

# IEEE Open Access Journal Identity Guidelines

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## Brand Elements

To the right are the core elements of IEEE Open Access Journal brand identity — logo, colors, fonts, design element and imagery.

### LOGO USAGE | Page 5

[Your Logo  
Here]



### COLORS | Page 8



### FONTS | Page 9

**Formata**  
abc  
ABC

**Open Sans**  
abc  
ABC

### DESIGN ELEMENT | Page 10

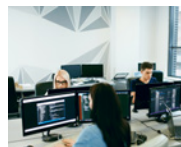


### IMAGERY | Page 26

#### Author Images



#### Society Images



#### Tech Images



## Lockup, Clear Space, and Minimum Size

## Color Usage

## Placement

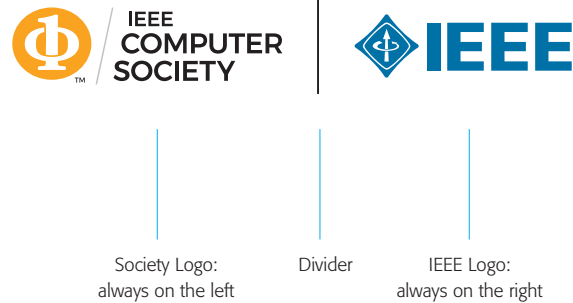
## Logo Usage

The logo lockup requires the Society logo on the left, a divider line in between, and the IEEE logo on the right.

Clear space ensures that the type treatment does not compete with other images, graphics, and text. Do not place any text, images, or graphics inside the clear space.

The minimum size requirement for both print and digital ensures that the logo is legible.

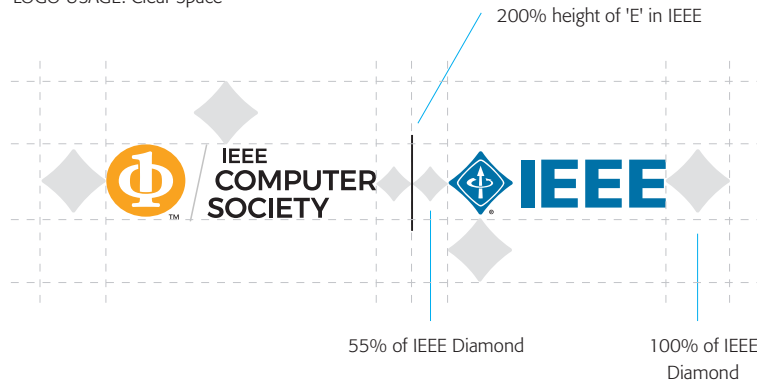
### LOGO USAGE\*: Lockup



### LOGO USAGE: Minimum Size



### LOGO USAGE: Clear Space



\* The IEEE Computer Society logo is used here for demonstration purposes only. Your logo in full color should be used.

Lockup, Clear Space, and Minimum Size

Color Usage

Placement

## Color Usage

Color logos should be used on white backgrounds only making sure to keep a visible contrast between the logo and color backgrounds.

Black or white logos should be used on color backgrounds making sure to keep a visible contrast between the logo and color backgrounds.

**Note:** The same logo color rules shown here apply to all text on a page. If you are using a medium color background such as the orange PMS 158 C or the blue PMS Process Cyan, either use all black or all white for logos and text. Do not use a combination of black and white.

LOGO USAGE\*: Color Logos on White only



LOGO USAGE: Black on Medium or Light Colors



Medium Colors

Light Colors

LOGO USAGE: White on Medium or Dark Colors



Medium Colors

Dark Colors

\* The IEEE Computer Society logo is used here for demonstration purposes only. Your logo should be used full color, black or white as shown above.

Lockup, Clear Space, and Minimum Size

Color Usage

Placement

## Placement

When placing the logo lockup on print or digital based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. Do not place the logos over an image. Here are some examples of both approved upper and lower left alignment usages. Do not place logo anywhere else on the page.

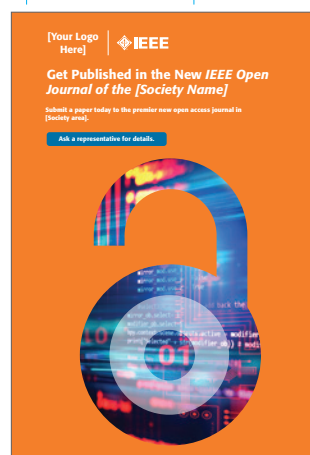
Exception: on digital or print ads when the space is very narrow, the logo may be centered top or bottom. See samples on pages 15-16 and page 22.



LOGO USAGE: Approved Placement for Print - Lower Left

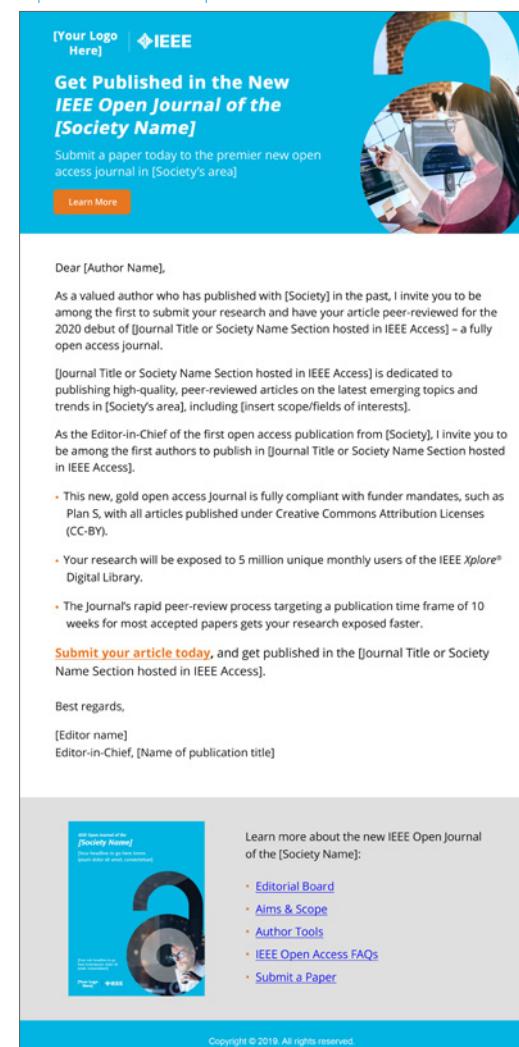
Print Ad

LOGO USAGE: Approved Placement for Print - Upper Left



Journal Cover

LOGO USAGE: Approved Placement for Digital - Upper Left



Email

## Colors

A color palette, derived from the colors of the IEEE brand, is provided for use on all collateral and communications.

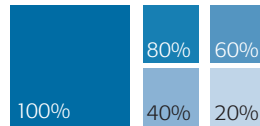
- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

Use Pantone Spot colors when printing with more than four colors or fewer than three colors.

Use CMYK colors when 4-color printing is available.

Use RGB colors for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use Hexadecimal colors when creating websites and any related applications, such as banner advertisements.

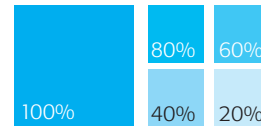


**PANTONE (SPOT)**  
PMS 3015

**CMYK**  
C100 M35 Y3 K21

**RGB**  
R0 G98 B155

**Hexidecimal/Web**  
#00629B

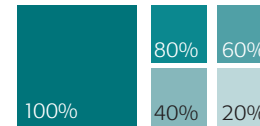


**PANTONE (SPOT)**  
PMS Process Cyan

**CMYK**  
C100 M0 Y0 K0

**RGB**  
R0 G181 B226

**Hexidecimal/Web**  
#00B5E2

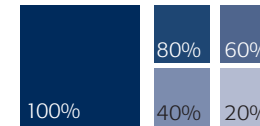


**PANTONE (SPOT)**  
PMS 322 C

**CMYK**  
C97 M9 Y38 K34

**RGB**  
R0 G115 B119

**Hexidecimal/Web**  
#007377

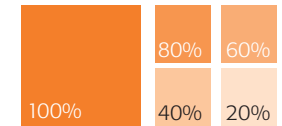


**PANTONE (SPOT)**  
PMS 295

**CMYK**  
C97 M9 Y39 K34

**RGB**  
R0 G40 B85

**Hexidecimal/Web**  
#002855

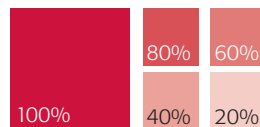


**PANTONE (SPOT)**  
PMS 158 C

**CMYK**  
C0 M62 Y95 K0

**RGB**  
R232 G119 B34

**Hexidecimal/Web**  
#E87722

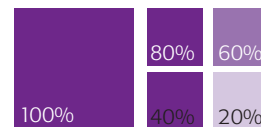


**PANTONE (SPOT)**  
PMS 200 C

**CMYK**  
C3 M100 Y70 K12

**RGB**  
R186 G12 B47

**Hexidecimal/Web**  
#BA0C2F

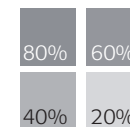


**PANTONE (SPOT)**  
PMS 2612C

**CMYK**  
C67 M100 Y0 K5

**RGB**  
R119 G378 B131

**Hexidecimal/Web**  
#772583

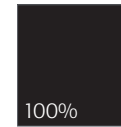


**PANTONE (SPOT)**  
PMS Cool Gray 9 C

**CMYK**  
C30 M22 Y17 K57

**RGB**  
R117 G120 B123

**Hexidecimal/Web**  
#75787B

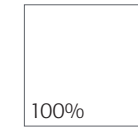


**PANTONE (SPOT)**  
PMS Process Black

**CMYK**  
C0 M0 Y0 K100

**RGB**  
R0 G0 B0

**Hexidecimal/Web**  
#000000



**COLOR**  
White

**CMYK**  
C0 M0 Y0 K0

**RGB**  
R255 G255 B255

**Hexidecimal/Web**  
#FFFFFF

## Fonts

Formata is the IEEE primary typeface. Formata, a sans serif font, should be used predominantly on all print applications. This typeface is available in many weights and styles that are essential to create distinction across all communications.

Open Sans is the IEEE preferred web and email font.

### Formata

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Formata Light

*Formata Light Italic*

**Formata Regular**

*Formata Italic*

**Formata Medium**

***Formata Medium Italic***

**Formata Bold**

***Formata Bold Italic***

Formata Condensed

*Formata Condensed Italic*

**Formata Condensed Medium**

***Formata Condensed Medium Italic***

**Formata Condensed Bold**

### Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Light

*Open Sans Light Italic*

Open Sans Regular

*Open Sans Italic*

**Open Sans Semibold**

***Open Sans Semibold Italic***

**Open Sans Bold**

***Open Sans Bold Italic***

## Lock Design Element

In addition to the colors and typography, the Lock Design Element is a key graphic of the IEEE Open Access design system. The Lock Design Element, based on the Open Access lock icon, is streamlined to create a unique and dynamic system that can be applied across all IEEE Branded communications. The Lock Design Element should be incorporated in all materials, in the styles shown on pages 10-25.

Do not create your own Lock Design Element. Use the art files created and supplied in the templates only.



INCORRECT USAGE:  
Do not use Lock Design Element  
in a solid color as shown above.



CORRECT USAGE:  
Always place a photo within the Lock Design Element as shown  
above or use it tinted without a photo as the example below.



## Lock Design Element Usage on White

The Lock Design Element should be incorporated in all materials, in the styles shown on pages 10-25.

Do not create your own Lock Design Element. Use the art files created and supplied in the templates only.

**Usage on a white background:** Only one of the three styles shown below may be used. Choose one that works best based on the application and design being used. See samples / templates on pages 15-26. Full Photo Lock, Circle Photo Lock and No Photo Lock can be download from the resource tool.

Full Photo Lock



The inside circle of the Lock Design Element over the photo should be colored white and tinted between 30% and 55% for (subtle, but definitely noticeable) depending on the saturation of the placed photo. The example above is tinted to 45% since the image is dark. For lighter images, a higher percentage works best and for darker images, a lower percentage tint works best.

Circle Photo Lock



The top curved part of the Circle Photo Lock, over a white background, should always be a solid 100% of whatever color is chosen color.

No Photo Lock



The No Photo Lock, over a white background, should be tinted between 30% and 55% depending on the color of the lock. The example above is tinted to 30% since the color is deep. For lighter colors, a higher percentage works best and for darker colors, a lower percentage tint works best to make it subtle, but noticeable.

## Lock Design Element Usage on Color

The Lock Design Element should be incorporated in all materials, in the styles shown on pages 10-25.

Do not create your own Lock Design Element. Use the art files created and supplied in the templates only.

**Usage on a color background:** Only one of the three styles shown below may be used. Choose one that works best based on the application and design being used. See samples / templates on pages 15-26.

Full Photo Lock



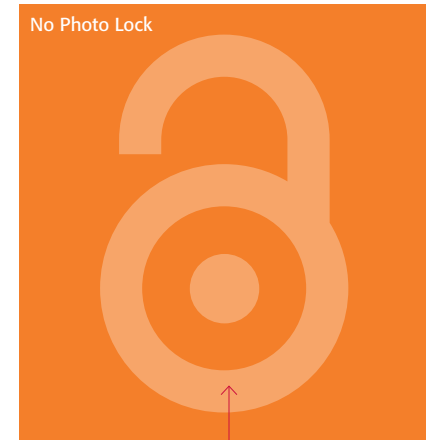
The inside circle of the Lock Design Element over the photo should be colored white and tinted between 30% and 55% (subtle, but definitely noticeable) depending on the saturation of the placed photo. The example above is tinted to 45% since the image is dark. For lighter images, a higher percentage works best and for darker images, a lower percentage tint works best.

Circle Photo Lock



The top curved part of the Circle Photo Lock, over a color background, should always be solid white.

No Photo Lock



The No Photo Lock, over a color background, should be tinted between 30% and 55% depending on the background color. The example above is tinted to 30% since the background color is deep. For lighter background colors, a higher percentage works best and for darker background colors, a lower percentage tint works best to make it subtle, but noticeable.

Lock Design Element

Usage

Placement

## Lock Design Element Placement

The Lock Design Element should be placed in the designs/templates supplied, in all materials, as shown on pages 10-25.

Do not create your own Lock Design Element. Use the art files created and supplied in the templates only.

**Full Photo Lock Placement on an Print Ad:** Right side and bleeding on one, two or three sides depending on the size of the Print Ad.



Note that when bleeding Lock Design Element with the Full Photo Lock, the Lock Design Element should be expanded to accommodate the image inside so that a maximum amount of the image is viewable and not cut off.



Do not create your own Lock Design Element. Use the art files created and supplied in the templates only.

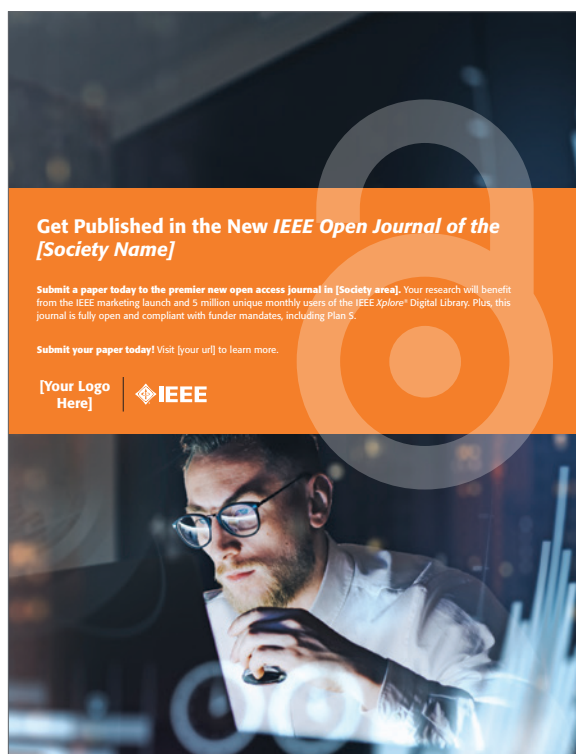
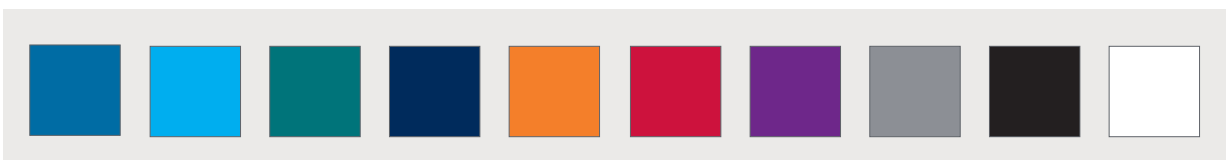
Circle Photo Lock, Full Photo Lock, and No Photo Lock placement examples on Print Ads.



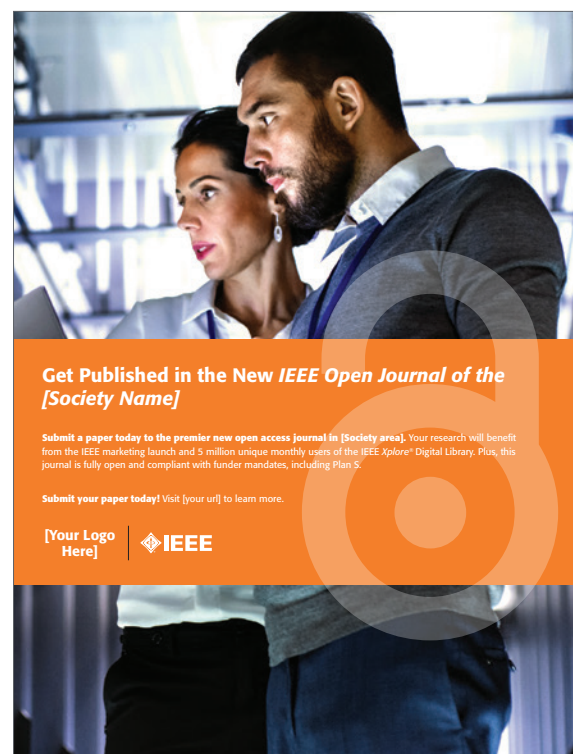
## Print Ad Templates

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

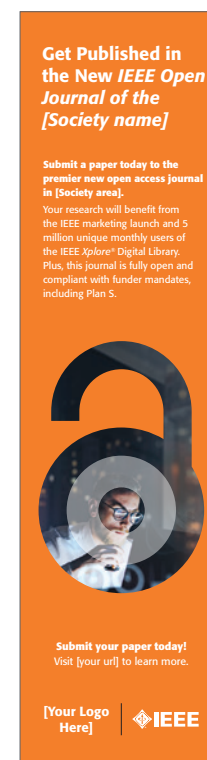
The Print Ad templates are provided in the sizes shown below and on page 16 for your use. All Print Ad templates are available in the 10 colors shown below.



Full Page (Option One)  
8.5" x 11"



Full Page (Option Two)  
8.5" x 11"



1/3 Page Vertical  
2.8125" x 10.5"

Print Ads

Flyer

Journal Cover

Signage

## Print Ad Templates

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### Get Published in the New IEEE Open Journal of the [Society name]

**Submit a paper today to the premier new open access journal in [Society area].**

Your research will benefit from the IEEE marketing launch and 5 million unique monthly users of the IEEE Xplore® Digital Library. Plus, this journal is fully open and compliant with funder mandates, including Plan S.

**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE



1 Page Vertical  
7.875" x 10.5"

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**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE



2/3 Page Vertical  
5.0625" x 10.5"

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**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE



1/4 Page Tall  
2.1875" x 10"

### Get Published in the New IEEE Open Journal of the [Society name]

**Submit a paper today to the premier new open access journal in [Society area].**

Your research will benefit from the IEEE marketing launch and 5 million unique monthly users of the IEEE Xplore® Digital Library. Plus, this journal is fully open and compliant with funder mandates, including Plan S.

**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE



1/2 Page Vertical  
3.8125" x 10.5"

### Get Published in the New IEEE Open Journal of the [Society name]

**Submit a paper today to the premier new open access journal in [Society area].**

Your research will benefit from the IEEE marketing launch and 5 million unique monthly users of the IEEE Xplore® Digital Library. Plus, this journal is fully open and compliant with funder mandates, including Plan S.

**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE



1/3 Page Square  
5.0625" x 5"

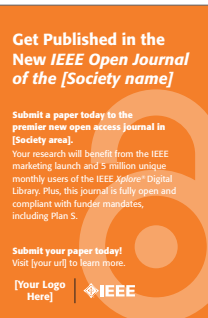
### Get Published in the New IEEE Open Journal of the [Society name]

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Your research will benefit from the IEEE marketing launch and 5 million unique monthly users of the IEEE Xplore® Digital Library. Plus, this journal is fully open and compliant with funder mandates, including Plan S.

**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE



1/4 Page Square  
3.25" x 4.75"

### Get Published in the New IEEE Open Journal of the [Society name]

**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE



1/4 Page Vertical  
2.1875" x 4.75"

### Get Published in the New IEEE Open Journal of the [Society Name]

**Submit a paper today to the premier new open access journal in [Society area].**

Your research will benefit from the IEEE marketing launch and 5 million unique monthly users of the IEEE Xplore® Digital Library. Plus, this journal is fully open and compliant with funder mandates, including Plan S.

**Submit your paper today!**  
Visit [your url] to learn more.

[Your Logo Here] | IEEE

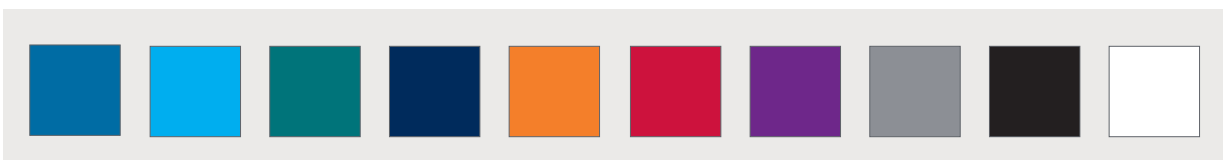


1/2 Page Horizontal  
7.875" x 5"

## Flyer Templates

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

The Flyers are provided as two-sided letter-sized templates for your use. All Flyer templates are available in the 10 colors shown below.



[Your Logo Here]

### Get Published in the New IEEE Open Journal of the [Society Name]

Submit a paper today to the premier new open access journal in [Society's area].

In keeping with IEEE's continued commitment to providing options supporting the needs of all authors, IEEE introduces the IEEE Open Journal of the [Society Name].

We invite you to be among the first to have your article peer-reviewed and published in the new journal. This is an exciting opportunity for your research to benefit from the high visibility and interest the journal's marketing launch will generate. Your research will also be exposed to 5 million unique monthly users of the IEEE Xplore® Digital Library.

The IEEE Open Journal of the [Society Name] will draw on IEEE's expert technical community's continued commitment to publishing the most highly-cited content. The editor-in-chief is the distinguished [Insert name]. [Include qualifications/accomplishments].

The rapid peer-reviewed process targets a publication time frame of 10 weeks for most accepted papers. **This journal is fully open and compliant with funder mandates, including Plan S.**

**Submit your paper today!**

Submission to ScholarOne begins in the Fall of 2019 with launch of the new IEEE Open Journal of the [Society Name] in IEEE Access expected in early 2020.

[Visit \[your url\] to learn more](#)

Flyer Template Front  
8.5" x 11"

## Be among the first published in the IEEE Open Journal of the [Society Name]

The [Society name]'s mission is to provide the computing community with a high-quality, peer-reviewed gold open access journal that fosters technological innovation and excellence for the benefit of humanity while meeting author needs to publish within their funding requirements.

The [Society name] is regarded as a trusted and unbiased source of technical information for dialog and collaboration to advance technology within the [Society area] community. The [Society name] is led by researchers and technology professionals who are at the center of respected [Society area] communities where readers and authors already come together.

**Leverage IEEE's publication expertise and strength**

IEEE articles are indexed by major technology databases, including Web of Science and Scopus.

IEEE publications are among the most cited journals in US and European new technology patents.

IEEE provides tools to assist authors with their publishing needs, including article templates and a graphics analyzer.

[Society name] members receive discounts on Article Processing Charges (APC).

**Submit your paper today!**

Submission to ScholarOne begins in the Fall of 2019 with launch of the new IEEE Open Journal of the [Society Name] in IEEE Access expected in early 2020.

[Visit \[your url\] to learn more](#)

Flyer Template Back  
8.5" x 11"

Print Ads

Flyer

Journal Cover

Signage

## Journal Cover Templates

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

The Journal Cover templates are provided in the size and 10 color options shown below.



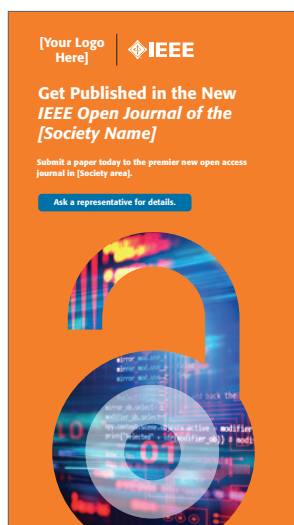
Journal Cover Template  
8.5" x 11"



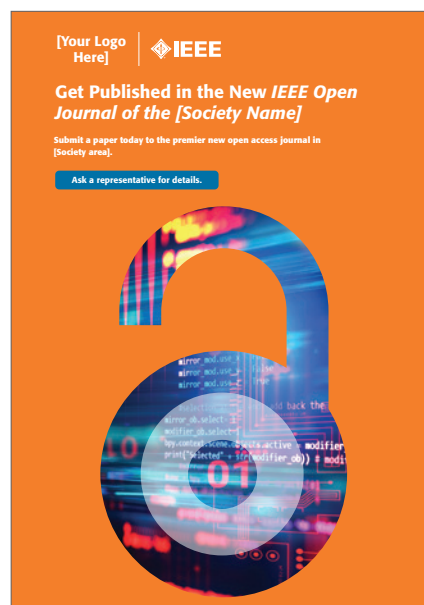
## Signage Templates

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

The Signage templates are provided in the sizes shown below and on page 20 for your use. All Signage templates are available in the 10 colors shown below.



Poster  
11" x 21"



Poster  
23" x 33"



Retractable Banner  
33" x 80"

Print Ads

Flyer

Journal Cover

Signage

## Signage Templates

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.



Backdrop with Image  
8' x 6'



Backdrop with Pattern  
8' x 6'

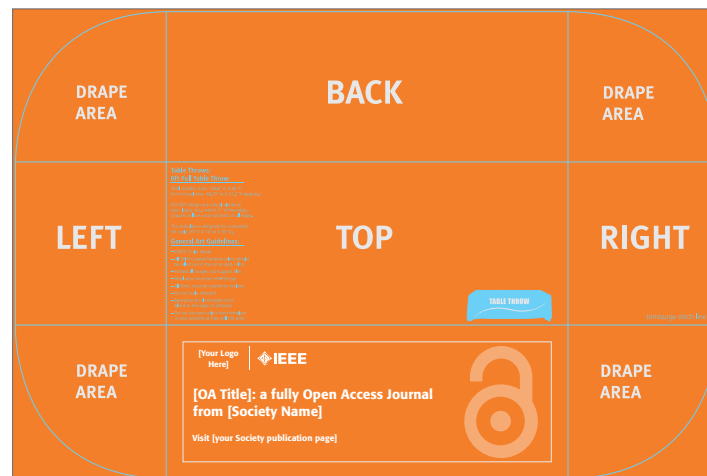


Table Cover  
90" x 132"

# Web Page Template

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

## Recommended Best Practices:

### Discount or Subsidy for Article Processing Charges (APC)

On your Society website ensure you include approved information regarding the discount or subsidy available for your Open Access journal. Please see the copy below and customize the relevant information according to the discount or subsidy your Society or Council is offering.

### Article Processing Charge (APC): US\$1750

#### Discounts

IEEE Members receive a 5% discount.

IEEE Society Members receive an [X%] discount.

These discount cannot be combined.

#### Special Offers

For a limited time, the XYZ Society is subsidizing the APC for [people it applies/XYZ Society members] to offer a special rate of [US\$ % off]. This offer cannot be combined with any discounts.

The **Web Page** proving an overview of your new Open Access journal must include the following components in order to be included in the [Directory of Open Access Journals](#):

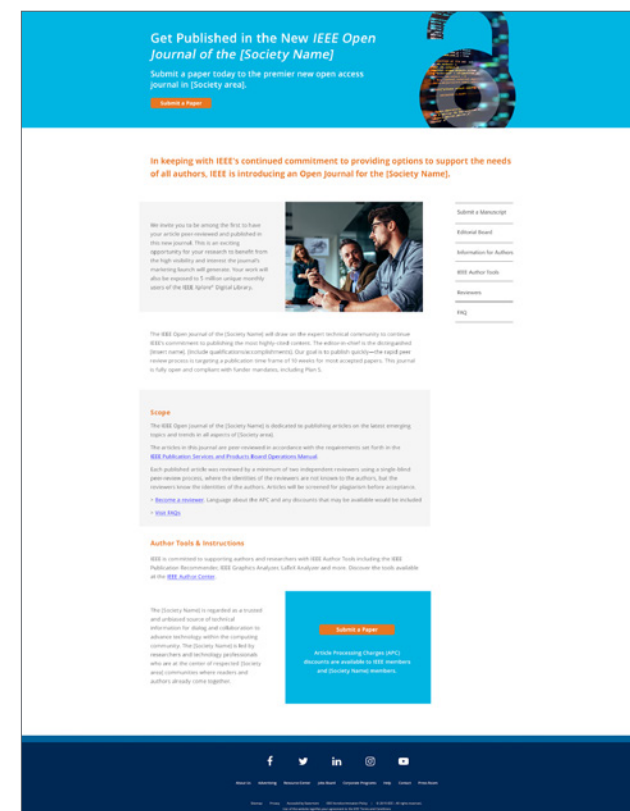
1. **Editorial Board:** For each editorial board member, include the individual's name, affiliation, and geographic location.
2. **Review Process:** Depending on the review process used by your journal, include one of the following statements in the area regarding author instructions or author tools:

#### If journal uses single-blind review

The articles in this journal are peer reviewed in accordance with the requirements set forth in the IEEE Publication Services and Products Board Operations Manual (<https://pspb.ieee.org/images/files/files/opsmanual.pdf>). Each published article was reviewed by a minimum of two independent reviewers using a single-blind peer review process, where the identities of the reviewers are not known to the authors, but the reviewers know the identities of the authors. Articles will be screened for plagiarism before acceptance.

#### If journal uses double-blind review

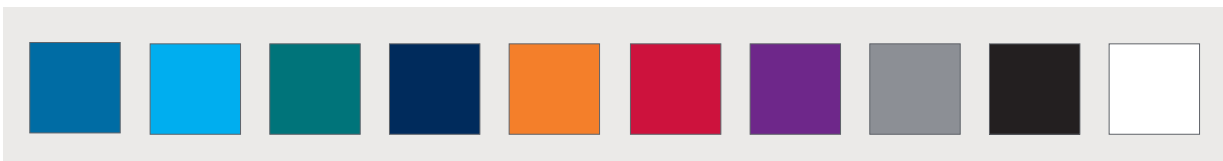
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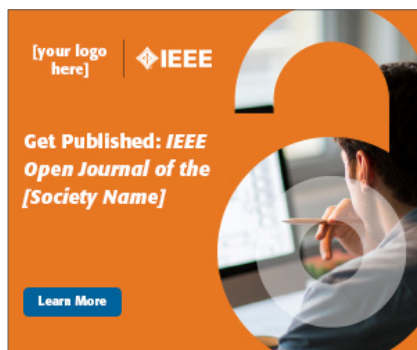
## Web/Digital Ad Templates

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

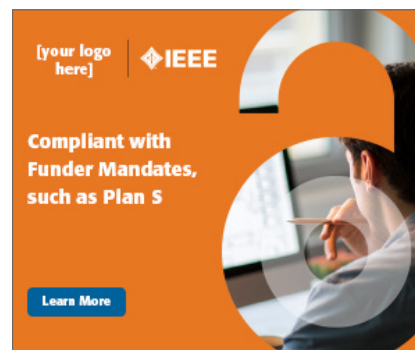
The Web/Digital Ad templates are provided as Adobe Photoshop .psd files, in the sizes below, as either animated or static for your use. All Web/Digital Ad templates are available in the 10 colors shown below.



### Sample Animated Ad Frames:



Animated 300 x 250 - Frame 1



Animated 300 x 250 - Frame 2

### Static Ads:



120 x 60



728 x 90



212 x 123



180 x 150



300 x 250



160 x 600

## Society Carousel Banner Templates

The templates can be leveraged by any IEEE Society to promote any new fully Open Access Journal or IEEE Access. They are fully editable for any new Open Access Journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available.

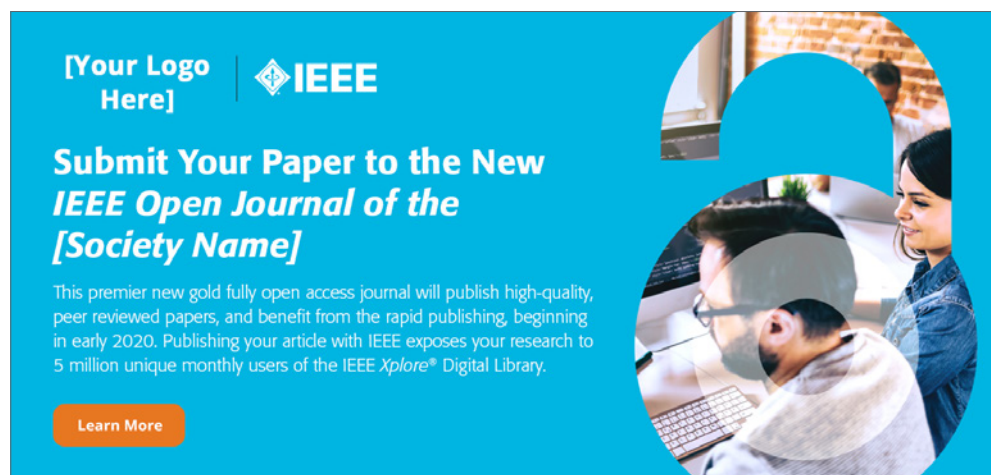
Society Carousel Banner templates are provided as Adobe Photoshop .psd files.



780 x 440



1440 x 450



1440 x 680

Web Page

Web/Digital Ad

Society Carousel Banners

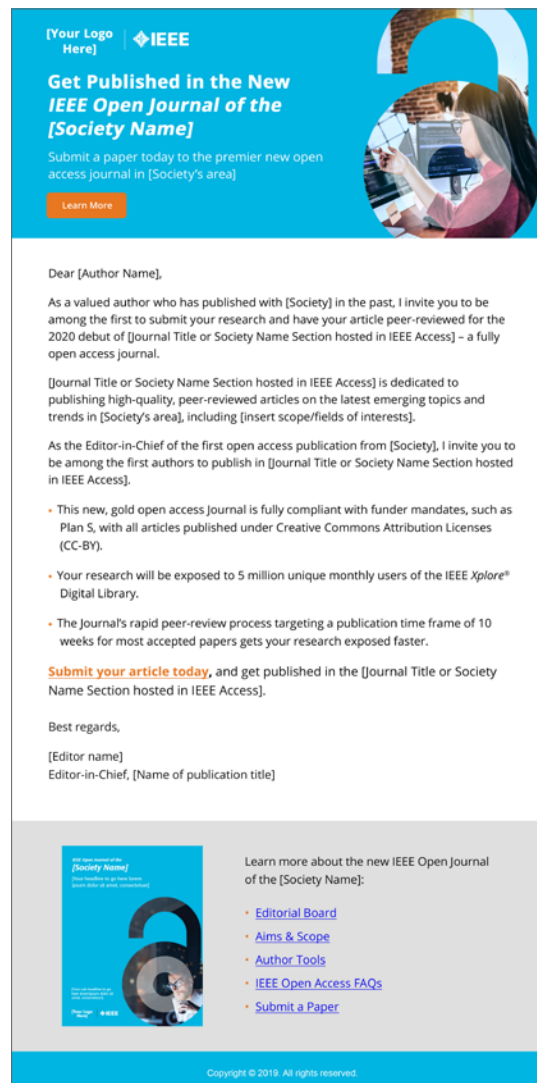
Emails

Social Media Banners

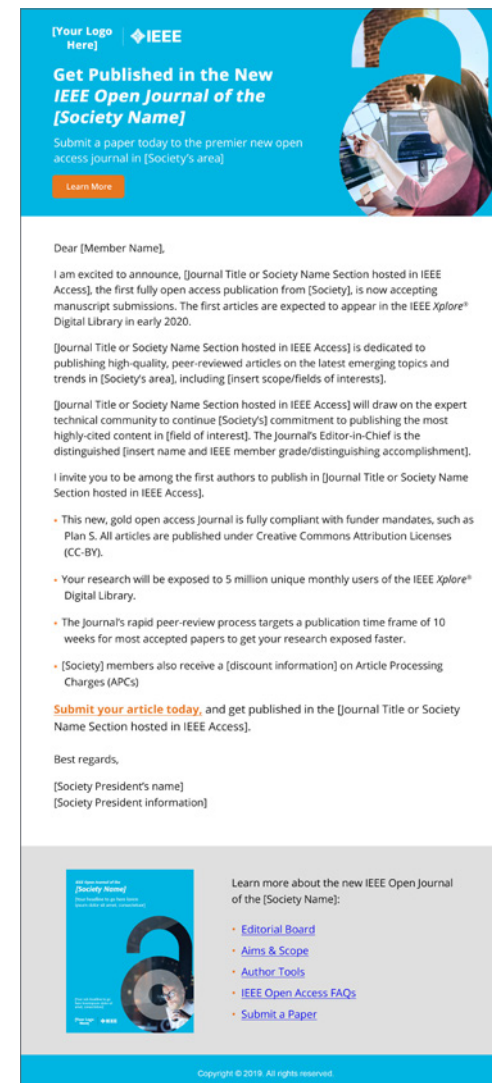
## Email Templates

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Email templates are provided as Adobe Photoshop .psd and .html programmed files.



Former Author



Society Member

## Social Media Banner Templates

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Social Media Banner templates are provided as Adobe Photoshop .psd files.



Twitter 440 x 220



LinkedIn 1104 x 736



Facebook 1200 x 630

## Imagery

Some sample images are shown to the right. To customize promotional material using a selection of high resolution Author, Technology and Society images suitable for a wide range of disciplines, you can browse and download royalty-free stock photos from the [Image Library](#). For questions about using the image library, please contact [dena.hoffman@ieee.org](mailto:dena.hoffman@ieee.org).



Antennas and Propagation Society



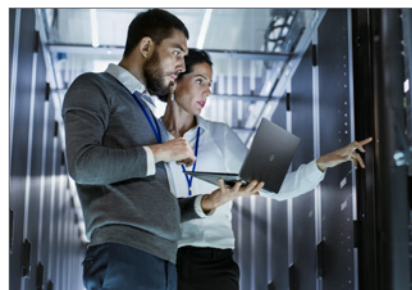
Broadcast Technology Society



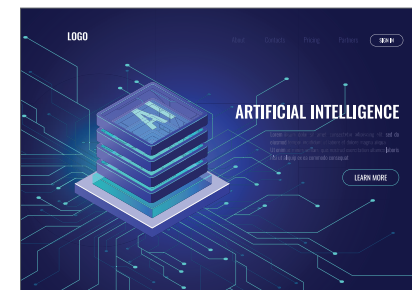
Circuits and Systems Society



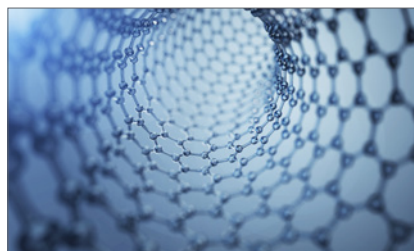
Communications



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Nanotechnology



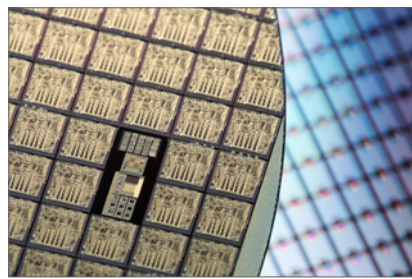
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Research-Authors



Signal Processing Society



Solid-State Circuits Society



Vehicular Technology Society

## Resource Tool

The [Toolkit](#) is available for each Society to download the templates and resource files.

Visit [brand-experience.ieee.org/templates-tools-resources/resources/toolkits//open-access-toolkit/](http://brand-experience.ieee.org/templates-tools-resources/resources/toolkits//open-access-toolkit/)

The screenshot displays the IEEE Brand Experience website. The header includes the IEEE logo and navigation links: The IEEE Brand, Guidelines, Templates, Tools, & Resources, Promo Library, Services, and Contact. A search bar is also present. The main content area is titled "Protected: IEEE Open Access Toolkit". Below this, a sidebar lists various toolkits, with "IEEE Open Access Toolkit" selected. The main content area is titled "IEEE Open Access Journals Marketing Toolkit" and contains a description of the toolkit, a list of resources available on the page, and sections for "Sample Promotional Copy" and "Print Ad Templates".

**Protected: IEEE Open Access Toolkit**

**IEEE Open Access Journals Marketing Toolkit**

This marketing toolkit contains templates that can be leveraged by any IEEE society to promote any new fully open access journal or IEEE Access section. It includes sample journal cover templates, promotional copy, email templates, print and web ads, flyers, web page tools, signage designs, an image library, and a quick start guide. All templates are fully editable for any new open access journal and can be customized in a variety of ways using stock images from the image library with multiple color variations available. To help get you started in the use of these materials, please refer to the "IEEE Open Access Marketing Quick Start and Style Guide."

For questions related to these templates or inquiries related to IEEE Open Access campaigns for IEEE societies, please contact Dena Hoffman ([dena.hoffman@ieee.org](mailto:dena.hoffman@ieee.org)).

**On this page:**

- Sample Promotional Copy
- Print Ad Templates
- Signage Templates
- Flyer Templates
- Journal Cover Templates
- Multicolumn Ad Templates
- Society Web Carousel Templates
- Social Media Banner Templates
- Web Page Templates
- Email Templates
- Quick Start and Style Guide
- Images

**Sample Promotional Copy**

Use the long form, medium form or short form copy for your promotional material. Download Word doc below.

[top of page](#)

**Print Ad Templates**

Each Ad size is available in 10 color options. See color swatches directly below the preview image to download the color template.

Get Published in the New IEEE Open Journal of the [Society name]

IEEE Open Access Journals Marketing Toolkit

One Page  
7.875" x 10.5"

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