

NATIONAL ENERGY TECHNOLOGY LABORATORY

Publication
Standards



Publication Standards Manual

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Overview

For over 60 years, we have been at the forefront of research and development in the production and the clean, reliable use of energy. In that time, we have evolved and progressed to become the U.S. Department of Energy’s National Energy Technology Laboratory—NETL. We have a diverse audience consisting of industry, other national laboratories, and university and not-for-profit institutions in the United States and worldwide.

To facilitate good communications, we are implementing an institutional identity program that will ensure a clear, concise, cost-effective approach and bring a uniform presentation to NETL’s public image. Our aim is to advance NETL’s name and reputation and to share NETL’s accomplishments. Thank you for your cooperation.

About This Manual

Use this manual as a reference tool to provide a consistent visual image for NETL. In it you will find standards and guidelines intended to build recognition and encourage creativity. Standards are applied where necessary, for example, on logo use or stationary. Looser guidelines are set where creativity is essential—for brochures, presentations, etc.

The emphasis of this manual is to improve communications by providing a professional, organized, easily identifiable, visual approach to enhance NETL’s image, and to reduce production time and expenditures. Various graphic software programs are used to create the images in this manual; the most common at NETL are:

Page layout	Adobe InDesign
Photo editing	Adobe Photoshop
Illustration	Adobe Illustrator and Corel Draw
Text	Microsoft Word
Presentation	Microsoft PowerPoint
Web design	Dreamweaver and Microsoft Front Page

Updates will be made to this manual as necessary to remain current and respond to NETL’s changing communication needs.

Point of Contact

Any questions about this manual or NETL’s institutional identity may be directed to the Publication Standards Team at PublicAffairs@netl.doe.gov.

Download Files

Digital files of the NETL logo are available for download on the NETL website at <http://www.netl.doe.gov>

Permission

Use of the NETL name, logo, or images does not imply or suggest endorsement, recommendation, or favoring of any product or service by the United States Government or any agency thereof.

Signage

All NETL signs should follow the NETL institutional identity guidelines. Proper use of the NETL logo is required.

Special Applications

Promotional items, such as pens, caps, or mugs, should adhere to NETL institutional identity guidelines. The NETL logo should be displayed properly. In addition, consideration should be given as to whether it is appropriate to identify the item with NETL.

NETL Design Elements referred to here consist of the NETL Logo, the NETL Signature, the NETL Bragline, and the NETL Tagline. Use of the NETL Logo is addressed in a later section in this Publication Standards Manual.

NETL Design Elements are an integral part of the National Energy Technology Laboratory's visual identity and branding. Their use is encouraged but there are certain requirements, listed here, on their application.

NETL Logo

- The text "National Energy Technology Laboratory" is no longer a part of the NETL Logo.



NETL Signature

- The NETL Signature below is a vector graphic file, not an available font.
- The NETL Signature graphic is used when the National Energy Technology Laboratory is used in display, but as the text font in body copy.
- The NETL signature is used as a supplement to the logo, not as a replacement.

NETL Bragline

- “Bragline” is the chosen title for “the ENERGY lab” tag.
- Use the NETL Signature graphic word “ENERGY” in the Bragline “the ENERGY lab” when the Bragline is used in display, but as the text font in body copy.
- Use the NETL Signature “ENERGY” graphic text in combination with a Myriad Pro lowercase “the... lab” to construct “the ENERGY lab” Bragline, but as the text font in body copy, lowercase “the” and “lab”, uppercase “ENERGY”.
- “the ENERGY lab” can be used in conjunction with the NETL Logo but should be considered an appendage, not integral to the Logo.

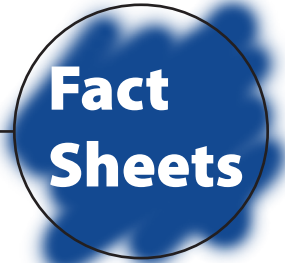
the **ENERGY** lab



NETL Tagline

the **ENERGY** lab

Where energy challenges converge and energy solutions emerge



These standards are meant as guidelines to offer a consistent NETL format and look. Most fact sheets are front and back of a single 8-1/2 x 11 inch sheet of paper. However, some may include two or more pages and fold to a finished size of 8-1/2 x 11. An example of the fact sheet template follows these pages.

There is an Adobe InDesign Fact Sheet template available to Graphics personnel. The template contains elements common to all NETL fact sheets and font styles that can be applied to the fact sheet text.

Fact sheets print without a bleed to allow for any clipping that might occur in printing.

Each fact sheet consists of the following:

1) **Fact Sheet category identification**

- NETL Facts
- Policy Facts
- Program Facts
- Project Facts
- R&D Facts
- Technical Facts
- State Facts
- Other

2) **NETL program/product identification**—located above the sidebar on the front page of the fact sheet.

3) **The sidebar**—may include the following depending on relevancy. If there is more information than will fit on the front sidebar, a similar sidebar may be added to the back page.

- Contact(s)
 - Title
 - Office or Division
 - Address
 - Phone number
 - E-mail address
- Partners
- Project location
- Project duration
- Project costs

4) **Written content of Fact Sheet**—may include the following depending on relevancy. A two-sided fact sheet contains approximately 650 words with one or two graphics or photographs.

- Introduction or description
- Background
- Benefits
- Goals
- Status
- Milestones
- Successes/Accomplishments
- Capabilities

5) **Photographs, illustrations, or charts with captions.**

6) **Project number and date of last update**—each fact sheet is assigned a tracking identification number, which must be located in the lower right corner of the last page of the fact sheet along with the date the fact sheet was last updated.

7) **NETL logo**—used as a “terminal” to indicate the end of the fact sheet narrative on the last page.

Fact Sheet Type Specifications

Main Headline: Myriad Pro Semibold 20/24, flush left, space after .125 in. – Case: Normal

Main Headline 2nd Level: Myriad Pro Italic 16/19.2, flush left, space after .125 in. – Case: Normal

Body Text: Myriad Pro Regular 10/12, flush left, space after .125 in. – Case: Normal

Hanging Indent: Myriad Pro Regular 10/12, flush left, left indent .125 in. + space after .125 in. + first line indent -0.125 – Case: Normal

Subhead 1: Myriad Pro Semibold 14/16.8, flush left, space after .0833 in., Character Color: Pantone 286 – Case: Normal

Subhead 2: Myriad Pro Semibold 12/14.4, flush left, space after .0833 in. – Case: Normal

Caption: Myriad Pro Italic 10/12, flush left – Case: Normal

Footnote: Myriad Pro Light 8/9.6, flush left, space after .0212 in. – Case: Normal

Identifier/Date: Myriad Pro Regular 7/8.4, flush right, space after 0 in. – Case: Normal

Fact Sheet Category: Myriad Pro Light Condensed 20/24, centered, tracking 100, space after 0 in., Character Color: Pantone 485 – Case: All Caps

Product Line Text: Myriad Pro Condensed 16/19.2, centered, space after 0 in., Character Color: Pantone 485 – Case: Normal

Sidebar Head: Myriad Pro Condensed 16/19.2, flush left, space after .0833 in. – Case: All Caps

Sidebar Name: Myriad Pro Bold 9/10.8, flush left, space after 0 in. – Case: Normal

Sidebar Text: Myriad Pro Regular 9/10.8, flush left, space after 0 in. – Case: Normal

NETL Locations: Myriad Pro Regular 9/10.8, centered, space after 0.0625 in. – Case: Normal

Website/Customer Service: Myriad Pro Bold 10/12, centered, space after 0.0625 in. – Case: Normal



the **ENERGY** lab

PROJECT FACTS

Strategic Center for Natural Gas & Oil

Energy Infrastructure Analysis Team

Introduction

The Natural Gas and Oil Project Management Division of the Strategic Center of Natural Gas and Oil at NETL has established the Energy Infrastructure Analysis Team (EIAT). Its mission is to develop analytical and visualization capabilities to study critical U.S. energy infrastructures and their interdependencies. The principal objective of this analytical and visualization capability is to provide decision making support to the Office of Electricity Delivery and Energy Reliability (OE), the Office of Fossil Energy, the Department of Homeland Security (DHS), and other federal agencies during energy emergencies and exercises to maintain continuous and reliable energy supplies.

NETL coordinates DOE's Visualization Modeling and Working Group (VMWG) formed in September 2003 to establish a world class team of scientists, engineers and analysts residing across six national laboratories: Argonne, Los Alamos, Oak Ridge, Pacific Northwest, Sandia, and NETL. The product from the VMWG is an integrated analysis product supporting the FEMA Emergency Support Function 12 (ESF#12) guided by Homeland Security Presidential Directive/ HSPD-7 the Critical Infrastructure Protection Plan. NETL draws on its decades of highly successful fossil energy programs to provide energy expertise to OE. The strategic partnership of OE and NETL improves the ability of the energy sector to prevent, prepare for, and respond to threats, hazards, and supply disruptions. The VMWG team has met the challenge, providing analysis to senior DOE managers as well as numerous government agencies and private sector partners.

EIAT Activities

To accomplish this mission, objective, and role, the EIAT has developed technologies to deploy analytical capabilities and results to first responders and senior level DOE officials responsible for understanding and disseminating analysis regarding the current event.

NETL plays a key role in facilitation of the VMWG during planned exercises and event responses, using real-time communication tools such as Lotus QuickPlace™ for team collaboration, and WebEx™ software for real-time, on-line interaction of the VMWG.

Additionally the EIAT has established a model to analyze the production and delivery of natural gas and oil from the Gulf of Mexico. This tool allows nearly real-time tracking capabilities of production from an asset level, rolled up to regional summaries and includes onshore delivery. This capability was used extensively to track the disruption and recovery of the GOM during the 2007 and 2008 hurricane seasons.

CONTACTS

Keith Dodrill

Team Lead
Strategic Center for
Natural Gas & Oil
National Energy Technology Laboratory
3610 Collins Ferry Road
P.O. Box 880
Morgantown, WV 26507-0880
304-285-4152
keith.dodrill@netl.doe.gov

James Ammer

Division Director
Strategic Center for
Natural Gas & Oil
National Energy Technology Laboratory
3610 Collins Ferry Road
P.O. Box 880
Morgantown, WV 26507-0880
304-285-4383
james.ammer@netl.doe.gov

PROJECT DURATION

Start Date

00/00/00

End Date

00/00/00

COST

Total Project Value

\$0,000,000

DOE/Non-DOE Share

\$0,000,000 / \$000,000

NATIONAL ENERGY TECHNOLOGY LABORATORY

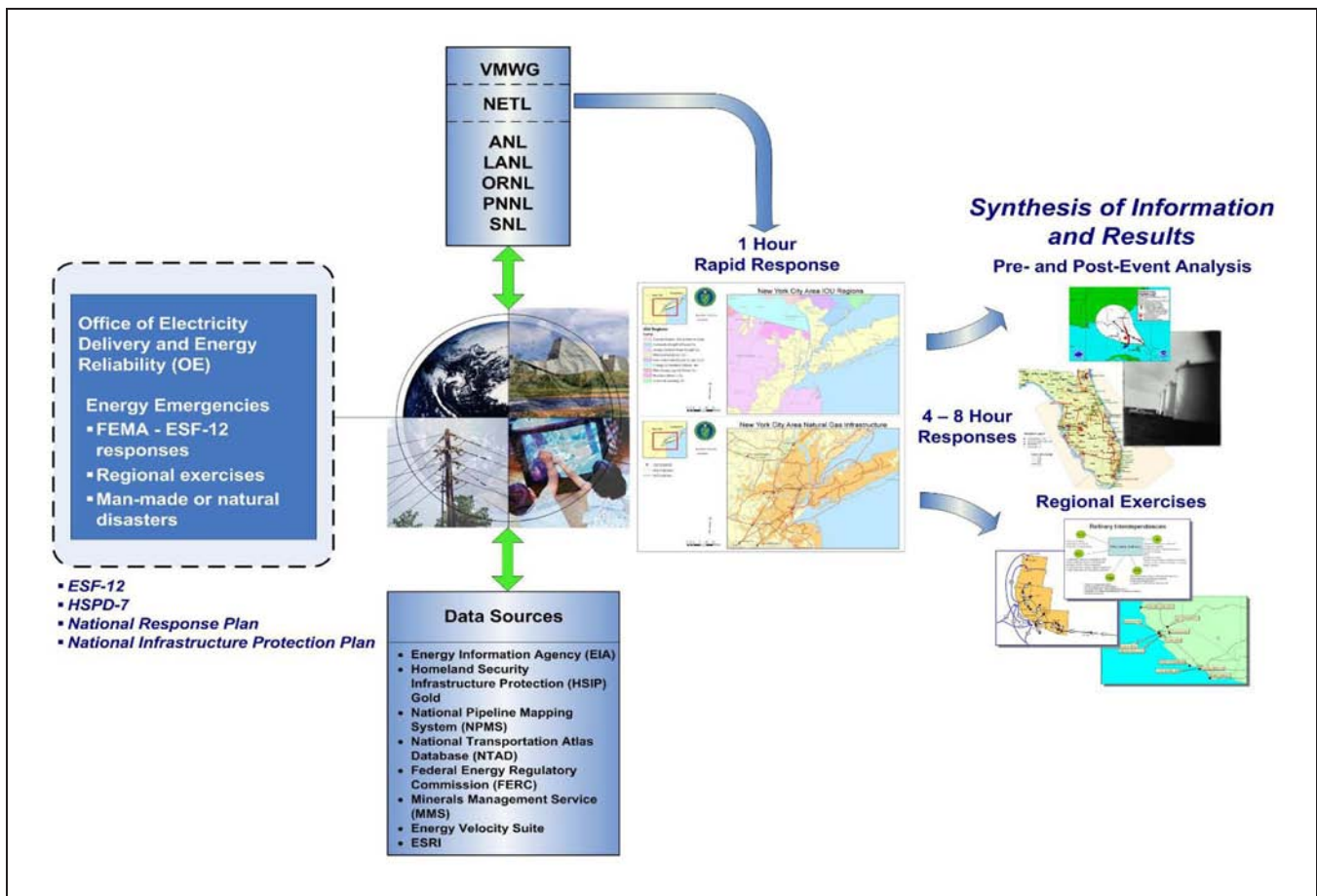
Albany, OR • Fairbanks, AK • Morgantown, WV • Pittsburgh, PA • Tulsa, OK

Website: www.netl.doe.gov

Customer Service: 1-800-553-7681



U.S. DEPARTMENT OF
ENERGY



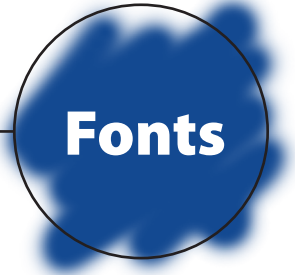
Visualization & Modeling Working Group (VMWG) Response Model

EIAT Products

NETL, working as a team member of the VMWG, has developed a rapid response capability with 1-hour (informational phase) visualizations of energy infrastructures that may be affected by energy emergencies resulting from natural or man-made causes. These include electricity, natural gas and petroleum infrastructure, as well as associated demographics information. Additionally, NETL coordinates an 8-hour (analysis phase) responses to further Assess the event impact. This is accomplished by using geographic information system (GIS) software to quickly gather geo-coded data, combine relevant data sets, and analyze and display the results to support energy emergency responses. The geospatial visualizations combined with the statistical results enable better understanding of the event.

After modeling, simulation and visualization of a scenario is complete, NETL integrates the analysis and visuals into a detailed report with an executive summary presentation. The response is provided pre-event where applicable to allow for emergency responders to better execute response plans.





Institutional Font (Typeface)

To strengthen continuity of appearance, NETL has adopted two font families for institutional use: Myriad Pro for display and text and Times (Times Roman) for certain text applications. Times is a printer font and is available on many computers. Myriad Pro and Times Roman may be purchased from Adobe, Agfa/Monotype, and other type foundries.

Myriad Pro

Aa Qq Rr **a**

Aa Qq Rr

Energy

abcdefghijklm
nopqrstuvwxyz
0123456789

Times Roman

Aa Ee Rr **a**

Aa Ee Rr

Energy

abcdefghijklm
nopqrstuvwxyz
0123456789

These standards apply to the front and back brochure covers for 8 ½ x 11 and 9 x 12 inch sizes. Apply these standards scaled to other sizes as appropriate. The standards are offered as guidance to promote a consistent NETL format or “family look,” yet allow as much design flexibility as possible. Examples of NETL large brochure covers follow this page.

- The Department of Energy DOE will be identified with the DOE logo, not the seal. Per DOE Order 575.x, when using the DOE logo immediately next to the NETL logo, the DOE logo must appear no smaller than the other logo. When the DOE logo appears elsewhere on the product, the size of the DOE logo must be at least 60 percent of NETL’s logo, as measured in width. Check the DOE website for the latest version of the DOE logo at www.energy.gov.
- Use the NETL Signature graphic “National Energy Technology Laboratory” in the cover design.
- Font—NETL has two font families for brochure text. They are: Times Roman and Myriad Pro. Use of other fonts for display where appropriate is acceptable.

Front Cover Design Elements

- Brochure title — should be placed in the upper one third of the page.
- NETL logo – upper left hand corner unless used as part of the cover design.
- DOE logo -- Use DOE logo requirements above for size.
- “the ENERGY lab” brag line can be used in conjunction with the NETL logo, but is considered an appendage, not integral to the Logo.

Back Cover Design Elements

Required elements

- NETL logo
- DOE logo and identity must be consistent with DOE Order 575.x
- “National Energy Technology Laboratory” Signature graphic.
- Address and telephone number of each NETL facility.
- If applicable, brochure point of contact name, title, phone number, and e-mail address.
- The NETL website URL—e.g., “Website www.netl.doe.gov”
- NETL Information phone number—“Customer Service 1-800-553-7681.”
- Date of the brochure.

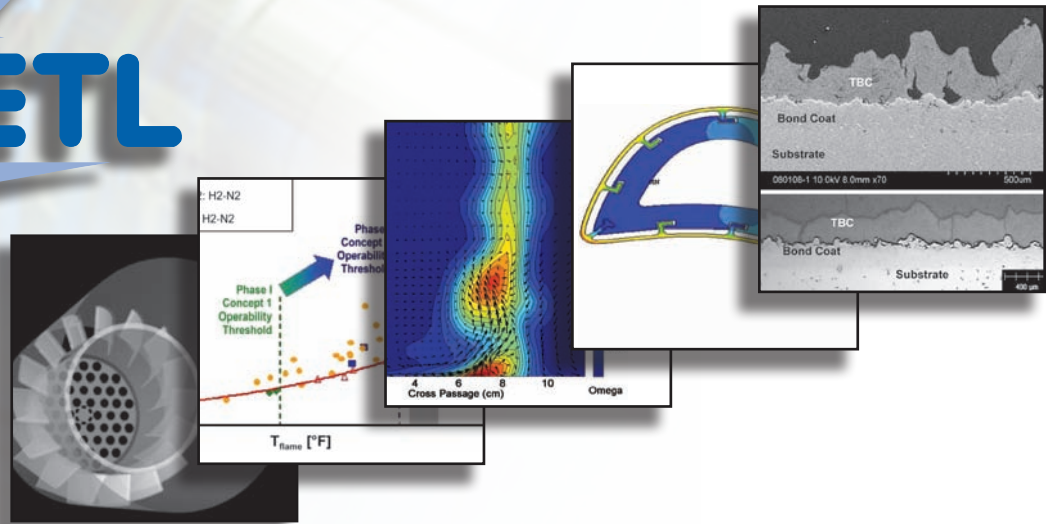
Not required, but acceptable

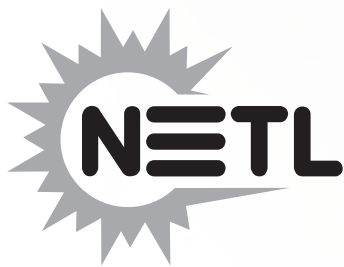
- Number assigned to the report, if any.
- Use recycled paper for printing when possible. If it will be used, include a recycle symbol along with the words, “printed on recycled paper.” in the design.

Office of Fossil Energy
Advanced Turbine Program

FY 2008 Annual Report

*Turbines for Coal Based Power Systems
that Capture Carbon*





NATIONAL ENERGY TECHNOLOGY LABORATORY

1450 Queen Avenue SW
Albany, OR 97321-2198
541-967-5892

2175 University Avenue South
Suite 201
Fairbanks, AK 99709
907-452-2559

3610 Collins Ferry Road
P.O. Box 880
Morgantown, WV 26507-0880
304-285-4764

626 Cochran Mill Road
P.O. Box 10940
Pittsburgh, PA 15236-0940
412-386-4687

One West Third Street, Suite 1400
Tulsa, OK 74103-3519
918-699-2000

Lisa C. Phares
Economist
Office of Systems, Analyses, and
Planning
lisa.phares@netl.doe.gov

Visit the NETL website at:
www.netl.doe.gov

Customer Service:
1-800-553-7681



U.S. DEPARTMENT OF
ENERGY

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NATIONAL ENERGY TECHNOLOGY LABORATORY

the **ENERGY** lab

Protecting Our Environment and Our Economy



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1450 Queen Avenue SW
Albany, OR 97321-2198
541-967-5892

3610 Collins Ferry Road
P.O. Box 880
Morgantown, WV 26507-0880
304-285-4764

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Suite 201
Fairbanks, AK 99709
907-452-2559

626 Cochran Mill Road
P.O. Box 10940
Pittsburgh, PA 15236-0940
412-386-4687

CUSTOMER SERVICE

1-800-553-7681

WEBSITE

www.netl.doe.gov



The NETL logotype illustrated on this page is the institutional signature for the U.S. Department of Energy, National Energy Technology Laboratory—NETL. Its function is to be the graphic identification for this organization. The relationship among the elements of this logo is essential to preserve this identity.

The specifications included on these pages will assist in the proper display of this logo and should be followed exactly. Questions concerning this logo and its application may be addressed to the NETL Office of Public Affairs Coordination, Contact.PublicAffairs@NETL.DOE.GOV.



NETL Logo Color

In color the NETL logo is Pantone Matching System ink, PMS 286, 40% PMS 286 for the “burst”.

As RGB color, PMS 286 translates to R 0, G 56, B 168; 40% PMS 285 to R 153, G 175, B 220.

As CMYK color, PMS 286 translates to C 100, M 60, Y 0, K 6; 40% PMS 286 to C 40, M 24, Y 0, K 2.

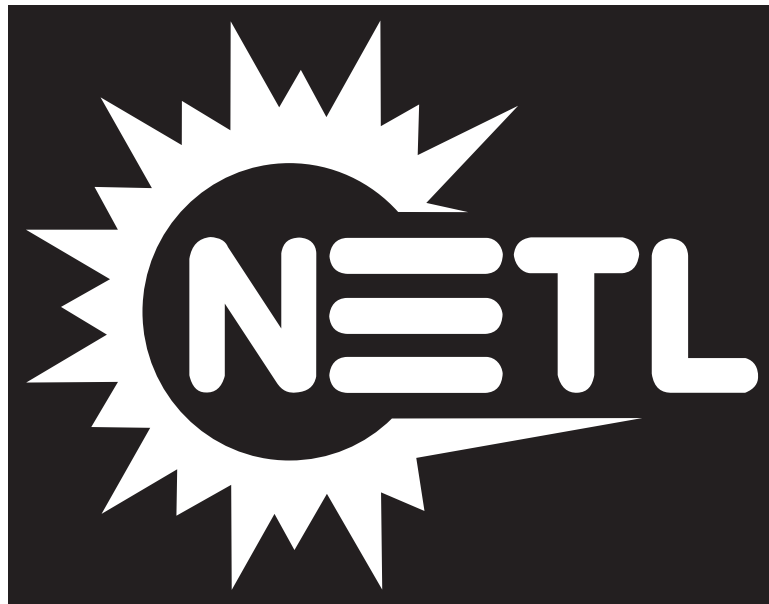


Black & White: NETL - Black (100%); Burst - Black (40%)

Ratio and Color

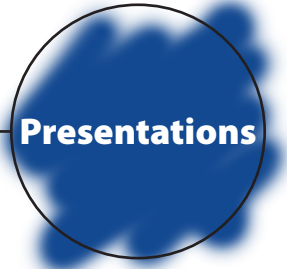
As illustrated, the height of the NETL logo is .75 times the length, a 3 by 4 ratio. This relationship is always the same, regardless of the reproduction size.

Whenever possible the logo should be rendered in the preferred colors. If these colors are not available, the logo may be reproduced in black and white or in reverse.



Reverse Logo

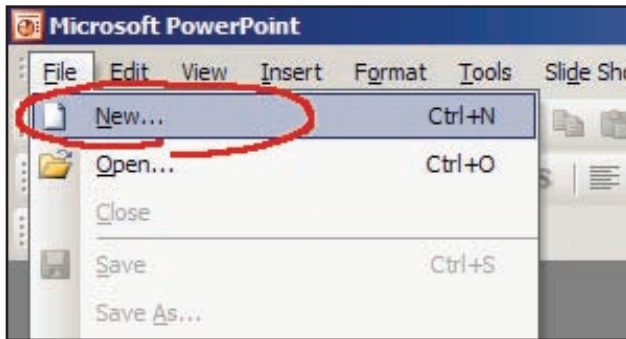
When the logo appears on a background equivalent to a 50% screen or darker, the logo can be reversed. When reversed, the result appears as illustrated.



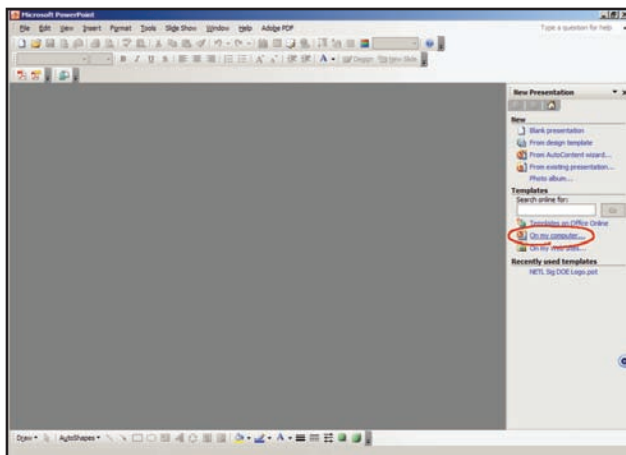
The NETL PowerPoint presentation template was designed to provide the maximum amount of useable space with the minimum number of creative restrictions, while maintaining a strong NETL brand.

Accessing the New Template

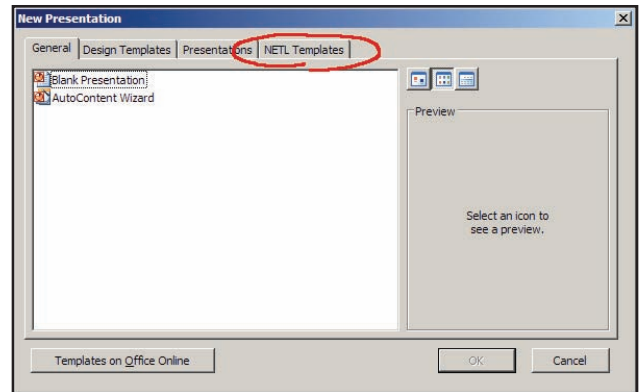
1. Click "File" in PowerPoint, then click "New..." from the dropdown menu.



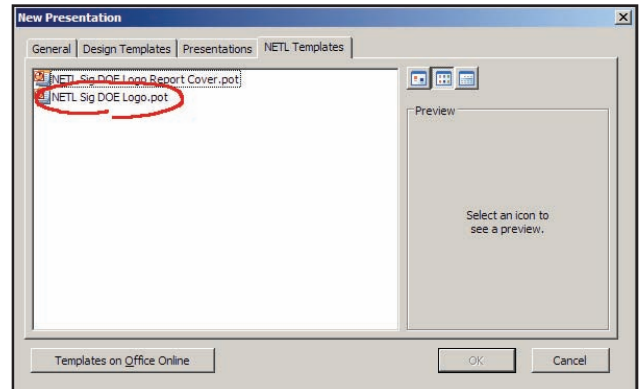
2. A large box will open up on the right side of the screen with the title "New Presentation" and subtitles for "New," "Templates," and "Recently used templates." Under the subtitle "Templates," click "On my computer..." to bring up a new dialog box.



3. On the tabs toward the top of the dialog box, click "NETL Templates."



4. Under NETL Templates, double-click "NETL Sig DOE Logo.pot."



The template offers a choice of 11 title slides. The twelfth slide is the template for all other slides. Please note that additional photos and illustrations will be made available on the NETL Image Bank.

Using the New Template

The template has been designed to offer maximum creative flexibility. Multiple slide layouts are available to meet a variety of needs. There are only a few restrictions:

- Information about the conference where the presentation is given is placed in the lower left corner on the title slide master, and appears only on the title slide. The placeholder reads, "Presentation Identifier (Title or Location), Month XX, 20XX". Enter the name of the conference or the location, and the month and date of the presentation, for example: Washington Coal Club, May 14, 2008.
- The title slide allows for one or two lines for the presentation title using 26 point Arial Bold. This can be adjusted, if necessary, but the text box and the horizontal line below the title may need to be moved. They can be readjusted in the slide master.
- The presenter's name is below the presentation title in 18 point Arial, with the presenter's title below in 14 point Arial.
- Slide titles are in 30 point Arial Bold, but can be adjusted as required. Subtitles are in 24 point Arial Bold Italic.
- The title and slide title font color is R 0, G 51, B 153.
- The source for data or illustrations on a slide is placed as a footer. The font for the source credit is 6 point Arial Italic, font color blue (R 0, G 51, B 153). The footer allows for up to three lines of text 4.5 inches long, 90–95 characters per line. The position for the footer is the lower left corner under the signature bar (horizontal 0.5", vertical 7.09" from the top left corner). PowerPoint 2003 will wrap the text to the next line, but not permit line breaks. To access the footer in PowerPoint 2003, click "View," then select "Header and Footer" from the dropdown menu. In the dialog box that opens up, type the source information in the box for footer. In PowerPoint 2007 the footer is available as an editable text box in the normal view.

About the Title Slide Photo/Illustration

Additional photographs, cropped and masked for use with the NETL presentation title slide, can be found at K:\COMMON\IMAGEBANK\NETL Presentation. The photo mask file, Photo Mask Dot-Left 300dpi.psd, is also in this folder (directions for use below).

To create a new photo/illustration in Photoshop for the title page—

- Crop the selected photo/illustration to 3 x 7 inches at 300 dpi.
- Import the photo mask file, Photo Mask Dot-Left 300dpi.psd.
- Highlight the imported mask layer.
- From the menu choose File, Select, Color Range and with the eye dropper click on the mask color black.
- Select the photo/illustration layer, then Copy and Paste.

The new layer created with the Paste will have the dot mask applied. Save this as a jpg, reduced to 150 dpi to decrease file size.

To place the photo/illustration on the title page in PowerPoint—

- Choose Insert, Picture, From File... (file name and location).
- Right click on the inserted photo/illustration.
- Click on Format Picture..., choose the Position tab, and enter horizontal 3" vertical 1.35", both from top left corner.

Templates have been developed in both Word and PowerPoint to assist in designing report covers. These templates continue NETL's desire for institutional consistency in design of all of its communications materials.

Accessing the template in PowerPoint or Word is virtually the same due to a shared interface.

In PowerPoint, select

File
New
Templates
On my computer
NETL Templates
NETL Sig DOE Logo Report Cover.pot

In Word, select

File
New
Templates
On my computer
NETL Templates
NETL Sig DOE Logo Report Cover.dot

One or two lines are allowed for the subject title using 26 point Arial Bold. The date below the title is set in 16 point Arial. This can be adjusted, if necessary, but the text box and the horizontal line below the title may need to be moved. In PowerPoint they can be readjusted on the slide master. In Word all elements are positioned on the cover.

About the Cover Photo/Illustration

The Report Cover format uses the same photo/illustrations available for use in NETL PowerPoint presentations but sized to 77% or a height of 2.31 inches by a width of 5.4 inches.

Additional photo/illustrations can be found at K:\COMMON\IMAGEBANK\NETL Presentation, or

they can be downloaded from the Imagebank on the NETL Intranet.

To place the photo/illustration on the cover in PowerPoint—

- Choose Insert, Picture, From File... (file name and location).
- Right click on the inserted photo/illustration.
- Click on Format Picture... choose the Size tab and Scale to 77% then choose the Position tab, and enter horizontal 2.84" vertical 2.58", both from top left corner. Click OK.
- Right click again, select Order, Send to Back so that the box rule is in front.
- Select and Delete the placeholder photo/illustration.

To place the photo/illustration on the cover in Word—

- Choose Insert, Picture, From File... (file name and location).
- Right click on the inserted photo/illustration.
- Click on Format Picture... choose the Layout tab then click the Advanced Layout button and select the Wrapping style, In front of text.
- Next, in the same dialogue box, choose the Position Picture tab and set the Horizontal to Absolute position, 2.22 to the right of Column, and Vertical to Absolute position 2.63 below Page, at Options, check Lock anchor and click OK.
- At the Size tab, Scale to 77%, click OK.
- Right click again, select Order, Send to Back so that the box rule is in front.
- Select and Delete the placeholder photo/illustration.



NATIONAL ENERGY TECHNOLOGY LABORATORY



Two Line Subject Title

One Line Title

Month Day, Year

DOE/NETL-000/000000

