

IEEE Open Access Journal Identity Guidelines

*Launch - Call for Papers and Post Launch - Driving Both
Readership and Submissions*

TABLE OF CONTENTS

OVERVIEW	3	DESIGN ELEMENT	10	WEB AND SOCIAL MEDIA	24
Welcome.....	3	Lock Design Element.....	10	Web Page.....	24
Brand Elements.....	4	Usage.....	11	Web/Digital Ads.....	26
		Placement.....	13	Society Carousel Banners.....	28
LOGO USAGE	5			Emails.....	30
Lockup, Clear Space, and Minimum Size.....	5	PRINT TEMPLATES	15	Social Media Banners.....	32
Color Usage.....	6	Print Ads.....	15	Contact Card.....	34
Placement.....	7	Flyer.....	19		
		Journal Cover.....	21	IMAGERY	35
COLORS	8	Signage.....	22		
				RESOURCE TOOL	36
FONTS	9				
				RESOURCES AND CONTACT	37

Brand Elements

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

LOGO USAGE | Page 5



COLORS | Page 8



FONTS | Page 9

Formata	Open Sans	Calibri
abc	abc	abc
ABC	ABC	ABC

DESIGN ELEMENT | Page 10



IMAGERY | Page 26

Author Images



Society Images



Tech Images



Lockup, Clear Space, and Minimum Size

Color Usage

Placement

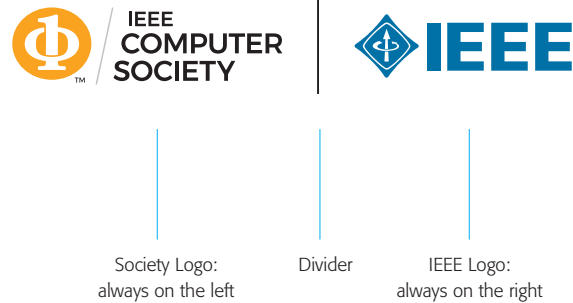
Logo Usage

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.

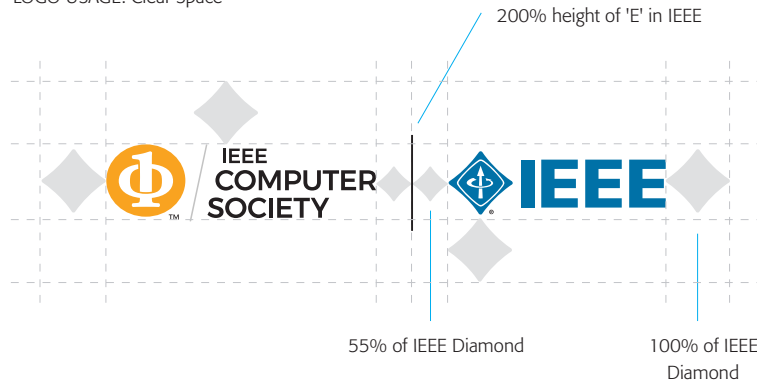
LOGO USAGE*: Lockup



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, making sure to keep a visible contrast between the logo and color backgrounds.

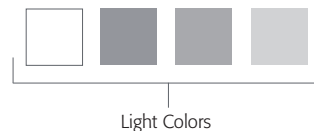
Black logos should be used on light colors backgrounds, making sure to keep a visible contrast between the logo and color backgrounds.

White logos should be used on dark color backgrounds making sure to keep a visible contrast between the logo and color backgrounds.

LOGO USAGE*: Color Logos on White



LOGO USAGE: Black on Light Colors



LOGO USAGE: White on 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 the logo anywhere else on the page.

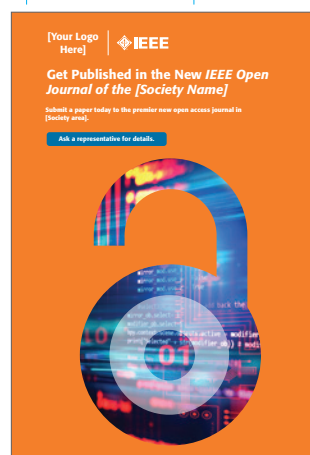
Exception: on digital or print ads when the space is very narrow, the logo may be centered top or bottom. See samples on pages 15-16 and page 22.



Print Ad

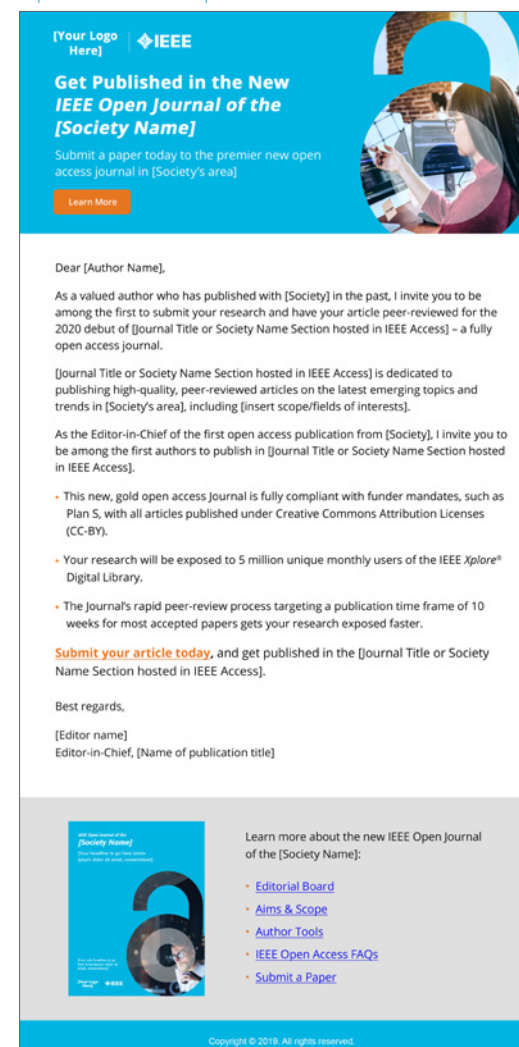
LOGO USAGE: Approved Placement for Print - Lower Left

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.

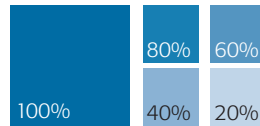
- Recommended tints for use of these colors are included.
- The recommended type color (black or white) is indicated in the percentage labels.

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.

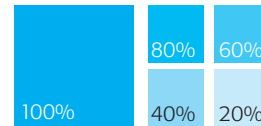


PANTONE (SPOT)
PMS 3015

CMYK
C100 M35 Y3 K21

RGB
R0 G98 B155

Hexadecimal/Web
#00629B

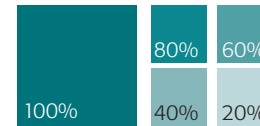


PANTONE (SPOT)
PMS Process Cyan

CMYK
C100 M0 Y0 K0

RGB
R0 G181 B226

Hexadecimal/Web
#00B5E2

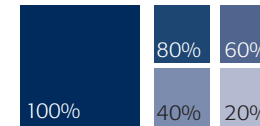


PANTONE (SPOT)
PMS 322 C

CMYK
C97 M9 Y38 K34

RGB
R0 G115 B119

Hexadecimal/Web
#007377

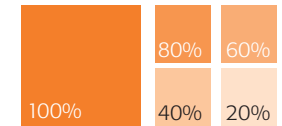


PANTONE (SPOT)
PMS 295

CMYK
C97 M9 Y39 K34

RGB
R0 G40 B85

Hexadecimal/Web
#002855

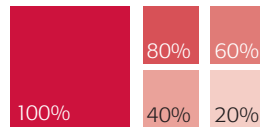


PANTONE (SPOT)
PMS 158 C

CMYK
C0 M62 Y95 K0

RGB
R232 G119 B34

Hexadecimal/Web
#E87722

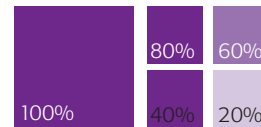


PANTONE (SPOT)
PMS 200 C

CMYK
C3 M100 Y70 K12

RGB
R186 G12 B47

Hexadecimal/Web
#BA0C2F

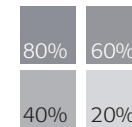


PANTONE (SPOT)
PMS 2612C

CMYK
C67 M100 Y0 K5

RGB
R119 G378 B131

Hexadecimal/Web
#772583



PANTONE (SPOT)
PMS Cool Gray 9 C

CMYK
C30 M22 Y17 K57

RGB
R117 G120 B123

Hexadecimal/Web
#75787B



PANTONE (SPOT)
PMS Process Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

Hexadecimal/Web
#000000



COLOR
White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

Hexadecimal/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.

Calibri is the IEEE preferred PowerPoint 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

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Light

Calibri Italic

Calibri Regular

Calibri Italic

Calibri Bold

Calibri 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 the 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



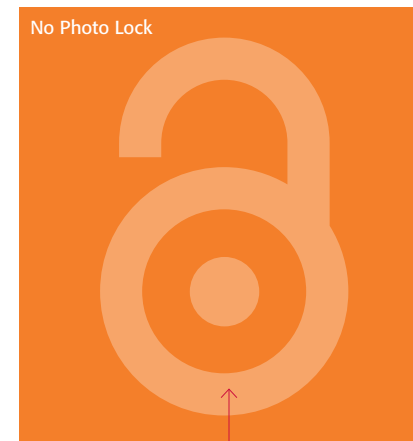
The inside circle of the Lock Design Element over the photo should be colored white and tinted between 30% and 55% for (subtle, but definitely noticeable) depending on the saturation of the placed photo. The example above is tinted to 45% since the image is dark. For lighter images, a higher percentage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

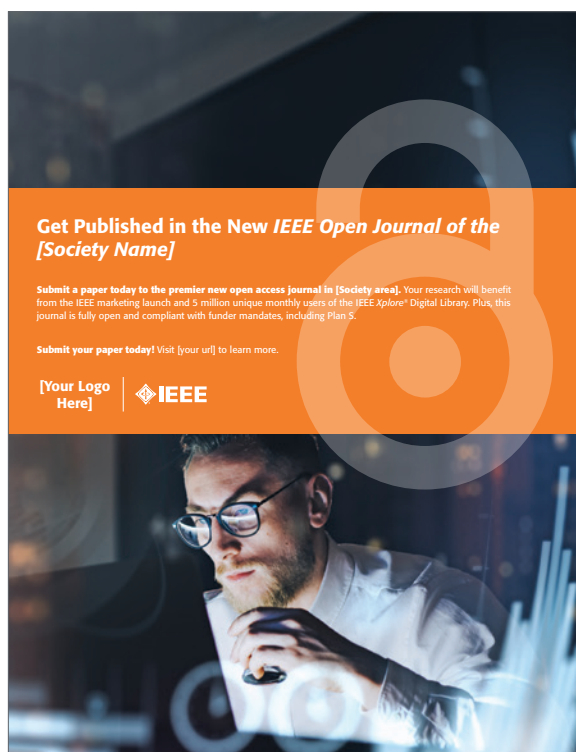
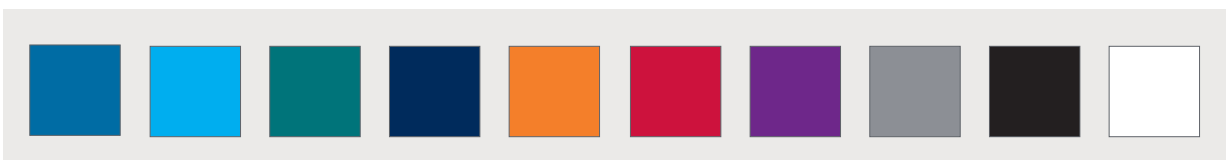
Circle Photo Lock, Full Photo Lock, and No Photo Lock placement examples on Print Ads.



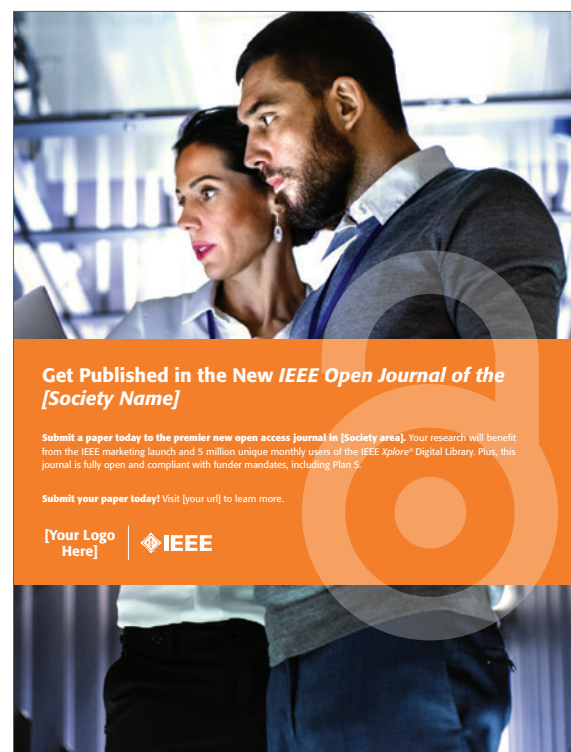
Print Ad Templates: for Launch

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.

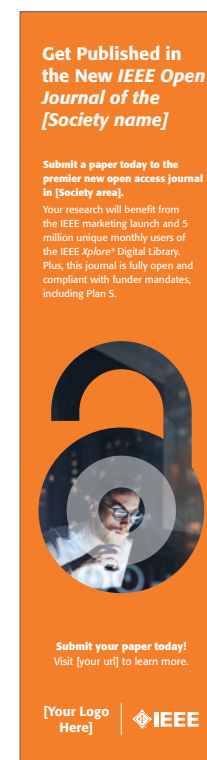
The Print Ad templates are provided in the sizes shown below and on page 16 for your use. All Print Ad templates are available in the 10 colors shown below.



Full Page (Option One)
8.5" x 11"



Full Page (Option Two)
8.5" x 11"

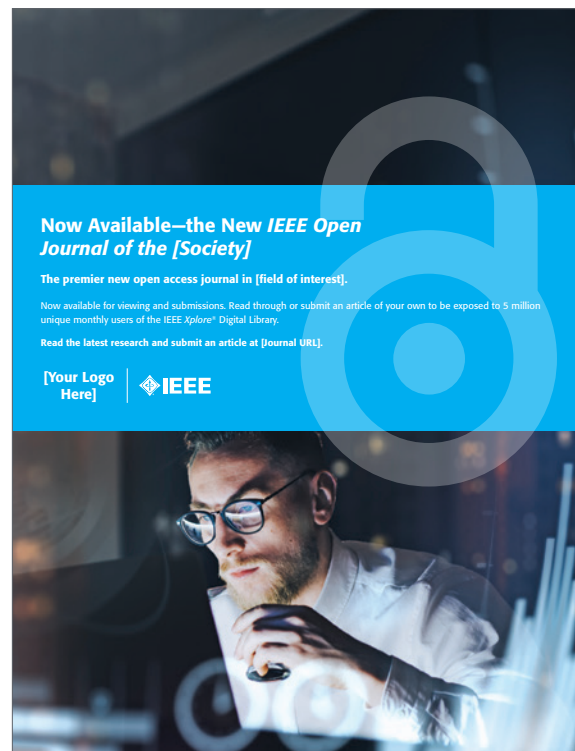


1/3 Page Vertical
2.8125" x 10.5"

Print Ad Templates: for Post Launch

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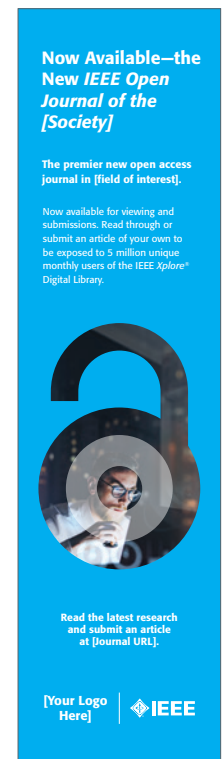
The Print Ad templates are provided in the sizes shown below and on page 16 for your use. All Print Ad templates are available in the 10 colors shown below.



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: for Launch

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1 Page Vertical
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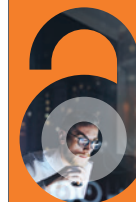
[Your Logo Here] | **IEEE**

2/3 Page Vertical
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1/4 Page Tall
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1/2 Page Vertical
3.8125" x 10.5"

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1/3 Page Square
5.0625" x 5"

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1/4 Page Square
3.25" x 4.75"

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1/4 Page Vertical
2.1875" x 4.75"

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[Your Logo Here] | **IEEE**



1/2 Page Horizontal
7.875" x 5"

Print Ads

Flyer

Journal Cover

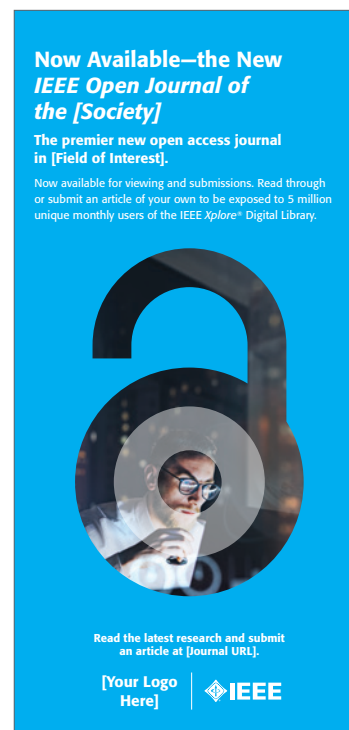
Signage

Print Ad Templates: for Post Launch

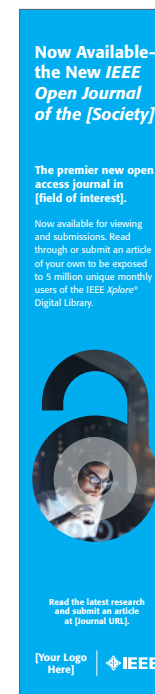
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1 Page Vertical
7.875" x 10.5"



2/3 Page Vertical
5.0625" x 10.5"



1/4 Page Tall
2.1875" x 10"



1/2 Page Vertical
3.8125" x 10.5"



1/3 Page Square
5.0625" x 5"



1/4 Page Square
3.25" x 4.75"



1/4 Page Vertical
2.1875" X 4.75"




1/2 Page Horizontal
7.875" x 5"

Flyer Templates: for Launch

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



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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.

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 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!
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Flyer Template Back
8.5" x 11"

Flyer Templates: for Post Launch

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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]

IEEE

Now Available—the New
IEEE Open Journal of the [Society]

Read the latest research and submit an article.

In keeping with IEEE's continued commitment to publishing research available to all, the IEEE [Society] recently launched the *IEEE Open Journal of the [Society]*. This journal is fully open and compliant with funder mandates, including Plan S.

The *IEEE Open Journal of the [Society]* draws on the expert technical community to continue IEEE's commitment to publishing the most highly-cited content. The editor-in-chief is the distinguished [NAME from the DEPARTMENT AND AFFILIATION].

This journal publishes high-quality, peer-reviewed papers covering hot topics and state-of-the-art advances in the [field of interest]. Read through the most recently published research in this premier new journal in [field of interest]:

[Article Title Goes Here]
[Authors' first initial & last name go here.]

[Article Title Goes Here]
[Authors' first initial & last name go here.]

[Article Title Goes Here]
[Authors' first initial & last name go here.]

The IEEE [Society] is accepting submissions for the following subjects:

Topic [Description of the topic with a submission deadline of X MONTH YEAR and expected publication of X MONTH YEAR]

Topic [Description of the topic with a submission deadline of X MONTH YEAR and expected publication of X MONTH YEAR]

Submit an article to have your own work published in this new journal. This is an exciting opportunity for your work to be exposed to 5 million unique monthly users of the IEEE Xplore® Digital Library. The rapid, peer-review process is targeting a publication time frame of 10 weeks for most accepted papers.

Flyer Template Front
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Be among the first published in the
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The [Society]'s mission is to provide the [field of interest] 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] is regarded as a trusted and unbiased source of technical information for dialog and collaboration to advance technology within the [field of interest] community. The [Society] is led by researchers and technology professionals who are at the center of respected [field of interest] communities where readers and authors already come together.

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Flyer Template Back
8.5" x 11"

Resources & Contact

20

Print Ads

Flyer

Journal Cover

Signage

Journal Cover Templates: for Launch

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.



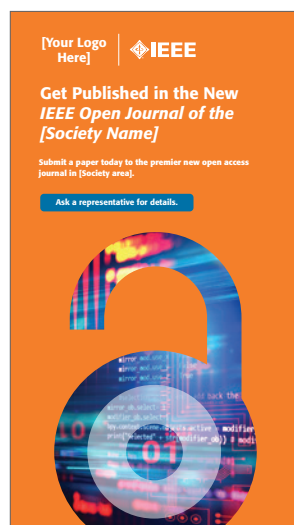
Journal Cover Template
8.5" x 11"



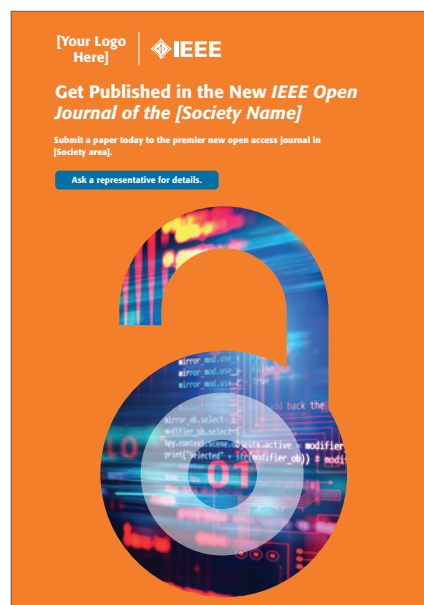
Signage Templates: for Launch

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: for Launch

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Backdrop with Image
8' x 6'



Backdrop with Pattern
8' x 6'



Table Cover
90" x 132"

Web Page Template: for Launch

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** providing 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](#):

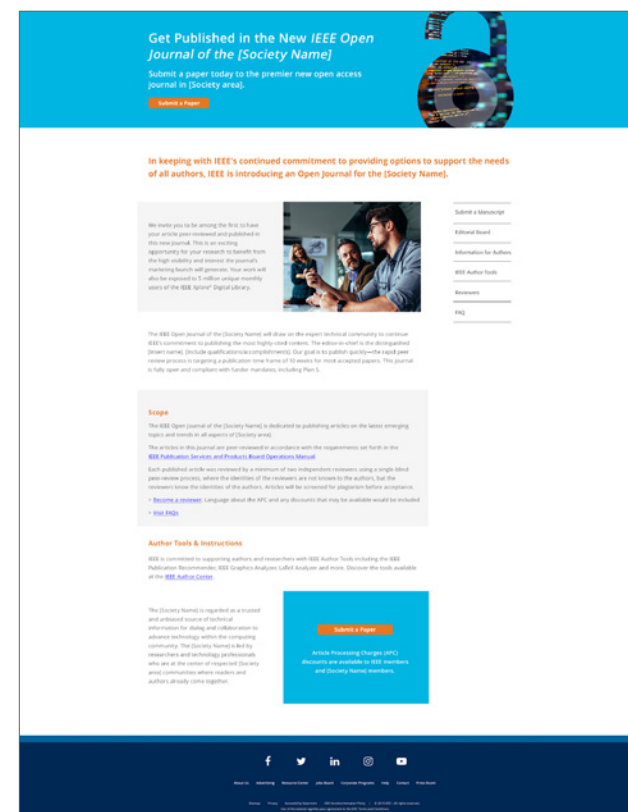
1. **Editorial Board:** For each editorial board member, include the individual's name, affiliation, and geographic location.
2. **Review Process:** Depending on the review process used by your journal, include one of the following statements in the area regarding author instructions or author tools:

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

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 double-blind peer review process, in which the identities of the reviewers are not known to the authors, and the identities of the authors are not known to the reviewers. Articles will be screened for plagiarism before acceptance.



Web Page Template: for Post Launch

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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](#):

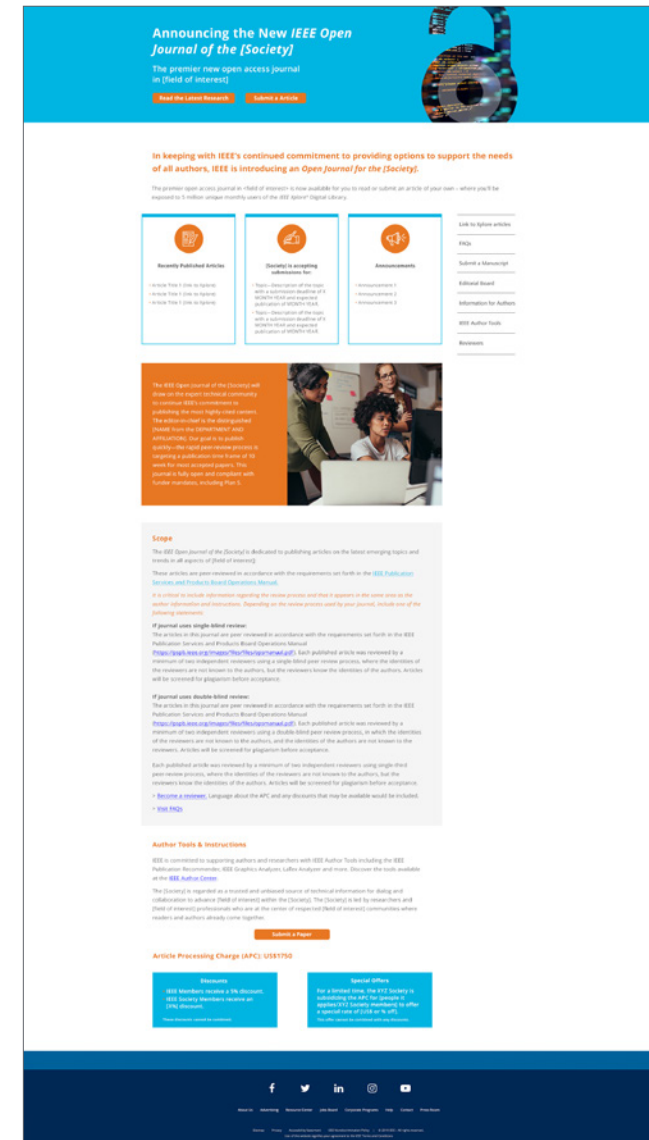
- Editorial Board:** For each editorial board member, include the individual's name, affiliation, and geographic location.
- Review Process:** Depending on the review process used by your journal, include one of the following statements in the area regarding author instructions or author tools:

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

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 double-blind peer review process, in which the identities of the reviewers are not known to the authors, and the identities of the authors are not known to the reviewers. Articles will be screened for plagiarism before acceptance.



Web/Digital Ad Templates: for Launch

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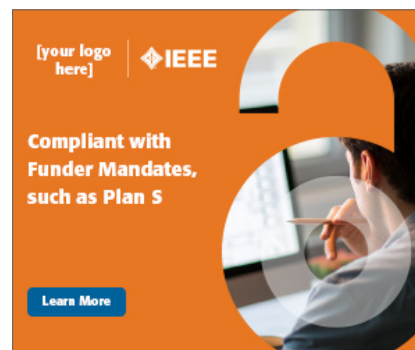
The Web/Digital Ad templates are provided as Adobe Photoshop .psd files, in the sizes below, as either animated or static for your use. All Web/Digital Ad templates are available in the 10 colors shown below.



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

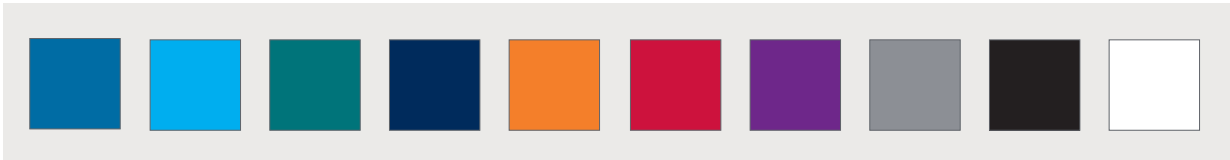


160 x 600

Web/Digital Ad Templates: for Post Launch

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Sample Animated Ad Frames:



Animated 300 x 250 - Frame 1



Animated 300 x 250 - Frame 2

Static Ads:



120 x 60



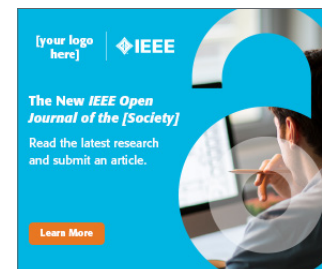
728 x 90



212 x 123



180 x 150



300 x 250



160 x 600

Society Carousel Banner Templates: for Launch

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.

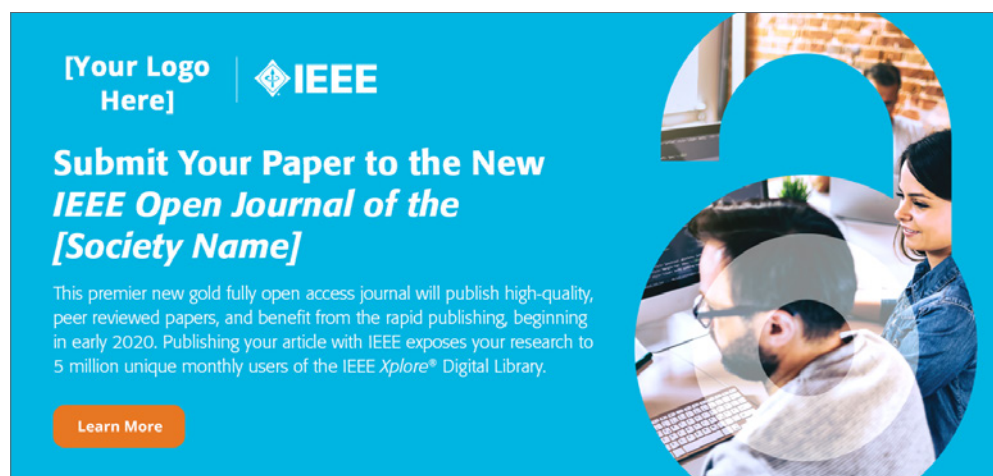
Society Carousel Banner templates are provided as Adobe Photoshop .psd files.



780 x 440



1440 x 450




1440 x 680

TOC	Overview	Logo Usage	Colors	Fonts	Design Element	Print Templates	Web and Social Media	Imagery	Resource Tool
Web Page	Web/Digital Ad	Society Carousel Banners			Emails	Social Media Banners			


Society Carousel Banner Templates: for Post Launch

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

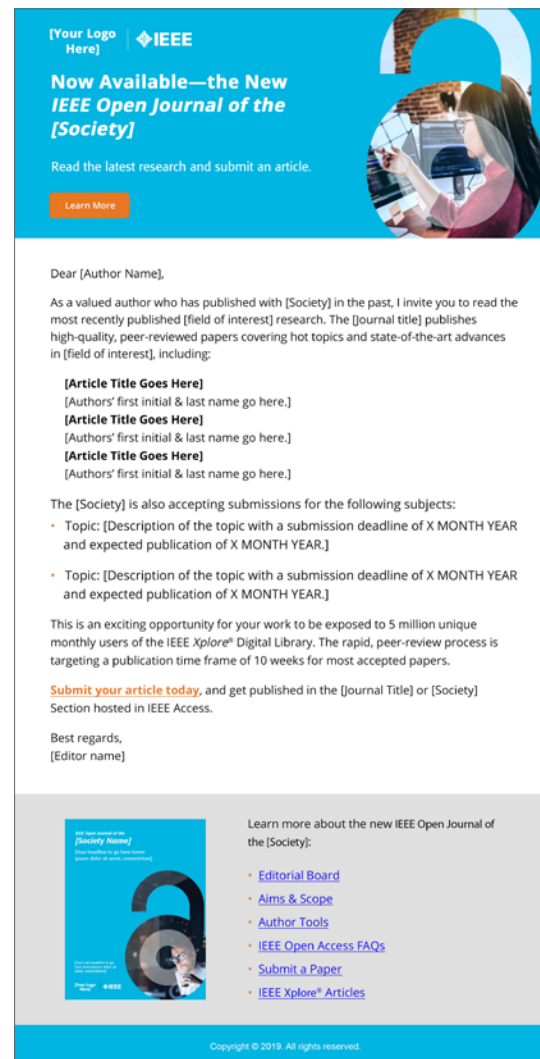
Emails

Social Media Banners

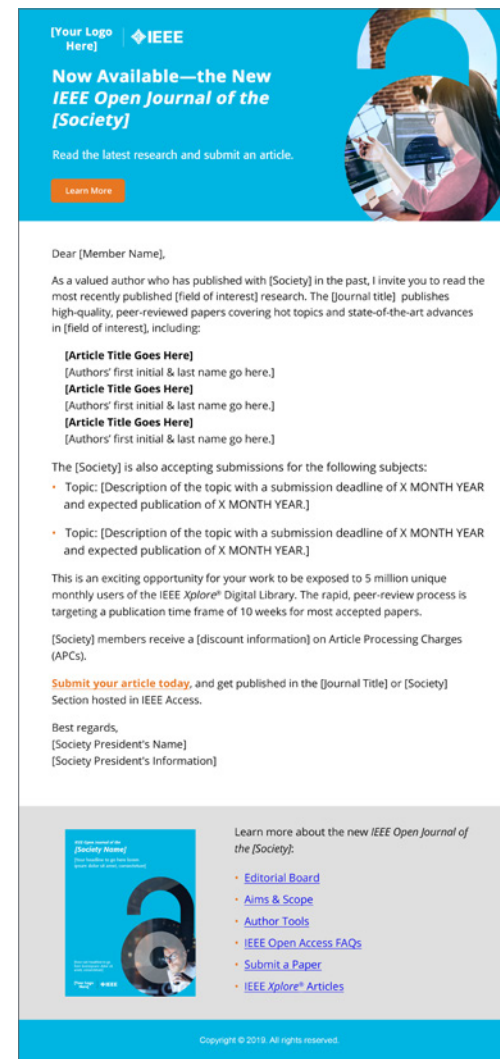
Email Templates: for Post Launch

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.




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






Former Author



Society Member

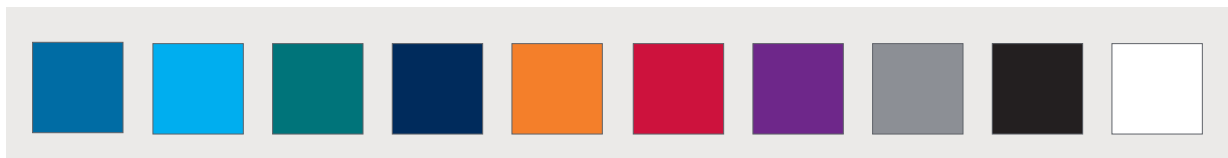
TOC	Overview	Logo Usage	Colors	Fonts	Design Element	Print Templates	Web and Social Media	Imagery	Resource Tool
Web Page	Web/Digital Ad	Society Carousel Banners		Emails		Social Media Banners			
<div> <div> <h2>Social Media Banner Templates: for Launch</h2> <p>The templates can be leveraged by any IEEE 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.</p> </div> <div> <p>Social Media Banner templates are provided as Adobe Photoshop .psd files.</p> <div>  <p>Twitter 440 x 220</p> </div> <div>  <p>LinkedIn 1104 x 736</p> </div> <div>  <p>Facebook 1200 x 630</p> </div> </div> </div>									

TOC	Overview	Logo Usage	Colors	Fonts	Design Element	Print Templates	Web and Social Media	Imagery	Resource Tool
Web Page	Web/Digital Ad	Society Carousel Banners		Emails		Social Media Banners			
<div> <div> <h2>Social Media Banner Templates: for Post Launch</h2> <p>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.</p> </div> <div> <p>Social Media Banner templates are provided as Adobe Photoshop .psd files.</p> <div>  <p>Twitter 440 x 220</p> </div> <div>  <p>LinkedIn 1104 x 736</p> </div> <div>  <p>Facebook 1200 x 630</p> </div> </div> </div>									

Contact Card Templates: for Post Launch

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 by using multiple color variations available.

Contact Card templates are provided as Adobe InDesign .indd files. All Contact Card templates are available in the 10 colors shown below.



Contact Card Front
3.5in x 2in



Contact Card Back
3.5in x 2in

Imagery

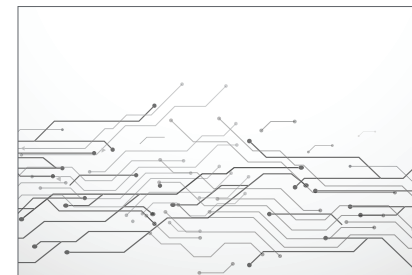
Some sample images are shown to the right. To customize promotional material using a selection of high resolution Author, Technology and Society images suitable for a wide range of disciplines, you can browse and download royalty-free stock photos from the [Image Library](#). For questions about using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



Antennas and Propagation Society



Broadcast Technology Society



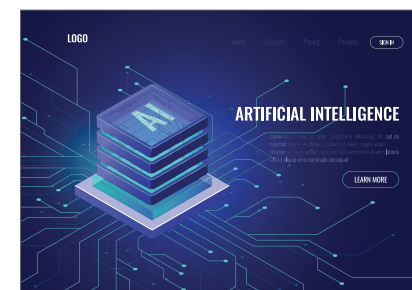
Circuits and Systems Society



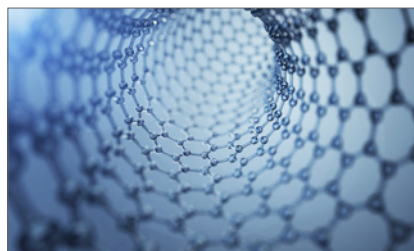
Communications



Computer Society



Electronics Packaging Society



Nanotechnology



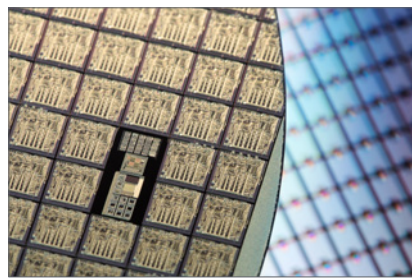
Power and Energy Society



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/

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 includes a description of the toolkit's purpose and a list of available resources. A "Sample Promotional Copy" section is also visible, along with a "Print Ad Templates" section showing a preview of a journal cover template.

IEEE.org | IEEE Open Digital Library | IEEE Standards | IEEE Spectrum | More Sites

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Toolkits

- IEEE Open Access Toolkit
- Publicity Toolkit
- IEEE Collaborative Branding and Communications Toolkit
- Other toolkits

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).

On this page:

- Sample Promotional Copy
- Print Ad Templates
- Signage Templates
- Flyer Templates
- Journal Cover Templates
- Webpage 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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Questions or Comments

branding@ieee.org