

## Solar Decathlon Design Challenge Branding

### Logo Guidance

Please use this [link to download Solar Decathlon Design Challenge logos](#). The following shows proper use of the Solar Decathlon Design Challenge logo.

- The complete logo includes a strong recognition of the U.S. Department of Energy's ownership of the event.
- The Solar Decathlon brand identity is available in EPS and PNG formats. **EPS format is recommended for all printed materials**, especially large sizes, as PNG will lose resolution and look pixelated at large scale.

### Horizontal Logos



#### Preferred logo

Using the three-color PMS 280, PMS 144, and PMS 292 logo is preferred. **Minimum size:** 2 inches wide.

#### Dark Blue:

PMS 280; RGB: 11, 27, 87; Hex: #0b1b57

#### Orange:

PMS 144; RGB: 238, 116, 9; Hex: #ee7409

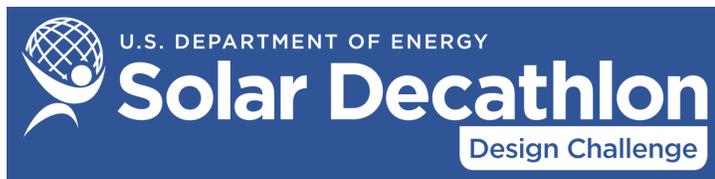
#### Light Blue:

PMS 292; RGB: 65, 161, 201; Hex: #41a1c9



#### Black logo

Use the one-color black logo when black is the only available color selection. Do not use if PMS or four-color is possible.



#### Reverse logo

Use only when a reverse logo is necessary.

## Vertical Logos

U.S. DEPARTMENT  
OF ENERGY



### Secondary logo option

When space does not allow for the preferred horizontal logo, use the vertical logo. **Minimum size:** 1.5 inches wide.

*Note: Black and white versions of the vertical logo are also available in the download folder.*

## Logo Pitfalls to Avoid

- Always ensure logo dimensions remained locked when resizing (*Tip: Hold “shift”*).
- Never re-create the logo or use alternative fonts or colors.
- Never tilt or cut off the logo. Always display it on a horizontal axis.
- Never separate the logo or elements. Do not extract “Pat,” the icon of a human with a globe, from the logo or use it as an individual element. Always show the logo in its entirety.
- Never place the logo on a busy pattern. When possible, place it on a solid background.

## Naming Conventions

Proper naming: **U.S. Department of Energy Solar Decathlon® Design Challenge**

Use the full name on first text mention (superscripted registered mark is required for first text mention, but not required for subsequent mentions). After use of the full name listed above, the following variations are **acceptable**:

- Solar Decathlon
- Solar Decathlon Design Challenge
- Solar Decathlon 2024 Design Challenge

### **Not Allowed**

- 2024 Solar Decathlon
- 2024 U.S. Department of Energy Solar Decathlon
- U.S. Department of Energy’s Solar Decathlon
- U.S. DOE Solar Decathlon
- Decathlon or decathlon (when used alone).



## Design Challenge Descriptions for Newsletters, Emails, Articles, etc.

### 50-Word Description

The U.S. Department of Energy [Solar Decathlon® Design Challenge](#) is a collegiate competition that prepares the next generation of building professionals to design high-performance, low-carbon buildings powered by renewables. The Design Challenge is a one- to two-semester, design-only competition.

### 150-Word Description

The U.S. Department of Energy [Solar Decathlon® Design Challenge](#) is a collegiate competition that prepares the next generation of building professionals to design high-performance, low-carbon buildings powered by renewables. The Design Challenge is a one- to two-semester, design-only competition.

Final competition events are April 19–21, 2024, at the National Renewable Energy Laboratory in Golden, Colorado, with virtual participation options.

First held in 2002 in Washington, D.C., the Solar Decathlon has expanded to Africa, China, Europe, Latin America, and the Middle East to involve more than 40,000 collegiate participants worldwide. The Solar Decathlon provides unique, hands-on experience and training that prepares competing students to enter the clean energy workforce.

The 10 Contests in the Solar Decathlon are: *Architecture, Engineering, Envelope, Efficiency, Grid-Interactivity, Life-Cycle, Health, Market, Community, Presentation.*

## Solar Decathlon Social Handles and Hashtags

### *Social Handles and Accounts*

- Facebook: [@DOESolarDecathlon](#)
- Twitter: [@Solar\\_Decathlon](#)
- Instagram: [@DOESolarDecathlon](#)
- LinkedIn: [@u-s-department-of-energy-solar-decathlon](#)
- Flickr: [www.flickr.com/photos/solar\\_decathlon](http://www.flickr.com/photos/solar_decathlon)
- YouTube: [www.youtube.com/user/doesolardecathlon](http://www.youtube.com/user/doesolardecathlon)
- Website: [www.solardecathlon.gov](http://www.solardecathlon.gov)

### *Hashtags*

- [#SolarDecathlon](#)
- [#SolarDecathlonDesign](#)

## Questions?

Contact us at [SDDesign@nrel.gov](mailto:SDDesign@nrel.gov).