area
- Received over 16 million impressions through support of sponsorship partners

Media Highlights:

- Online — over 1,200 online articles
- Print — 250 articles in nearly 150 print publications around the world
- Broadcast — 500 television interviews worldwide and 87 radio interviews
- Onsite — Nearly 300 members of the media checked in on-site at the event

Digital Highlights:

- Facebook — More than 7,600 fans
- Twitter — Over 5,200 followers, including two hosted “TweetChat” events and an exclusive blogger webcast
- YouTube — More than 120 videos uploaded, with total channel views reaching over 600,000
- Flickr — Uploaded more than 300 photos and recorded approximately 503,000 photo views
- Foursquare — Nearly 900 individuals checked in to the event
- QR Codes — More than 8,500 QR code scans accounted for approximately 23% of all mobile website visits

Key Messaging

The Competition

The U.S. Department of Energy Solar Decathlon is a competition that challenges collegiate teams to design and build energy-efficient houses powered by the sun. These teams spend almost two years creating houses to compete in 10 contests.

Each worth 100 points, 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 100 points, making 1,000 total points possible. The team with the most points at the end of the competition wins. The winning team produces 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.

Solar Decathlon 2013 Teams

The 20 teams participating in the U.S. Department of Energy 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
- Southern California Institute of Architecture and California Institute of Technology
- Stanford University
- Stevens Institute of Technology

Key Messaging

Solar Decathlon 2013 Teams (Continued)

- 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

The 20 student teams selected to participate in Solar Decathlon 2013 include 9 returning teams, 11 new teams, and four international teams. These teams represent four countries and two continents.

The Solar Decathlon 2013 teams and their projects exemplify a diverse range of design approaches; building technologies; and geographic locations, climates, and regions (including urban, suburban, and rural settings). They also aim to reach a variety of target home sales markets.

Team Selection Process

Teams applying to compete in Solar Decathlon 2013 were required to meet specific criteria 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 necessary to carry the project through to completion.

Solar Decathlon Winning Teams

2011 – University of Maryland

2009 – Team Germany (Technische Universität Darmstadt)

2007 – Technische Universität Darmstadt

2005 – University of Colorado, Denver and Boulder

2002 – University of Colorado at Boulder

Key Messaging

Sponsorship

The U.S. Department of Energy Solar Decathlon depends on the generosity of sponsors to ensure the success of its event and teams.

Solar Decathlon 2013 Sponsorship Options:

A) Team Sponsorship — Work with individual collegiate teams to support them with in-kind donations, cash contributions, and resources. Sponsors should contact the teams directly.

B) Event Sponsorship — Support the overall event through in-kind contributions. Cash contributions can also be accepted through the Orange County Great Park, which is a 501c3 nonprofit organization. Solar Decathlon 2013 offers four event-sponsorship categories: sustaining, supporting, contributing, and resource/association. Sponsorship categories are defined by the total dollar value of a sponsor's contribution based on the Energy Department's official event needs list.

If you are interested in becoming a sponsor for Solar Decathlon 2013, please contact: Betsy Black, U.S. Department of Energy, 202-287-1860, betsy.black@ee.doe.gov.

Where Are the Houses Now?

With research available for the 72 houses that competed in the Solar Decathlon 2009, 2007, 2005, and 2002 events:

- Twenty-four continue to contribute to university research and outreach on campus
- Eighteen serve as private residences for families and students
- Sixteen host the public as educational exhibits extolling the benefits of renewable energy and energy efficiency
- Seven are used for business and meeting space
- Five were disassembled, recycled, or reused
- Two were for sale (as of August 2011).

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.

Key Messaging

Key Phrases

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 winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency. (Boilerplate copy)

The U.S. Department of Energy Solar Decathlon 2013 will be held at the Orange County Great Park in Irvine, California. The Solar Decathlon will be the main attraction for the **XPO** at the Orange County Great Park—a showcase for technology, education, products, arts, and business opportunities that result from clean and renewable energy generation, as well as efficient energy use.

The U.S. Department of Energy Solar Decathlon demonstrates innovative and affordable clean-energy solutions.

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.

The U.S. Department of Energy Solar Decathlon informs the public about how they can save money with clean-energy products and design solutions.

The U.S. Department of Energy Solar Decathlon educates participating students 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 potential of houses that combine affordability, energy-efficient construction and appliances, and renewable-energy systems available today.

The U.S. Department of Energy Solar Decathlon results in broader public understanding of how to save money at home with clean-energy solutions, as well as students who are ready to enter the clean-energy workforce with hands-on experience.

Each team builds a self-sufficient solar-powered house, showcasing energy-efficient amenities and smart home systems that reduce carbon emissions without sacrificing the comfort of modern conveniences.

The U.S. Department of Energy Solar Decathlon demonstrates to the public the potential of houses that combine cost efficiency, energy-efficient construction and appliances, and clean-energy systems—such as solar water heating and solar electricity—that are available today.

The U.S. Department of Energy Solar Decathlon demonstrates to the public the cost-saving opportunities provided by grid-connected homes that leverage readily available clean-energy technologies to produce as much energy as they consume.

The U.S. Department of Energy Solar Decathlon raises awareness about how people can save money and reduce energy use with affordable clean-energy products that are available today.

Key Messaging

Key Phrases (Continued)

The U.S. Department of Energy Solar Decathlon shows how a solar-powered home connected to a utility grid can produce as much energy as it uses.

The U.S. Department of Energy Solar Decathlon accelerates development of whole-house design solutions that improve performance and reduce costs for the homeowner.

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.

The U.S. Department of Energy Solar Decathlon has grown into one of the most highly anticipated design competitions ever held. Tens of thousands of people visit the solar village to see the practical housing solutions developed by competing colleges and universities.

The U.S. Department of Energy Solar Decathlon has expanded internationally to include two additional worldwide competitions: Solar Decathlon Europe and Solar Decathlon China.

The U.S. Department of Energy Solar Decathlon supports the Obama Administration's goals of creating an economy based on clean-energy technologies while saving families and businesses money and reducing reliance on fossil fuels.

The U.S. Department of Energy Solar Decathlon supports the Obama Administration's comprehensive efforts to build a 21st century clean-energy economy by helping to train the next-generation of U.S. engineers and architects.

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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