

Rebuild America Guidelines on Logo Usage

The Rebuild America logo is [a registered trademark of/patented by/property of] the U.S. Department of Energy. The logo is the most identifiable image of Rebuild America, a program that involves hundreds of communities and more than 250 partnerships in nearly every state and some U.S. territories. These guidelines have been developed to help ensure that as the program continues to expand, the Rebuild America logo is presented in a consistent and professional manner. The guidelines also serve to protect the logo, and hence the program, from being used inappropriately for commercial purposes.

Anyone wishing to display the logo is required to observe the usage guidelines detailed below. The guidelines explain how the logo should look and the design criteria to follow. Make good use of the logo by adhering to the guidelines -- keep it clean, attractive, legible and in good form.



Color Guide

4-Color Process Builds:

The color version of the Rebuild America logo was built using 4-color process. The process colors – cyan, magenta, yellow and black – were mixed in specific percentages to create the logo colors. The chart below, at left, shows the percentage of each process color that is needed to build each of the four colors in the logo.

4-Color Process Builds: %

RBA Logo	cyan	magenta	yellow	black
Blue:	100	79	47	0
Yellow:	0	27	100	0
Purple:	79	72	0	51
Green:	79	0	87	76
Red:	0	98	76	6

Pantone Colors:

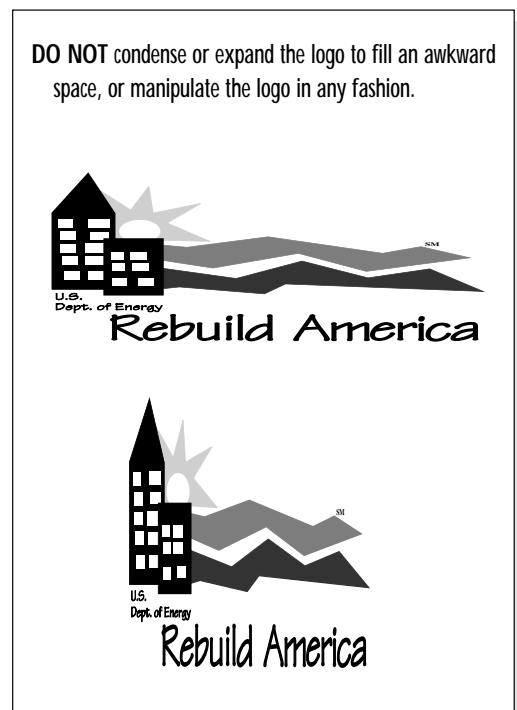
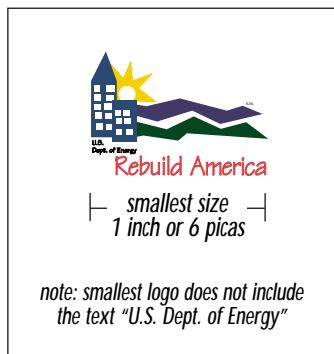
RBA Logo	coated	uncoated
Blue:	533	540
Yellow:	124	115
Purple:	5265	2765
Green:	350	3435
Red:	186	485

Pantone Colors:

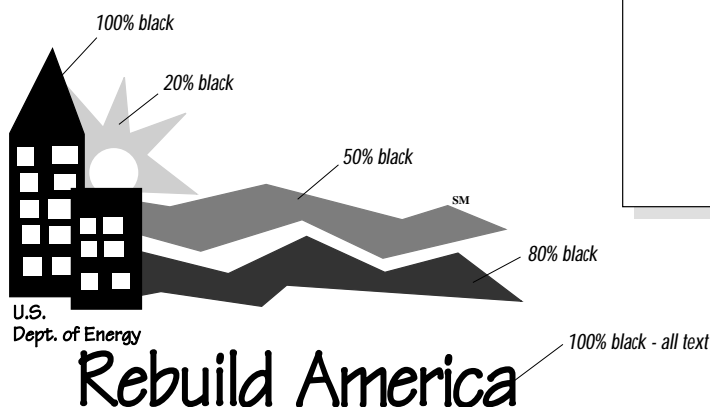
As an alternative to 4-color process builds, you may opt to use the Pantone colors that most closely approximate the logo colors. The identifying numbers of the appropriate Pantone colors are indicated in the chart below, at right.

The Basic Guidelines:

- The symbol and logotype may not be manually replicated. Always use artwork provided, in print or electronic form, as specified in these guidelines.
- Do not alter the proportions of the logo when increasing or decreasing its size.
- The relative position of the type elements to the image is to remain consistent.
- As a general rule, use the logo in its entirety. It is not acceptable to drop the “Rebuild America” text from the logo in any usage. There are two situations, however, where the “U.S. Dept. of Energy” text may be dropped:
- When using the logo as a watermark
- When the logo measures less than 1-5/8-inches across
- Allow for open space around the logo so it is not crowded and remains distinct from the design of the page.
- The font Tekton is used both “U.S. Department of Energy” and “Rebuild America.”
- The logo should never appear smaller than 1 inch or 6 picas across.
- The logo may be displayed in 4 colors or 1 color only, in accordance with the guidelines spelled out in the next section.



Black and white logo:



When using Pantone colors, print the Rebuild America logo in black, if available. If black is not an option, the logo may be printed in an available color or reversed out of a solid color.