

## DOE Logo: CLEAR SPACE

To ensure high visibility and uncluttered presentation, always maintain clear space around the DOE logo. To determine the clear space, measure the width of the “E” in ENERGY in the word mark. The clear space will equal to the width of the “E” on all sides. The clear space will change depending on the size of the logo.

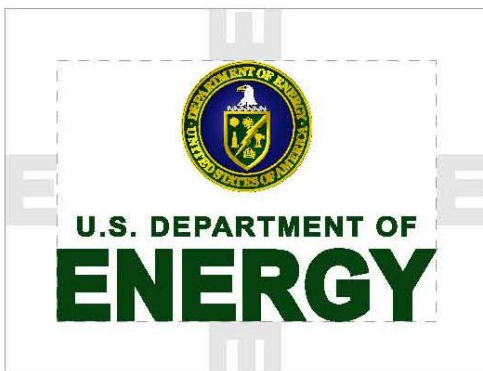
---

### PREFERRED USE FORMAT



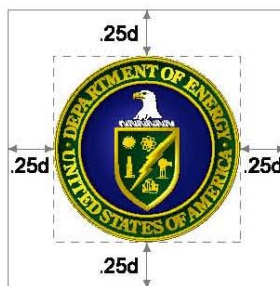
---

### VERTICAL (NOT PREFERRED) FORMAT



---

### SEAL FORMAT



d = diameter of the seal

---

### WORD MARK FORMAT



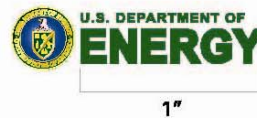
## DOE Logo: SIZING

### HORIZONTAL FORMAT

The size shown here, or larger, is preferred:

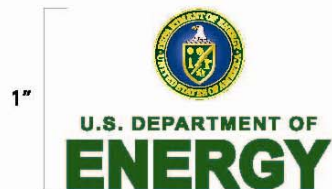


The minimum size is shown here:

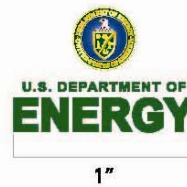


### VERTICAL (NOT PREFERRED) FORMAT

The size shown here, or larger, is preferred:

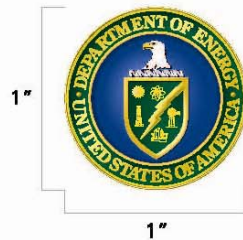


The minimum size is shown here:



### SEAL

Seal minimum size



**NOTE:** On web sites, the seal portion of the logo should be no smaller than 40 pixels in diameter.

On television or other video formats, the logo should be no smaller in height than 8% of the vertical screen size.

If permission is given for the word mark use on TV, the word mark should be no smaller in height than 8% of vertical screen size.

There are no maximum size restrictions as long as the clear space requirements are met.

## DOE Logo: COLOR VARIATIONS

Acceptable color variations of the logo, seal, and word mark are provided below. Additional variations may be provided by the Office of Public Affairs and posted on the web at:  
[http://www.management.energy.gov/administrative\\_services/DOE\\_Logo.htm](http://www.management.energy.gov/administrative_services/DOE_Logo.htm).

**BLACK AND WHITE FOR USE ON LIGHT AND DARK BACKGROUND RESPECTIVELY (ONLY WHITE IS SHOWN, BLACK LOGO, SEAL, AND WORD MARK ARE ALSO ACCEPTABLE)**



Logo

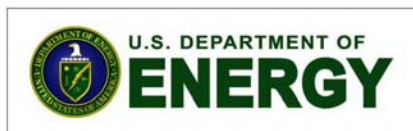


Seal



Word Mark

## COLOR FOR USE ON WHITE OR LIGHT BACKGROUND



Logo



Seal



Word Mark

**NOTE:** The official DOE green used in the word mark has the following color mix and **MUST** be used in the word mark. **Cyan = 89, Magenta = 35, Yellow = 98, Black = 27**

**Red = 15, Green = 102, Blue = 54**

## COLOR WITH WHITE WORD MARK FOR USE ON BLACK OR DARK BACKGROUND



Logo



Seal



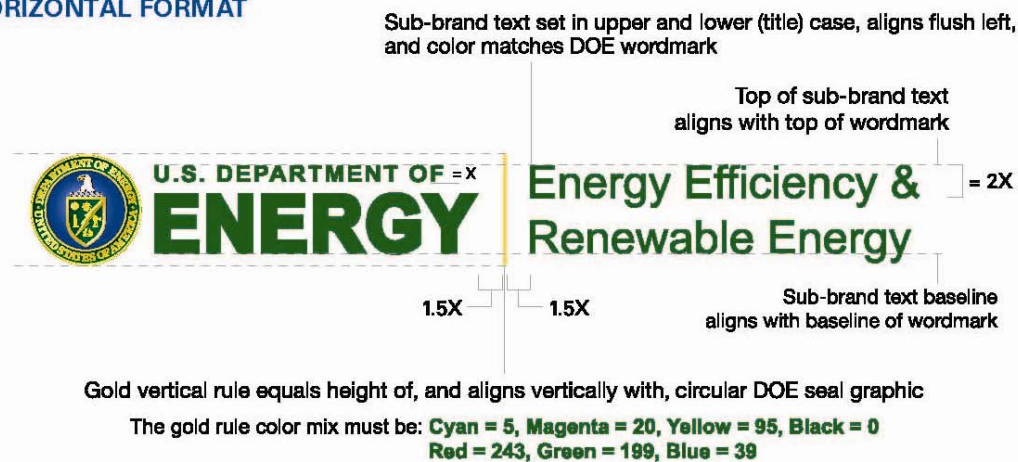
Word Mark

## CO-BRANDING: TEXT-BASED CO-BRANDING WITH DEPARTMENT ENTITIES

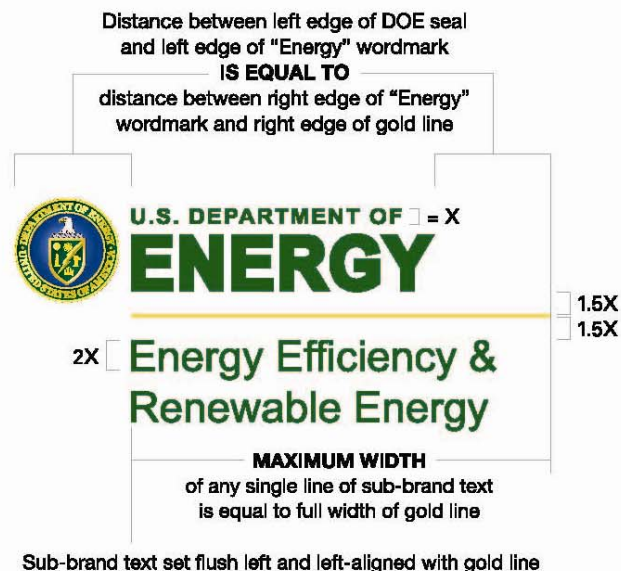
This text-based co-branding scheme is made available for, and must be used by, any Department entity that would like to identify itself but has not been given authority for a unique logo. Cases where this approach is not permitted are specifically identified in Attachment 2. This approach is also available for cases where too many logos would otherwise be present on the product (either as limited by this directive or by design choice).

Always follow the requirements for minimum size, clear zone and color when using the co-branding scheme.

### HORIZONTAL FORMAT



### VERTICAL FORMAT





## CO-BRANDING: TEXT-BASED CO-BRANDING WITH DEPARTMENT ENTITIES

Examples of the text-based co-branding scheme with specific offices are shown below and on the following page.

---

### HORIZONTAL FORMAT



U.S. DEPARTMENT OF  
**ENERGY**

Office of  
Science



U.S. DEPARTMENT OF  
**ENERGY**

Electricity Delivery  
& Energy Reliability



U.S. DEPARTMENT OF  
**ENERGY**

Nuclear  
Energy



U.S. DEPARTMENT OF  
**ENERGY**

Chicago  
Operations Office



U.S. DEPARTMENT OF  
**ENERGY**

Golden  
Field Office

---

VERTICAL FORMAT



U.S. DEPARTMENT OF  
**ENERGY**

---

Office of Science



U.S. DEPARTMENT OF  
**ENERGY**

---

Electricity Delivery  
& Energy Reliability



U.S. DEPARTMENT OF  
**ENERGY**

---

Nuclear Energy



U.S. DEPARTMENT OF  
**ENERGY**

---

Chicago  
Operations Office



U.S. DEPARTMENT OF  
**ENERGY**

---

Golden