

Guidelines for Publication and Sign Design

Attachment 5

Projects that receive funding from the Department of Energy and Environment (DOEE) must comply with the following publication and signage guidelines. Publications and signage include but are not limited to press releases, factsheets, flyers, brochures, plaques, markers, and panel displays.

Use the following standards when referring to:

The District

- First reference: District of Columbia
- Subsequent reference: the District
- Never: Washington
- Never: the city

Specific neighborhoods in the District

- Capitalize names of neighborhoods.
- Example: The new shopping center is in Columbia Heights.

Quadrants of the District

- Use the abbreviation if you are writing an address. Spell out the word and capitalize it when referring to the area in general. "DC" is not necessary.
- Example: DOEE's headquarters is located at 1200 First Street NE, 5th Floor.
- Example: Our inspectors drove through Southeast in search of idling tour buses.
- Example: Alex lives in Northeast.
- Never: Alex lives in Northeast DC.

District Government

- First reference: Government of the District of Columbia
- Subsequent reference: District Government
- Never: DC Government
- Never: city government

Council of the District of Columbia

- First reference: Council of the District of Columbia
- Subsequent reference: DC Council
- Never: City Council
- Never: city council

Names of officials

- Councilmember is capitalized when used with a name and lowercase when not. Use the same rule for agency heads.
- Example: Councilmember Kenyan McDuffie conducted an oversight hearing.
- Example: Mary Cheh, a councilmember from Ward Three, conducted an oversight hearing.
- Example: DOEE Director Tommy Wells has more than 20 years in public service.
- Example: Edna Ebanks, an employee at DOEE, works in the director's office.
- Always capitalize Mayor.
- Example: Mayor Muriel Bowser attended the Riggs Park meeting last night.
- Example: The Mayor promised the public that DOEE will follow up on action items from the meeting.

The DC Flag

Please use proper artwork for the DC Flag in your printed and online materials. If you do not have proper artwork, contact your DOEE grant manager.

The agency

- First reference: Department of Energy and Environment (DOEE)
- Subsequent reference: DOEE
- Never: The DOEE
- Note: You may use "the" in front of the agency name on first reference. Example: "The Department of Energy and Environment (DOEE) is a special place to work."
- Never: DC Department of Energy & Environment
- Never: District Department of Energy & Environment
- Never: Dept. of Energy

Programs and services within the agency

- Always: RiverSmart Homes
- Never: River Smart Homes
- Always: stormwater
- Never: storm water
- Always: groundwater
- Never: ground water

Appearance Guide:

Colors

- Colors must not be used in excess. Small accents of several colors may make a publication unique and attractive, but the competition of many different colors often decreases readability.
- Colors should not clash with colors in the DOEE logo (see additional logo details below). Designers are encouraged to use colors that complement the logo.

Graphics

- Graphics must feature the DOEE logo prominently, proportional to other logos in the publication. (See additional logo details below.)
- Graphics must use appropriate illustrations, maps, drawings, and/or photos to depict the publication's message visually. Graphics should complement the content.

DOEE logo

- Whenever possible, print the logo in color.
- The logo should be scaled proportionally and never be skewed or distorted.
- Do not box and reverse the logo (turn black to white or vice versa), and do not add text/copy to the logo or revise the background color.
- DOEE's logo should be printed in black and PMS green 711C, or a process color built to match this specific PMS green.
- For smaller applications that compromise the legibility of the logo text, use the "word mark" should as a replacement: DEPARTMENT OF ENERGY AND ENVIRONMENT.

Text and content

- Use adequate font size and spacing to ensure readability.
- Use uppercase and lowercase lettering for text. Avoid technical jargon and clichés.
- Avoid gender-specific language.

Signage Requirements and Considerations:

Materials

- Use durable materials that will resist moisture and fading
- Use materials that contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.

Size/Shape

- Size the sign to be proportional with the scale of the project, and size the text to legible from the distance from which the sign will be read.

Placement

- Place signage at the appropriate height and angle to ensure that it is easy to read.
- Place signage to accommodate the appropriate audience (e.g., pedestrians, drivers, or tour groups).
- Place signage in a location that enhances the photographic value of the project. Signage should not obscure the view of the project.

Special Considerations

If possible, provide for the needs of readers with disabilities.

Maintenance

Develop a maintenance schedule to address any damage, visibility, and/or legibility issues that arise.

For questions or assistance with the application of sign design guidelines, contact:

Julia Robey Christian

Public Information Officer
Department of Energy and Environment
Government of the District of Columbia
1200 First Street NE, 5th Floor
Washington, DC 20002
Desk: (202) 741-0842
Cell: (202) 450-7878
julia.christian@dc.gov