U.S. DEPARTMENT OF ENERGY

AlgaePrize

NextGen Algal Innovators

U.S. Department of Energy Bioenergy Technologies Office AlgaePrize

Identity, Messaging, and Social Media Guidelines for Student Teams

Updated January 31, 2022

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How To Use This Document

To help ensure consistent identity, messaging, and social media approaches, this document contains guidance, resources, and recommended language for teams and stakeholders to use in communications associated with the U.S. Department of Energy (DOE) Office of Energy Efficiency and Renewable Energy (EERE) Bioenergy Technologies Office (BETO) AlgaePrize. Teams and stakeholders are welcome to copy/paste language from this document to be used in their own outreach or to use this as a guide when creating their individualized language.

Who We Are

About the AlgaePrize

The 2022–2023 AlgaePrize is sponsored by the U.S. Department of Energy Bioenergy Technologies Office and supported by the Algae Foundation and the National Renewable Energy Laboratory. The competition challenges high school, community college, college, university, and/or graduate school students to be the next generation of bioeconomy professionals in developing novel solutions supporting large-scale algae commercialization for the production of biofuels and bioproducts.

In addition to researching and developing new ideas and technologies within the commercial algae value chain, the AlgaePrize will: foster workforce development and training; promote job creation in rural and urban areas; support diversity and inclusion throughout the student and judging teams; and showcase the resource potential of algal biomass in the United States to be capable of producing billions of gallons per year of economical, renewable diesel and jet fuels.

Summary Descriptions of the AlgaePrize

These summaries can be used in media announcements and other publicity for the duration of the AlgaePrize.

50-Word Description

Sponsored by the U.S. Department of Energy Bioenergy Technologies Office, the 2022–2023 AlgaePrize challenges students to expand novel solutions to algae production, processing, and new product development to help lower the costs of producing algal biofuels and bioproducts, on the way to gigaton-scale algae commercialization.

150-Word Description

The 2022–2023 AlgaePrize, sponsored by the U.S. Department of Energy Bioenergy Technologies Office and supported by the Algae Foundation and the National Renewable Energy Laboratory, challenges students to be the next generation of bioeconomy professionals in developing novel solutions supporting gigaton-scale algae commercialization. Products made from algae are a natural solution to the energy, food, economic, and climate challenges facing our world today. Algae have the power to put fuels in our vehicles, recycle carbon dioxide, provide nutritious food, and create jobs.

In addition to researching and developing new ideas and technologies within the commercial algae value chain, the AlgaePrize will foster workforce development and training, promote job creation in rural and urban areas, support diversity and inclusion throughout the student and judging teams, and showcase the resource potential of algal biomass in the United States to be capable of producing billions of gallons per year of economical, renewable diesel and jet fuels.

400-Word Description

The 2022–2023 AlgaePrize, sponsored by the U.S. Department of Energy Bioenergy Technologies Office and supported by the Algae Foundation and the National Renewable Energy Laboratory, challenges students to

become the next generation of bioeconomy professionals by expanding novel solutions to production, processing, and new product development on the way to gigaton-scale algae commercialization.

Products made from algae are a natural solution to the energy, food, economic, and climate challenges facing our world today. Algae have the power to put fuels in our vehicles, recycle carbon dioxide, provide nutritious food, and create jobs.

The AlgaePrize spans 18 months. Student teams competing in the AlgaePrize range from high school through graduate programs. Competitors will ultimately support the nation's biofuel research, algal commercial enhancement, and promote industry-driven education, training, and workforce development. The AlgaePrize will assist in establishing the competitors as serious candidates for the next generation of bioeconomy positions and entrepreneurial opportunities.

Student competitors will:

- Gain experience with innovative algal commercialization technologies
- Develop real-world solutions that shape the global future of algae by producing biofuels, biofoods, biofeeds, and industrial compounds (e.g., biopolymers)
- Develop collaborative and leadership skills by working on multidisciplinary student teams
- Engage and network with industry professionals, national lab researchers, and academics to forge relationships and connections that aid students' transition to the algal-based bioeconomy employment or entrepreneurial endeavors upon graduation
- Compete to earn prize money and national recognition.

The three areas of interest for the AlgaePrize include both microalgae and macroalgae. Student teams should focus their project on one of the following areas of interest:

- Production
- Downstream Processing
- Novel Products or Analytical Tools

Teams who participate in the AlgaePrize will prepare creative solutions for real-world issues in the algae value chain and will complete a research project and attend the AlgaePrize Competition Event where teams:

- Present their research to a panel of judges
- Compare their projects to those of other teams
- Tour the National Renewable Energy Laboratory facilities
- Engage with a variety of organizations about careers related to algae technology, cultivation and market development.

In addition to researching and developing new ideas and technologies, the AlgaePrize will support diversity and inclusion throughout the student and judging teams, and showcase the resource potential of algal biomass in the United States to produce billions of gallons of economical, renewable diesel and jet fuels.

The five winning teams will be offered an opportunity to share their technology advancement during the Algae Biomass Summit in the fall of 2023.

Identity Guidelines

Event Naming Conventions

Proper Naming

- U.S. Department of Energy AlgaePrize

Use the full name on first text reference. After use of the full name listed above, these variations are acceptable:

- AlgaePrize
- AlgaePrize competition
- 2022–2023 AlgaePrize.

These are allowed for subsequent references. Use them only when the full event name appears on the same page above, or in a more prominent location than, the subsequent reference.

Not Allowed

- U.S. DOE AlgaePrize
- U.S. Department of Energy's AlgaePrize
- BETO AlgaePrize
- Algae Prize
- Prize or prize.

U.S. Department of Energy Naming Conventions

When referencing DOE, the following abbreviations are approved for use in text:

- U.S. Department of Energy (must have U.S.)
- Energy Department

Note: These approved abbreviations are not allowed when referencing the event name, the U.S. Department of Energy Bioenergy Technologies Office AlgaePrize.

Proper Event Logo Use

Apply all logos consistently and within the guidelines outlined in this document. Incorporate the AlgaePrize logo into all AlgaePrize communications.

- The complete AlgaePrize logo includes a strong recognition of DOE's ownership of the event.
- The entire logo must appear on all promotional materials (print, electronic, or other).
- The AlgaePrize brand identity is available in EPS and JPEG. For all print materials, use the EPS format.
- Large formats require the logo to be in vector format (EPS). Do not scale up a rasterized format (e.g., JPG); it will lose resolution and look pixelated.

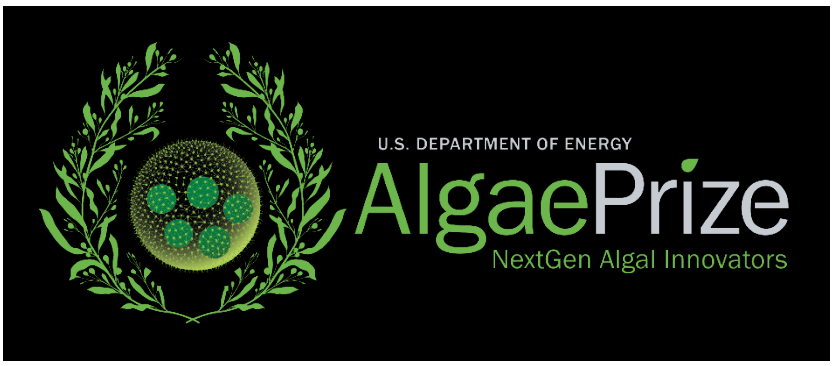
The following shows proper use of the AlgaePrize logo.

Use of the U.S. Department of Energy branding requires specific approvals. For approvals or further information, contact AlgaePrize@ee.doe.gov.

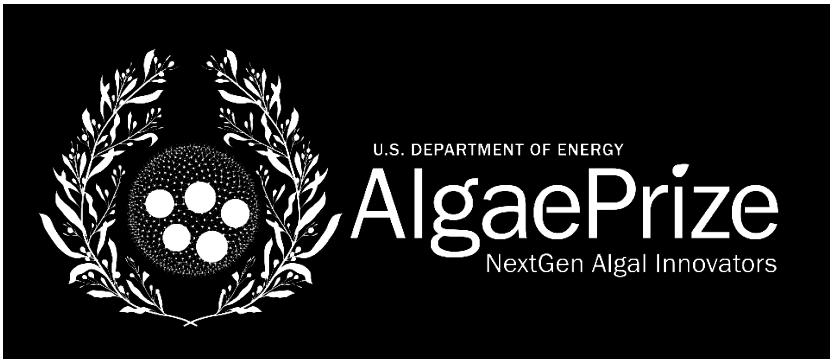
Horizontal Logos

Primary CMYK logo
Using the CMYK logo is preferred.

Merchandise-friendly logo
Only use for merchandise specific needs.



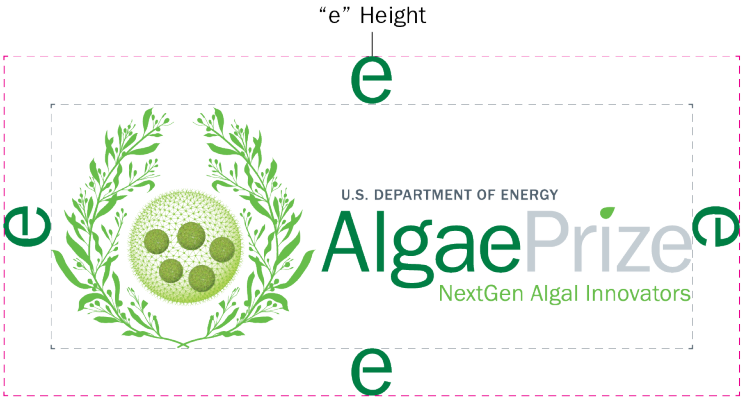
Dark background logo
Use only when needed on top of a dark background when the CMYK logo doesn't provide enough contrast for readability. Preferred over a reverse logo when possible.



Reverse logo
Use only when a reverse logo is necessary.

Minimum Clearance Area

For clarity and precision, the AlgaePrize logo requires a minimum clearance area. Text or graphics should not be closer than the indicated clearance area.



Indicates Minimum Clearance Area

To ensure proper open area around the logo, measure height of "e" in the word Algae.

Logo Color

The following color palette applies to the logo: primary green PMS 356 and primary grey PMS 431 for the foundation and basic colors; then light green PMS 368 and light grey 428 as secondary colors. Whenever possible, use PMS colors.

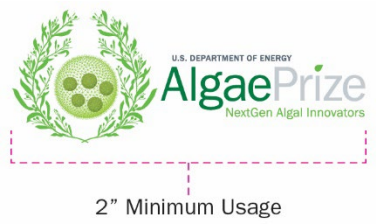
Primary				Secondary			
PMS 356		PMS 431		PMS 368		PMS 428	
CMYK	C = 95%, M = 8%, Y = 93%, K = 27%	CMYK	C = 45%, M = 27%, Y = 17%, K = 51%	CMYK	C = 63%, M = 0%, Y = 97%, K = 0%	CMYK	C = 12%, M = 6%, Y = 5%, K = 12%
RGB	R = 0, G = 121, B = 52	RGB	R = 94, G = 106, B = 113	RGB	R = 105, G = 190, B = 40	RGB	R = 195, G = 200, B = 200
HEX	007934	HEX	5E6A71	HEX	69BE28	HEX	C3C8C8

Minimum Logo Size

To ensure legibility of the AlgaePrize logo, a minimum logo size has been established. Note that the size is for printed material only.

When a smaller version of the AlgaePrize logo is required, contact the organizers at AlgaePrize@ee.doe.gov for approval.

Note: Avoid making the AlgaePrize logo smaller than the recommended minimum logo size.



Improper Event Logo Use

Following are a few examples of **improper logo use**.

Never re-create the logo or use alternative fonts or colors.

Never manipulate the logo by moving elements or scaling or skewing it.

Never tilt or cut off the logo. Always show it on a horizontal axis.

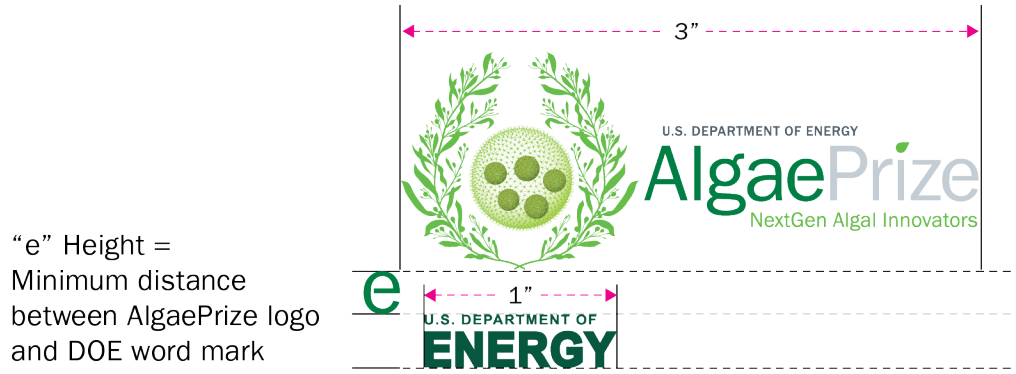
Never separate the logo elements. Do not extract the algae illustration from the logo and use it as an individual element. Do not extract the word identifier from the logo. To ensure brand consistency, always show the logo in its entirety.

Never place the logo on a busy pattern. When possible, place it on a solid background.

Size and Placement of Other Logos

The AlgaePrize logo often appears with other logos. When using other logos is required, they must be one-third the width of the horizontal AlgaePrize logo, or half the height of the vertical AlgaePrize logo. Other logos include, but are not limited to, the DOE word mark, the Algae Foundation logo, the National Renewable Energy Laboratory logo, collegiate institution logo, event sponsor logos, team logos, and team sponsor logos.

Horizontal Sizing



This example shows the horizontal AlgaePrize logo at a width of 3 inches (in.) (width will vary with use). Per the guidelines, proper sizing of the DOE word mark is 1 in. wide, or one-third the width of the AlgaePrize logo.

Additional Resource

The EERE Style Guide provides information about specific nomenclature used or approved for the AlgaePrize to support DOE efforts, ensure consistency, and reduce confusion.

Questions?

Review these guidelines carefully. If you have further questions about brand or logo use, contact the organizers at AlgaePrize@ee.doe.gov.

Messaging Guidelines

Key Messaging About the AlgaePrize

- The AlgaePrize challenges student teams to develop novel solutions to algae production, processing, and new product development, that will help lower the costs of producing algal biofuels and bioproducts.
- The AlgaePrize competition's goal is to incentivize the development, design, invention, or enhancement of a specific technology, cultivation, processing or new product development within the commercial algae value chain.
- Student teams will shape the global future of converting algae to biofuels (e.g., sustainable marine and aviation fuels), vitamin- and protein-rich foods and feeds, ecological services, and industrial compounds (e.g., biopolymers).
- The competition provides the opportunity for students to engage and network with industry professionals, national lab researchers, and academics to forge relationships and connections that aid students' transition to algal-based bioeconomy employment or entrepreneurial endeavors upon graduation.
- The AlgaePrize allows teams to compete for a total of up to $130,000 and national recognition.
- Products made from algae are the natural solution to the energy, food, economic, and climate challenges facing our world today. Algae have the power to simultaneously put fuels in our vehicles,

recycle carbon dioxide, provide nutrition for animals and humans, and create jobs for millions of Americans.

- In addition to generating new ideas for the development, design, and invention of technologies within the commercial algae value chain, the AlgaePrize will foster workforce development and training, promote job creation in rural and urban areas, support diversity and inclusion throughout the student and judging teams, and showcase the resource potential of algal biomass in the United States to be capable of producing billions of gallons per year of low-cost, renewable diesel and jet fuels.

Photographic Style

A careful approach to selecting appropriate photos will create a unique, dynamic image for the AlgaePrize. Execute photos based on the following criteria:

- Showcase both microalgae and macroalgae in a variety of settings (e.g., the natural environment, the laboratory, under the microscope, etc.).
- Capture genuine moments of people in actual event or campus settings.
- Focus on moments of connection among students, judges, the public, and others.
- Use real student competitors and teams.
- Ensure that photos are visually or intellectually dynamic.
- Ensure students are wearing appropriate safety protective equipment when working in a laboratory setting.

Note: Photos should avoid implied endorsements. Except for photos of AlgaePrize events and event elements that include the AlgaePrize and its sponsors' logos, do not use photos that include clearly visible logos or branding of companies or their products.

Photo Library

Include proper credit of all AlgaePrize photos as follows: "Credit: [photographer name]/[photographer organization]"

Social Media Guidelines

With more than a million combined followers associated with the DOE and EERE social media accounts, consider connecting with these profiles and leveraging the AlgaePrize posts. Please use the #AlgaePrize hashtag when posting to the following social media platforms:

DOE Facebook	EERE Facebook
DOE Twitter	EERE Twitter
DOE LinkedIn	EERE LinkedIn
DOE Instagram	
DOE YouTube	

How To Interact With Us

Like or follow the DOE and EERE platforms where your organization is active. We also encourage you to like, share, or comment when our #AlgaePrize content appears in your feed. This is the easiest way for us to see who actively engages with our profile.

Other appropriate social media hashtags include:

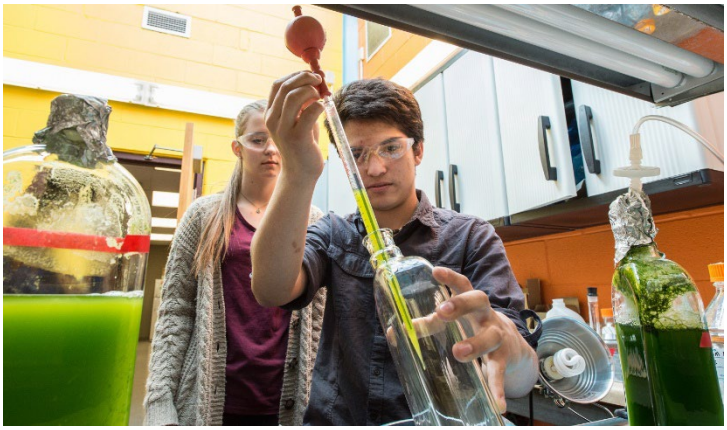
- #algae
- #microalgae
- #macroalgae
- #bioenergy
- #biofuels
- #bioproducts
- #biofoods
- #BioenergyCuriosity
- #AlgaeCuriosity

1. When you're ready to promote the AlgaePrize, consider posting the following:

The U.S. Department of Energy Bioenergy Technologies Office #AlgaePrize competition has begun! This 18-month national competition challenges student teams to expand novel solutions to #algae production, processing, and new product development—all with the goal to lower the costs of producing algal #biofuels and #bioproducts. https://www.energy.gov/eere/bioenergy/algaeprize-competition

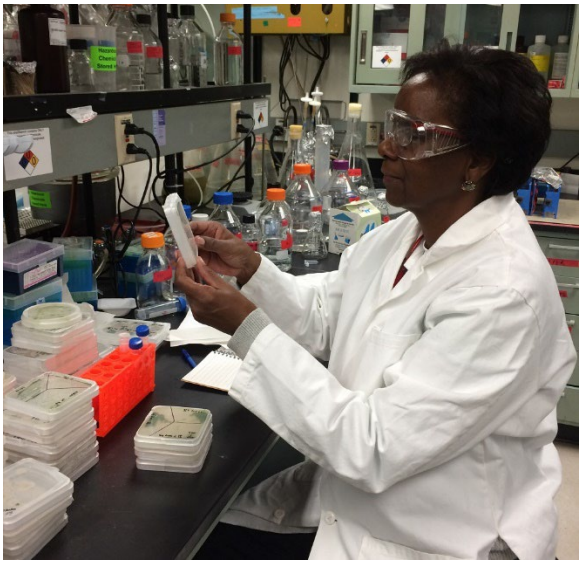
Getting ready for the #AlgaePrize and reimagining the global future of #algae by developing real-world solutions to produce sustainable #biofuels, #biofoods, and #bioproducts.
https://www.energy.gov/eere/bioenergy/algaeprize-competition

Teamwork at its finest! Gearing up for the #AlgaePrize competition and working to save the planet one algal cell at a time! https://www.energy.gov/eere/bioenergy/algaeprize-competition



2. The following post gets the event date and location on people's radar:

MARK YOUR CALENDAR: The first #AlgaePrize Competition Event takes place in Golden, Colorado, April 14–16, 2023. Stay tuned to discover this year's winners plus get information to learn about each project from our student team finalists! https://www.energy.gov/eere/bioenergy/algaeprize-competition



3. The following post could be shared once AlgaePrize teams begin their projects:

Products made from #algae are the natural solution to the energy, food, economic, and climate challenges facing our world today. Algae have the power to simultaneously put fuels in our vehicles, recycle carbon dioxide, provide nutrition for animals and humans, and create jobs for millions of Americans. Our #AlgaePrize team has #AlgaeCuriousity, do you? https://www.energy.gov/eere/bioenergy/algaeprize-competition

When We Can Promote You

Email AlgaePrize@ee.doe.gov with the account names you would like us to follow. As a government-sponsored event, the AlgaePrize can only promote .gov, .org, and .edu websites on social media, to avoid implicit endorsement of private companies. However, when we are mentioned directly in a post, we can see it and like, comment, or share when possible.

Questions?

Email us at AlgaePrize@ee.doe.gov.