



## Style Guide for Energy.gov

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## Colors

Primary Green is used for attention grabbing instances such as headers or tool tips. Secondary green should be used sparingly as an accent.

Primary Blue should be used for interactive elements such as buttons and sliders. Secondary blue should be used to spotlight information and statuses.

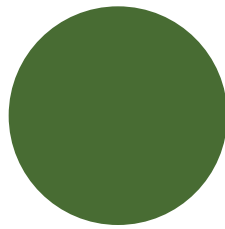
Primary and Secondary Interaction should be used for hypertext only.

Energy Red should be used in a very limited capacity to draw attention to urgent information or as a spot color.

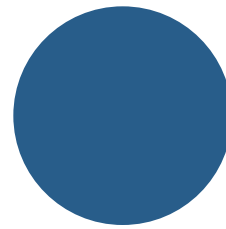
True Black should be used for small areas or text only. Off Black should only be used for areas of minor importance when Primary Black is inappropriate.

## Typography

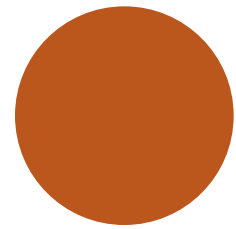
The only Typeface that is used within the site is Public Sans. Suggested variations within that are presented here. Typeface color should adhere to the color guide above.



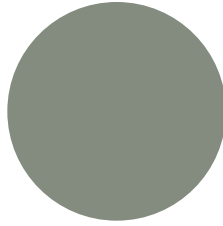
#486C33  
Primary  
Green



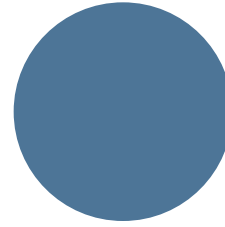
#285D8A  
Primary  
Blue



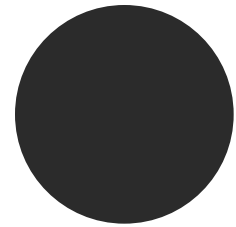
#BB561D  
Energy  
Red



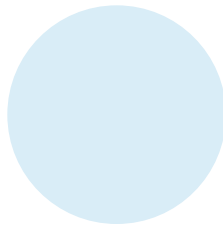
#848B7F  
Secondary  
Green



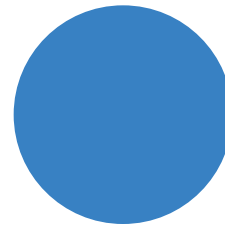
#4D7597  
Secondary  
Blue



#2B2B2B  
Off  
Black



#D9EDF7  
Primary  
Interaction



#3881C3  
Secondary  
Interaction

**H1 - Primary Headline - Bold 24px**

**H2 - Secondary Headline - SemiBold 18px**

**H3 - Tertiary Headline - Bold, 13px**

B1-Button-Regular, 16px

B2-Nav-Medium, 12px

B3-Learn more-Light, 14px

B4-Body-Light, 12px

## Images

Images should focus on the energy industry or depict people working with energy systems (scientists, engineers etc).

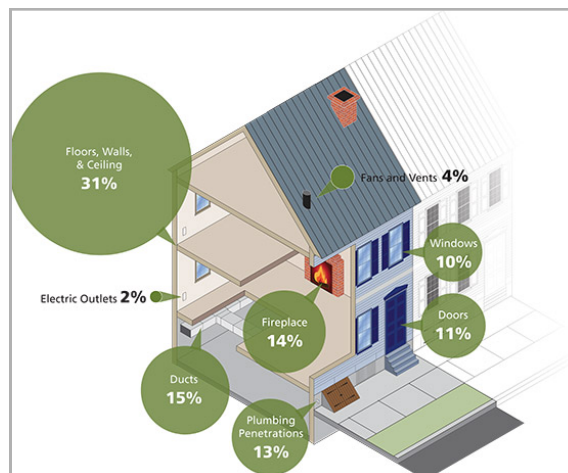


AVOID staged photos of people smiling for the camera or images that don't directly relate to energy.



## Graphic Elements

Graphics should use clean lines and colors. They should convey a clear message or be scientific in nature.



AVOID outdated or overly detailed elements that don't read well at a small size.

Clarity is key.



**Shield**

The Shield should always be presented as a single color within the website and other online outlets.



The traditional color Shield should only be included if present in other media or if in context alongside other department's iconography when they do likewise.



**Shield Colors**

- #0C2272 
- #FDB62D 
- #078255 

**Radio**



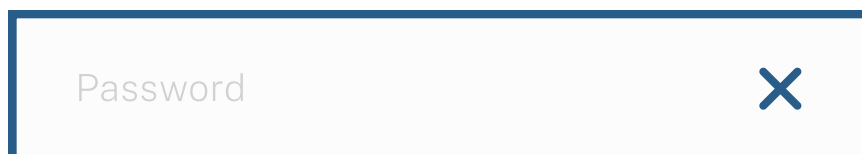
**Check boxes**



**Toggle**

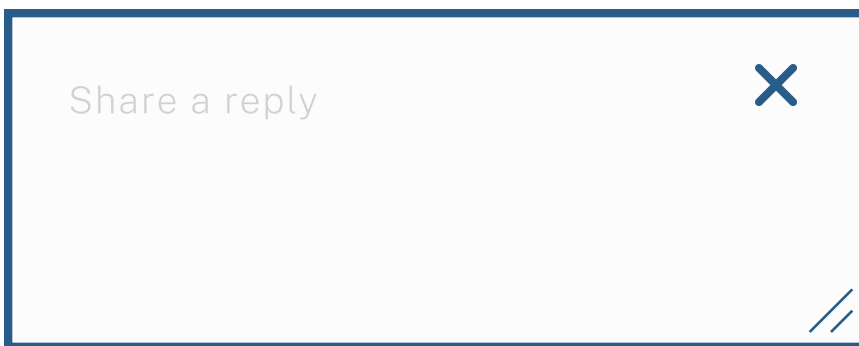


**Text / Password field**





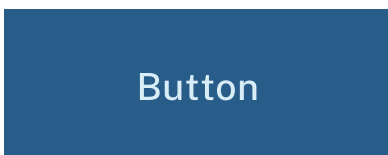
**Text Area**



**Search Field**

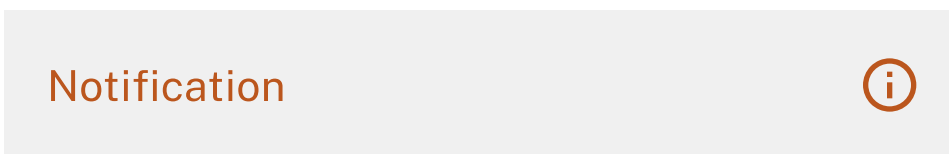


**Button**



**Notification**

Notification Typeface is always Energy Red for maximum impact.



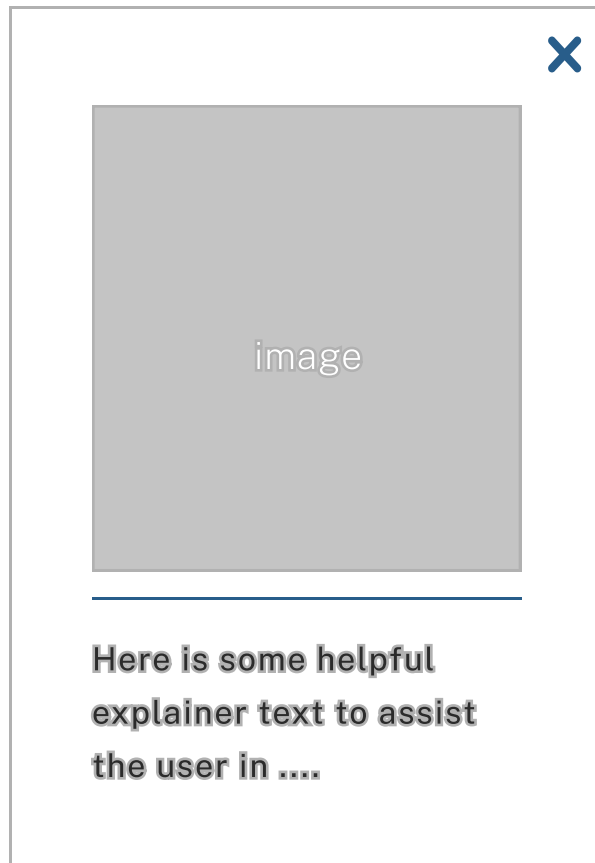
**Date / Time Picker**

**December 2021** ◀ ▶

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5



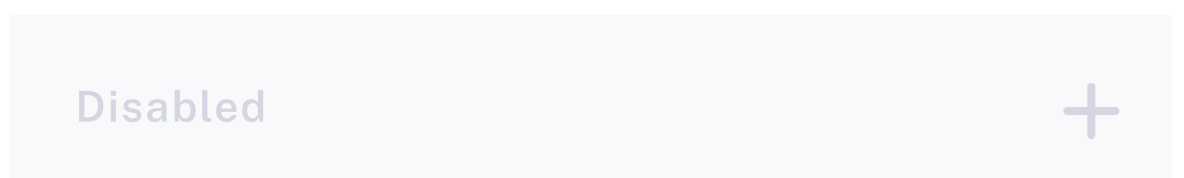
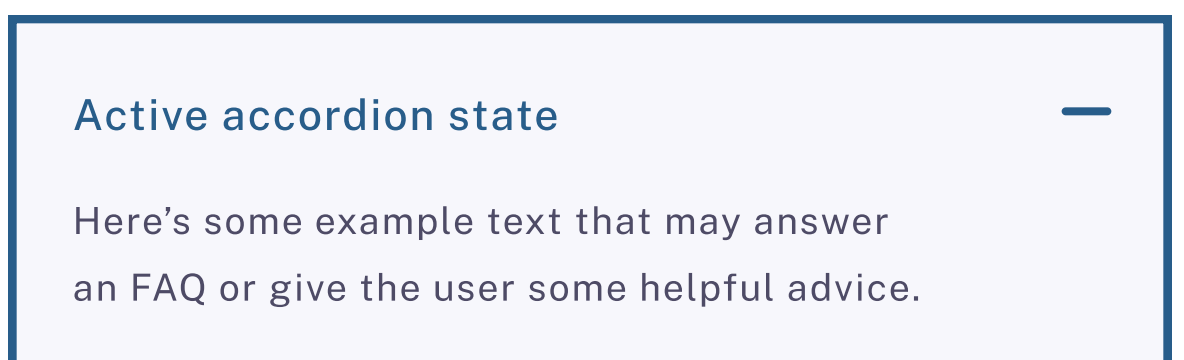
**Card**



**Drop Down**



**Accordion**



### **Breadcrumbs**

Public Sans 18 ExtraBold for current pages and Semibold for parent pages.

### **Tabs**

Public Sans 16pt Bold for current tab and Regular for other tabs.

### **Modal**

Blurring or darkening the background of Modals is strongly recommended.

### **Progress**

### **Tool Tip**

Public Sans Regular 14pt against Primary Green.

**Main Page / Sub Page One / Sub Page Two**

**Tab 1**

Tab 2

Tab 3

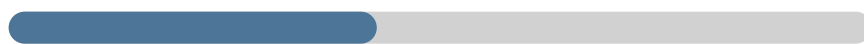


## **Welcome to Energy.Gov**

See all the new features we've added through our tutorial.

**See Tutorial**

Skip



Here is some helpful explainer text to assist the user in understanding how a certain feature works.

## Slider



## List (search results)

# Search Results

article

## Photo of the Week: Wheat and Wind

Check out our favorite energy related photos!

[Learn More](#)

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page

## History of Hydropower

Humans have been harnessing water to perform work for thousands of years. The Greeks used...

[Learn More](#)

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podcast

## Mars 2020, Part 1: Powered by Plutonium

NASA's Mars Perseverance Rover is loaded with technology developed by the Department of Energy, including...

[Learn More](#)



## Pagination

## Icons

Icons are presented in a single color choice to provide maximum contrast against background elements unless predetermined by other style guidelines.



## RWD for Desktop and Mobile

On Desktop or Tablet devices the dropdown navigation should be right justified just below the main banner image.

About, Contact and Social Media Icons should be right justified at the top of the page.

The Contact form should be a modal and should darken or blur the background.

The footer should contain address and phone number information on the left and links to umbrella government sites on the right.

Policy and Legal links should be listed on black at the very bottom of the footer.

On desktop when the window is less than 815px all header navigation, except for Search, will be transposed under a right justified hamburger icon (☰).

Mobile navigation is very similar to -815px wide Desktop with most navigation located within the hamburger.

The green banner is 89px high and excludes tagline text.

All footer text is left justified. Social media icons are located in the footer here as opposed to the top of the header in Desktop.

The Contact form is it's own page in Mobile and not a Modal.

