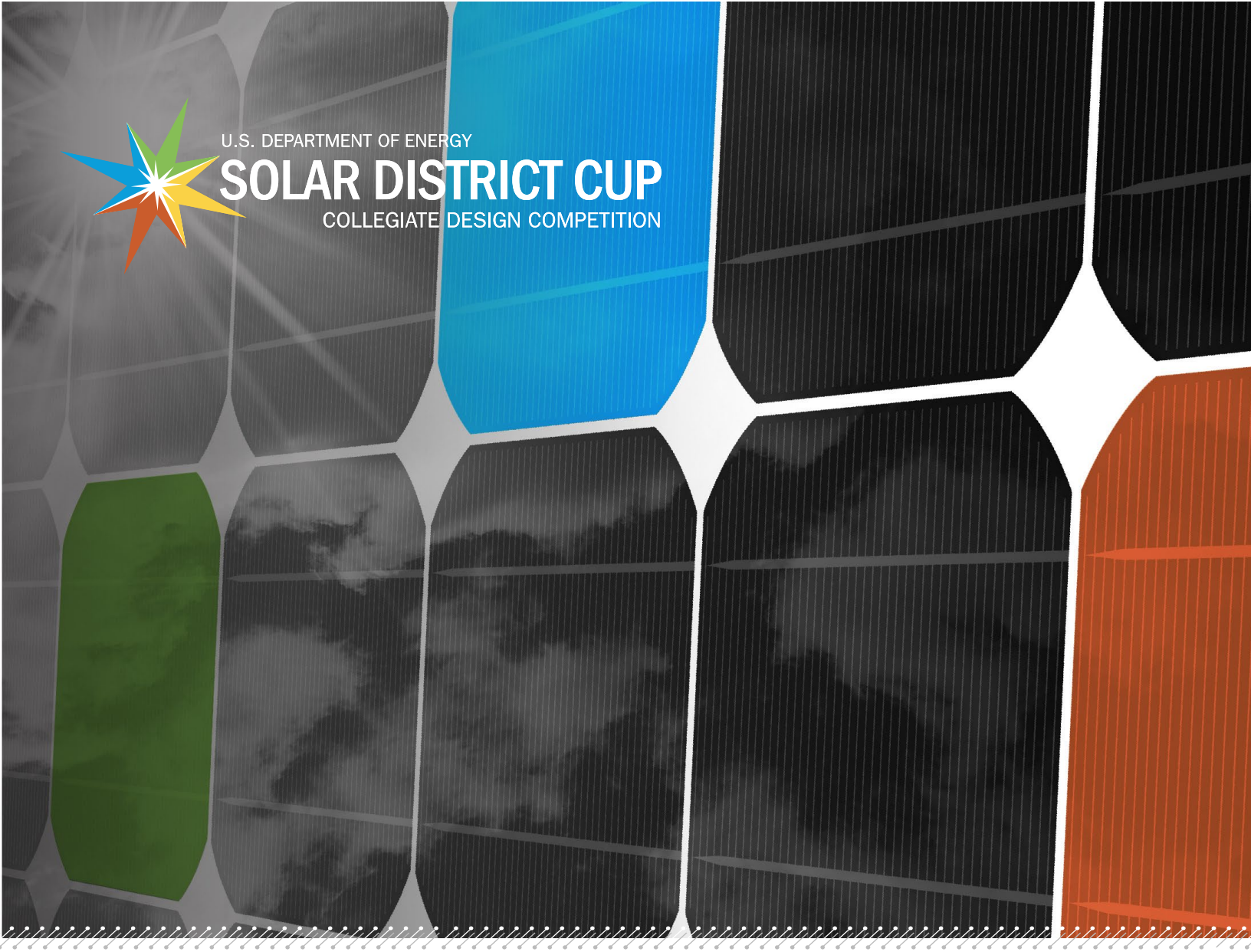

Solar District Cup Communications Standards

Class of 2021-2022

Jan. 31, 2022

U.S. DEPARTMENT OF ENERGY
SOLAR ENERGY TECHNOLOGIES OFFICE
U.S. Department Of Energy
NREL Transforming ENERGY

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Welcome

Congratulations on becoming a finalist in the Solar District Cup!

In this document, you'll find guidance on how to successfully communicate your involvement with the Solar District Cup, plus proper language, messaging, examples, and templates to get you started. We encourage you to utilize new and existing communication channels to introduce and promote your team and share developments and milestones.

Please review these guidelines carefully and submit questions to SolarDistrictCup@nrel.gov.

Thank you!

Joe Simon

Naming Guidelines

Participants are encouraged to use the following naming conventions to identify and distinguish work performed with the Solar District Cup. Correct use of program and office names convey credibility, quality, and accuracy.

Proper Naming Conventions

U.S. Department of Energy Solar District Cup Collegiate Design Competition—Full name for use in first references.

- **Solar District Cup Class of 2021-2022**—Permitted for references of specific program cohort when the full program name appears previously or in a more prominent location.
- **Solar District Cup and/or Class of 2021-2022**—Permitted for subsequent references when the full program name appears previously or in a more prominent location.

National Renewable Energy Laboratory—Full name for use in first text reference on each new page of a document.

- **NREL**—Permitted for subsequent references when the full program name appears previously or in a more prominent location.

U.S. Department of Energy Solar Energy Technologies Office—Full name for use in first text reference on each new page of a document.

- **Solar Energy Technologies Office**—Permitted for subsequent references when the full program name appears previously or in a more prominent location.
- **SETO, the solar office, and/or the DOE solar office**—Permitted for subsequent references when the full program name appears previously or in a more prominent location.

Program Attribution and Language

The Solar District Cup relies on the strength of its brand identity to build awareness of and participation in its important work throughout the energy community. Adherence to these principles helps to support the funding and association with DOE and NREL programs, and swift progress toward realizing its vision and goals. Please abide by the following guidelines when creating content or communication materials related to your project.

Boilerplate

When preparing communications materials about your participation in the Solar District Cup—including blog posts, articles, webpages, and fact sheets—please add the below statement. This statement is intended to be used by all program participants and will help to create consistency. It should be used in its entirety.

- **About the Solar District Cup**
  The Solar District Cup challenges multidisciplinary student teams to design and model distributed solar energy systems for a campus or urban district. These systems integrate solar, storage, and other technologies across mixed-use districts, or groups of buildings served by a common electrical distribution feeder. The competition engages students in the engineering, urban planning, finance, and related disciplines to reimagine how energy is generated, managed, and used in a district. The

Solar District Cup is directed and administered by the National Renewable Energy Laboratory and is funded by the U.S. Department of Energy Solar Energy Technologies Office. Learn more.

How to Talk About the Solar District Cup

When describing the Solar District Cup to external stakeholders, please use the following talking points to guide the creation of your digital and print materials.

- The Solar District Cup is a multidisciplinary collegiate competition that challenges student teams to design and model distributed solar energy systems for a campus or urban district.
- These systems will integrate solar, storage, and other distributed technologies and capabilities across mixed-use districts, or groups of buildings served by a common electrical distribution feeder, such as a campus, a development, or an urban area.
- The competition engages students across the engineering, urban planning, finance, and business disciplines to reimagine how energy is generated, managed, and used in a district.
- Teams will compete in multiple divisions, each with a distinct district-use case and winner, based on the quality of their solar energy system design.
- The goal is to design, model, and present the most reliable, resilient, and cost-effective system possible.
- Students will engage with industry leaders and industry professionals to forge mentorships and connections that will aid their transition to the solar energy workforce upon graduation
- Real-world electricity data and energy-use constraints will be integrated in the development and design of energy systems
- Teams will create conceptual physical and electrical layouts, build financial models, perform data analysis, and evaluate for land use, permitting, and other regulations
- Participants will gain experience with real-life examples of innovative, integrated renewable energy design in the marketplace
- The strongest concepts will provide the highest offset of annual energy and power, as well as financial viability, as determined by a techno-economic analysis conducted by students and evaluated by judges
- Students will present their solutions to judges at a high-profile industry event, where the winners will be selected.

Communicating Success

When your team hits a milestone or has some other success story to convey, share these with the program organizers who will make recommendations to the prize communications team to help leverage and share your success.

Competitors are also encouraged to stay up-to-date by signing up for the Solar District Cup newsletter and by following the channels listed below.

Social Media

Competitors are encouraged to retweet, like, and share Solar District Cup social media posts and to promote content using approved hashtags (see below), @mentions, etc. in social media activities. Tagging @NREL and @ENERGY and using **#SolarDistrictCup** offers more mileage for your efforts. Please be sure to review our digital strategies.

The following content areas can serve as inspiration for your posts:

- Announcement of participation in the Solar District Cup and purpose of the program
- General descriptions of challenges you plan to address and solve
- Acknowledgement of team members
- Insights, milestones, and important developments
- Announcement of winners in the Solar District Cup.

Solar District Cup Media Channels

- **Website**: https://www.energy.gov/eere/solar/solar-district-cup
- **HeroX**: https://www.herox.com/SolarDistrictCup
- **Hashtags**: #SolarDistrictCup

NREL Media Channels

- **Website**: www.nrel.gov/
- **LinkedIn**: www.linkedin.com/company/11311/
- **Twitter**: @NREL
- **Facebook**: www.facebook.com/nationalrenewableenergylab
- **Instagram**: @nationalrenewableenergylab

SETO/DOE Media Channels

- **Website**: www.energy.gov/eere/solar/solar-energy-technologies-office
- **LinkedIn**: www.linkedin.com/showcase/eeregov/
- **Twitter**: @ENERGY
- **Facebook**: www.facebook.com/eeregov

Branding and Logo Usage

The Solar District Cup logo should be used to help communicate your role as a competitor in PowerPoint presentation slides, on your website, or in other materials you use to communicate the competition. When using the Solar District Cup logo, please follow these guidelines:

- The preferred use of the logo is full color on a white background
- Color specifications should closely match the pantone colors provided
- Do not stretch or rotate the logo
- Do not break up the logo or use elements of the logo independently
- The logo should only appear once on any PowerPoint slide, printed collateral, or webpage.