

Brand guidelines

March 2016



Hello

We're happy you're using the Crossref brand identity. The following pages describe how to use our logo, which is available in various formats at assets.crossref.org. Thanks in advance for following these guidelines.

Contact us at member@crossref.org with any questions.

A brand is a promise

While balancing differing views within the scholarly community, we're all about making connections—literally and figuratively. We help bring together people and metadata in pursuit of an excellent research communications system for all. That's our promise.

We have not rebranded because we plan on doing something different but rather to better express the things we already do. Our 'problem' was that often people didn't know Crossref was behind initiatives like CrossCheck, CrossMark, and FundRef. Our products were developing distinct brand identities, disassociated from the Crossref brand and since we're all about linking things together, well, that just didn't make sense.

As you will see, our aesthetic embodies classic Swiss design principles and is minimalist in keeping with our straight-talking personality. Initial reaction to our new look and feel has been overwhelmingly positive.

We've tried to cover every eventuality in these guidelines but please let us know if anything isn't clear or if you feel that we've missed something. All of the assets you need are available on assets.crossref.org. If you can't find what you're looking for, let us know. Oh, and please don't mess with our new identity. Continuity and consistency is really important in ensuring that we present a unified brand to our members and the scientific community at large. Besides, you don't want the brand police to come knocking, do you?

Contents

The brand	02	The colors	14
Elevator pitch	03	Color palette	15
Key messages	04		
The logo	05	Brand toolkit	16
Primary logo	06	Tone of voice	17-18
Clear space & minimum size	07		
Mono & single color logo	8-9	Brand inquiries	19
The alternative logo	10-11		
Logo do nots	12		
'Metadata from' logo	13		

The brand

Elevator statement

We are Crossref, a not-for-profit membership organization for scholarly publishing working to make content easy to find, link, cite, and assess. We do it in five ways: rallying the community; tagging metadata; running a shared infrastructure; playing with new technology; and making tools and services to improve research communications.

It's as simple — and as complicated — as that.

Key messages

Rally

Getting the scholarly community working together.

Tag

Structuring and processing metadata.

Run

Operating the infrastructure that makes it possible to find, link, cite, and assess content.

Play

Engaging in debate and experimenting with technology to solve problems.

Make

Creating tools and services to improve research communications.

The logo

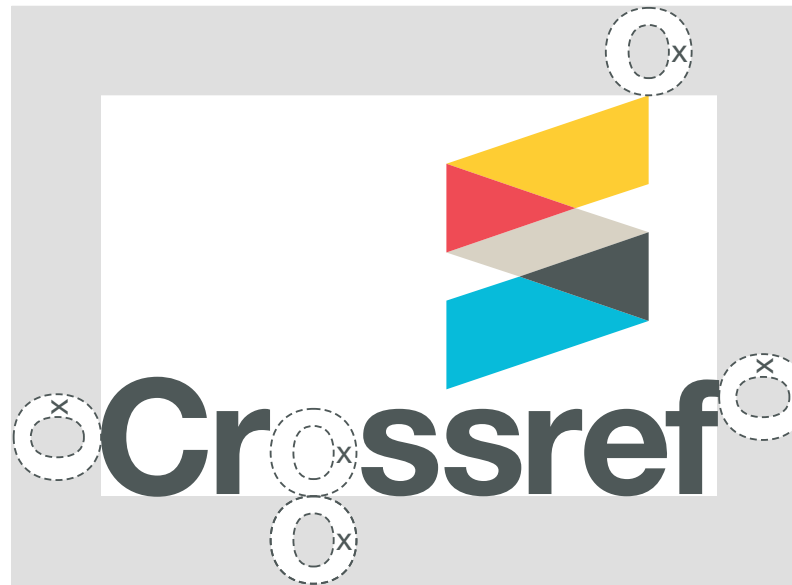
Primary logo

The primary logo is comprised of a word mark and icon set against a white background. The icon is made up of two interlinked brackets which represent the code used in programming metadata. They also represent arrows that depict metadata in and metadata out—the two umbrellas under which our services can generally be grouped. Sentence case helps to avoid splitting the word; we do not want to tempt the Cross and the Ref to divide again. So the lowercase R you see in the middle of our name is indeed an official change and should be adhered to written text as well. The stacked placement of the icon makes it stand proud and enhances the sense of motion.



Clear space

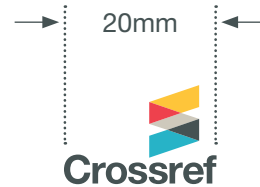
The Crossref word mark and icon should always be surrounded by a minimum area of space. This area of isolation ensures that other visual elements do not encroach on the logo.



A margin of clear space equivalent to 'x' is drawn around the logo to create the invisible boundary of the area of isolation.

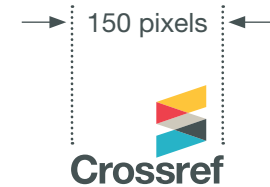
Minimum size

The logo should not be scaled below 20mm wide.



Minimum pixel size

The logo should not be scaled below 150 pixels wide.



Mono positive logo

The mono positive logo should only be used when color printing is not an option and the background is white.



Mono negative logo

The mono negative logo should only be used when color printing is not an option and the background is black or very dark grey.



Single color negative logo

The single color negative logo should only be used for embossing or engraving where color printing is not an option and the background is black or very dark gray.



Single color positive logo

The single color positive logo should only be used for embossing or engraving where color printing is not an option and the background is white or transparent.



The alternative logo



This alternative logo should only be used when height space is limited.

The alternative logo clear space

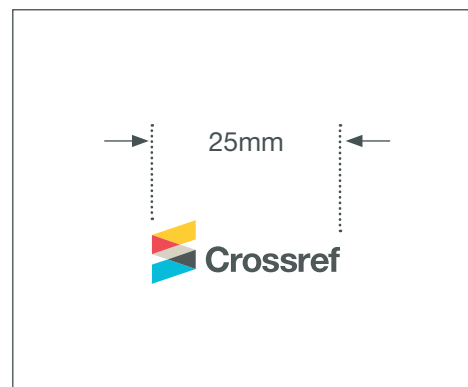


The alternative Crossref word mark and icon should always be surrounded by a minimum area of space. This area of isolation ensures that other visual elements do not encroach on the logo.

A margin of clear space equivalent to 'x' is drawn around the logo to create the invisible boundary of the area of isolation. The base is equivalent to .5 of the 'x'.

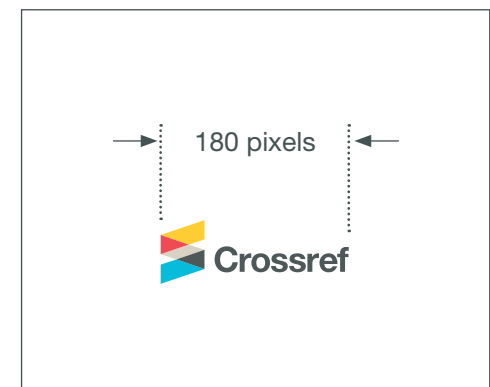
Minimum size

The alternative logo should not be scaled below 25mm wide.



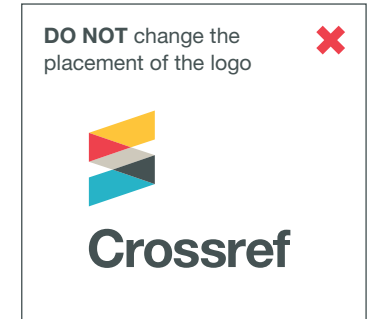
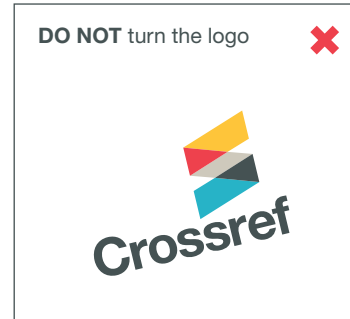
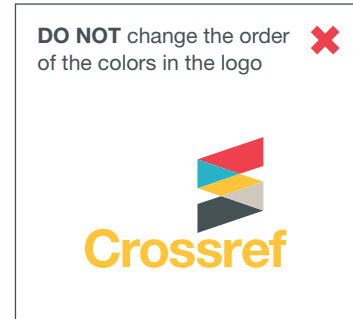
Minimum pixel size

The alternative logo should not be scaled below 180 pixels wide.

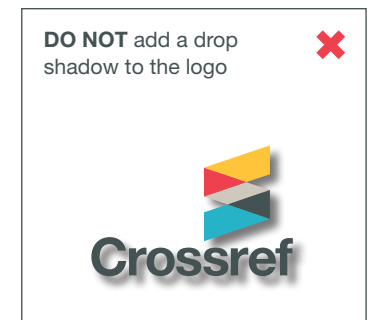
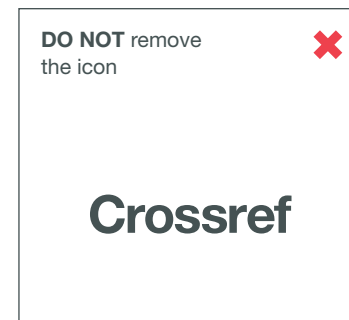
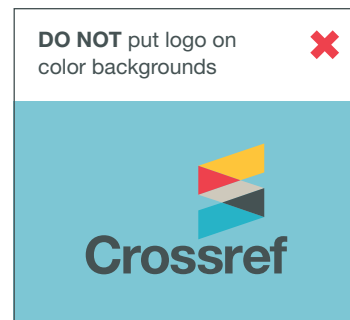
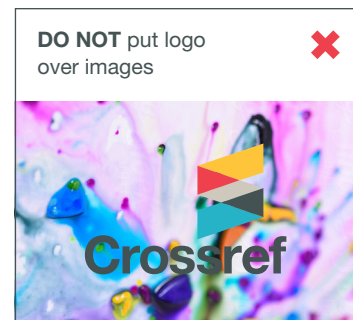
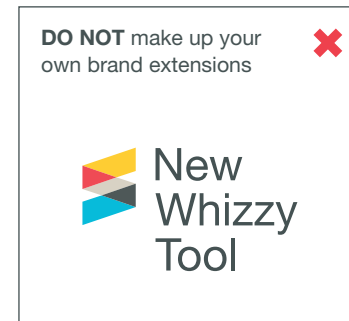
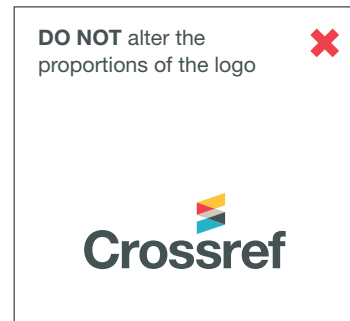
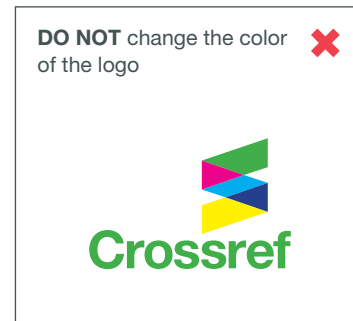
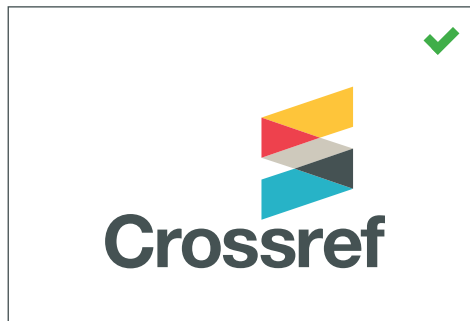


Logo do nots

Incorrect logo examples



Correct logo example



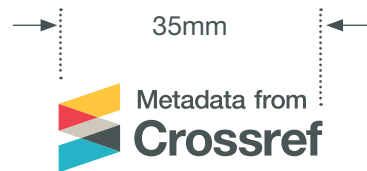
'Metadata from' logo



Metadata from
Crossref

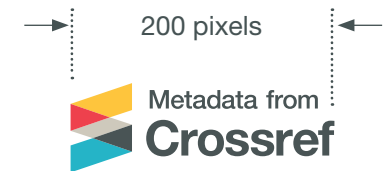
Minimum size

The 'Metadata from' logo should not be scaled below 35mm wide.



Minimum pixel size

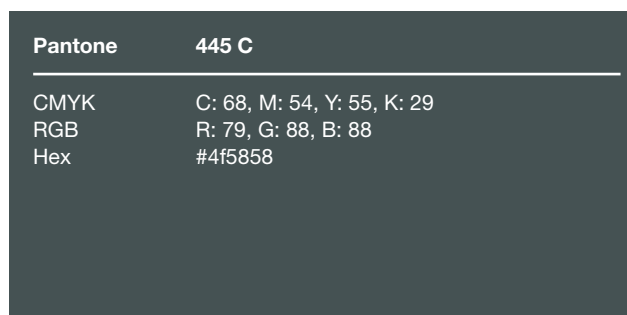
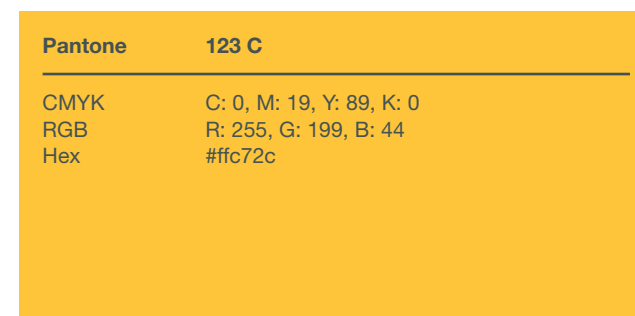
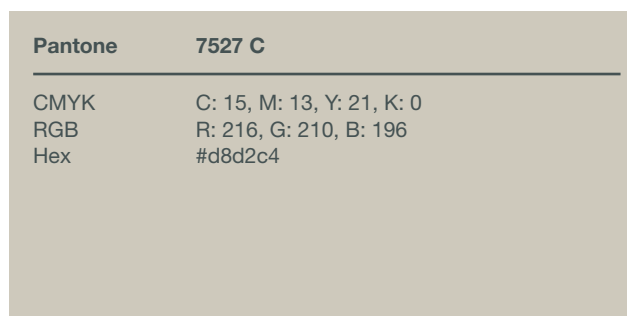
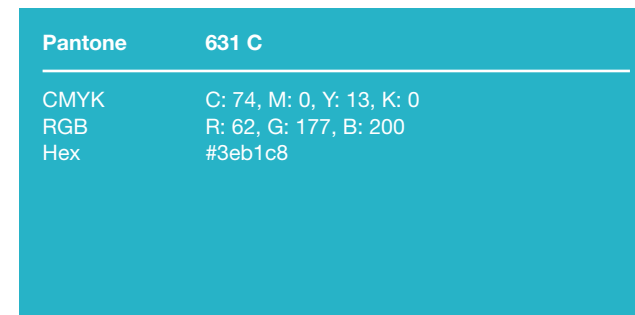
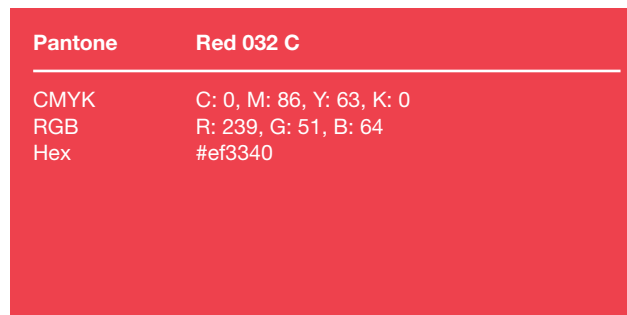
The 'Metadata from' logo should not be scaled below 200 pixels wide.



The colors

Color palette

The palette gives a nod to the history of Crossref with red and dark grey, but brings in contemporary colors for a fresh palette that is distinctive in our industry where traditional shades abound.



Brand toolkit

Tone of voice

Research confirms what we already knew was true. Crossref are the plain talkers of the industry, the doers, the scrappy people who get stuff done, chivvy others along and in some cases we are—dare we say it—the voice of reason. Our tone of voice is sincere, considered, and without pretence. We keep it real with down-to-earth language that is concise and to the point.

Tone of voice continued

Crossref should always be set in sentence case, without a capital “R”.

Write with the reader in mind.

Is the message clear? What is the benefit?

Less is more. Copy should be short and to the point. Ideally, sentences are short and paragraphs are limited to no more than three sentences.

Use subheadings to pull the reader in and make copy more digestible.

Avoid corporate jargon and marketing speak wherever possible.

Impactful copy doesn’t try too hard.

Brand enquiries

We'd like to help our members and partners to display the Crossref logo in a consistent way, so we can ensure that our logos look the same across the web. We are using a Content Delivery Network (CDN) that allows you to link to the logo files so you can always be sure you're using the correct version.

To incorporate our logo into your site, please copy and paste the HTML tags exactly.

Please do not download and alter the logo. We may perform audits to check that it is being used correctly.

Our logo is also available in formats suitable for print; please email member@crossref.org with your request.

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