

## EV Charging Site Signage & Branding Guidance

### Economic Recovery Transportation Electrification Plan

#### Background

The Economic Recovery Transportation Electrification Plan (ERTEP) was approved by the Public Utilities Commission of Nevada (PUCN) and includes qualified third-party provider and customer ownership models for multiple programs. This document **provides site design guidance to selected sites and grant awardees participating in an ERTEP program.**

#### Site Signage Guidance

To help drivers efficiently find electric vehicle (EV) charging stations, site hosts should implement **wayfinding signage in the parking area directing** drivers towards charging. Additional **signage at each charging stall** with a charger and **stenciling on the parking spot** helps all drivers, including drivers of gas-fueled vehicles, understand charging stalls are for EV charging only. Selecting signage focused on 'charging' instead of 'parking' may help reduce the number of EVs parking at the chargers without actively charging.

EV charging spaces are commonly painted all green and then stenciled with white EV specific messaging and/or images. At a minimum, site hosts should stencil an EV specific image on each charging stall using white or green paint. Note, stenciling is not a best practice if the parking area is gravel or another permeable material with distinct gaps between components which would obfuscate a stenciled image.

All signage should be **green and white** to ensure consistency with industry standards and clearly differentiate from the blue markings used for accessible parking. In addition, selecting **signage with EV imagery** will help customers who are not fluent in written English identify designated EV charging stalls. The example signage included in this document is representative of best practices in EV sign design but is not prescriptive.





### Site Branding Guidance

NV Energy will provide a durable outdoor sticker to be placed on the front (screen side) of each EV charging station funded by NV Energy. NV Energy will make stickers available upon incentive package approval, and sticker printing costs will be covered by NV Energy. Detailed guidance on placement specific to the charger model selected will be shared when stickers are provided. The sticker will include text reading 'Powered by' with the NV Energy logo.

NV Energy welcomes opportunities to further co-brand sites. If a site is interested in discussing additional site co-branding opportunities, please contact [EV@nvenergy.com](mailto:EV@nvenergy.com).