

PSE Design Style Guide

July 2021



Bringing science
to energy policy

Logo

Full color

Horizontal full color
logo with tagline



Stacked full color
logo with tagline



Full color logo
with no tagline



Logo

Grayscale

Horizontal grayscale
logo with tagline



Stacked grayscale
logo with tagline



Grayscale logo
with no tagline



Logo

White

Horizontal white
logo with tagline



Stacked white
logo with tagline



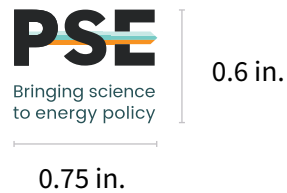
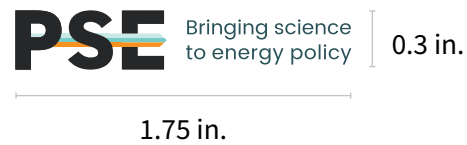
White logo
with no tagline



Logo Guidelines

Minimum Size

As a general rule, PSE logo should not be smaller than the below size guidelines for reports, factsheets, memos, etc.



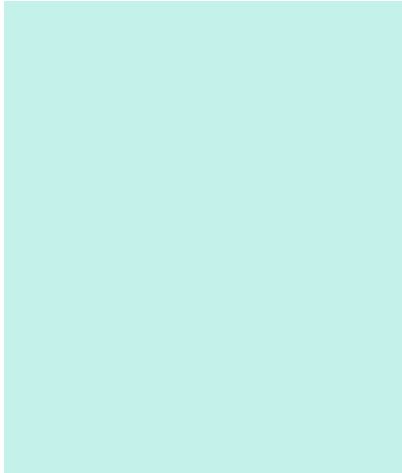
Location

Logo must be placed atleast 0.5in. from edge of document

Sample layout

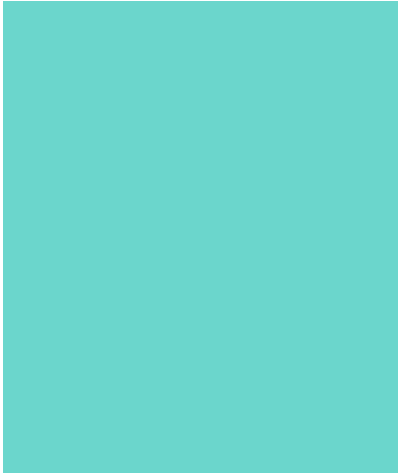


Colors



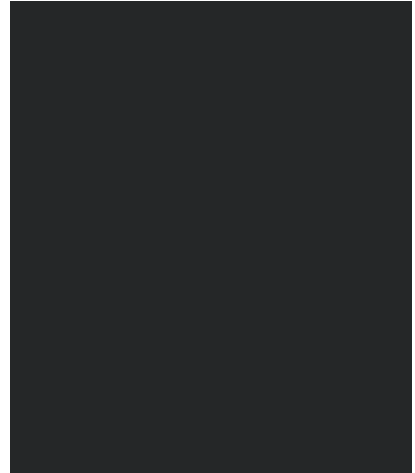
Light Blue

Hex C4F2EB
RGB 196 242 235



Sea Green

Hex 6BD6CC
RGB 107 214 204



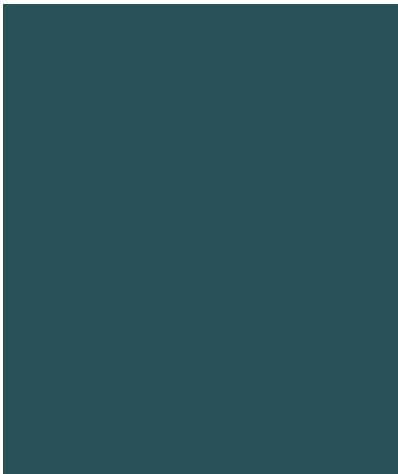
Black

Hex 252728
RGB 37 39 40



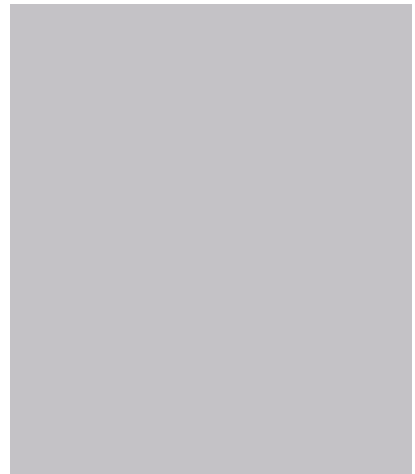
Orange

Hex F7911E
RGB 247 145 30



Forest Green

Hex 275258
RGB 39 82 88



Cool Gray

Hex C4C2C4
RGB 196 194 198

Web Fonts

Headings

Poppins

AaBbCcDdEe

Poppins Bold Forest Green

AaBbCcDdEe

Poppins Medium Forest Green

Body

Source Sans Pro

AaBbCcDdEe

Source Sans Pro Regular Black

Title Text

Style: Poppins Bold

Color: White

Size: 29 pt

Leading: 50 pt

1 in. margin

Large Report Formatting Title Page Example

Title, rule
line and date
centered
within Forest
Green area

Date

Date Text

Style: Poppins Medium

Color: White

Size: 24 pt

Leading: 28.8 pt

Rule Line

Color: White

Stroke Size: 0.5 pt

Length : 6.5 in.

Location: Centered vertically and
in between Title and Date

0.35 in. from Title

0.35 in. from Date

Horizontal Color Bars

Size: 8.5 in. width x 0.185 in. height

Order: Light Blue, Sea Green, Orange

**PSE Full Color
Horizontal Logo**

5 in. width x 0.88 in. height
Centered within white space



Bringing science
to energy policy

Horizontal Color Bars

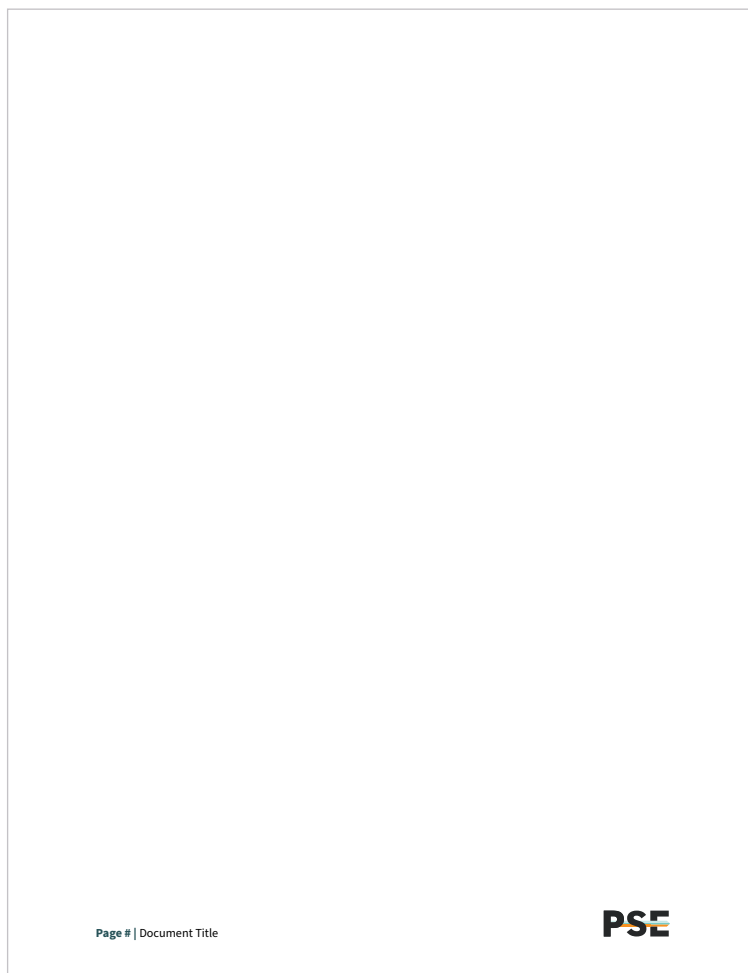
Size: 8.5 in. width x 0.375 in. height

Color: Forest Green

Large Report Formatting – General Layout template

All large reports should have the same layout. All margins should be 1 in., page numbers should be located in the upper right corner, document title in the lower left corner, and the PSE logo in the lower right corner. All body text should fit within the 1 in. margins. Please view sample report starting on [page 20](#) for more details.

Sample layout



Margins:

1 in. on top, bottom, left, and right sides

Logo:

Version: Full color logo, No tagline

Size: 0.75 in. width x 0.3 in. height

Location: Bottom right corner, 0.5 in. from bottom, 1 in. from right side

Page Numbers:

Font: Source Sans Pro Bold

Font Color: Forest Green

Size: 10 pt.

Location: Bottom left corner 0.5 in. from bottom and 1 in. from left side

Footer:

Font: Source Sans Pro Regular

Font Color: Black

Size: 10 pt.

Location: Bottom left corner after page number

Large Report Formatting – Acknowledgments

All large reports must have an Acknowledgments page that includes Authors, Acknowledgements, Funding, and About PSE Healthy Energy sections. The About PSE Healthy Energy section must include PSE logo, address, phone number, website, and email address. Please view sample report starting on [page 21](#) for more details.

Sample layout

Authors

Excere expliqu iasperat reptam, sintas peremo volupitae enihilit anihicabore nis sus voluptate volorem sam sendae nonsedipsa doluptatur minullut aut es ea consedicitae nus, sedit que iuntius.Rum dignatintur magnimi nctur, saperfe renditae pra verovitatur, to modit id quassi tem quas aspe lat.

Acknowledgements

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Funding

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About PSE Healthy Energy

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PSE
PSE Healthy Energy
1440 Broadway, Suite 750 Oakland,
CA 94612
510-330-5550
www.psehealthyenergy.org
info@psehealthyenergy.org

Page # | Document Title

PSE

Margins:

1 in. on top, bottom, left,
and right sides

Headings

Font: Poppins Bold

Size: 14 pt.

Font Color: Forest Green

Leading: Auto (16.8 pt)

Indent: None

Body Text

Font: Source Sans Pro Regular

Size: 12 pt.

Font Color: Black

Leading: 15 pt.

Indent: None

Contact info

Include: Logo, Address, Phone
Number, Website, and Email Address

Large Report Formatting – Table of Contents

The table of contents should start at the very top of page 3 of the report. It is located after the acknowledgements page. Please create the table of contents by using the “Paragraph Styles” assigned to each heading. Please view sample report starting on [page 22](#) for more details.

Sample layout

Table of Contents	1
1.0 Heading 1	2
1.1 Heading 2	2
1.1.1 Heading 3	3
1.1.1.1 Heading 4	4
1.1.1.1.1 Heading 5	5
1.1.1.1.1.1 Heading 6	6
2.0 Heading 1	7
2.2 Heading 2	8
2.2.2 Heading 3	9
2.2.2.2 Heading 4	10
2.2.2.2.2 Heading 5	11
2.2.2.2.2.2 Heading 6	12
3.0 Heading 1	13
3.3 Heading 2	14
3.3.3 Heading 3	15
3.3.3.3 Heading 4	16
3.3.3.3.3 Heading 5	17
3.3.3.3.3.3 Heading 6	18
4.0 Heading 1	19
4.4 Heading 2	20
4.4.4 Heading 3	21
4.4.4.4 Heading 4	22
4.4.4.4.4 Heading 5	23
4.4.4.4.4.4 Heading 6	24

Page # | Document Title

PSE

Margins:

1 in. on top, bottom, left, and right sides

Table of Contents Title

Font: Poppins Bold
Size: 14 pt.
Font Color: Forest Green
Leading: 22 pt.
Indent: None
Page Number location: Justified on the right

Heading 1

Font: Source Sans Pro Bold
Size: 12 pt.
Font Color: Black
Leading: 22 pt.
Indent: None
Page Number location: Justified on the right

Heading 2

Font: Source Sans Pro Regular
Size: 12 pt.
Font Color: Black
Leading: 22 pt.
Indent: 0.15 in.
Page Number location: Justified on the right

Heading 3

Font: Source Sans Pro Regular
Size: 12 pt.
Font Color: Black
Leading: 22 pt.
Indent: 0.3 in.
Page Number location: Justified on the right

Heading 4

Font: Source Sans Pro Regular
Size: 12 pt.
Font Color: Black
Leading: 22 pt.
Indent: 0.6 in.
Page Number location: Justified on the right

Heading 5

Font: Source Sans Pro Regular
Size: 12 pt.
Font Color: Black
Leading: 22 pt.
Indent: 0.9 in.
Page Number location: Justified on the right

Heading 6

Font: Source Sans Pro Regular
Size: 12 pt.
Font Color: Black
Leading: 22 pt.
Indent: 1.05 in.
Page Number location: Justified on the right

Large Report Formatting – Interior Page Layout

All headings should have a space between the heading and the body text, all body paragraphs should have a space between each paragraph. Please assign each heading as its own paragraph style in order to create a clickable table of contents. Please view sample report starting on [page 23](#) for more details.

Sample layout

1.0 Heading 1 – Poppins Bold, 14 pt.

Body Text - Source Sans Pro, Regular 12 pt.

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent, esequod magnihil iliquam veniet, culparciis autasperia quatiis.

1.1 Heading 2 – Source Sans Pro Bold, 14 pt.

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent, esequod magnihil iliquam veniet, culparciis autasperia quatiis.

1.1.1 Heading 3 – Source Sans Pro Bold, 13 pt.

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent, esequod magnihil iliquam veniet, culparciis autasperia quatiis.

1.1.1.1 Heading 4 – Source Sans Pro Bold, 12 pt.

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent, esequod magnihil iliquam veniet, culparciis autasperia quatiis.

1.1.1.1.1 Heading 5 – Source Sans Pro Semibold, 12 pt.

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent.

1.1.1.1.1.1 Heading 6 – Source Sans Pro Italic, 12 pt.

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent.

Page # | Document Title



Margins:

1 in. on top, bottom, left, and right sides

Heading 1

Font: Poppins Bold

Size: 14 pt.

Font Color: Forest Green

Leading: 16.8 pt.

Indent: None

Heading 2

Font: Source Sans Pro Bold

Size: 14 pt.

Font Color: Orange

Leading: 16.8 pt.

Indent: None

Heading 3

Font: Source Sans Pro Bold

Size: 13 pt.

Font Color: Black

Leading: 15 pt.

Indent: None

Heading 4

Font: Source Sans Pro Bold

Size: 12 pt.

Font Color: Black

Leading: 15 pt.

Indent: None

Heading 5

Font: Source Sans Pro Semibold

Size: 12 pt.

Font Color: Black

Leading: 15 pt.

Indent: None

Heading 6

Font: Source Sans Pro Italic

Size: 12 pt.

Font Color: Black

Leading: 15 pt.

Indent: None

Body Text

Font: Source Sans Pro Regular

Size: 12 pt.

Font Color: Black

Leading: 15 pt.

Indent: None

Spacing

Between Paragraphs and Headings: 0.125 in.

Large Report Formatting – Tables

There are two different color schemes to use for tables, green and orange. Please use the following guidelines when making tables. In reports with multiple chapters, please change the table number to reflect the chapter (e.g., Tables in Chapter 2 labeled as Table 2-1., Table 2-2). For tables that continue on for multiple pages, please repeat header rows. Please view sample report starting on [page 24](#) for more details

Sample layout

Table 1. Green Color Scheme. Table Caption.

Heading 1				
Heading 4	Heading 2		Heading 2	
	Heading 3	Heading 3	Heading 3	Heading 3
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text

Table 2. Orange Color Scheme. Table Caption.

Heading 1				
Heading 4	Heading 2		Heading 2	
	Heading 3	Heading 3	Heading 3	Heading 3
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text

Page # | Document Title

PSE

Table Title

Font: Source Sans Pro Bold

Size: 14 pt.

Font Color: Black

Table Caption

Font: Source Sans Pro Regular

Size: 14 pt.

Font Color: Black

Heading 1

Font: Source Sans Pro Bold

Size: 14 pt.

Font Color: White

Cell Color: Forest Green or Orange

Vertical Justification: Center

Horizontal Justification: Center

Heading 2

Font: Source Sans Pro Bold

Size: 12 pt.

Font Color: Black

Cell Color: Sea Green or Orange tint 60%

Vertical Justification: Center

Horizontal Justification: Center

Heading 3

Font: Source Sans Pro Bold

Size: 10 pt.

Font Color: Black

Cell Color: Light Blue or Orange tint 25%

Vertical Justification: Center

Horizontal Justification: Center

Heading 4 (optional)

Font: Source Sans Pro Bold

Size: 10 pt.

Font Color: Black

Cell Color: Cool Gray

Vertical Justification: Center

Horizontal Justification: Center

Body Text

Font: Source Sans Pro Regular

Size: 10 pt.

Font Color: Black

Cell Color: White

Vertical Justification: Center

Horizontal Justification: Left

Large Report Formatting – Figures/Charts

For formatting charts and figures, please use the design guidance below. Please view sample report starting on [page 25](#) for more details.

Sample layout

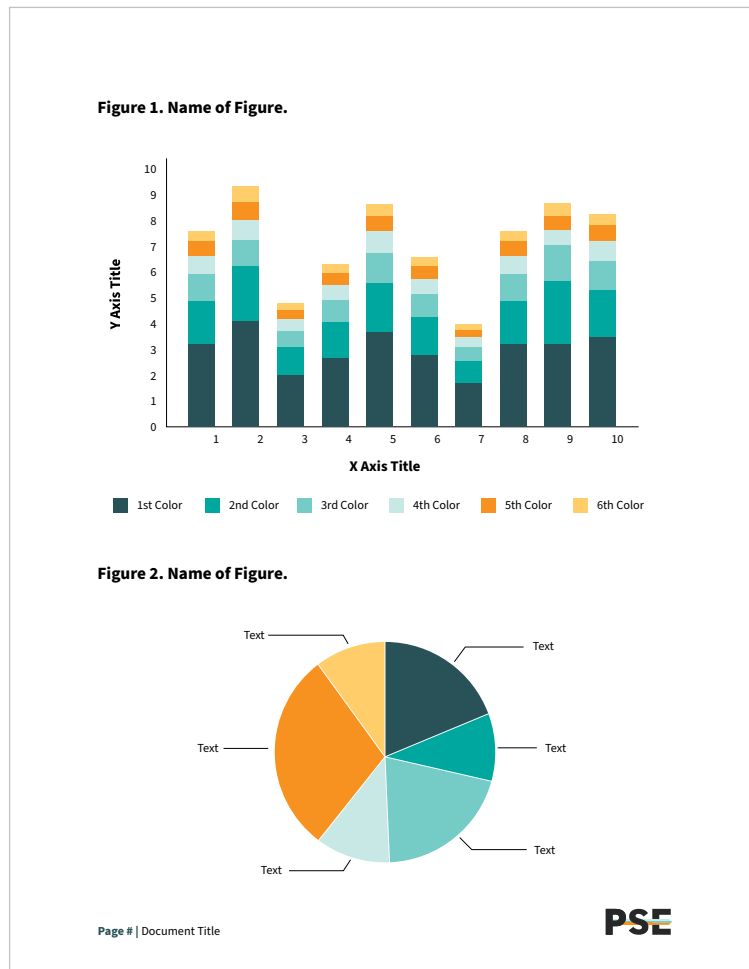


Figure Title

Font: Source Sans Pro Bold

Size: 14 pt.

Font Color: Black

X Axis Title

Font: Source Sans Pro Bold

Size: 12 pt.

Font Color: Black

Y Axis Title

Font: Source Sans Pro Bold

Size: 12 pt.

Font Color: Black

X Axis Labels

Font: Source Sans Pro Regular

Size: 10 pt.

Font Color: Black

Y Axis Labels

Font: Source Sans Pro Regular

Size: 10 pt.

Font Color: Black

Legend

Font: Source Sans Pro Regular

Size: 10 pt.

Font Color: Black

Order of Label Colors

1. Forest Green (RGB 39, 82, 88)
2. Medium Green (RGB 0, 167, 157)
3. Sea Green (RGB 107, 214, 204)
4. Light Blue (RGB 196, 242, 235)
5. Orange (RGB 247, 145, 30)
6. Yellow (RGB 255, 206, 107)

Large Report Formatting – Additional color options for figures, charts and tables

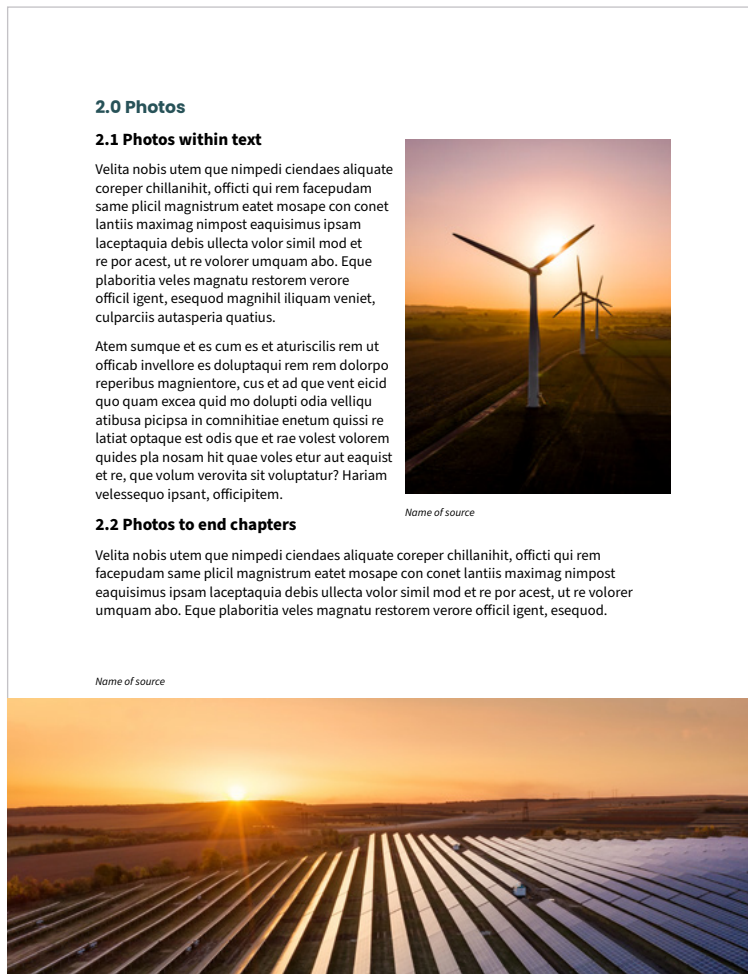
If more colors are needed for a table, figure, or chart please use the following guide.



Large Report Formatting – Photos

There are two different ways to incorporate photos into large reports, photos within text and photos to end chapters. Please using the following guidelines when incorporating photos. Please view sample report starting on [page 26](#) for more details.

Sample layout



Photos Within Text

Photos within text should be used when visual representation is needed to describe text.

Resolution: 300 dpi

Size: Maximum of 3 in. wide, no height requirement

Location: Left side page within page margins

Text Wrap: 0.125 in. on all borders

Caption: Yes, unless photo is a stock photo

Caption location: Left side, 0.125 in. under photo

Caption Font: Source Sans Pro, Italic
Caption Font Size: 8 pt.

Photos to End Chapters

Photos to end chapters should only be used at the very end of chapter text to distinguish the end of a chapter and the beginning of a new chapter on the next page.

Resolution: 300 dpi

Size: Minimum of 2 in. tall, maximum 5 in. tall

Location: At bottom of page, with bleeds on all three size (bottom, left, and right)

Text Wrap: N/A

Caption: Yes, unless photo is a stock photo

Caption location: Left side at page margin, 0.125 in. above photo

Caption Font: Source Sans Pro, Italic
Caption Font Size: 8 pt.

Large Report Formatting – Footnotes and Hyperlinks

For formatting footnotes and hyperlinks, please use the design guidance below. Please view sample report starting on [page 27](#) for more details.

Sample layout

2.0 Footnotes and Hyperlinks

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent, esequod magnihil iliquam veniet, culparciis autasperia quatus.

2.1 Footnotes

Velita nobis utem que nimpedi ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent, esequod magnihil iliquam veniet, culparciis autasperia quatus.¹

Atem sumque et es cum es et aturiscilis rem ut officab invellore es doluptaqui rem rem dolorpo reperibus magnientore, cus et ad que vent eicid quo quam excea quid mo dolupti odia velli qu atibus picipsa in comihitiae enetum quissi re latiat optaque est odis que et rae volest volorem quides pla nosam hit quae voles etur aut eaquist et re, que volum verovita sit voluptatur? Hariam vellessequo ipsant, officipitem senimporita ium qui tet ut voluptae nos et.²

2.1.1. Hyperlinks

Velita nobis utem que nimpedi [This is an example of a hyperlink](#) ciendaes aliquate coreper chillanihit, officti qui rem facepudam same plicil magnistrum eatet mosape con conet lantiis maximag nimpot eaquisimus ipsam laceptaquia debis ullecta volor simil mod et re por acest, ut re volorer umquam abo. Eque plaboritia veles magnatu restorem verore officil igent, esequod magnihil iliquam veniet, culparciis autasperia quatus. Hariam vellessequo ipsant, officipitem senimporita ium qui tet ut voluptae nos et earuptatur repel molo te esequae et as et elliatempos [This is an example of a hyperlink](#) enisci con consediunt aditio doloribea dem ra core, ut digenim inctum int ex et eatio. Ota que doloren duscusdae expeligenito conseri ores

1 Reference #1 information

2 Reference #2 information

Footnotes Style

Number style: 1, 2, 3,...

Start at: 1

References within text

Position: Apply Superscript

Font: Source Sans Pro Regular

Size: 12 pt.

Leading: 15 pt.

Footnotes Formatting

Font: Source Sans Pro Regular

Size: 10 pt.

Leading: 15 pt.

Separator: Em Space

Footnotes Rule Line

Weight: 0.5 pt.

Color: Black

Hyperlinks

Font: Source Sans Pro Regular

Size: 12 pt.

Font Color: RGB 33, 94, 158

Underlined: Yes

PDF Appearance: Invisible Rectangle

Highlight: None

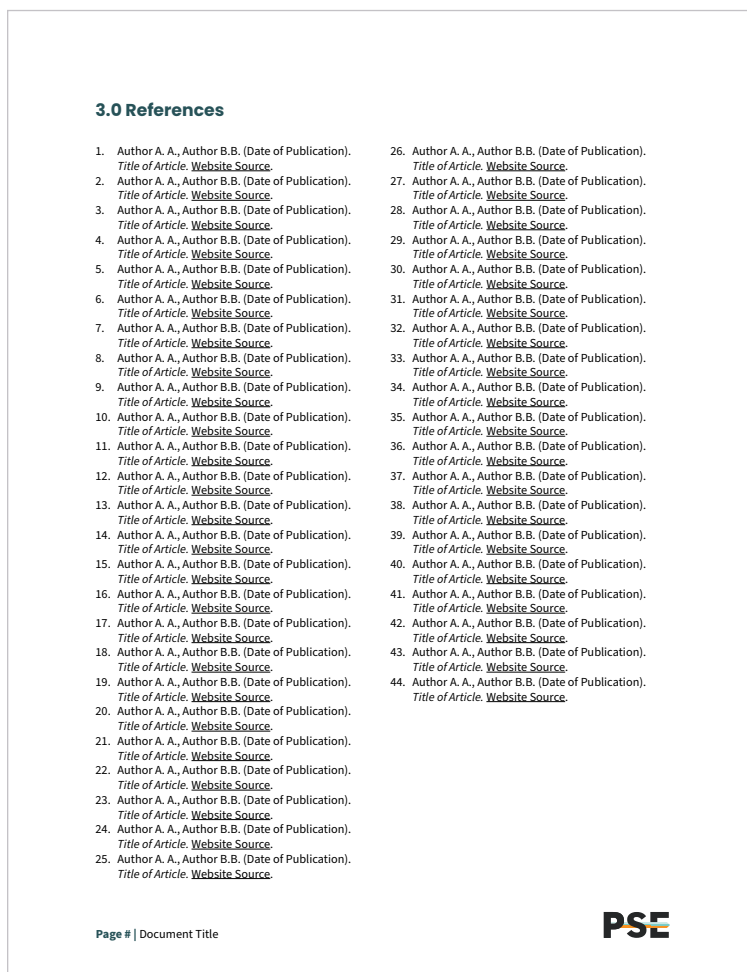
Large Report Formatting – References

The references list should be located at the very end of the report. References typically have four key elements: author, date, title, and source. Each element should be separated by a period and components of a single element should be separated by a comma or parenthesis. The exception is after a DOI or URL, which should not be followed by a period because it may interfere with the link.

Please visit the [PSE Writing and Style Guide](#) for more detailed information.

Please view sample report starting on [page 28](#) for more details.

Sample layout



Reference Layout

Number style: 1, 2, 3,...

Start at: 1

Columns: Two

Reference Order

1. Author(s)
2. Date
3. Title
4. Source

Reference Style

1. Author

Font: Source Sans Pro Regular

Size: 10 pt.

Font Color: Black

2. Date

Font: Source Sans Pro Regular

Size: 10 pt.

Font Color: Black

Parenthesis: Yes

3. Title

Font: Source Sans Pro Italic

Size: 10 pt.

Font Color: Black

4. Source

Font: Source Sans Pro Regular

Size: 10 pt.

Font Color: Black

Underline: Yes

Large Report Formatting – PDF Export Settings (Accessibility)

When exporting a large report from Adobe InDesign, please follow these steps for the correct export settings to make sure your PDF is accessible.

1. File > Export

2. Select Format: Adobe PDF (Interactive)

3. Export Interactive Window settings:

General:

Pages: All

Export as: Pages

Viewing:

View: Default

Layout: Single Page

Page Transitions: None

Options:

Forms and Media: Include All

Select: Embed Page Thumbnails

Select: Create Tagged PDF

Select: Use Structure for Tab Order

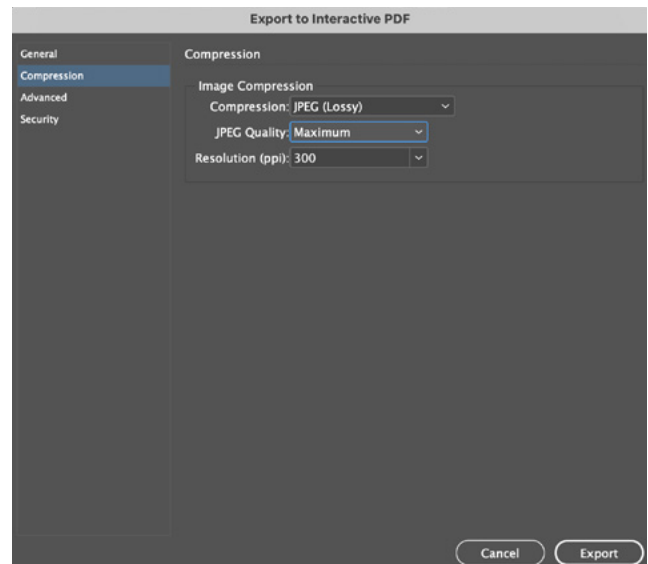
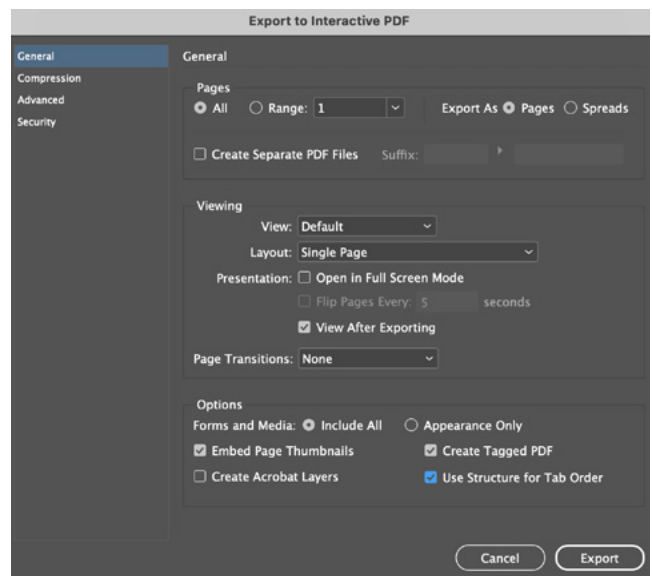
Compression:

Image Compression: JPEG (Lossy)

JPEG Quality: Maximum

Resolution (ppi): 300

4. Select Export



Large Report Example

2021



Bringing science
to energy policy

Authors

Excere expliqu iasperat reptam, sintas peremo voluptae enihilit anihicabore nis sus voluptate volorem sam sendae nonsedipsa doluptatur minullut aut es ea consedicitae nus, sedit que iuntius.Rum dignatintur magnimi nctur, saperfe renditae pra verovitatur, to modit id quassi tem quas aspe lat.

Acknowledgements

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Funding

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About PSE Healthy Energy

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510-330-5550
www.psehealthyenergy.org
info@psehealthyenergy.org

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2.0 Heading 1	7
2.2 Heading 2	8
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1.0 Heading 1 – Poppins Bold, 14 pt.

Body Text - Source Sans Pro, Regular 12 pt.

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1.1 Heading 2 – Source Sans Pro Bold, 14 pt.

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1.1.1 Heading 3 – Source Sans Pro Bold, 13 pt.

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1.1.1.1 Heading 4 – Source Sans Pro Bold, 12 pt.

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1.1.1.1.1 Heading 5 – Source Sans Pro Semibold, 12 pt.

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1.1.1.1.1.1 Heading 6 – Source Sans Pro Italic, 12 pt.

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Table 1. Green Color Scheme. Table Caption.

Heading 1				
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	Heading 3	Heading 3	Heading 3	Heading 3
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text

Table 2. Orange Color Scheme. Table Caption.

Heading 1				
Heading 4	Heading 2		Heading 2	
	Heading 3	Heading 3	Heading 3	Heading 3
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
	Body text	Body text	Body text	Body text
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Figure 1. Name of Figure.

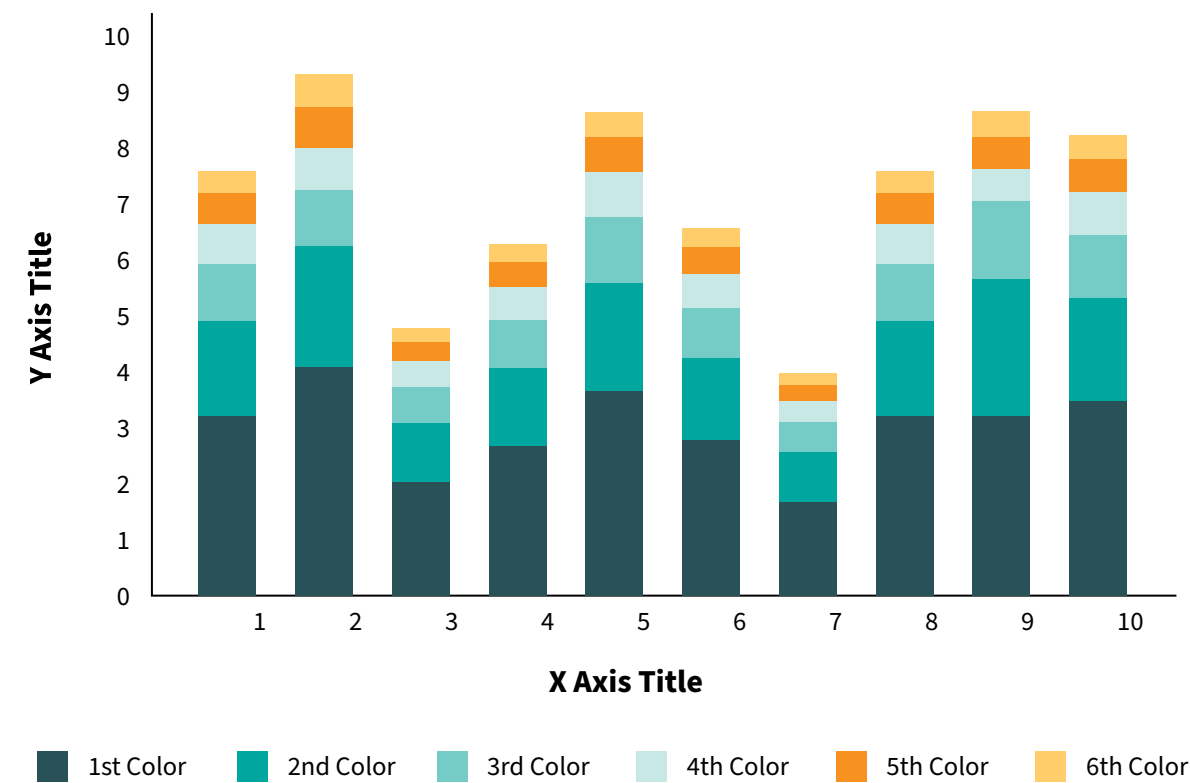
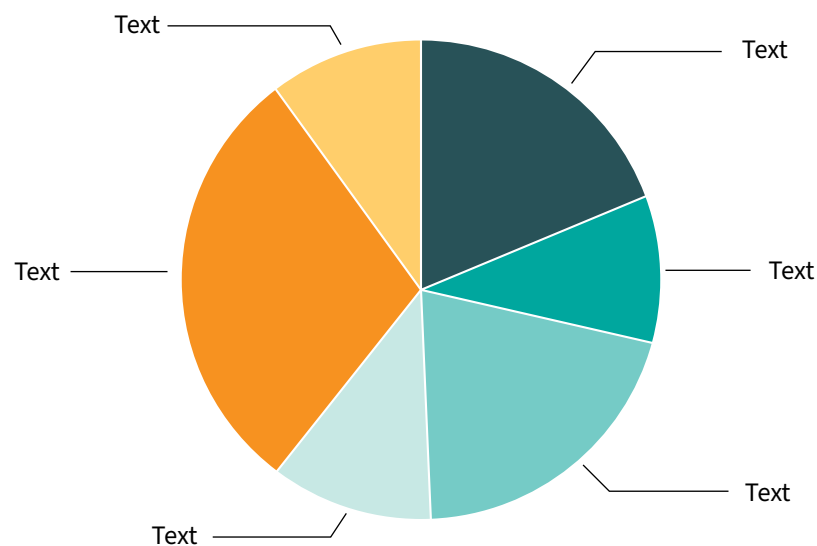


Figure 2. Name of Figure.



2.0 Photos

2.1 Photos within text

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2.2 Photos to end chapters

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3.0 Footnotes and Hyperlinks

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3.1 Footnotes

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3.1.1. Hyperlinks

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1 Reference #1 information

2 Reference #2 information

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