



Branding Guidelines

Recommendations:

- Each publisher should create a CrossRef Information Page - a web page with CrossRef information and links to the main CrossRef site (<http://www.crossref.org/>) – or create links to the CrossRef website
- CrossRef members should place a "CrossRef Member" logo, which links to the CrossRef Information Page or the central CrossRef website, on the page where references are displayed for end users and on journal homepages
- CrossRef members should place a "CrossRef Member" logo, which links to the CrossRef Information Page or the central CrossRef website, on their Response Page (the page that users arrive at when following a DOI reference link)
- Each publisher should use "CrossRef" as the text of the link using DOIs from CrossRef

The items above are recommendations, not requirements.

Reference Link Formats

Outgoing Links - these are links that publishers add to the references in their journals using the DOIs received from CrossRef. I think that there is great benefit if all CrossRef members use the same link text. As the CrossRef brand gets established users will know what to expect when they follow a CrossRef link. The "CrossRef Member" button will enable the CrossRef brand to get established. This is somewhat similar to the "Intel Inside" campaign. A "CrossRef link" will have a stamp of authority on it and members can promote their CrossRef membership as benefiting users. Users clicking on a "CrossRef" link will know that they will go to the original publisher and get at least a full bibliographic citation.

Options for links are:

Text link following the reference - CrossRef is preferred because this is short and simple. As the CrossRef brand becomes established users will know what to expect when clicking on CrossRef links. Using "CrossRef Full Text" and "CrossRef Article" are other options but imply the user would get the full text when in many cases they won't.

Citation itself can be linked (see example) - this isn't clear where the user is going. Also, it isn't consistent if other links appear after the reference as separate text.

Examples of Reference Links:

Kaplan D. R. (1994) *J. Neurobiol.* **25, 1404-1417. [CrossRef] [Medline]

Kaplan D. R. (1994) *J. Neurobiol.* **25**, 1404-1417. [Article] [Medline]

Kaplan D. R. (1994) *J. Neurobiol.* **25**, 1404-1417. [Original Article] [Medline]

Kaplan D. R., (1994) [J. Neurobiol. 25, 1404-1417](#). [Medline]

**Recommended Format

Intermediate Link Page - publishers can have a link that says [Links] that will take the user to an intermediate page where all links that are available are displayed.

CrossRef Name

CrossRef should always be written with an uppercase "C" and "R" and as one word. Publishers International Linking Association, Inc (PILA) is the official name of the not-for-profit organization setup to run the CrossRef service. PILA is acceptable. In general, CrossRef will be used as the name of the service and the organization. A trademark application has been filed for the CrossRef name and logo.

Logos and Logo Use

For the most up-to-date logos and usage guidelines go to http://www.crossref.org/members_only/branding.htm

The CrossRef logo can be used by members online and/or in print. The logo will be available on the CrossRef website. The logo should not be altered or changed.

CrossRef Member Button - A "CrossRef Member" button logo is available in two sizes.



CrossRef Information Page - publishers will create a marketing page, which links to the informational CrossRef website (<http://www.crossref.org>), explaining CrossRef. The page can detail how many journals are being linked, how many links have been added to references and other linking information related to the publisher. CrossRef will also create a central page that members can link to as an alternative to having their own CrossRef page.

Response Page - this is the page that users see when they arrive at a publisher's site having followed a DOI link from another publisher's site. Members will add a CrossRef Member button to this page that links to the CrossRef Information Page.