

**CEWD State Energy Workforce Consortia Website Branding Guidelines**

The following guidelines are intended for use by CEWD State Energy Workforce Consortia when developing websites that will not be hosted by CEWD.

* State Energy Workforce Consortia must use the official Get Into Energy [[state]] logo, preferably in top left corner, on materials produced to represent the consortium.
	+ Color palette of logo cannot be changed.
	+ Logo cannot be altered, or a different logo developed, without prior approval of CEWD.
* Website design must use primary colors from the GIE logo or main GIE website (blue, teal, orange, yellow):
	+ Teal: C82 M24 Y38 K2
	+ Blue: C100 M35 Y20 K0
	+ Orange gradient: C0 M50 Y100 K0
	+ Yellow gradient: C6 M0 Y90 K0
	+ Other colors can be used to accent the site if needed
* Websites must include links to the main GIE site, Troops to Energy Jobs site, and CEWD site. Options for placement include:
	+ Main site navigation
	+ Secondary navigation that matches the main GIE site navigation
	+ Within another section, such as ‘Partners/Alliances’, ‘Careers in Energy’, ‘About Us’
* Websites must Include a list of consortium members that links to their websites (can either be a text list of the member names, or images of member logos)
* Websites must Include an ‘About Us’ section (content might include governance structure, mission statement, executive leadership list, etc.)

For questions or additional clarification, please contact staff@cewd.org.

*March 2019*