

The Solar Decathlon Europe (SDE) is governed by the Energy Endeavour Foundation (EEF). A Netherlands-based non-profit business organisation, the EEF is endorsed by the U.S. Department of Energy (DOE) to steward the SDE. Custodian of the SDE Rules and SDE brand, the EEF produces the European-wide SDE Call for Cities and its corresponding international SDE Call for Teams. Providing strategic SDE guidance, tools, systems, networks, data, branding, and complementary advisory and support, the EEF transfers project-specific knowledge and expertise to Host City Organisers, working collaboratively to ensure the continuity of the Solar Decathlon Europe, from one edition to the next.

GOVERNING BODY OF THE SOLAR DECATHLON EUROPE

A decorative graphic consisting of six solid-colored circles arranged in two columns. The top-left circle is yellow, the middle-left is blue, and the bottom-left is red. The top-right circle is pink, the middle-right is purple, and the bottom-right is green.

solar decathlon europe

SDE21»22 Graphic Chart & Brand Manual 03 _ 2022

introduction

**these identity guidelines govern
the correct usage & expression
of the solar decathlon europe
brand identity**

the sde identity is distinguished
through three fundamental values __ intrepid _ responsible _ ingenious

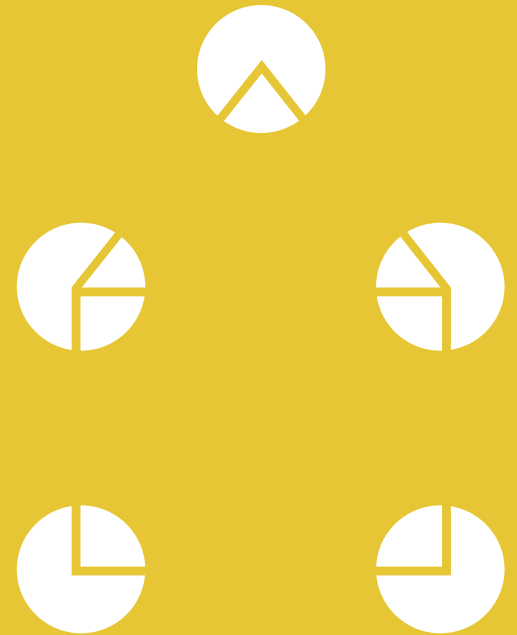
The guidelines illustrate how the SDE's visual identity elements, when used correctly, can help to create consistent and memorable communications programmes and actions. To be successful, these elements must be implemented consistently in all applications and communications. A consistent visual identity helps to build a distinct personality for the SDE brand. Our objective is to deploy and enjoy a long-lasting brand identity and robust design programme for all communication actions, one that will cohabitate in the context of multinational co-branding initiatives, thus securing a distinct brand position for the future of the Solar Decathlon Europe.

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i. identity

a. sde root logotype

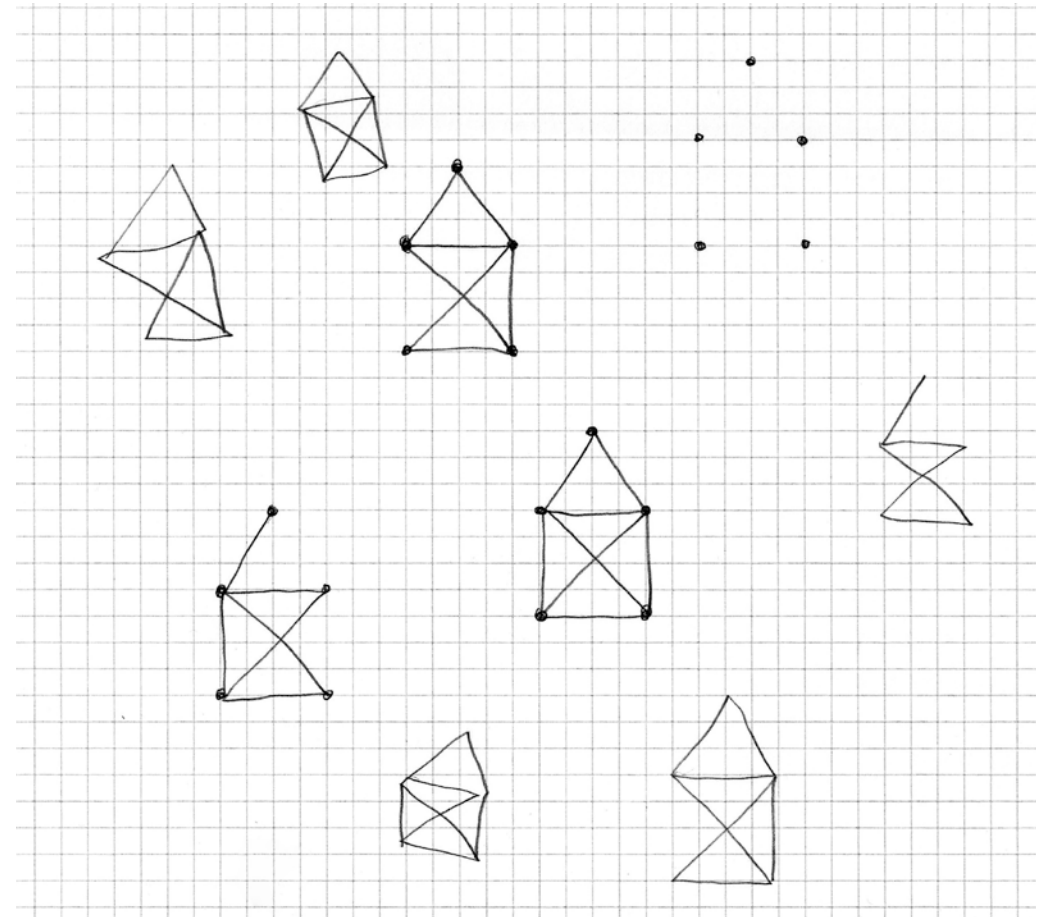


building, structure, home

logotype & origin

inspiration, origin, metaphor

- Game of linking points to form a house without releasing the pen.
- Creativity in the 'domain', the human in context, at home, in society.
- Draft, doodle, analysis and the multiplicity of solutions.



root logotype

The SDE root logotype consists of the proprietary SDE letterforms and the five points.

These are graphic elements that are always used together. Their size and position relative to each other are fixed. The logotype should only be reproduced using the electronic artwork and should not be redrawn or altered in any way.

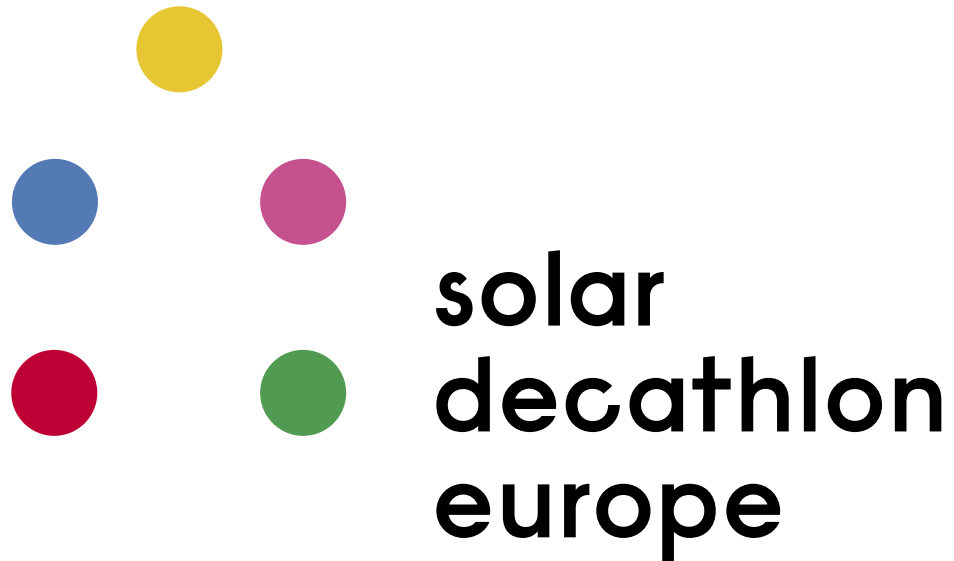
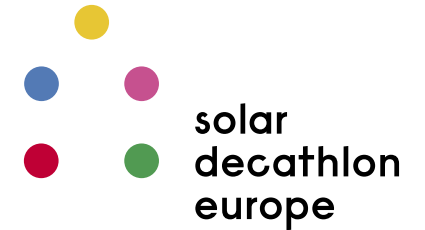
The five points that matter represent five fundamental topics:

- design
- communication
- science
- innovation
- humanity

The symbol as a unit represents:

- home
- habitat
- house
- hand
- human kind

The minimum size of the root logotype is set at >36mm wide. Further specifications for usage of the root logotype at a size of 36mm or smaller can be found on page 8. More detailed applications of the logotype are explained in chapters iv and v.



short logotype

The short version of the SDE logotype consists of an abbreviation of the name 'Solar Decathlon Europe' (SDE) and the five points.

The 'short' can be used, where the term 'Solar Decathlon Europe' has been previously mentioned. For example, in introductory texts; and / or when the 'root' logotype has appeared in a broader communication programme.

The minimum size of the short logotype is set at >25mm wide. Further specifications for usage of the short logotype at a size of 25mm or smaller can be found on page 8. More detailed applications of the logotype are explained in chapters iv and v.



small-scale logotypes

A set of logotypes has been created for small-scale usages when placing the logo at a scale that is smaller than the defined minimum size of the root and short logos.

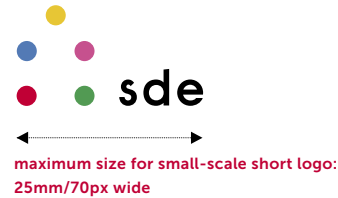
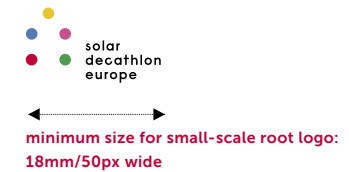
When scaling the root logo to a size smaller than 36mm, the small-scale root logo must be used.

The minimum size of the small-scale root logo is 18mm wide.

Similarly, when scaling the short logo to a size smaller than 25mm, the small-scale short logo must be used.

The minimum size of the small-scale short logo is 10mm wide.

More detailed applications of the logotype are explained in chapters iv and v.



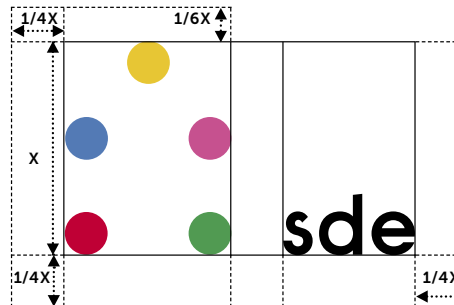
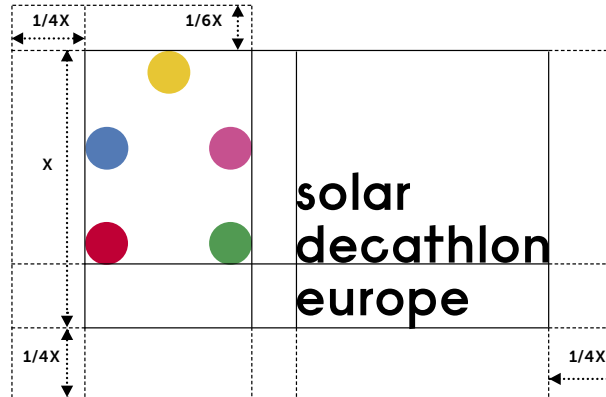
clear space

To protect the strength and integrity of our logotype, a clear space area, free of all other logos, text or other graphic elements, should be maintained.

In the examples, X equals the height of the electronic artwork. The clear space is a proportion of X.

The minimum clear space above of the electronic artwork is $\frac{1}{6}$ of X.

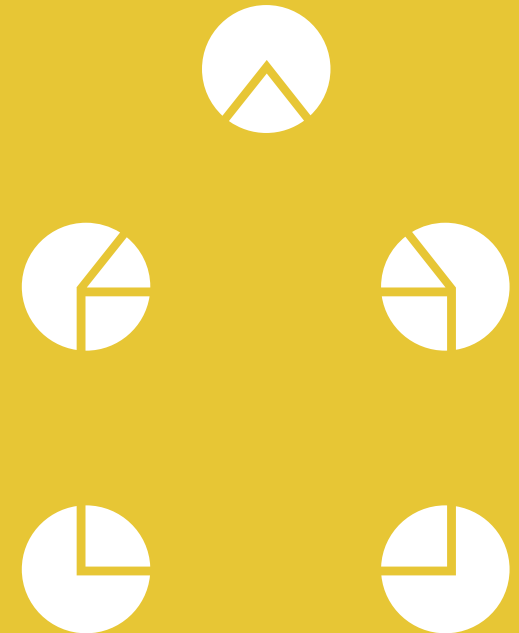
The clear space below, to the left and to the right of the artwork is $\frac{1}{4}$ X.



i. identity

b. sde21»22 wuppertal brand system

Aligned to reflect the postponement
of SDE21 from September 2021 to June 2022.



building, structure, home

sde21»22 logotype _ full version

Due to the Covid-19 pandemic, the SDE21 Competition, originally scheduled for September 2021, has been postponed to June 2022. The SDE21 Organisation wishes to clearly reflect the new date through the branding.

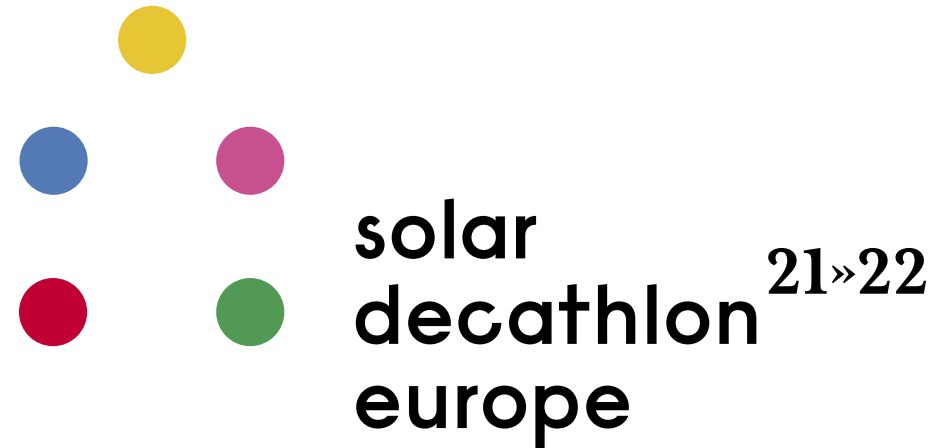
The full logotype is comprised of the following elements, and remains in its fundamental core form, with the exception of a change in the numerical:

- 5-point visual
- signature (solar decathlon europe)
- specificity (city name)
- numeral (edition)



WUPPERTAL GERMANY

original SDE21 logo



WUPPERTAL GERMANY

updated SDE21»22 full logo

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

sde21»22 logotype _ tagline

The brand in its complete system (full) includes an additional tagline, written in italic text with punctuation.

In order to maintain continued contextualisation and recognisability, the theme of the Competition is reflected in the tagline:

“... goes urban!”

The updated logotype combined with the tagline reflect the specificity of the SDE21»22.

The SDE21»22 brand objectives:

- stimulate continuity of the communication strategy for SDE21»22 Organisation and stakeholders;
- provide ease and flexibility for SDE21»22 Teams in their communications activities and sponsorship outreach;
- preserve continuity and viability of the SDE movement and upcoming SDE23 in Bucharest;
- respect the momentum of the SDE programme worldwide.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



updated SDE21»22 full logo with tagline

... goes urban!

official SDE21»22 tagline

sde21»22 logotype _ short version

The short version of the SDE21»22 logotype is an alternative to the full version of the SDE21»22 logotype and can be used where the term 'Solar Decathlon Europe' has been previously mentioned (see page 7 and 14).

The short logotype is comprised of the following elements, and remains in its fundamental core form, with the exception of a change in the numerical:

- 5-point visual
- signature (solar decathlon europe)
- specificity (city name)
- numeral (edition)

The short version of the SDE21»22 logo never integrates the tagline. Alternatively, the tagline can be deployed liberally (see page 14).

The tagline must always accompany the logotype on communication materials in a judicious manner. Fundamental deployment of this principle must be reviewed by the EEF.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



updated SDE21»22 short logo



updated SDE21»22 shortest logo

sde21»22 logotype & animated tagline

It is recommended to use the logotype with its tagline as often as possible. However, it is possible to use the SDE21»22 logotype using the liberal deployment of the tagline.

For info: on a T-shirt, embroidery will render the tagline illegible at a small size. In this case it is possible to extract the tagline and celebrate it in large, as described in these examples. In some cases, this solution can even be useful as a call to action (example 2).

The tagline must always accompany the logotype on communication materials in a judicious manner.

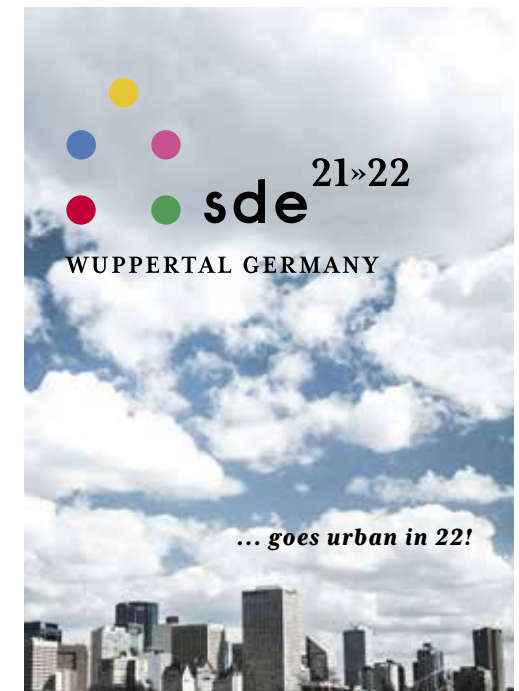
Fundamental deployment of this principle must be reviewed by the EEF.

example 1: T-shirt



Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22.

Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



example 2: Poster

sde21»22 small-scale logotypes

A set of logotypes has been created for small-scale usages when placing the logo at a scale that is smaller than the defined minimum size of the full and short logos.

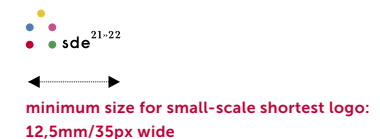
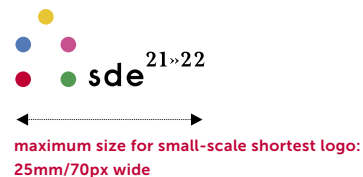
When scaling the SDE21»22 full and short logo to a size smaller than 36mm, the small-scale version of those logos must be used.

The minimum size of the small-scale SDE21»22 full and short logo is 18mm wide.

Similarly, when scaling the shortest version of the SDE21»22 logo to a size smaller than 25mm, the small-scale shortest logo must be used.

The minimum size of the small-scale shortest logo is 12,5mm wide.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



clear space

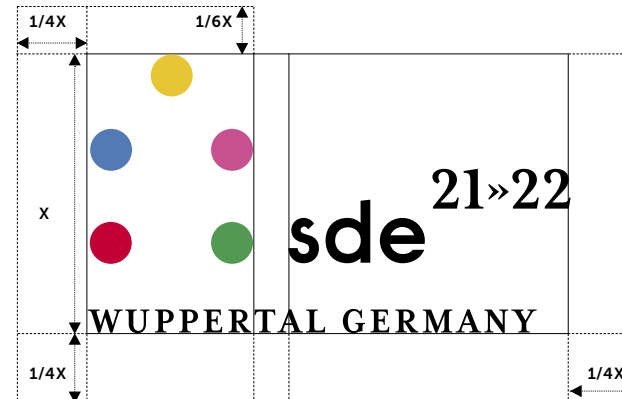
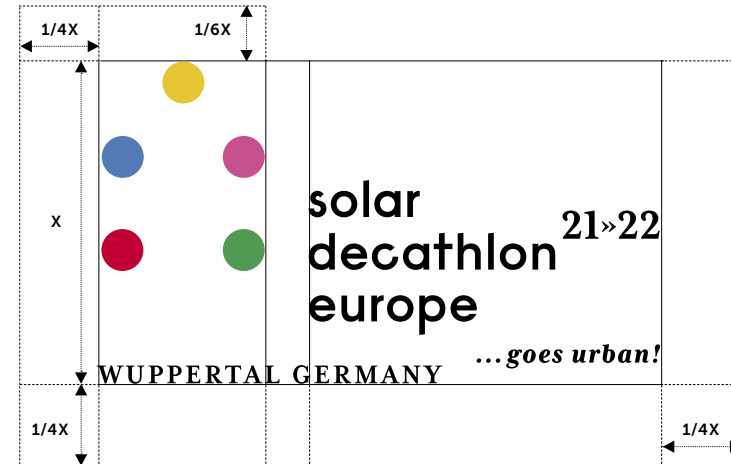
To protect the strength and integrity of the logotype, a clear space area, free of all other logos, text or other graphic elements, should be maintained.

In the examples, X equals the height of the electronic artwork. The clear space is a proportion of X.

The minimum clear space above the electronic artwork is $1/6$ of X. The clear space below, to the left and to the right of the artwork is $1/4$ X.

Please note: there are different free zone rules for the SDE21»22 logotype that apply for business cards. See page 46.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



i. identity

c. positioning & tone

While all editions of the Solar Decathlon Europe are international in breadth and scope, each celebrates the diverse cultural, historical, and geographic attributes of the Host City's country. The SDE Competition is a public event, attracting broad, multi-cultural, multi-generational audiences from neighbouring European countries and beyond.

Importantly, the SDE prides itself on the singularity of hosting its various editions in a multi-national context. From Spain, to France, to Hungary, Germany, and Romania, the Solar Decathlon Europe is indeed an exemplary model of key European values: freedom, sustainable development, social inclusion and equality, and Europe's inestimable cultural and linguistic diversity.

building, structure, home



values

This page demonstrates the terminology representing the values of the Solar Decathlon Europe. These fundamentals systematically respond and complement the flagship values:

intrepid, ingenious, responsible

In order to properly deploy the values clearly and with intention, it is important to properly position the brand, setting the right tone in all communication materials.

Please note: to avoid any misinterpretation or preferential treatment in the context of national or Team identity, the default introductory anthem to be played at any given ceremony will be the European anthem 'Ode to Joy'. This will be further elaborated in the section dedicated to ceremony protocol on page 22.

intrepid (adjective)

IN·TREP·ID

- Characterized by resolute fearlessness, fortitude, and endurance.

SYNONYMS

audacious, adventurous, bold, brave, confident, courageous, daring, dynamic, fearless, gallant, greathearted, gutsy, heroic, indomitable, lionhearted, spirited, unafraid, unalarmed, undaunted, valiant, valorous

If you are intrepid you have the fearlessness to endure challenges along the way.

ingenious (adjective)

IN·GE·NIOUS

- Of a person: having or showing an unusual aptitude for discovering, inventing, or creating.
- Of an object or idea: marked by originality, resourcefulness, and cleverness in conception or execution.

SYNONYMS

clever, creative, imaginative, innovative, inventive, original, Promethean, singular, unique

If you are ingenious you are creative and have clever inventiveness.

An ingenious device is cleverly and originally devised and well suited to its purpose.

responsible (adjective)

RE·SPON·SI·BLE

- Prepared to answer.
- Able to answer for one's conduct and obligations: trustworthy
- Able to choose for oneself between right and wrong.

SYNONYMS

accountable, amenable, answerable, important, trustworthy; at the helm, charged with, in charge & in control of; looking after, organising, seeing to, supervising.

If you are responsible you take charge of, and look after, your obligations.

nomenclature & signature

This page indicates the proper usage of the brand's signature, by way of a specific tagline.

The Solar Decathlon Europe 2021 (in 2022) ...goes urban!

In the context of redacted texts, including interviews, subtitles, projections, printed documentation and related communications materials, the following principles apply (see right >).

When using the English language, the adjectives are not capitalised; as such, 'urban' is not to be capitalised, and to be used in lower case. The tagline '*...goes urban!*' (... going urban!, ... go urban! etc.) is systematically presented in a convivial manner, through the use of lower case italic text.

Other variations must be consistent with the positioning and brand values, and systematically verified with the EEF.



no

- the Solar Decathlon Europe 21
- the Solar Decathlon goes Urban
- the Urban Solar Decathlon
- the Urban Solar Decathlon Europe
- the Urban Solar Decathlon Europe 2021

- the SDE 21 | 22
- the SDE21/22
- the SD goes Urban
- the Urban SD
- the Urban SDE

- The Urban Solar Decathlon 2021 is intrepid!
(or is: next / coming up soon / impactful etc)

- the Urban SDE21»22 is coming up!

- the Solar Decathlon... going Urban!
- the SD... going Urban!

- the Solar Decathlon... let's go Urban!
- the SD let's go Urban!

- the Solar Decathlon... Urban!
- the SD... Urban!

yes

- the Solar Decathlon Europe 2021 (in 2022)
- the Solar Decathlon Europe 2021 (in 2022) ...goes urban!
- the Solar Decathlon Europe 2021 (in 2022) goes urban!

- the SDE21»22
- the SDE21 (in 22)
- the SDE21/22
- the SDE21»22 ...goes urban!
- the SDE21»22 goes urban!

- The (upcoming, next, intrepid etc.) edition of the Solar Decathlon Europe 2021 (in 2022)...goes urban!

- the upcoming SDE21»22 ...goes urban!

- the Solar Decathlon Europe 2021 (in 2022) going urban!
- SDE21»22 ...going urban!

- the Solar Decathlon Europe 2021 (in 2022) ...let's go urban!
- SDE21»22 let's go urban!

- the Solar Decathlon Europe 2021 (in 2022) ...urban!
- SDE21»22 ...urban!

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

nomenclature cont.

This page complements the SDE values and indicates the proper usage of its message.

SDE editions

When referring to the different SDE editions in written texts, there are two options: 'full' or 'short'. In the full version of any SDE edition, Solar Decathlon Europe is written out in full, and includes the year of that particular edition written numerically in four digits (for example: Solar Decathlon Europe 2021 (in 2022)). In the short version, we simply abbreviate the name Solar Decathlon Europe by way of an acronym, SDE, and include the year of that particular edition abbreviated numerically in two digits (for example: SDE21»22).

Capitalised words

To honour the Teams, the Competition, the Decathletes and the Rules, these words are capitalised at all times, except when used in the typeface Raisonné.

Variations on house name, SDE edition, country / city of origin

For the sake of efficiency and clarity it is essential to write in a specific and cohesive manner when referring to the SDE Teams' houses (for example: Counter Entropy house (SDE12)).

Numbers

Any number under 20 is spelled out in full; any number over 20 is written out numerically; four-digit numbers and upwards are separated by adding a space before and between three-digit sequences. In essence, the space replaces any comma or period to structure numerals.

sde editions

Short

- SDE10;
- SDE12;
- SDE14;
- SDE19;
- SDE21»22 / SDE21 (in 22);
- etc...

Full

- Solar Decathlon Europe 2010;
- Solar Decathlon Europe 2012;
- Solar Decathlon Europe 2014;
- Solar Decathlon Europe 2019;
- Solar Decathlon Europe 2021 (in 2022);
- etc...

variations on house name, sde edition, country / city of origin

- the SDE12 Counter Entropy house
- the SDE12 Counter Entropy house, Aachen, Germany
- the SDE12 Counter Entropy house, Germany
- the SDE12 Counter Entropy house, DE
- the SDE12 Counter Entropy house (RWT, DE)
- Counter Entropy house (SDE12)

capitalised words

- Team
- Competition
- Decathlete
- Rules

numbers

- anything under 20 spelled out in full: three, eleven, nineteen
- anything over 20 is numerical: 23, 37, 560
- four-digit numbers and upwards are separated by adding a space before and between three-digit sequences: 1 000, 20 000, 300 000, 4 000 000

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

language & scope

The official language of the Competition is English. This includes Rules, deliverables, WAT (Web space Area for Teams) communication.

It is recommended to produce bi-lingual communications materials (en/de).

High level English proficiency is expected on all communications materials.
Native-english speakers are recommended for any translation services.

It is essential to choose words conscientiously. Do not use words like foreign, borders, etc, because they suggest exclusion, separation, expulsion, banishment, rejection.

The table on the right suggests some words which are correct alternatives to the ones which are not.

This list is non-exhaustive. It will evolve as a living document. Other terms and nomenclature to consider using include: humanity, society, planetary, global, city, urban area, built environment, ingenious, clever, well-designed, green energy, clean energy, innovation, solution, consciousness.

no	yes
border	frontier
collegiate	graduate / university-level
foreign(er)(s) / alien(s) / external(s)	international(s)
national(s)	public
native(s)	local(s)
sustainable: this word is allowed, but should not be overused	resource-responsible / energy-efficient / eco-friendly
third world countries	developing regions and countries

ceremonies protocol

The SDE Competition event includes many celebratory actions and festivities. Opening and closing ceremonies bracket the specific contest-related ceremonies; all ceremonies must adhere to the correct usage of the SDE branding principles. While this list is not exhaustive, and creative direction and programming of ceremonies are to be approved by the EEF, the following basic principles are to be respected:

Music & Brand Values

- The European anthem, Beethoven's 'Ode to Joy', is to be played / sung / broadcasted during opening and closing ceremonies.
- All musical components must respect copyright obligations.
- David Byrne's 'This Must Be The Place' and 'Cities' are to be featured during SDE Decathlete Teams' 'Speed Peer Review' ceremonies.

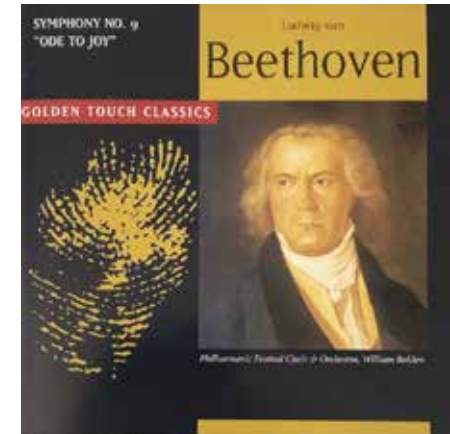
Please note: The Speed Peer Review is a unique SDE-authored communication action; the Energy Endeavour Foundation reserves the right to introduce this action.

SDE Flag Protocol

- *Opening Ceremony:*
SDE flag presented (raised, suspended, carried) at opening ceremony, by Host City representatives.
- *Closing Ceremony (new SDE host city not yet announced):*
 1. The full SDE21»22 logotype projected large on screen.
 2. SDE flag presented (carried, folded) and handed over by current Host City representative to EEF director.
 3. EEF director and current Host City representative shake hands.
 4. Screen projection transitions to original full SDE logotype.
 5. Photograph of both representatives with folded flag.

This handover is symbolic and represents the continuity of the Solar Decathlon Europe.

The flag is returned to the SDE governing body.



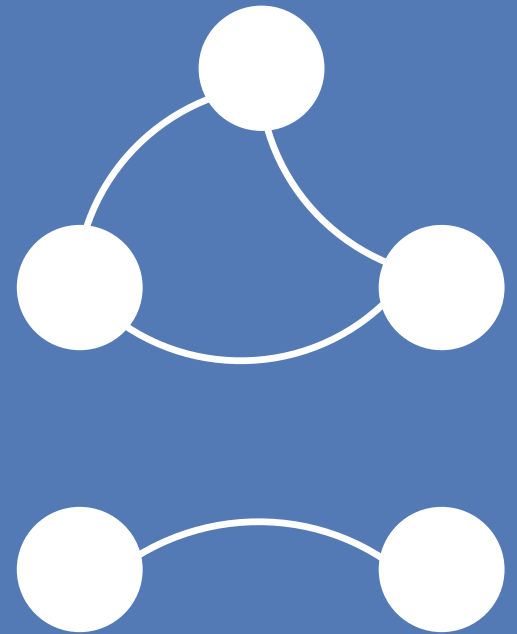
Competition's anthem: Beethoven's Symphony No. 9 'Ode to Joy'



Speed Peer Review music: 'This Must Be The Place' by David Byrne

ii. typography

dance, movement



correct use of typographic palettes

The primary typeface is Raisonné and the use of its Demibold and Oblique variants.

The Raisonné is primarily used for titles and in other auxiliary textual elements such as signage.

In order to convey the straight-forward, convivial nature of SDE communications, the Raisonné is only used in lower case (with no initial capital letter), and never set in full paragraphs; rather, the Raisonné is most effective for titles and texts that do not require full sentences.

It is recommended to create soundbites and titles where a lower case is applicable in a proper noun.

It is advisable to use a flush left alignment.

- **geometric**
- **constructive**
- **affable**
- **honest**
- **modernist**
- **linked to symbol**

**Benjamin Critton,
Yale School of Art, 2010**

raisonné demibold *oblique*

abcdefghijklmnopqrstu
vwxyz
1234567890

solar decathlon europe! award-winning programme!

**challenging university teams to design, build, & operate
cost effective, energy-efficient, innovative & attractive dwellings!**

Demibold

solar decathlon europe! award-winning programme!

***challenging university teams to design, build, & operate
cost effective, energy-efficient, innovative & attractive dwellings!***

Demibold oblique

correct use of typographic palettes cont.

The complementary typeface and companion to Raisonné is Mrs Eaves XL Sérif Narrow and its use is limited to Regular, Italic, Bold, and Small Caps. In exceptional cases, the Heavy can be used. This type is specifically used for body text and quotes; the palette can be exploited to enrich complex editorial programmes, and variants can be occasionally used in instances such as headers, subtitles, subsections etc...

In order to communicate with attention to detail and enrich the legibility and visual navigation of communications materials, set all text in upper and lower case with a flush left alignment. On certain occasions, use all caps.

- **trusted transition**
- **friendly familiarity**
- **interesting difference**
- **twisted tradition**
- **contemplative creativity**

**Zuzana Licko,
Emigre, 1996**

Mrs Eaves XL Serif Narrow Regular
SMALL CAPS bold *italic* heavy

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPO
QRSTUVWXYZ
1234567890

**THE SOLAR DECATHLON EUROPE IS AN AWARD-WINNING PROGRAMME THAT CHALLENGES
UNIVERSITY TEAMS TO DESIGN, BUILD AND OPERATE INNOVATIVE DWELLINGS
THAT ARE COST-EFFECTIVE, ENERGY-EFFICIENT AND ATTRACTIVE. (+75PT LETTER SPACING)**

**The Solar Decathlon Europe is an award-winning programme that challenges
university Teams to design, build and & operate innovative dwellings
that are cost-effective, energy-efficient and attractive.**

*The Solar Decathlon Europe is an award-winning programme that challenges
university Teams to design, build and operate innovative dwellings
that are cost-effective, energy-efficient and attractive.*

**The Solar Decathlon Europe is an award-winning programme that challenges
university Teams to design, build and operate innovative dwellings
that are cost-effective, energy-efficient and attractive. (+25pt letter spacing)**

correct use of typographic palettes cont.

Museo Sans is introduced to complete the family of typefaces (Raisonné and Mrs Eaves Narrow). This typeface is sober, with incorporating a rich palette which optimises the possibilities for visual communication. Its primary variants 300, 300 Italic, 700, 700 Italic, and in some cases Small Caps are recommended. The Museo Sans family is used specifically for texts that support the bodytext, notably in technical documentation: charts, graphs, diagrammes, lists, legends, maps etc... Small caps in Museo Sans are used for headers and footers, and as titles to charts and graphs.

In order to communicate with attention to detail and enrich the legibility and visual navigation of our communications, set all text in upper and lower case with a flush left alignment. On certain occasions, use all caps.

Please consult the EEF when deploying variations on the typographic programmes.

- **accessible**
- **understandable**
- **multi-audience friendly**
- **sober**
- **highly legible**

**Jos Buivenga,
Exljbris, 2008**

Museo Sans 300 *300 Italic* SMALL CAPS
Museo Sans 700 *700 Italic* SMALL CAPS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ _ 1234567890

The Solar Decathlon Europe is an award-winning programme that challenges university Teams to design, build & operate innovative dwellings powered by renewable energy that are cost-effective, energy-efficient and attractive.

The Solar Decathlon Europe is an award-winning programme that challenges university Teams to design, build and operate solar-powered dwellings that are cost-effective, energy-efficient and attractive.

THE SOLAR DECATHLON EUROPE IS AN AWARD-WINNING PROGRAMME (+50PT LETTER SPACING)

The Solar Decathlon Europe is an award-winning programme that challenges university Teams to design, build and operate solar-powered dwellings that are cost-effective, energy-efficient and attractive. (+25pt letter spacing)

The Solar Decathlon Europe is an award-winning programme that challenges university Teams to design, build and operate solar-powered dwellings that are cost-effective, energy-efficient and attractive. (+25pt letter spacing)

THE SOLAR DECATHLON EUROPE IS AN AWARD-WINNING PROGRAMME (+50PT LETTER SPACING)

correct use of typographic palettes cont.

- Rationné is the preferred type style for both headlines (titles) and or subtitles.
- Mrs. Eaves XL Serif Narrow or Mrs. Eaves XL Serif Narrow Bold is recommended for body text.
- Museo Sans is recommended for charts, graphs, legends, footers, lists, and in some instances for short subtitles.

If reversing the type out of a tone is required, in a type size smaller than 10pt, the bold version should be used. This will closely suggest the visual appearance of Mrs. Eaves XL Serif Narrow Regular. The italic styles should be used sparingly to emphasise or highlight information. It is important to use adequate leading when using this typeface.

The attached chart defines the recommended leading for a number of type sizes. The chart is meant to serve as a guide and the leading should be adjusted according to the needs of a given situation.

sde

36pt / 36pt

intrepid responsible ingenious

22pt / 24pt

- **the solar decathlon europe!**
- **an award-winning programme!**
- **challenging university teams!**
- **design, build & operate cost-effective, energy-efficient, attractive innovative dwellings!**

9pt / 12pt

- winner of the competition!
 - best blend of affordability, consumer appeal & design excellence
- 6pt / 8pt

RAISONNE TYPE SIZE	LEADING
less than 7pt	+2pt
7pt to 10pt	+3pt
11pt to 17pt	+2pt
18pt to 32pt	+2pt
greater than 32pt	+0pt

SDE

36pt / 36pt

intrepid responsible ingenious

24pt / 24pt

The Solar Decathlon Europe is an award-winning international Competition event that challenges university Teams to design, build and operate innovative dwellings that are cost-effective, energy-efficient and attractive.

10pt / 12pt

The winner of the Competition is the Team that best blends affordability, consumer appeal and design excellence with optimal energy production and maximum efficiency.

6pt / 8pt

MRS EAVES XL SERIF NARROW TYPE SIZE	LEADING
less than 7pt	+1pt
7pt to 10pt	+2pt
11pt to 17pt	+1pt
18pt to 32pt	+0pt
greater than 32pt	+0pt

SDE

36pt / 36pt

intrepid responsible ingenious

24pt / 24pt

The Solar Decathlon Europe is an award-winning programme that challenges university Teams to design, build and operate innovative dwellings that are cost-effective, energy-efficient and attractive.

9pt / 12pt

The winner of the Competition is the Team that best blends affordability, consumer appeal and design excellence with optimal energy production and maximum efficiency.

6pt / 8pt

MUSEO SANS TYPE SIZE	LEADING
less than 7pt	+2pt
7pt to 10pt	+3pt
11pt to 17pt	+3pt
18pt to 32pt	+3pt
greater than 32pt	+0pt

iii. colour

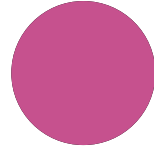
multiplicity of expression



correct use of colour palette

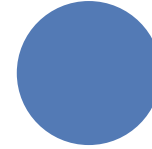
The SDE logotype colours are indicated in this graphic chart. They are to be used for any printed material where the logotype appears. When used in combination with full colour photography, these colors should be used cautiously, to prevent overpowering images. The colors should never be used as tints. Whether printing on coated or uncoated paper or other materials, be sure to match these colors to the approved PANTONE® coated alternatives. The five + black color & RGB & CMYK colours are listed in the chart.

The colors shown on this page and throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of PANTONE, Inc.



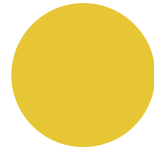
SDE PINK

CMYK	C4 M81 Y0 K0
RGB	227, 79, 150
HSL	330, 65, 89
WEB	#E34F96



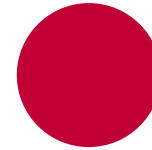
SDE BLUE

CMYK	C85 M40 Y3 K2
RGB	0, 124, 188
HSL	199, 100, 73
WEB	#007CBC



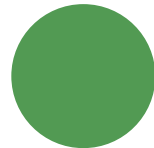
SDE YELLOW

CMYK	C1 M26 Y93 K0
RGB	251, 192, 7
HSL	45, 96, 18
WEB	#FBC007



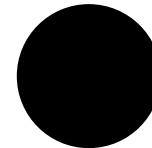
SDE RED

CMYK	C0 M97 Y83 K0
RGB	228, 26, 42
HSL	354, 88, 89
WEB	#E41A2A



SDE GREEN

CMYK	C82 M13 Y89 K1
RGB	15, 150, 74
HSL	145, 89, 58
WEB	#0F964A



SDE BLACK

CMYK	C100 M100 Y100 K100
RGB	0, 0, 0
HSL	0, 0, 0
WEB	#000000

correct use of colour & placement

The placement of the colours in the logotype must never change.

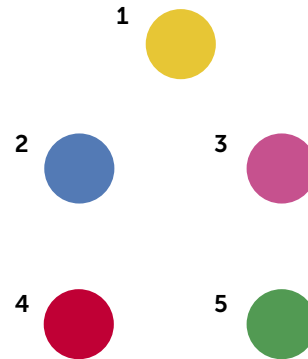
1 yellow

2 blue

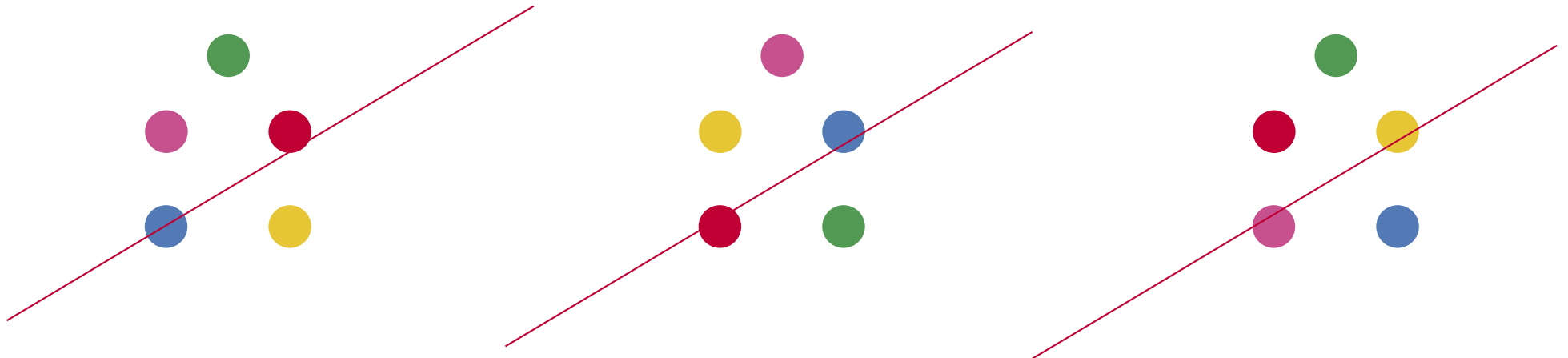
3 pink

4 red

5 green



solar
decathlon
europe



correct use of black & white logotype

white background

Against a white background the logotype may be shown in black or in color.

very light value background

Against a very light background, the logotype may be shown in black or in color.

black or very dark value

Against a black or very dark color background, the logotype should always be shown in white.

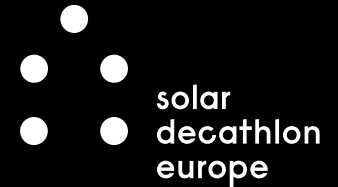
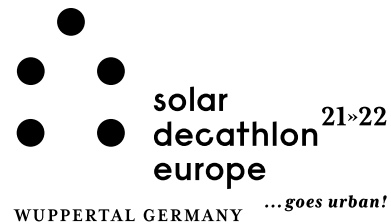
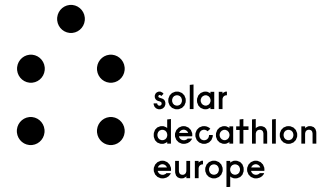
sde21»22 wuppertal logotype

black or very dark value

Against a black or very dark color background, the logotype should always be shown in white, without the tagline, including optical correction for typographic legibility.

See chapter viii _ packaged tools and files (p.67).

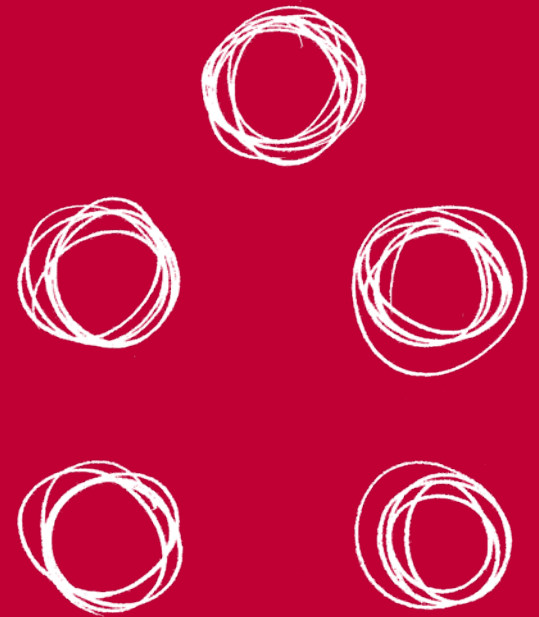
Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



iv. no go zones

a. sde chart rules

creativity, play, research

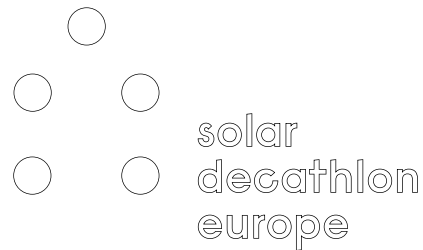


side rules

The SDE logotype is designed to be shown free-standing horizontally, ideally against a solid neutral background. The effectiveness of the logotype depends on consistent correct usage.

In certain circumstances, the logotype can be superimposed on a photographic image; these instances are under exclusive management of the EEF.

The examples shown below illustrate some incorrect uses of the logotype.



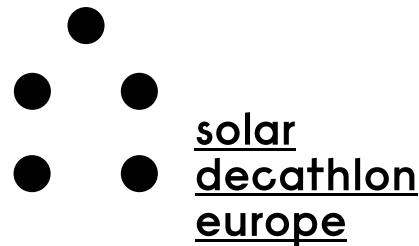
The typography of the logo must never be outlined.



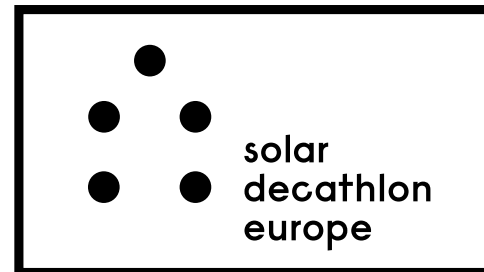
The logotype must never be broken by a superimposed pattern.



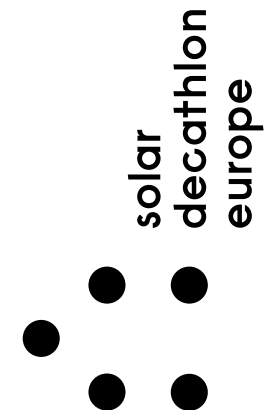
The logotype must not be distorted in any way.



The logotype typography must never be underlined.



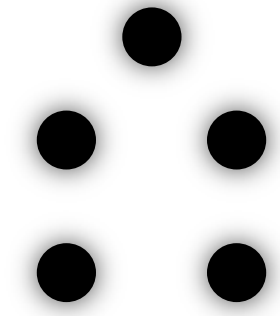
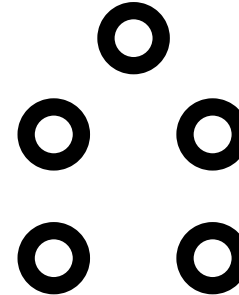
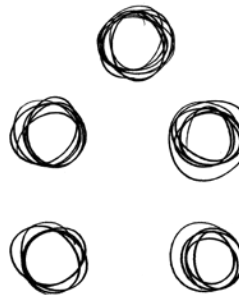
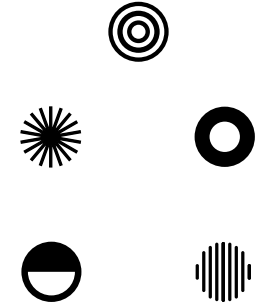
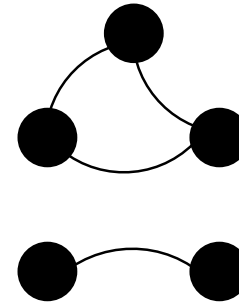
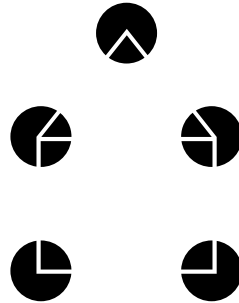
The logotype must never be placed within another solid shape.



The logotype must never be shown on a vertical axis.

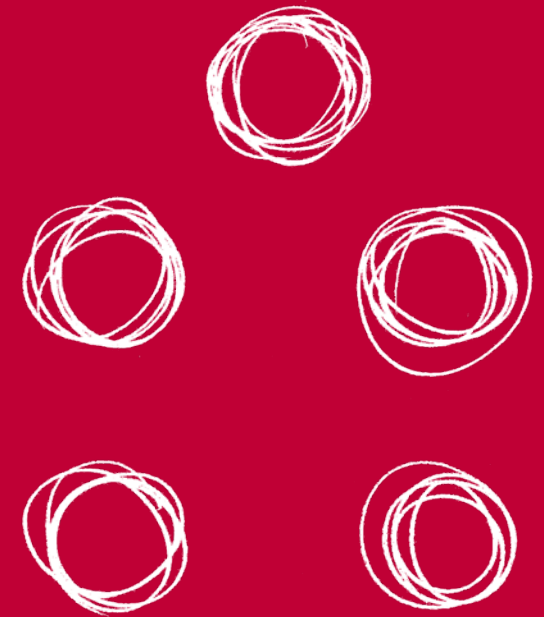
logo games

Please note that design interpretation using the SDE logotype such as those in the accompanying images are under exclusive management of the Energy Endeavour Foundation. Host cities may request to deploy the design interpretations upon verification with the EEF.



iv. no go zones

b. sde21»22 wuppertal chart rules



creativity, play, research

logotype

The SDE logotype is designed to be shown free-standing horizontally, ideally against a solid neutral background. The effectiveness of the logotype depends on consistent correct usage.

In certain circumstances, the logotype can be superimposed on a photographic image; these instances are under exclusive management of the Energy Endeavour Foundation.

The examples of incorrect usage shown on page 33 are also applicable for the SDE21»22 logotype Wuppertal.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



The placement of the tagline must never change.



The placement and /or size of the numerical must never change.



The numerical must never be removed.



The way the postponement is communicated in the numerical (21»22) must never change.

logotype cont.

The short version of the SDE21»22 logotype is designed to be shown free-standing and horizontally, ideally against a solid neutral background. The effectiveness of the logotype depends on consistent correct usage.

In certain circumstances, the logotype can be superimposed on a photographic image; these instances are under exclusive management of the Energy Endeavour Foundation.

The examples of incorrect usage shown on page 33 are also applicable for the SDE21»22 logotype Wuppertal.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



Do not integrate the tagline within the short version of the logo.



The placement and /or size of the numerical must never change.



The numerical must never be removed.



The way the postponement is communicated in the numerical (21»22) must never change.

business card & letterhead

The SDE logotype is designed to be used carefully on various support materials and in specific situations.

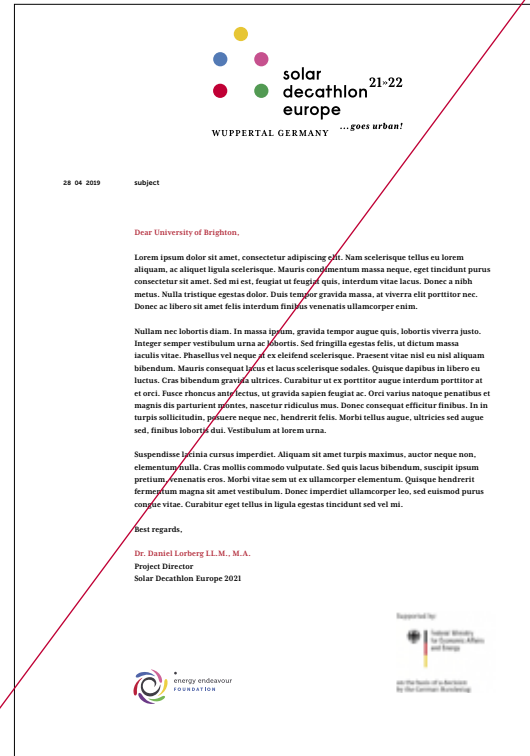
See pages 46 and 48 for correct use on businesscards and letterhead.

The examples of incorrect usage shown on page 33 are also applicable for the SDE21»22 logotype Wuppertal.

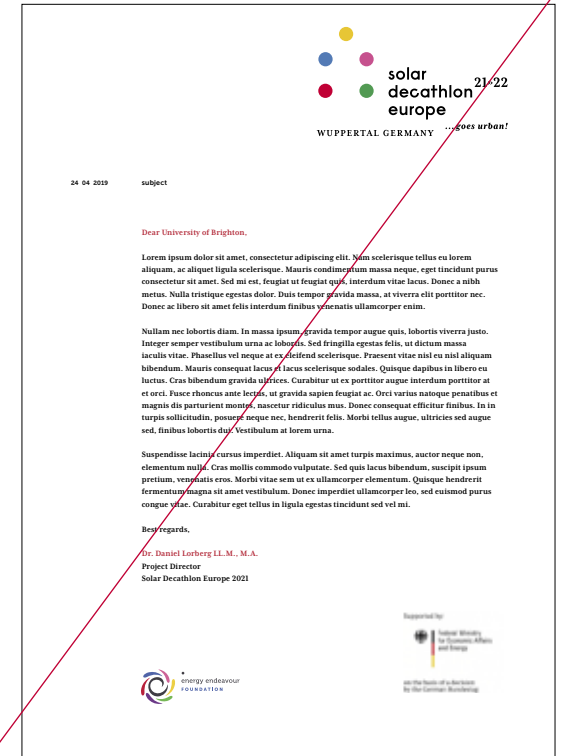
Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



The business card will never be vertical.



The SDE21»22 logotype will never be used in the center or on the right side of a letterhead, document cover, or other kind of page.



no go poster

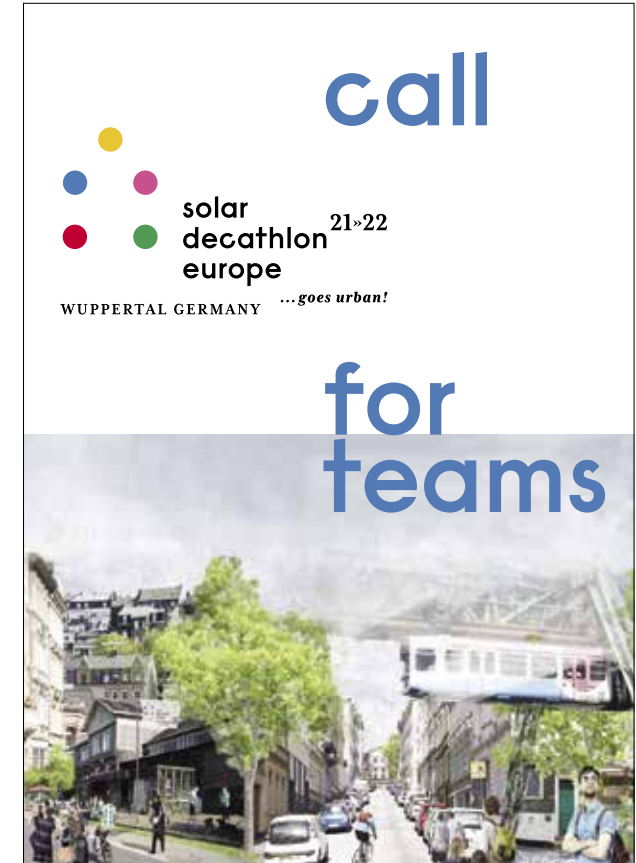
The SDE logotype is designed to be used carefully on various support materials and in specific situations. In a poster situation, the SDE21»22 logotype must never be centered and never be incorporated into a title.

The examples of incorrect usage shown on page 33 are also applicable for the SDE21»22 logotype Wuppertal.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



The SDE21»22 logotype shall never be centered, nor incorporated into a title. A clear amount of space must remain around the logo.



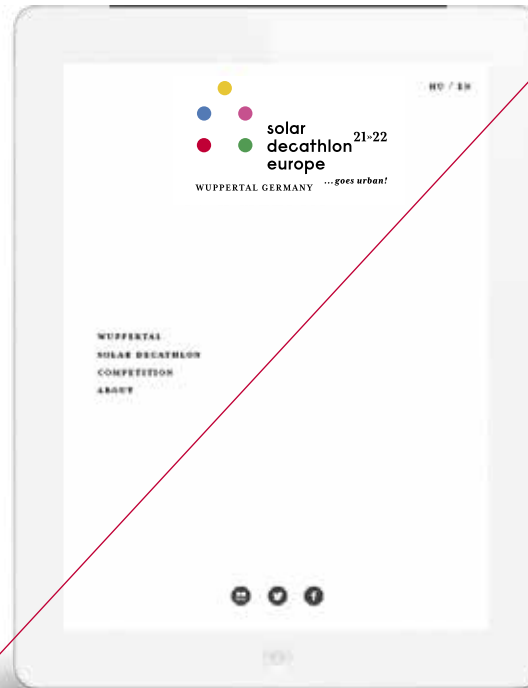
This would be a correct way of displaying the logo in combination with a title.

header web & digital design

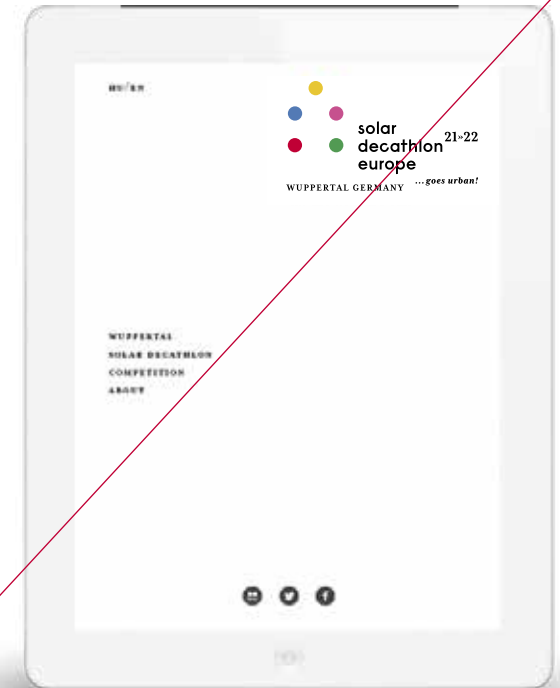
The SDE logotype is designed to be shown free-standing horizontally against a solid neutral background. The effectiveness of the logotype depends on consistent correct usage.

The examples of incorrect usage shown on page 33 are also applicable for the SDE21»22 logotype Wuppertal.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



The SDE21»22 logotype must never be centered.

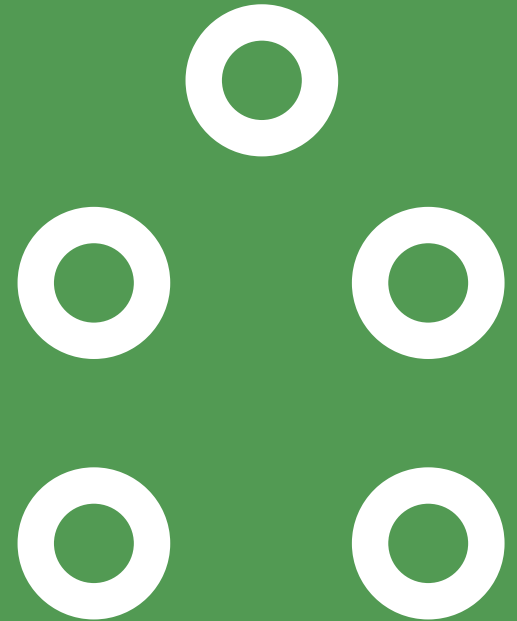


The SDE21»22 logotype must never be placed on the right of the picture plane.

v. application & recommendations

a. recommendations sde design principles

industrial component

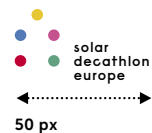
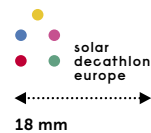


minimum size

The minimum width for the root SDE logotype in print applications is 18mm. The minimum width for the short SDE logotype in print applications is 10mm (see page 8 on the use of small-scale logos).

The minimum width for screen applications is 50 pixels for the root logo and 23 pixels for the short logo.

When using the small-scale logotype, for example on small promotional items such as a usb key, please use a reproduction method that will preserve the integrity of the logotype.



initial print publications

In September 2015, the SDE Council of Experts was invited to exhibit & exchange with European stakeholders in today's energy challenges at the SET-Plan Conference in Luxembourg. An SDE brochure and poster were produced for this forum on energy system transformation; supported by the European Commission, the conference's agenda included topics on research, innovation, competitiveness and European energy policy.

Please note: While design interpretations using the SDE logotype such as those used in the accompanying images are permitted, such explorations are under exclusive management of the EEF; designers are requested to verify such creative extrapolations with the EEF.

The logotype can only be used flush right in the specific instance of a design approach or a conclusive signature.



quality control

The poster in situ, in which printing quality is key; careful attention must be paid to appropriate paper selection, weight, finish or coating. Imagery and graphics must be in highest possible resolution for optimal legibility and visual quality. All print materials must be signed off with a BAT (bon à tirer) before going to press.

Please note: While design interpretations using the SDE logotype such as those used in the accompanying images are permitted, such explorations are under exclusive management of the EEF. Host cities may deploy design interpretations upon request and verification with the EEF.

The logotype can be used flush right in the specific instance of a design approach or a conclusive signature.

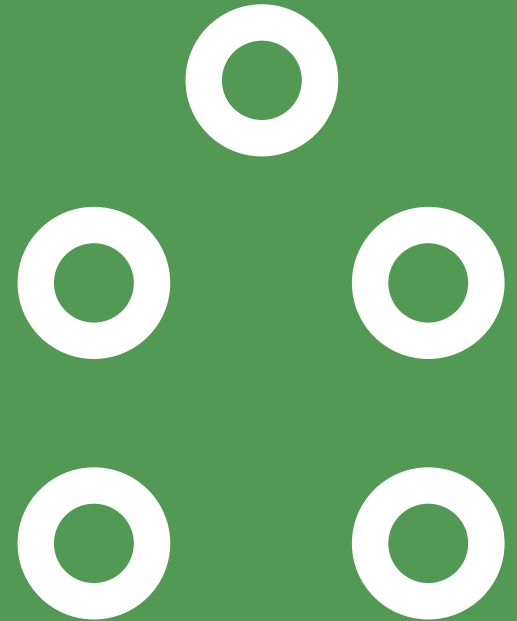
ONLY PERMISSABLE UPON APPROVAL FROM THE ENERGY ENDEAVOUR FOUNDATION



v. application & recommendations

b. recommendations sde21»22 wuppertal principles

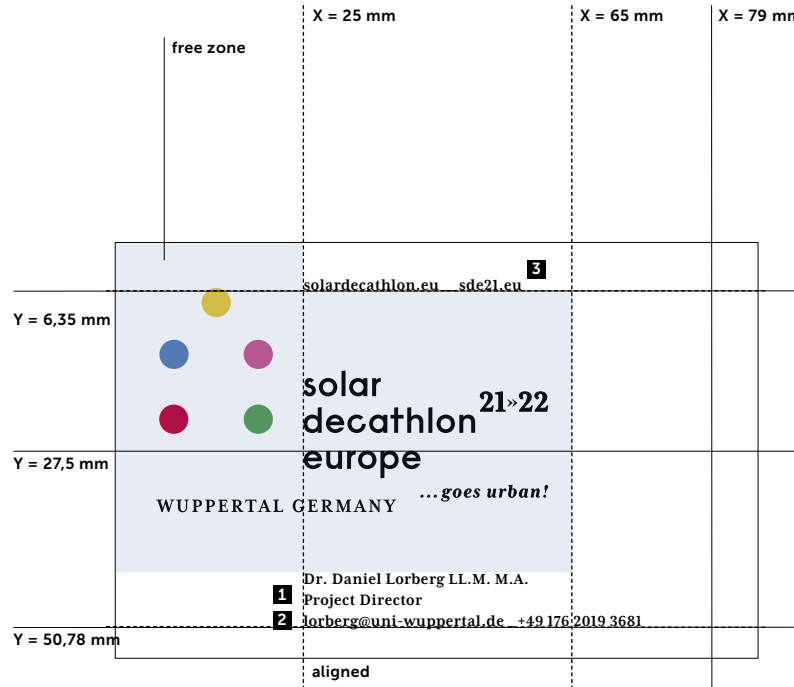
industrial component



business card

The free zone is an area where nothing interferes with the logotype.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



format business card
55 x 85 mm

1 name & role

Mr Eaves XL Serif Narrow OT
bold / 6,5pt / leading 9pt /
letter space 20

2 contact

Mr Eaves XL Serif Narrow OT
bold / 6,5pt, 6,25pt for
numbers/ leading 9pt /
letter space 20

3 website

Mr Eaves XL Serif Narrow OT
bold / 6,5pt, 6,25pt for
numbers/ leading 9pt /
letter space 20

email signature

The free zone is an area where nothing interferes with the logotype.

For email signatures, the version of the full logotype as well as the abbreviated version may be used. The recommended minimum size for the logotype graphic for email signatures is 163 x 94 pixels.

Emails can be sent and read as plain text or html. In the case of plain text, a default font is chosen by the computer. It is not possible to embed fonts in email signatures. In this example, the recommendation indicates which elements in the signature should be written in bold, and which elements should be written in regular.

1 name & role	2 contact/ disclaimer	3 website links
Bold	Regular	Bold

--

1 **Dr. Daniel Lorberg LL.M., M.A.**
Project Director of Solar Decathlon Europe 2021


2 M: +49 176/20193681
E: lorberg@uni-wuppertal.de


School of Architecture and Civil Engineering
and Center for Transformation Research and Sustainability (TransZent)

University of Wuppertal
Pauluskirchstrasse 7, HA 16
42285 Wuppertal

3 **www.sde21.eu**
solardecathlon.eu/call-for-teams_-sde21_-goes-urban
www.uni-wuppertal.de

free zone



 **BERGISCHE
UNIVERSITÄT
WUPPERTAL**

2 This e-mail contains confidential and/or privileged information.
If you are not intended recipient (or have received this e-mail in error) please notify
the sender immediately and destroy this e-mail. Any unauthorised copying,
disclosure or distribution of the material in this e-mail is strictly forbidden.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including the tagline) must be used as follows, with the aligned branding as indicated on pages 11 to 16.

letterhead

The free zone is an area where nothing interferes with the logotype.

This letterhead is meant for internal and external communication.

This includes the EEF logo.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



There are six steps from the city name on the logotype to the first line of text.

1 date

Raisonné demibold / 8pt / letter space 25

2 body text

Mr Eaves XL Serif Narrow OT bold (for name) / regular (for text) / 10pt / leading 14pt

3 contact / website

Museo Sans 700 / letter space 30 (for company name) 300 / letter space 0 (for contact info) / 8pt / leading 14pt

cover dossier

For covers of any dossier, the version of the full logotype, as well as the short version, may be used. The main title must be written on 1 to 3 lines.

The EEF logotype must appear as indicated.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21>22. Therefore, all instances of the SDE21>22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



There are eight steps from city name on the logotype to the first line of the title, and five steps from the last line of the title to the first line of the subtitle.

1 date

Included in the logopack as 'logotype EEF support'.

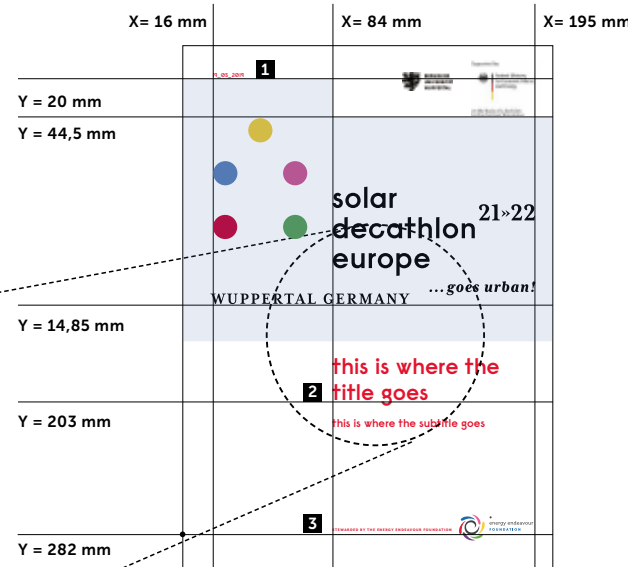
2 title & subtitle

Raisonne / demi-bold / 36pt / leading 36pt (title)
18pt / leading 36pt (subtitle)

3 line with support

Raisonne / demi-bold / 9 pt / leading 12 pt

format cover dossier
210 x 297 mm



example 1 : title on 2 lines



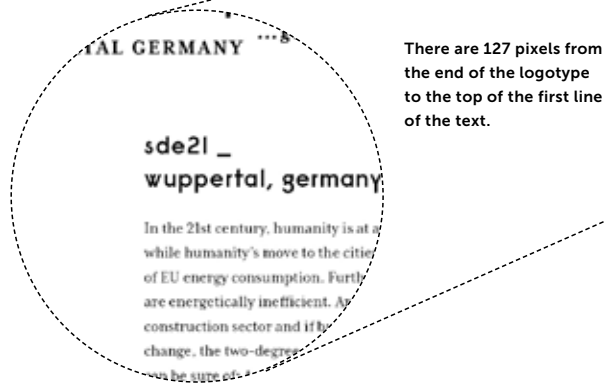
example 2 : title on 1 line

header (for web)

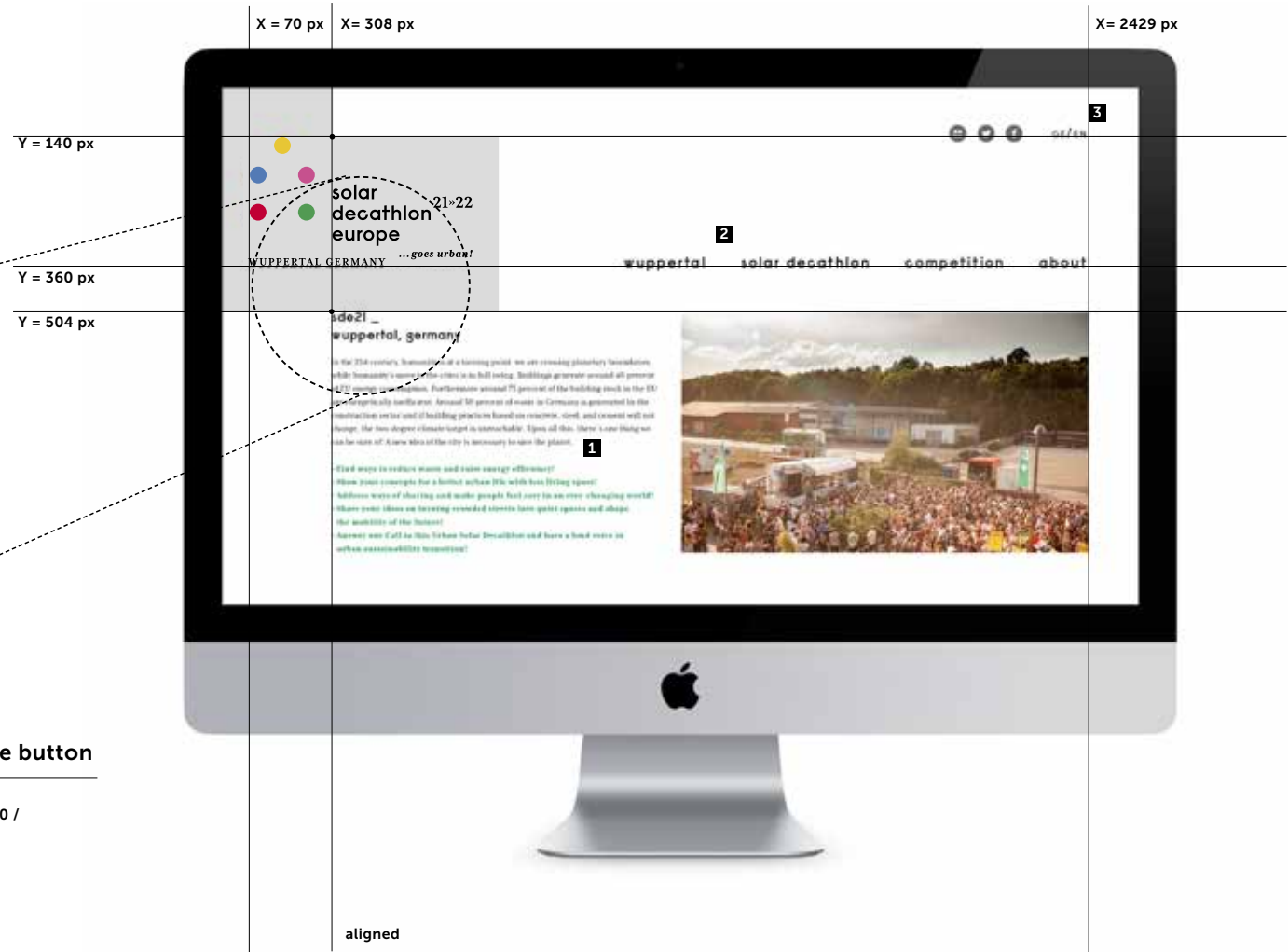
The SDE21»22 Wuppertal website must provide an English and German language switcher in order to allow visitors to select the language in which they wish to read the content. The buttons must not appear as flags. The example presented here suggests classic horizontal menu for clear legibility. In this design, we advise to align main texts to the 'Solar Decathlon Europe' text of the logo.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

format web based on 2570 x 1450 px



- 1 text**
Raisonne / demibold (for title)
Mr Eaves XL Serif Narrow OT (for body text)
- 2 menu**
Raisonne / demi-bold
- 3 language button**
Museo Sans / 700 / small caps



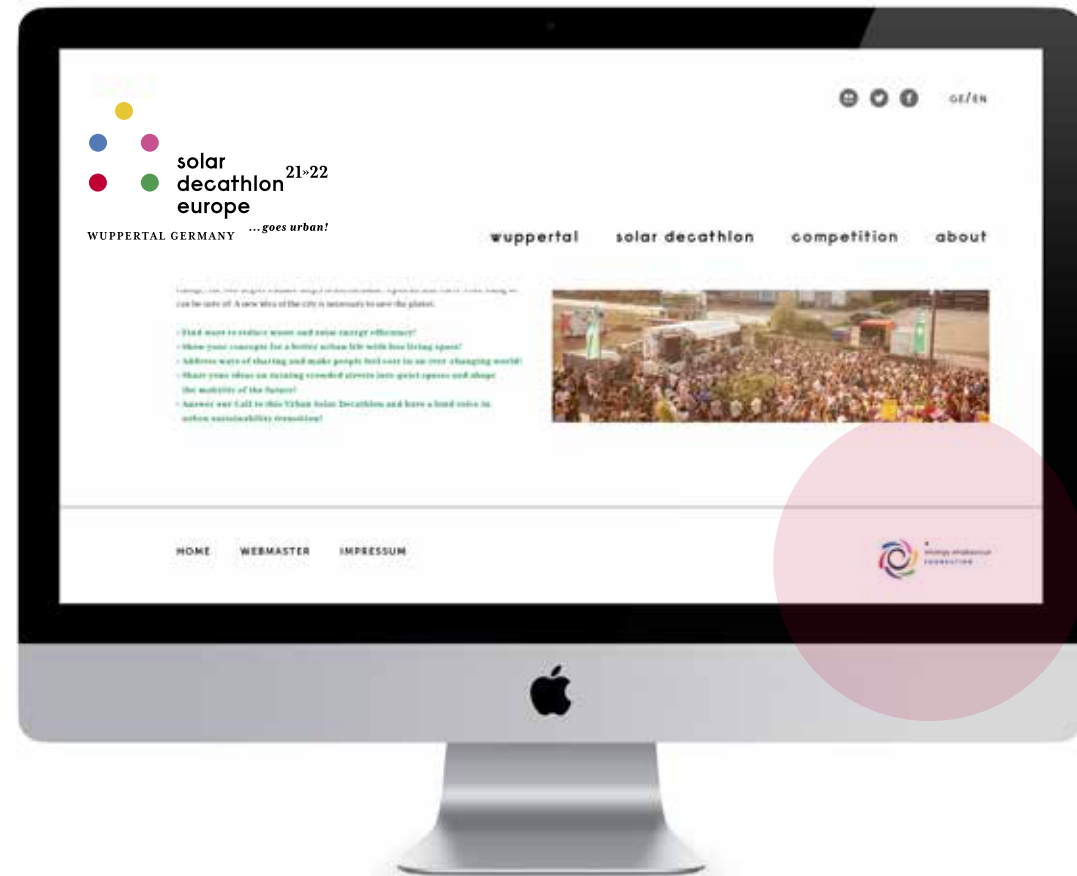
aligned

footer (for web)

The EEF logotype must appear as a consistent partner on all communications materials.

Please note: The EEF logo must be systematically applied on all fundamental communications materials.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

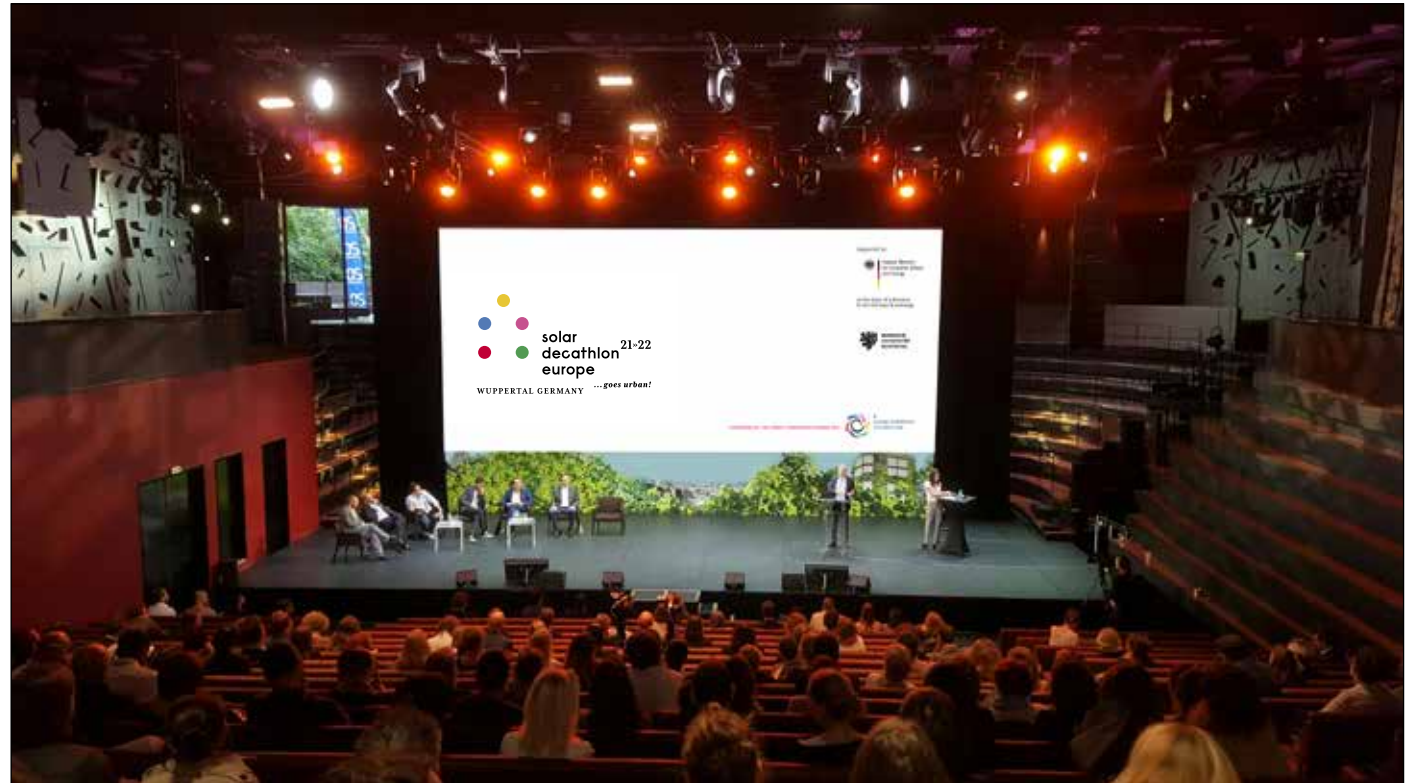


projection examples

In a projection situation, the consortium of logotypes associated to the SDE21»22 Wuppertal logotype can be aligned vertically.

The creative and art direction for fundamental steps in the Competition's communication programme (print, digital and multimedia, signage, stage design) must be approved by the EEF.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



projection examples cont.

In a projection situation, the consortium of logotypes associated to the SDE21»22 Wuppertal logotype can be also aligned horizontally.

The creative and art direction for fundamental steps in the Competition's communication programme (print, digital and multimedia, signage, stage design) must be approved by the EEF.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



promotionals example

It is recommended to use the logotype with its tagline as often as possible. However, it is possible to use the SDE21»22 logotype using the liberal deployment of the tagline (see page 14).

Separating the logotype's different components is possible in the context of a communication programme / platform / action where all elements are visible.

The creative and art direction for fundamental steps in the Competition's communication programme (print, digital and multimedia, signage, stage design) must be approved by the EEF.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



signage example

The art direction for fundamental steps of the Competition's communication programme (print, digital and multimedia, signage, stage design) must be approved by the Energy Endeavour Foundation.

Please note: Design interpretations using the SDE logotype such as those used in the accompanying images are under exclusive management of the Energy Endeavour Foundation. See page 34, 43 and 44.



vi. eef logotype principles



burst of energy

logotype

The EEF logotype consists of a symbolic element and a typographic element. These two elements cannot be disassociated from each other, and may therefore not be used separately.

The logotype should only be reproduced using the electronic artwork and should not be redrawn or altered in any way.

When the logo is resized it must always be done proportionally to its original size.

The minimum size of the logo is when the height of the symbolic element is 13mm.



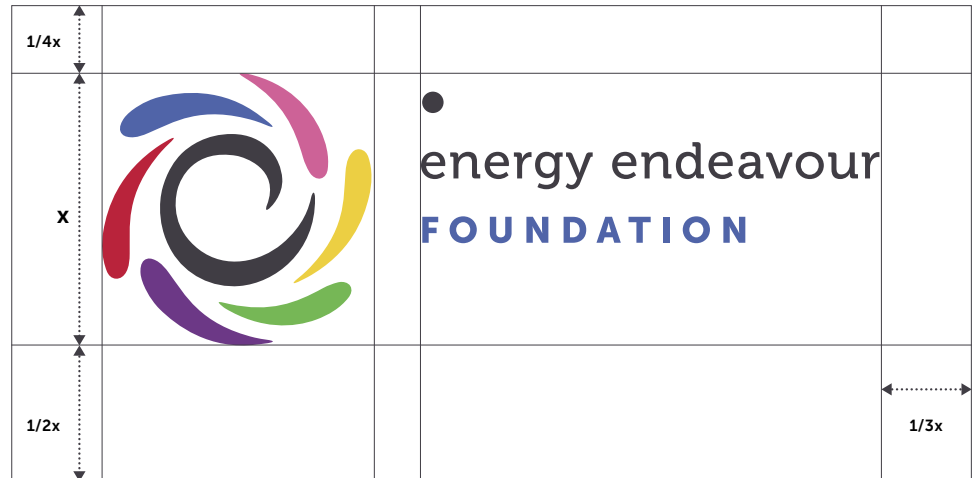
clear space

To protect the strength and integrity of the EEF logotype, a clear space area, free of all other logos, text or other graphic elements, should be maintained.

In the examples, x equals the height of the electronic artwork. The clear space is a proportion of x .

- The minimum clear space above the electronic artwork is $1/4$ of x .
- The minimum clear space below the electronic artwork is $1/2$ of x .
- The minimum clear space to the left and to the right of the electronic artwork is $1/3$ of x .

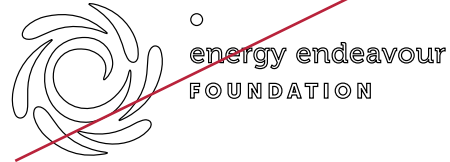
The clear space between the artwork and the typographic identity is $1/6$ of x and will decrease or increase proportionately in size.



do & don't

The EEF logotype is designed to be shown free-standing, horizontally, against a solid neutral background. The effectiveness of the logotype depends on consistent correct usage.

The examples shown here illustrate some incorrect uses of the logotype.



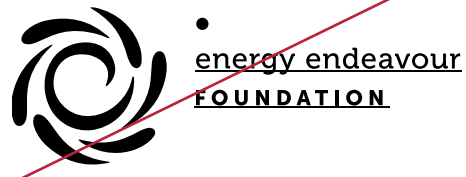
The typography of the logo must never be outlined.



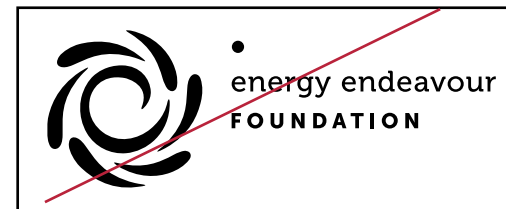
The logotype must never be broken by a superimposed pattern.



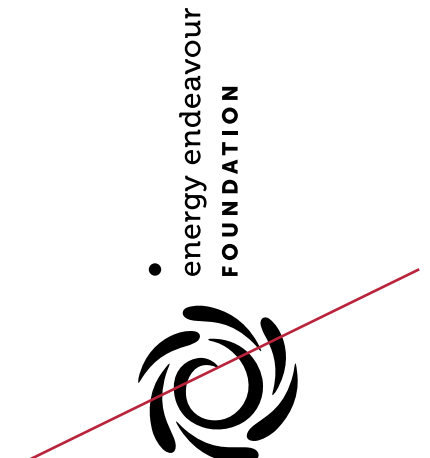
The logotype must not be distorted in any way.



The logotype typography must never be underlined.



The logotype must never be placed within another solid shape.



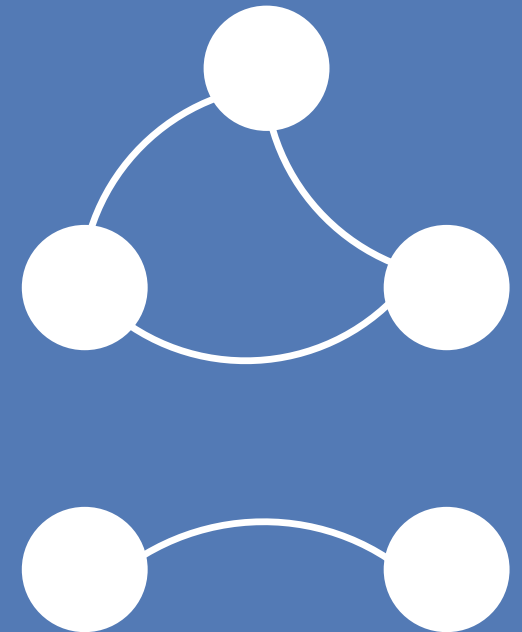
The logotype should never be shown on a vertical axis.

vii. co-branding principles for teams

Dissemination material and general communications actions will require high-level editorial content and graphic design; it is highly recommended to invite students majoring in visual communication onto the sde teams.

Please note: since the new government has come into place in Germany in 2021, the original name of 'Federal Ministry of Economic Affairs & Energy (BMWi)' has been changed to 'Federal Ministry of Economic Affairs & Climate Action (BMWK)'. Please replace the previous logo with the updated logo in all relevant documents and on your Team website. The updated logo files can be found on the WAT, under: 'Rules and related documentation/01_Official Documents/05_Logos and Graphic Brand Manual'.

another dance, another move



co-branding configurations

All communication materials produced by or in collaboration with the Teams, before, during, and after the Competition, must refer prominently to the project as the **Solar Decathlon Europe 2021 (in 2022) in Wuppertal** or **SDE21»22**, **SDE21/22** or **SDE21 (in 22)**. This includes all the materials and / or means in which companies and / or institutions refer to their collaboration with one or more Teams by using their logo(s).

The SDE21»22 logo, Team logo, EEF logo, and the consortium (Bergische Universität Wuppertal & Federal Ministry for Economic Affairs and Climate Action) appear together as collaborative entities on the following communication materials:

- **Team websites**
- **Audiovisuals (video, projected presentation)**
- **Printed communication material (book, brochure)**

The following pages will explain when and how to use the brands in collaboration with each other.

The SDE21»22 logos and the EEF logos can be downloaded here:

<https://solardecathlon.eu/sde-graphicchart-brandmanual-logos-download/>

The consortium logos will be provided upon request through the SDE21»22 WAT.

There are two main co-branding configurations:

1 SDE21»22 full logo / SDE21»22 short logo + Team logo

2 SDE21»22 full logo / SDE21»22 short logo + Team logo + EEF logo + consortium logos



2 SDE21»22 full logo / SDE21»22 short logo + Team logo + EEF logo + consortium logos

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

team website

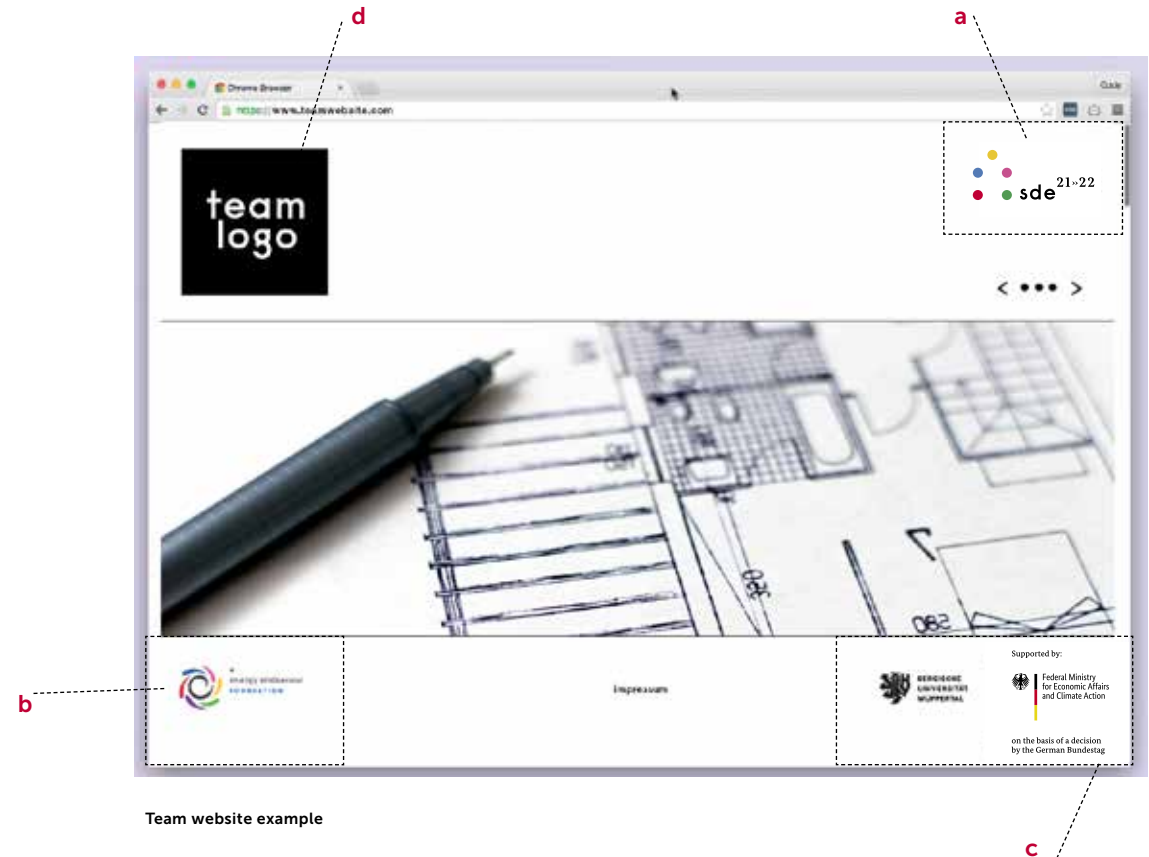
sde21»22 // team // eef // consortium logos
(when _ where _ how)

Teams may choose to use the original or short version of the SDE21»22 logo (a). Respect clear space rules for SDE21»22 logo (p. 15) and the EEF logo (p. 57) (b). The consortium logos (Bergische Universität Wuppertal & Federal Ministry for Economic Affairs & Climate Action) (c) must always appear together in this order. The Team logo can be incorporated into the website in any number of ways and proportions, depending on the design of said website (c).

Please note: The following disclaimer must appear either as a footnote or in impressum on websites, audiovisual, and printed communication material:

Responsibility for the information and views set out in this report / study / article / publication lies entirely with the authors.

Dissemination material and general communications actions will require high-level graphic design and editorial content; it is highly recommended to bring students majoring in visual communication onto the Team.



Team website example

audiovisual & projection

sde21»22 // team // eef //
consortium logos
(when _ where _ how)

Please note: For audiovisual communication material, the SDE21»22 logo, the EEF logo, and the consortium logos will be recognised collaboratively, in the order presented, in the credits.

Respect clear space rules for the SDE21»22 logo (p. 16) and the EEF logo (p. 58). The consortium logos (Bergische Universität Wuppertal & Federal Ministry for Economic Affairs & Climate Action) must always appear together in this order.

The Team logo can be incorporated in any number of ways and proportions.



Supported by:



on the basis of a decision
by the German Bundestag



video projection example

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

printed communication material

sde21»22 // team // eef // consortium logos
(when _ where _ how)

Team Poster

Unless indicated otherwise by the SDE21»22 Organisation, it is sufficient to co-brand a Team poster with the SDE21»22 logo alone.

Please note: Respect clear space rules for the SDE21»22 logo (p. 16). The Team logo can be incorporated into the printed communication material in any number of ways and proportions, depending on the design of said material. Shown here is an example of a poster.

Dissemination material and general communications actions will require high-level graphic design & editorial content; it is highly recommended to bring students majoring in visual communication onto the Team.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



poster example

printed communication material cont.

sde21»22 // team // eef // consortium logos
(when _ where _ how)

Team Brochure(s)

The Team brochure(s) (including press kit, press releases, project manual and project drawings) must always be co-branded using the SDE21»22 logo, the EEF logo, and the consortium logos (Bergische Universität Wuppertal & Federal Ministry for Economic Affairs & Climate Action).

Please note: For printed communication material (such as a booklet or brochure, see example), the SDE21»22 logo and the Team logo are represented together on the cover. The EEF logo, and the consortium logos, appear co-branded on the back cover.

Respect clear space rules for the SDE21»22 logo (p. 16) and the EEF logo (p. 58).

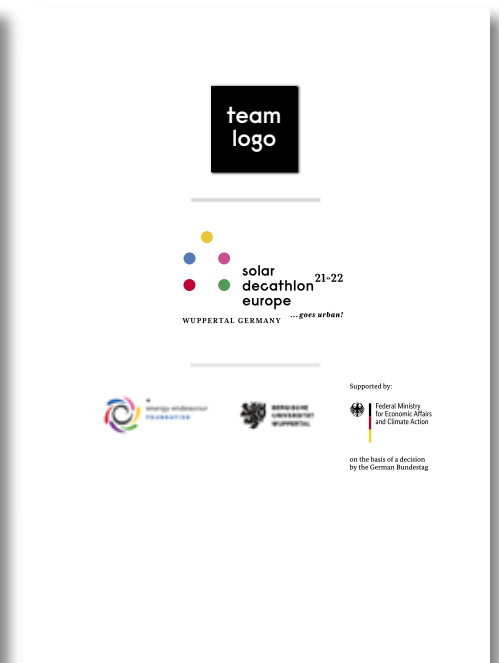
The consortium logos (Bergische Universität Wuppertal & Federal Ministry for Economic Affairs & Climate Action) must always appear together in this order. The Team logo can be incorporated in any number of ways and proportions.



booklet cover example



booklet back-cover example



page III (final back page) of folio in booklet example

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.

promotional material

sde21»22 // team
(when _ where _ how)

Team uniform

This example shows how to co-brand on a Team uniform:

- On the front part of Teams' uniforms (jacket, shirt, hat or other wearable item), only the combined version of the Team's logo and the SDE21»22's logo may be visible. One suggestion here is to place the SDE21»22 full logo on the front and the SDE21»22 short logo on the sleeve; see examples.
- On the back of Teams' uniforms (jacket, shirt, hat, or other wearable item), Team sponsor logos may be visible only if complying with the logos' rules requirements.
- A built-in clothing manufacturer logo may be visible on the front or back of the Team uniform, or on both.

Please note: Respect clear space rules for the SDE21»22 logo (p. 16). The Team logo can be incorporated into the printed communication material in any number of ways and proportions, depending on the design of said material.

Please note: the EEF and the consortium logos are not included on promotional material. For promotional material, simply co-brand the Team logo with the SDE21»22 logo. Teams may print their university and/or sponsors/supporters on their shirts, if they wish.

Please note: as the SDE21 has been postponed to 2022, the logotype has been adjusted to read SDE21»22. Therefore, all instances of the SDE21»22 logotype (including those instances with the tagline) must be used with the aligned branding as indicated on pages 11 to 16.



T-shirt front example:

SDE21»22 logo is mandatory and must appear on heart of t-shirts or other uniform articles.

It is possible to position the Team logo in another area on the front of the uniform article.



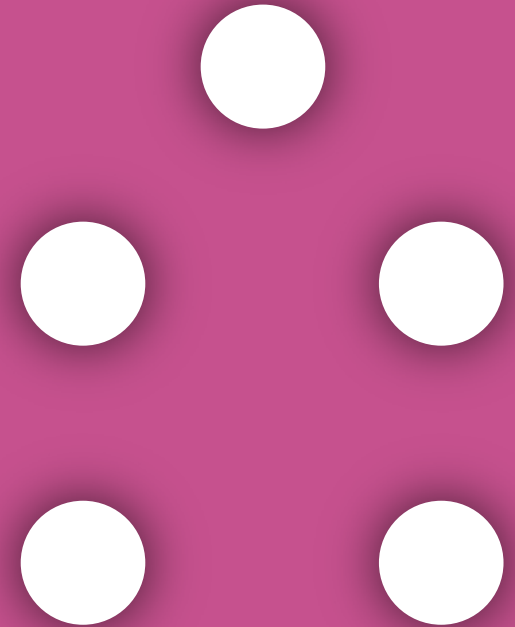
T-shirt sleeve example:

SDE21»22 short logo (for legibility), no tag, on sleeve, optional.

Dissemination material and general communications actions will require high-level graphic design and editorial content; it is highly recommended to bring students majoring in visual communication onto the Team.

viii. packaged tools & files

brilliant sun, transparent facet



sde21»22 wuppertal packaged tools & files

The following files are available for download through the Solar Decathlon Europe website on the 'SDE downloads' sub-menu of the 'info' menu.

<https://solardecathlon.eu/sde-graphicchart-brandmanual-logos-download/>

- LOGOTYPES CMYK / MEDIUM & SMALL / FULL, SHORT & SHORTEST / VERSIONS JPEG, EPS, PDF
- LOGOTYPES RGB / MEDIUM & SMALL / FULL, SHORT & SHORTEST / VERSIONS PNG, JPEG, EPS, PDF
- LOGOTYPES BLACK / MEDIUM & SMALL / FULL, SHORT & SHORTEST / VERSIONS PNG, JPEG, EPS, PDF
- LOGOTYPES WHITE / MEDIUM & SMALL / FULL, SHORT & SHORTEST / VERSIONS PNG, EPS, PDF

eef packaged tools & files

The following files are available for download through the Solar Decathlon Europe website on the 'SDE downloads' sub-menu of the 'info' menu and through the Energy Endeavour Foundation website on the 'downloads' sub-menu of the 'impact' menu.

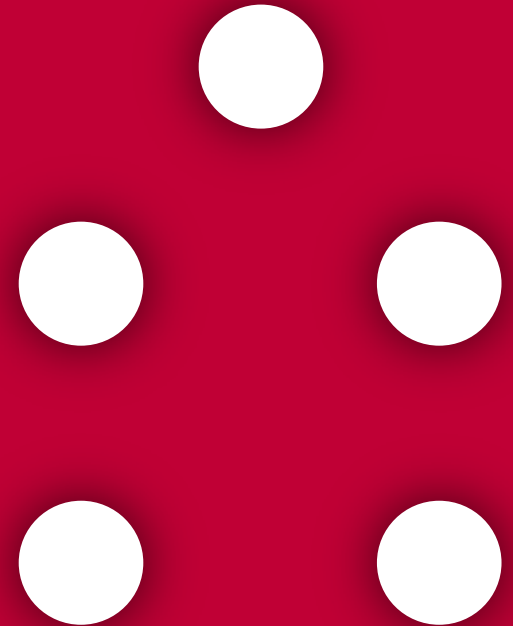
<https://solardecathlon.eu/sde-graphicchart-brandmanual-logos-download/>

<http://energyendeavour.org/mission/downloads/>

- LOGOTYPE CMYK / VERSIONS JPEG, EPS, PDF
- LOGOTYPE RGB / VERSIONS JPEG, EPS, PNG, PDF
- LOGOTYPE BLACK / VERSIONS JPEG, EPS, PNG, PDF
- LOGOTYPE ANTHRACITE / VERSIONS JPEG, EPS, PNG, PDF
- LOGOTYPE WHITE / VERSIONS EPS, PNG, PDF

ix. contact info, doe & eef support identities

brilliant sun, transparent facet



contact info

The Solar Decathlon Europe (SDE) is governed by the Energy Endeavour Foundation (EEF). A Netherlands-based non-profit business organisation, the EEF is endorsed by the U.S. Department of Energy (DOE) to steward the SDE. Custodian of the SDE rules and SDE brand, the EEF produces the European-wide SDE Call for Cities and its corresponding international SDE Call for Teams. Providing strategic SDE guidance, tools, systems, networks, data, branding, and complementary advisory and support, the EEF transfers project-specific knowledge and expertise to Host City Organisers, working collaboratively to ensure the continuity of the Solar Decathlon Europe, from one edition to the next.

For further information, please contact:

Louise Holloway,
Director, Energy Endeavour Foundation by email >
info@energyendeavour.org

Post can be sent to >

Energy Endeavour Foundation
Godelindeweg 62
1412HE Naarden

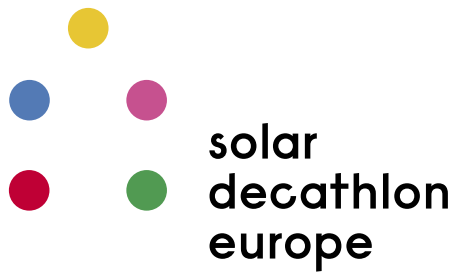
The Energy Endeavour Foundation supports the mandate, vision and objectives of the original U.S. Solar Decathlon, initiated by the U.S. Department of Energy.



Please note: the EEF logo must be systematically applied on all communications materials as indicated in this document.



GOVERNING BODY OF THE SOLAR DECATHLON EUROPE



SDE21»22 LOGOTYPE DESIGN & VISUAL COMMUNICATION _ GERALDINE LORIJN
SDE LOGOTYPE DESIGN KEVIN AUDRIC _ SIMÉON HUET _ BENJAMIN DUPONT
CREATIVE DIRECTION LOUISE HOLLOWAY