



**ema**<sup>™</sup>

Accelerating the  
Clean Energy Transition

**BRAND GUIDELINES**

**Value Proposition**

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*Insights to accelerate a community-based, zero-carbon future.*

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# Imagery & Key Themes

*Insight*

*Value*

*Equity & Prosperity*

*Stability*



## Insight

- While energy sources and their impact vary considerably, so do the needs and makeup of the communities they power. Making the right energy decision for a community, and our future generations, has never been more critical.
- The Emerging Energy Market Analyses Initiative (EMA) is a multi-disciplinary collaboration of experts spanning energy, natural resource policy, social science, cultural studies, engineering, technology, economics, regulatory issues, and stakeholder engagement from leading institutions across the U.S.
- Our multi-disciplinary, market-based approach helps policy and other decision makers determine the true value of energy solutions for emerging markets by focusing on resilient, zero-carbon options that align with the cultural, equity and long-term energy needs of a community.
- The resulting insights and analyses provide unprecedented context to make the most informed decisions that recognize the true value of energy systems that are simultaneously resilient, cost-effective, low- or zero carbon, and societally fair and just.

## Value

- While public support for addressing climate change continues to grow, the primary focus has revolved around how communities, regions and countries should adopt clean energy technologies to avoid compounding the ongoing impacts and global population growth.
- While these elements are critically important, the conversations need to start by making a clear and compelling case for why each community should make this transition followed by what forms of clean energy are most viable.
- EMA's comprehensive analyses provide a market-specific blueprint that shows the true value of energy choices to inform decisions that are culturally- and regionally appropriate.
- These insights help improve decision making by determining the most appropriate and resilient energy approach which enhances the speed of deployment and helps communities reduce costs and gain efficiencies.
- By focusing on energy architectures that align with the social and economic needs of key partners, the U.S. will be able to collaboratively develop long-term energy infrastructures that reduce carbon output and leapfrog the traditional energy structures and barriers of developed markets.

## Equity & Prosperity

- Reliable energy sources provide a path to prosperity by creating access to new economic opportunities that weren't previously possible.
- In developing markets, establishing the best energy infrastructure can advance both the economic and social stability in a region by revamping existing and creating new industries, businesses and jobs.
- EMA provides the insights needed to chart a path for economic growth in-market and for those who provide both the innovation and support needed to build and sustain energy independence.
- As more and more markets determine their energy future with U.S. partnership, our experts can apply and expand American expertise and innovation to enhance our economic prospects.

## Stability

- EMA's holistic insights and analyses will enable the U.S. to continue, and further strengthen, its leadership in energy development and counsel to ensure economic growth and better geopolitical balance.
- By offering this depth of energy expertise, the U.S. will be able to strengthen key international partnerships and form new alliances that further enhance global security.
- As the U.S. and its allies develop new energy infrastructures, additional opportunities will emerge that bolster our international research leadership and innovation.
- Successful deployment and partnerships will serve as proof points for the U.S. and its Department of Energy, creating momentum for additional conversations and alliances to form, with the associated security and economic benefits.

# Logo Variations

Stacked Logo with Tagline



Stacked Logo with Name



Horizontal Logo with Tagline



Horizontal Logo with Name



# Logo Colors



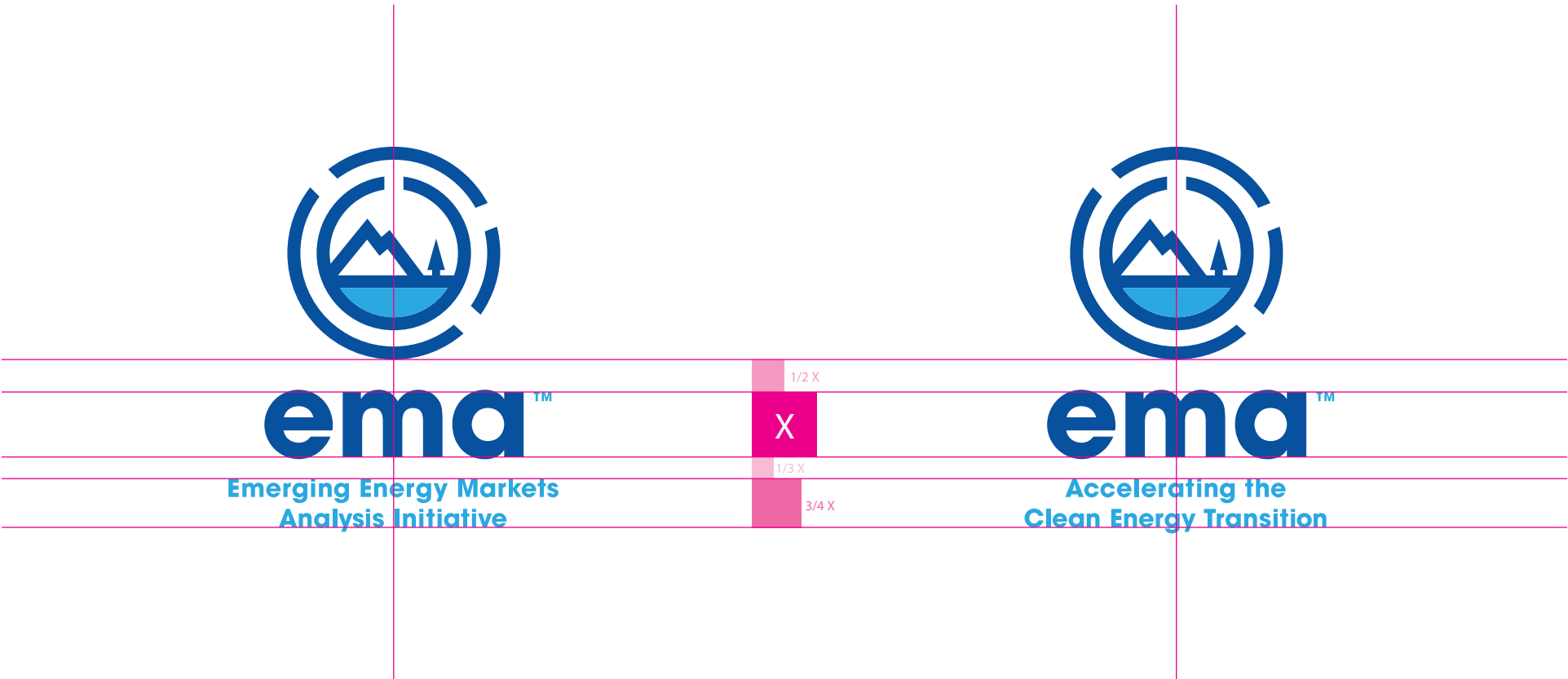
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**CMYK** 70/17/0/0  
**HEX** 2BA8E0



**RGB** 7/81/158  
**CMYK** 98/76/5/0  
**HEX** 07519E

# Stacked Logo Anatomy

- Please do not alter or change these proportions
- Please add adequate space around the logo when placing it near other objects
- Please do not alter the colors of the logo, unless using solid black or solid white







# Logo Applications



**SOLID BLACK**  
Applications where:  
-color is not available

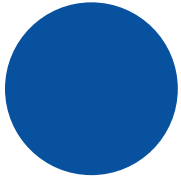


**SOLID WHITE**  
Applications where:  
-color is not available  
-the background is between 40%-100% in tone

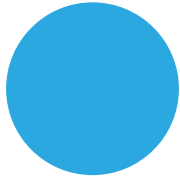


# Color Palette

## INL Colors



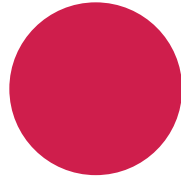
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**HEX** 07519E



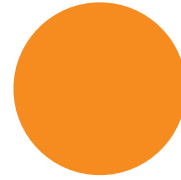
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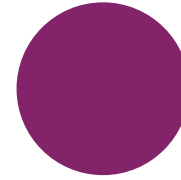
**RGB** 141/195/64  
**CMYK** 50/2/99/0  
**HEX** 8DC340



**RGB** 207/30/76  
**CMYK** 13/100/65/2  
**HEX** CF1E4C



**RGB** 246/140/32  
**CMYK** 0/54/98/0  
**HEX** F68C20

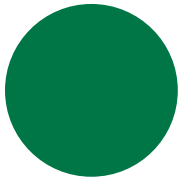


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**CMYK** 52/100/28/10  
**HEX** 83236A

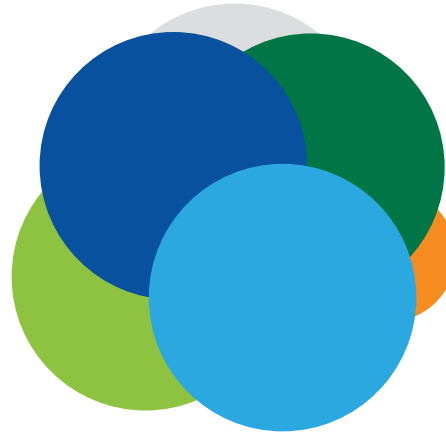


**RGB** 220/221/222  
**CMYK** 0/0/0/15  
**HEX** DCDDDE

## Additional Color for EMA



**RGB** 0/118/70  
**CMYK** 89/29/90/17  
**HEX** 007646



## Typography

### INL Font Collection

Please reference the fonts from the  
INL brand, for consistency across brands

INL's font family is  
Myriad Pro.

**Black**  
**Bold**

***Bold Italic***  
**Semibold**  
***Semibold Italic***  
*Italic*

Regular  
Condensed

**Semibold Condensed**  
***Semibold Condensed Italic***

**Bold Concensed**  
***Bold Condensed Italic***

**Black Condensed**  
***Black Condensed Italic***

Light  
Light Condensed  
*Light Condensed Italic*

Iconography (style example)

