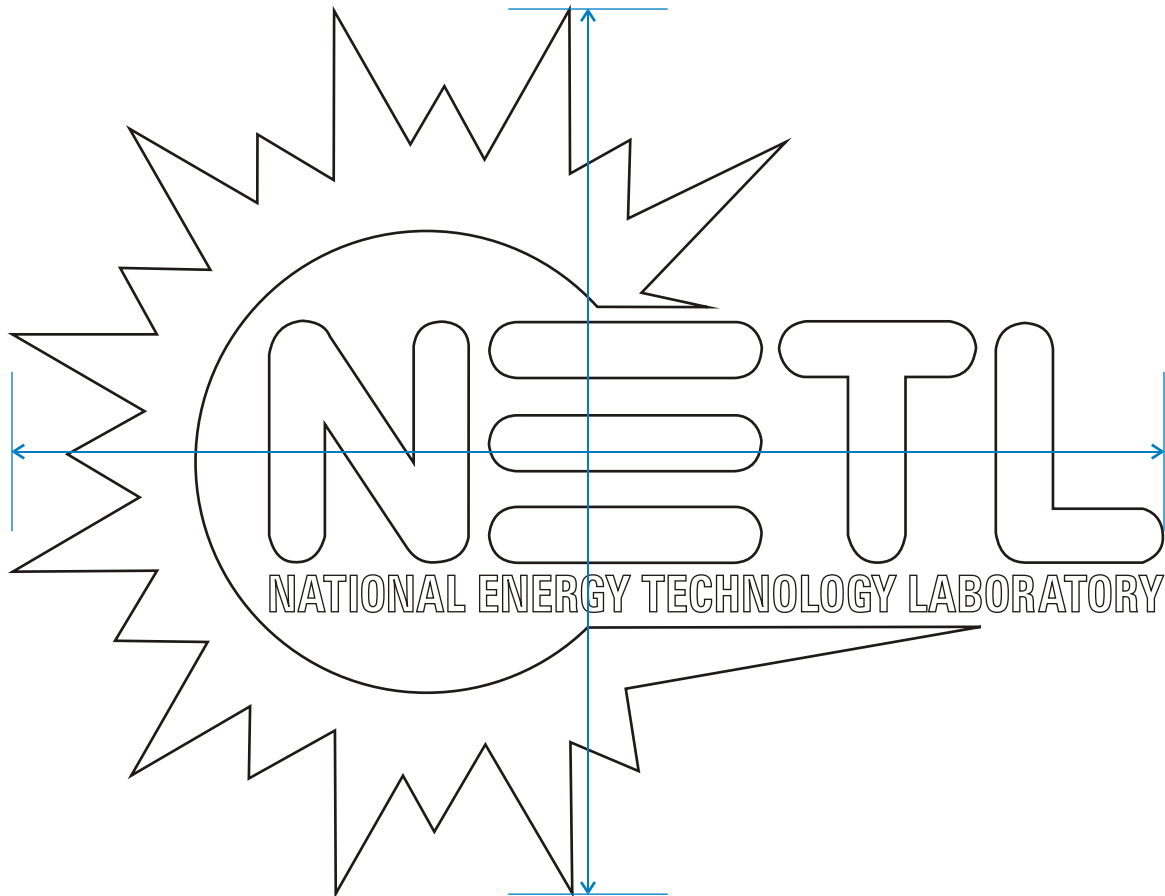


Publication Standards Manual





Publication Standards Manual

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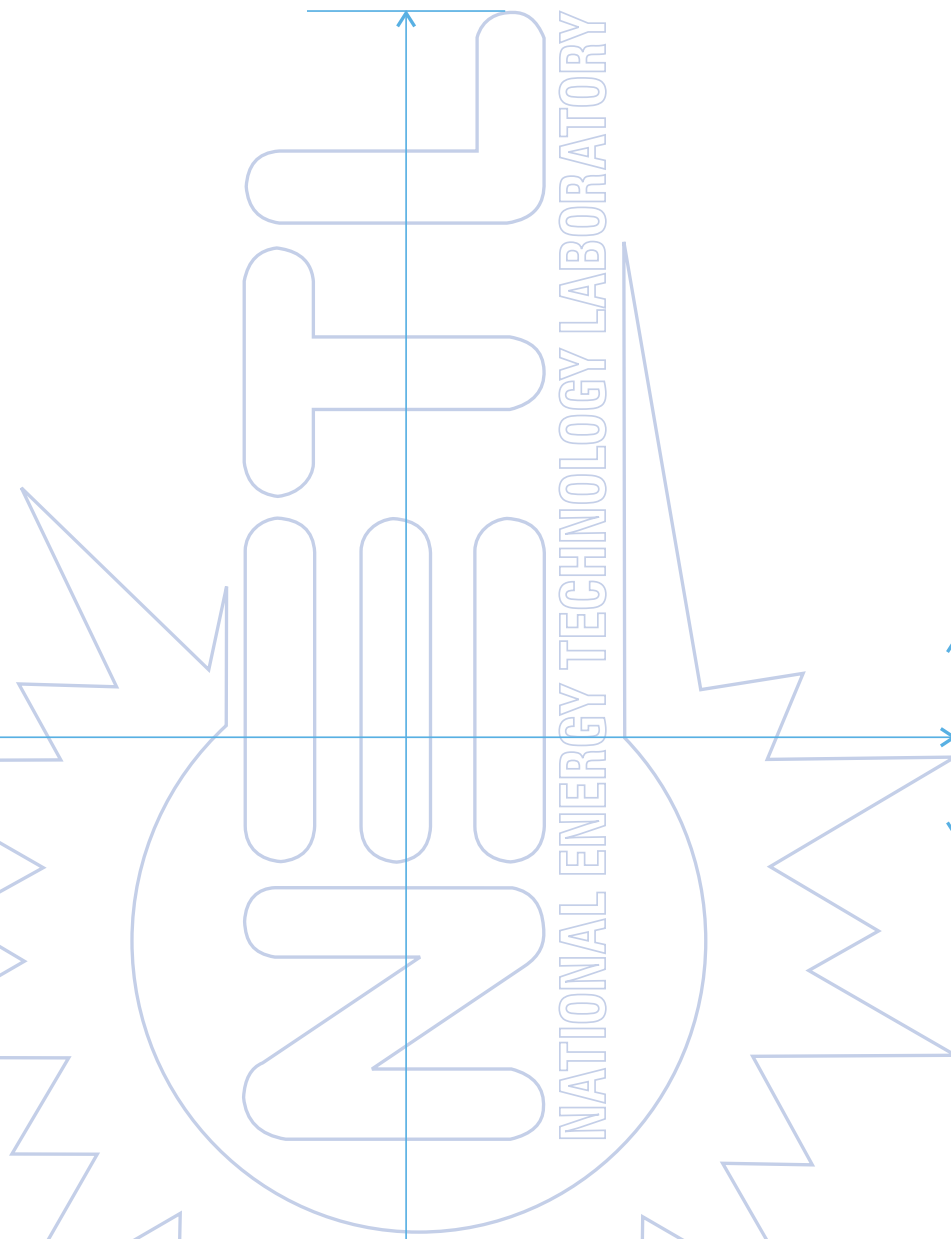
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Overview

For over 60 years, we have been at the forefront of research and development in the production and the clean, reliable use of fossil 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 non-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 stationery. 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 PageMaker and Adobe InDesign

Photo editing Adobe Photoshop

Illustration Corel Draw and Macromedia Freehand

Text Microsoft Word and WordPerfect

Presentation Microsoft PowerPoint

Web design Microsoft Front Page

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

Point of Contact

Any questions about this manual or NETL's institutional identity may be directed to:

Vicki L. Harbaugh

(304) 285-4512

vicki.harbaugh@netl.doe.gov

Download

Digital files of the NETL logo are available to download at

<http://www.netl.doe.gov/publications/logo/index.html>

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.