

Brand guidelines

March 2016



Crossref

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 Google drive. 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?

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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.

05

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.



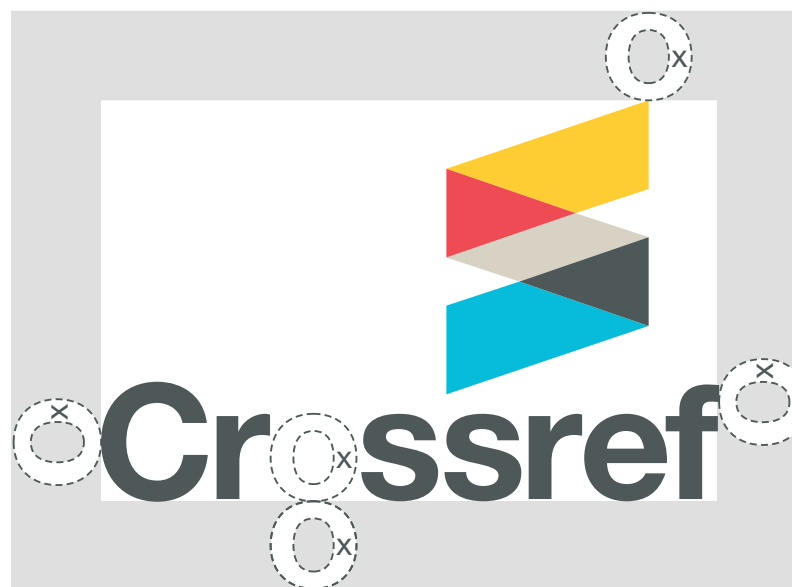
Logo positioning

The Crossref logo should be placed top right to keep the feeling of motion and to give it optimum impact.



Clear space

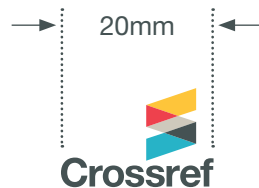
The Crossref word mark and icon should always be surrounded by a minimum area of space. This area of isolation ensures that other visual elements do not encroach on the logo.



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

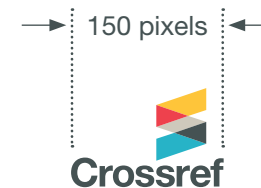
Minimum size

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'.

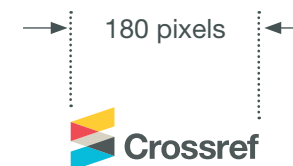
Minimum size

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



Minimum pixel size

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



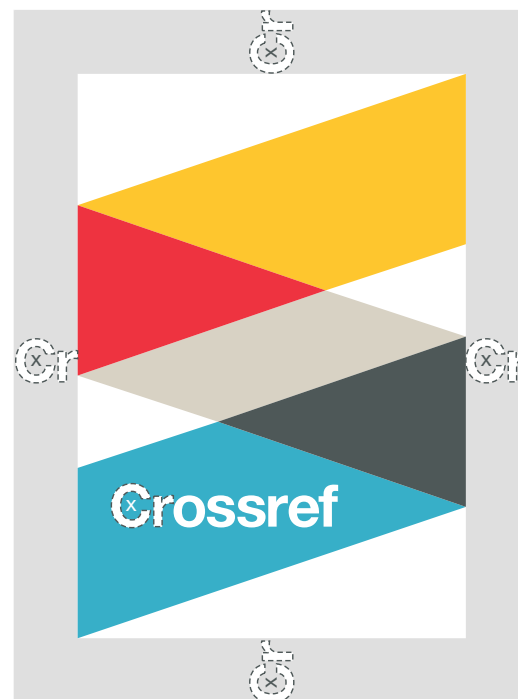
Icon logo



The icon logo is to be used only on promotional goods like stickers, bags t-shirts etc. It must be used as large as possible to get real stand out. **And always check with Ginny if you want to use the icon alone!**

Icon logo clear space

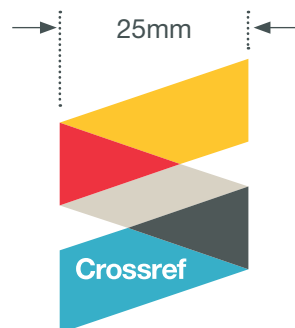
The icon Crossref word mark and icon should always be surrounded by a minimum area of space. This area of isolation ensures that other visual elements do not encroach on the logo.



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

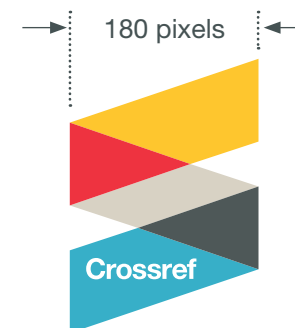
Minimum size

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
















Minimum pixel size

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



Logo do nots

Incorrect logo examples

<p>DO NOT change the order of the colors in the logo ❌</p> 	<p>DO NOT turn the logo ❌</p> 	<p>DO NOT stretch the logo ❌</p> 	<p>DO NOT change the placement of the logo ❌</p> 	
<p>DO NOT change the color of the logo ❌</p> 	<p>DO NOT alter the proportions of the logo ❌</p> 	<p>DO NOT make up your own brand extensions ❌</p> 	<p>DO NOT add extra lines of text (e.g., labels) to the logo ❌</p> 	
<p>DO NOT redraw the logo ❌</p> 	<p>DO NOT put logo over images ❌</p> 	<p>DO NOT put logo on color backgrounds ❌</p> 	<p>DO NOT remove the icon ❌</p> 	<p>DO NOT add a drop shadow to the logo ❌</p> 

Correct logo example

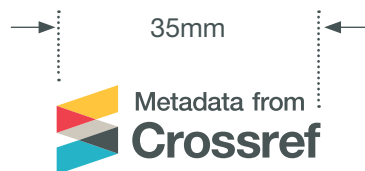


'Metadata from' logo



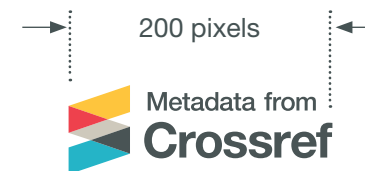
Minimum size

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



Minimum pixel size

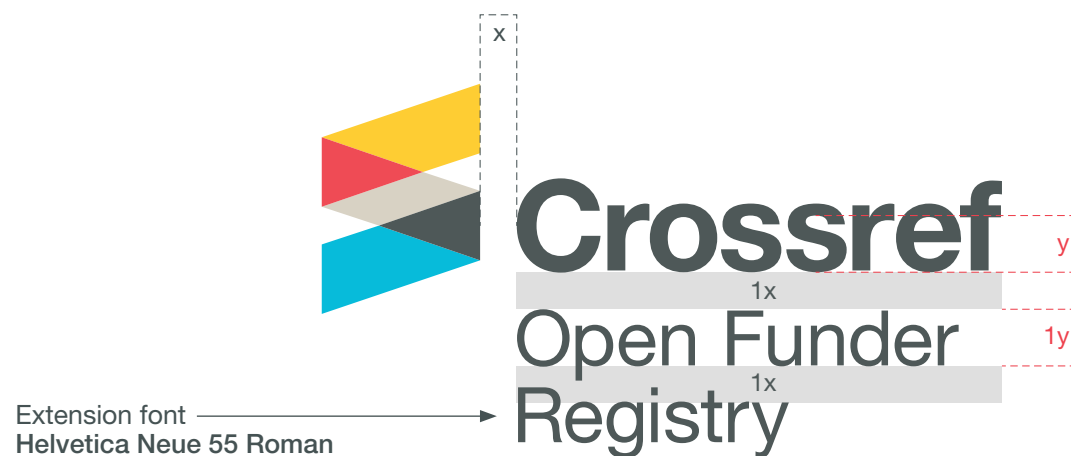
The 'Metadata from' logo should not be scaled below 200 pixels wide.



Brand extensions



Brand extensions

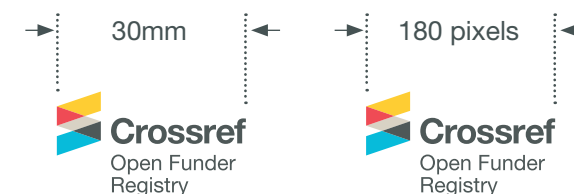


Clear space



The Crossref brand extension logos identity 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.

Minimum size



The logo should not be scaled below 30mm or 180 pixels wide.

Alternative brand extensions



DOI
Event
Tracker



Open
Funder
Registry

For services where we are working in cooperation with other parties, the logo icon is prominent but the the Crossref word mark is not visible.

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.

Pantone Red 032 C

CMYK	C: 0, M: 86, Y: 63, K: 0
RGB	R: 239, G: 51, B: 64
Hex	#ef3340

Pantone 631 C

CMYK	C: 74, M: 0, Y: 13, K: 0
RGB	R: 62, G: 177, B: 200
Hex	#3eb1c8

Pantone 7527 C

CMYK	C: 15, M: 13, Y: 21, K: 0
RGB	R: 216, G: 210, B: 196
Hex	#d8d2c4

Pantone 123 C

CMYK	C: 0, M: 19, Y: 89, K: 0
RGB	R: 255, G: 199, B: 44
Hex	#ffc72c

Pantone 445 C

CMYK	C: 68, M: 54, Y: 55, K: 29
RGB	R: 79, G: 88, B: 88
Hex	#4f5858



Color percentages

Please use the full-strength color set at 100% when possible. If you need to create a distinction between units of information in illustrations, graphs, and icons, the colors can be used as percentages of the primary color.

		90%	80%	70%	60%	50%	40%
Pantone	Red 032 C						
CMYK	C: 0, M: 86, Y: 63, K: 0						
RGB	R: 239, G: 51, B: 64						
Hex	#ef3340						
Pantone	7527 C						
CMYK	C: 15, M: 13, Y: 21, K: 0						
RGB	R: 216, G: 210, B: 196						
Hex	#d8d2c4						
Pantone	631 C						
CMYK	C: 74, M: 0, Y: 13, K: 0						
RGB	R: 62, G: 177, B: 200						
Hex	#3eb1c8						
Pantone	123 C						
CMYK	C: 0, M: 19, Y: 89, K: 0						
RGB	R: 255, G: 199, B: 44						
Hex	#ffc72c						
Pantone	445 C						
CMYK	C: 68, M: 54, Y: 55, K: 29						
RGB	R: 79, G: 88, B: 88						
Hex	#4f5858						
		90%	80%	70%	60%	50%	40%

Mono palette

Greyscale K: 65
RGB R: 89, G: 89, B: 89
Hex # 595959

Greyscale K: 35
RGB R: 166, G: 166, B: 166
Hex # a6a6a6

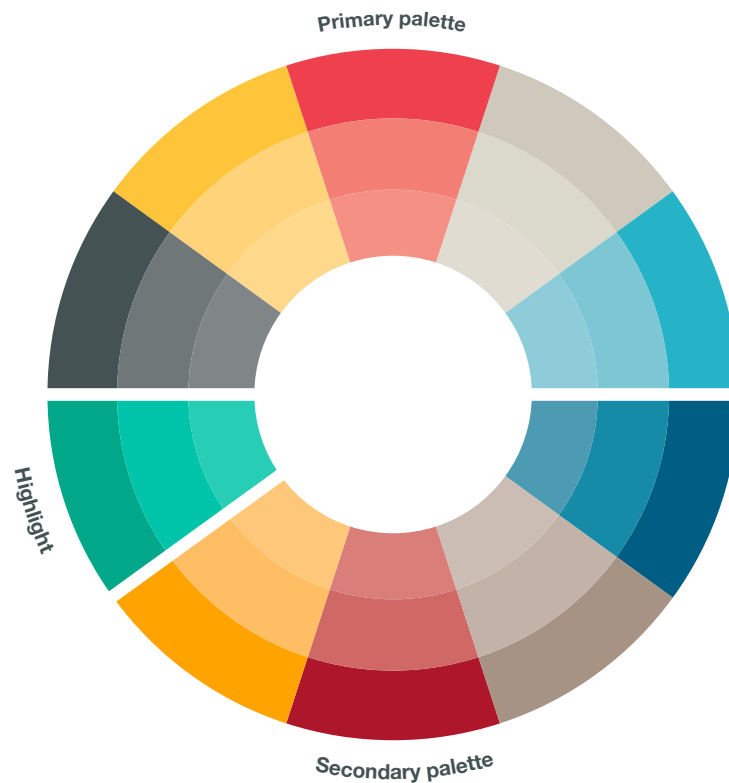
Greyscale K: 15
RGB R: 217, G: 217, B: 217
Hex # d9d9d9

Greyscale K: 25
RGB R: 191, G: 191, B: 191
Hex # bfbfbf

Greyscale K: 80
RGB R: 51, G: 51, B: 51
Hex # 333333



Secondary palette



Pantone		137 C				
CMYK	C: 0, M: 41, Y: 100, K: 0					
RGB	R: 255, G: 163, B: 0					
Hex	#ffa300					
90%		80%	70%	60%	50%	40%

Pantone		187 C					
CMYK	C: 7, M: 100, Y: 82, K: 26						
RGB	R: 166, G: 25, B: 46						
Hex	#a6192e						
		90%	80%	70%	60%	50%	40%

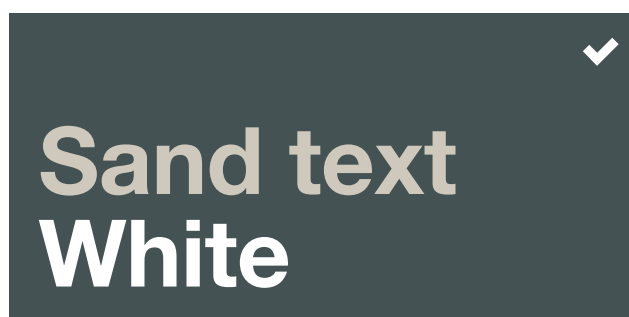
Pantone		7530 C					
CMYK	C: 10, M: 18, Y: 25, K: 32						
RGB	R: 163, G: 147, B: 130						
Hex	#a39382						
		90%	80%	70%	60%	50%	40%

Pantone		Green C					
CMYK	C: 93, M: 0, Y: 63, K: 0						
RGB	R: 0, G: 171, B: 132						
Hex	#00ab84						
		90%	80%	70%	60%	50%	40%

Pantone		634 C					
CMYK	C:100, M: 13, Y: 10, K: 41						
RGB	R: 0, G: 95, B: 131						
Hex	#005f83						
		90%	80%	70%	60%	50%	40%

Color usage

For reasons of legability and consistency DO NOT use one color on top of another color from the palette. Whether it is text or icons, only use White on Crossref red, blue and grey. Use the Crossref grey on the sand and yellow. The only exception is that Sand can be used on the red and grey but only if it's a big headline, text or bold graphics. White can be used on the sand but only as a subtle accent like a watermark.



Brand toolkit

The shapes



These shapes are taken from the Crossref icon that supports the logo. They are to be use on graphics and backgrounds to pages to make bold design statements. **See examples and guide on page 22.**

How to use the shapes

Applied shape examples



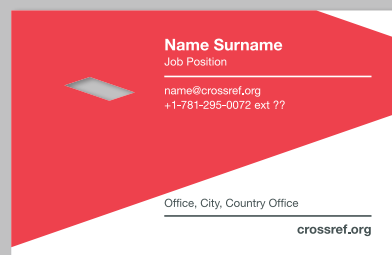
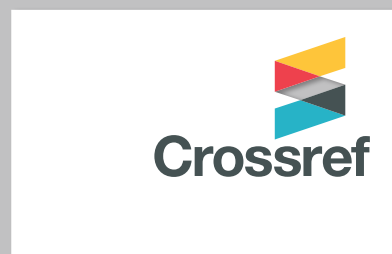
This page gives you a guide to using the shapes from the Crossref symbol to give the identity vitality and to create dynamism.

Please note that you will still need to keep around 50% of the page white to keep the clean lines of the brand.

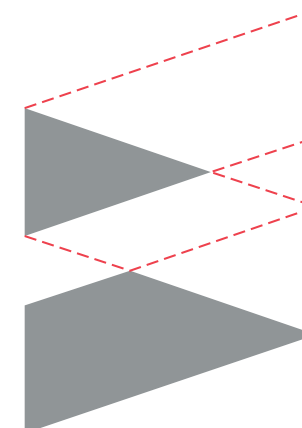
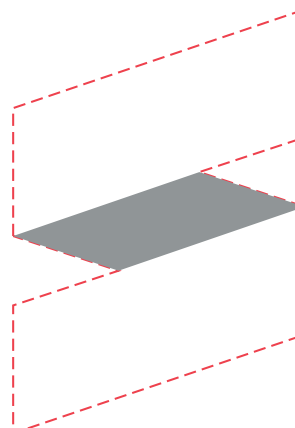
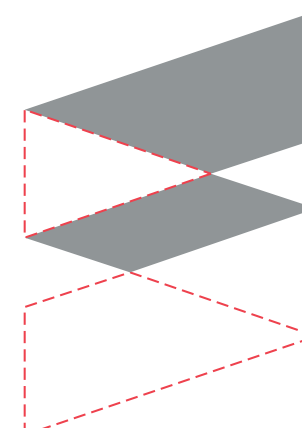
Icon/shape cut outs

The icon and/or sections of the icon can be used to cut out or used as a spot varnish on printed materials.

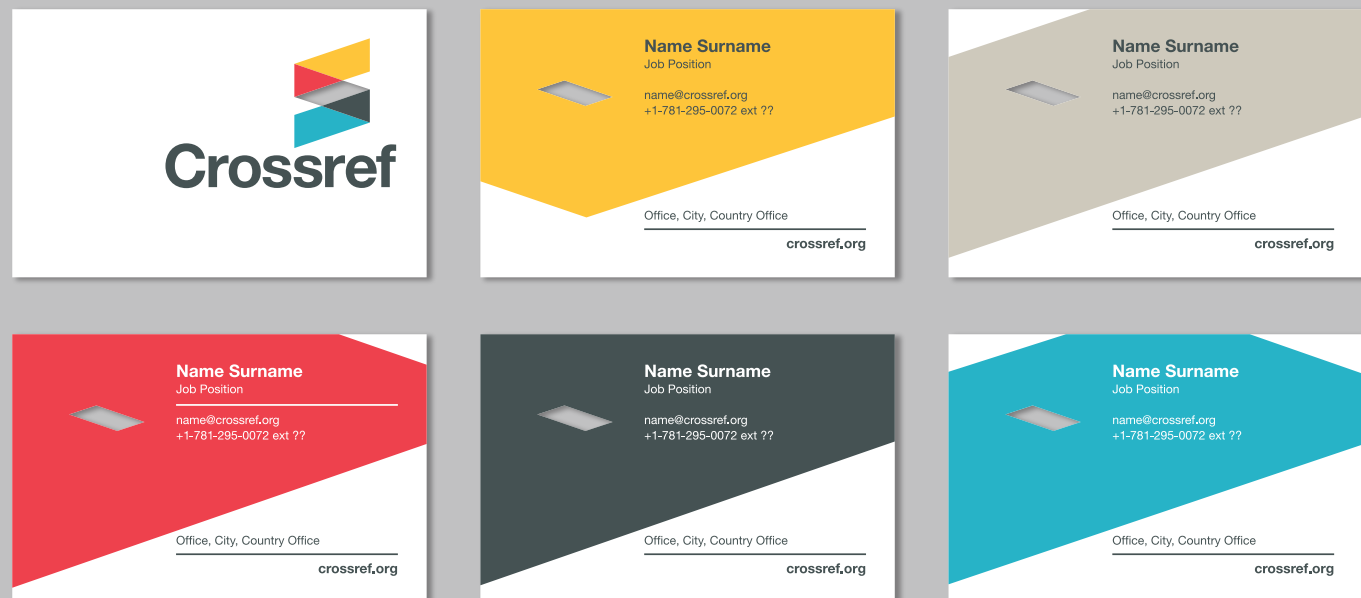
Cut out example
on the business card



The cut out can be used as a whole or
select just sections of the icon.



Business cards



Tagline

The art of persistence

Left aligned
on page

The art of
persistence

Right aligned
on page

The art of
persistence

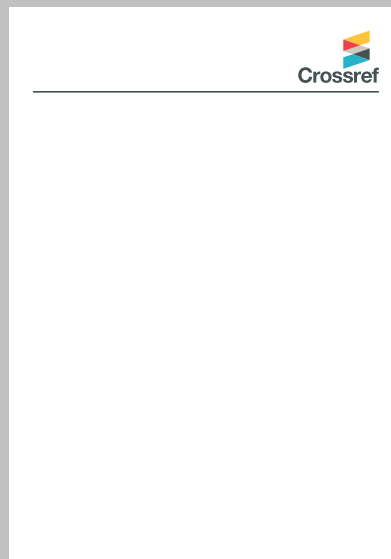
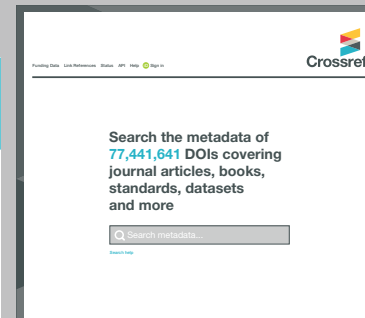
Minimum size

→ 30mm ←
The art of
persistence

Lines

Lines are used throughout the designs to help hold the content together, frame the pages and support the logo. They can break once across the spread to divide and highlight certain aspects of the message. In most cases it is best to only use two weights per spread or graphic (e.g., heavy 5pt and light 0.5pt).

Applied line examples



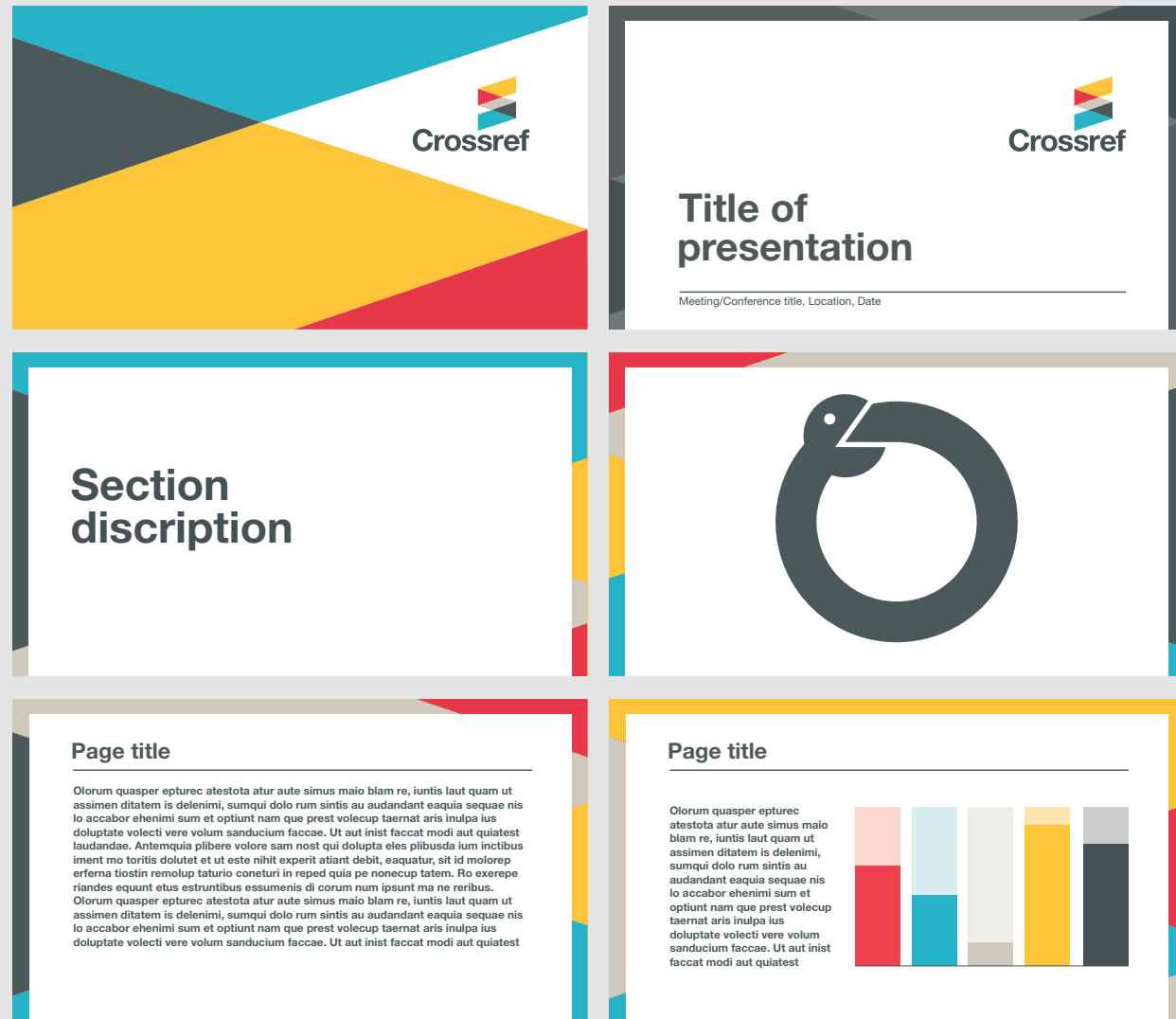
Templates Word header

To download the Word document go to:
assets.crossref.org



Templates PowerPoint & Keynote

To download the PowerPoint
and Keynote templates go to:
assets.crossref.org



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.

Typography

Primary typeface

The primary typeface for use in Crossref communications is Helvetica Neue and can be used in the following weights.

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type should never appear below 6pt.
There is no maximum limit to type size.
Helvetica Neue Roman is most suitable for body copy.
Helvetica Neue Medium is most suitable for small titles.
Helvetica Neue Bold is most suitable for large titles.

Typography example

Headlines
Helvetica
Neue 75 Bold

Subheads
Helvetica Neue 65 Medium

Body copy Helvetica Neue 55 Roman, Body copy
Helvetica Neue 55 Roman, Body copy Helvetica
Neue 55 Roman, Body copy Helvetica Neue 55
Roman, Body copy Helvetica Neue 55 Roman, Body
copy Helvetica Neue 55 Roman, Body copy Helvetica
Neue 55 Roman, Body copy Helvetica Neue 55 Roman,
Body copy Helvetica Neue 55 Roman, Body copy
Helvetica Neue 55 Roman, Body copy Helvetica Neue
55 Roman, Body copy Helvetica Neue 55 Roman, Body
copy Helvetica Neue 55 Roman, Body copy Helvetica
Neue 55 Roman, Body copy Helvetica Neue 55 Roman,
Body copy Helvetica Neue 55 Roman, Body copy
Helvetica Neue 55 Roman, Body copy Helvetica Neue
55 Roman, Body copy Helvetica Neue 55 Roman,

Photography

Photography should be used to illustrate a thought or idea. In the case of the 2016 New Year's card, this image was created to convey the marriage of happiness and persistence and, subliminally, reinforce the fact that this is only possible if you create links / connections.



Iconography

Iconography

Iconography should be used sparingly. The examples provided below are placeholders and we will continue to evolve our library. Please consult with COMM if you need an icon that is not provided.



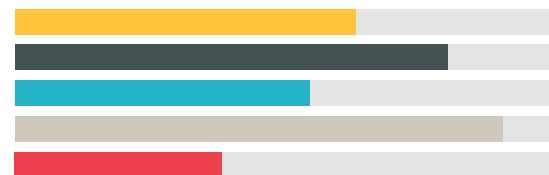
Link



Metadata



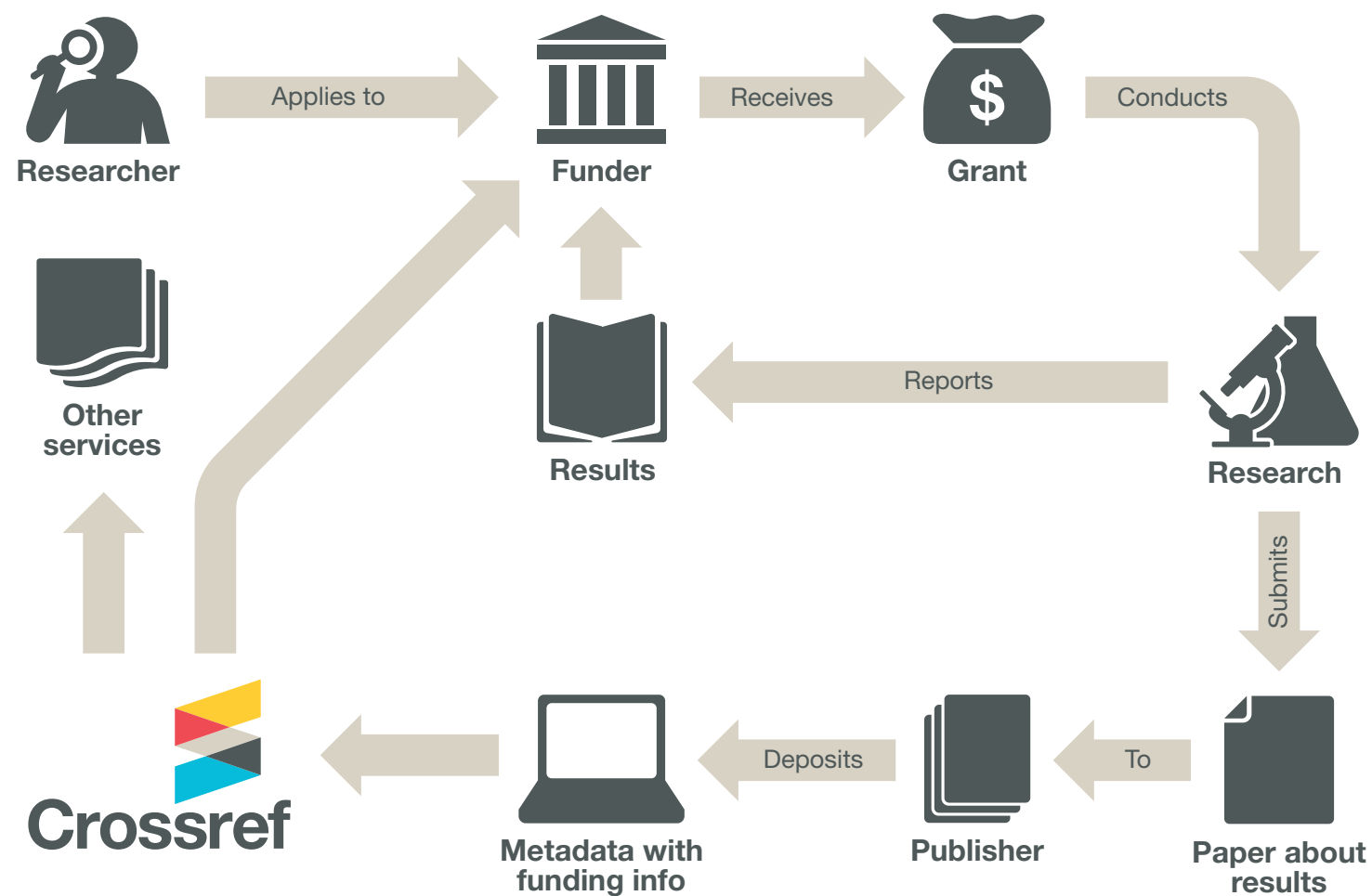
Paper



Icons are to be kept clean, simple, and flat so that they are instantly recognizable and have a digital look and feel. The icons should be in the one of the Crossref colors from the palette.

To access these files go to: assets.crossref.org

Iconography example



This is an example of an infographic to show Crossref's role in tracking funding data.

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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