eLife visual identity guide

August 2017
Values

Simple, clean and contemporary.

Our visual approach works to emphasise brand values and maximise clarity of content. Colour plays a big part in the eLife brand by creating recognition while adding variety to both our internal and external communications.
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All eLife branded marketing communications should use the full color logo whenever possible.
The eLife logo must be used on 100% of internal and external communications.

The logo is intended for use with certifications and subscriptions, programs and events, competitions, technologies, services, and products.
Logo

Clear space
Make sure to give the eLife logo some room to breathe when using it with other graphic elements. The minimum clear space surrounding the logo is set to be the equivalent to the height of its capital L.

For printed materials our logo should never appear smaller than 24mm wide. On-screen, the minimum width should be at least 136px wide.
**Logo**

**Placement**
The logo should be placed on grid at the periphery of the layout, away from the focal point of the design.

The primary position for our logo is the top left of the grid, but the other corners of the layout can be considered if needed.

All templates have logo positioning provided.
Use the positive version of the eLife logo on light or white backgrounds.

The full-color reverse logo may be used on color backgrounds, as well as overlayed on dark areas within photographs.
Logo

Misuse
Please use the eLife logo as it is supplied.

Illustrated here are some typical examples of logo misuse.

- Do not add effects
- Do not stretch
- Do not adjust the value
- Do not adjust the colours
- Do not flip or rotate
- Do not create lock-ups
- Do not remove the wordmark
- No busy low contrast backgrounds
Color adds vibrancy to our communications and is one of the most recognisable and unifying elements in our visual identity.
Our colour palette is part of the eLife brand and should be used for all communications.

The specific RGB and CMYK colour formulas are provided here and must be specified individually for each colour. Do not use the automated colour conversion tools in your software.

Use RGB or HEX formulas for digital use and CMYK colours for print applications.
Colour pairings
Create colour combinations by using analogous colour groupings from the eLife colour palette. Use light colours for accents with darker colours for contrast.

Even though eLife brown and dark blue are part of the brand, we rarely use them for marketing materials.

No more than two colours should be needed per page.
Colour

Highlights
Adding emphasis through colour application is a key part of the eLife brand.

Try to highlight no more than one grouping of words per headline.

Have an idea that could help scientific discovery?
We’re listening

Recommended use of highlighting

Incorrect use of highlighting creates rivers in the text and lessens impact

Have an idea that could help scientific discovery?
We’re listening

Incorrect use of highlighting creates rivers in the text and lessens impact
Typography

Typography is a key part of our overall brand and helps us to communicate in a clear and recognisable way.
Avenir Next is the primary brand font used by eLife for all print and on-screen executions.

eLife uses two weights of Avenir Next. ‘Regular’ for all reading text and ‘Demi Bold’ for titles, headings and emphasis within lines of text.

Italics may also be used as required.
Typography

Georgia is the secondary brand font used by eLife for reading text on-screen.

eLife uses two weights of Georgia. ‘Regular’ for paragraphs and ‘Bold’ for emphasis within lines of text.

Italics may also be used as required.
Typography

Size and weight
Please use the type sizes and styles from this guide to ensure consistency across all printed materials. Headlines may be scaled based on character length and available space.

Case
Sentence case is our standard for all communications.

Justification
Type should always be flush left apart headlines which can be centered when placed inside the eLife hoop.
Typography don’ts
Illustrated here are some typical examples of things that we would like you to avoid while setting type.

- No shadows
  - Do not add shadows or effects to type

- Try to avoid widows
  - Try to avoid single words at the end of columns of text

- No over kerning
  - Don’t kern too tight or too loosely. Max +25, min -25

- No stretching
  - Do not stretch type horizontally or vertically

- No hyphenation
  - Avoid hyphenation, especially in headlines.
We use imagery carefully to create impact, add interest and capture our audiences imagination.
Imagery

Sources
Approved imagery is available for use on the eLife flickr page.

All imagery is carefully selected from research articles or specifically created and falls under the CC BY 2.0 licencing agreement.

Alternative images sources may be used but must be approved by the eLife External Relations Team and fall under the correct CCBY licence before use.

https://flic.kr/ps/2XFjFi
A carefully crafted set of illustrations has been created around the various research categories covered by eLife. All illustrations must contain the correct image attribution as described in the flickr details section.

Illustrations are available at https://flic.kr/ps/2XFjFi
The ‘O’ element

The ‘O’ is a recognisable graphic element used throughout our communications. It is based on the outer circle of the eLife symbol and can be used to provide contrast and focus.
The ‘O’ element

Use
The ‘O’ can be used to frame images or textures, add contrast and create brand recognition or add focus to imagery.

Illustrated here are some typical examples.
Grids

Grids are a powerful tool to ensure consistency throughout all eLife communications. They aid decision making and frame our message.
Grids

**Baseline**
Use the baseline grid provided with all templates for setting text and vertical spacing to ensure consistency across all printed materials.

The examples shown right illustrate varying type styles set against the grid including recommended vertical space.

Headlines, intros, section headings and captions only require the first line of text to be set against the grid.

**Headline**
Intro - sitibus anderestrum volenda mendio. Nem saperendis quid que simuluptat harum faccaes esentis volupidempos autae.

**Section heading**

**Subheading**
Body - Ut as est, odi imustius es que comnis eleceseni beruptatur maximus volenda quo vendamenihil exernam accusdandunt vel molorisciae nobis sandicienet rem.

**Subheading**
Body - Ut as est, odi imustius es que comnis eleceseni beruptatur maximus volenda quo vendamenihil exernam accusdandunt vel molorisciae nobis sandicienet rem.

Quid ellandi tecati doluptatia nihicae ni debit, ommolup tatinci in culpa natecus eos ellum volupta volest.
**Grids**

**Modular**
The modular grid supplied with all templates is designed to be flexible and serves as a guide to help with decision making when laying out type and other design elements.

It is fine to place elements vertically by eye when needed, but all text must remain on the baseline grid.

See an example on the following page.
Modular

picted right is a typical example of placing type and graphical elements using the modular grid system.

The eLife Sciences
Annual Report 2016

Looking back on 2016

Building an open infrastructure for research communication
Refining peer review and evaluation
There is a need to develop new tools and services to manage, interpret and present the vast and rich collection of information being made available through the drive for open access to life. Therefore, eLife invests a substantial fraction of its funding into innovation and technology development.

Advocating for more open practices in science
Support for early career development
Advocating for the transformation of research communication that eLife is strongly in favor of requires a concerted effort from all the key stakeholders, and eLife can help to encourage and incentivize such shifts.

Being transparent is our own work
We believe there is much to be gained by making science a more open enterprise. We also think it is important that we conduct our own work in a similar way.

Call to action starts on baseline grid and can fall into the page margin when needed.

For more information, visit
2016.elifesciences.org

Panel occupies two columns with text inset by approx gutter value of 6mm.

Quote aligned to top margin

Profile details aligned to grid rows

Grids

Logo positioned using baseline grid (supplied with all templates)

Headline placed by eye for balance

First line of intro placed on the baseline grid

Text section starting on modular grid row

eLife’s progress in 2016 touched on a number of different themes, which are described below. For detail on our specific activities, please view the full annual report on our website.

Toby Coppel
Co-founder and Partner
MosaiC Ventures
Chair, eLife Board of Directors

eLife visual identity guidelines
Grids

‘O’ placement grid
The eLife placement grid is used to guide the position of the eLife ‘O’ graphical element and is supplied as a layer in the template files.

The ‘O’ symbol can be used to contain images, textures and colour to add contrast to page layouts.

See examples of placement on the following pages.
‘O’ placement grid
Using the ‘O’ placement grid in conjunction with our other grid systems enables variety in eLife’s marketing materials while maintaining consistency.

Here are some examples for placing the ‘O’ element on marketing materials.
The way we communicate with our branded materials should be accurate, clear and consistent.
A complete guide for all house writing styles can be found on the eLife Google drive. Please ask a member of the eLife External Relations team for access.

General capitalisation rules:
• eLife is never Elife or ELife
• Title case should be used for eLife-branded terms, for example, eLife Lens and eLife Labs (note: eLife digest is not an eLife extension brand so the “d” of digest is not capitalised)
• Book titles should always be in title case (and italicised)
Writing style

Capitalisation
Please apply title case to the following items.

Examples:
- Article type (e.g. Research Article, Feature Article, Point of View)
- Major subject area (e.g. Microbiology and Infectious Disease, Neuroscience)
- Research organism (e.g. Rat, Mouse, Human, Zebrafish)
- eLife roles (e.g. Senior Editor, Deputy Editor, Head of Marketing and Communications. Note: ‘editors’ is a generic term and so remains lower case unless starting a sentence)
- Early-Career Advisory Group
- Google Hangout on Air
- Author Guide and Policies
- Reproducibility Project: Cancer Biology
- The Natural History of Model Organisms
Exceptions:

- Home page features ‘cover’ section – when the word(s) before the colon is/are not part of a sentence, for example, Evolution: Biasing the outcome
- Feature content where sub-display channel precedes the title with a colon on the article page (e.g. Point of View: Strategies from UW-Madison for rescuing biomedical research in the US)
- Media coverage: Nothing fishy...
- Press package: Cells sell sunscreen
- Job vacancy: Head of Product
Writing style

**Italics**

Dos and don’ts with italics.

Rules:

- Italicise book titles
- Journal/periodical titles - do not italicise in text but italicise in the reference list at the end of an article
- Magazine/newspaper/website title - do not italicise in text but italicise in the reference list at the end of an article
- Do not italicise et al.
- Always italicise genus and species
- Do not italicise Latin terms (e.g. in vitro)
Writing style

Oxford comma
In a list of one-word items, don’t use an Oxford comma, but if the list is more complicated then do use it. However, don’t be afraid to swap the comma for a semi-colon if the list is really complicated and this would aid readability.

Comma examples:
- In simple lists an oxford comma isn’t needed e.g. an Italian painter, sculptor and architect
- In complicated lists a semi-colon can be used e.g. The conference has people who have come from New York, Idaho; Springfield, California; Alamo, Tennessee; and other places

Full stops
In general minimal use of full stops is preferred, for instance, if a ‘blurb’ is a single sentence no full stop is required at the end. However, see the examples to the right for exceptions.

Full stop examples:
- No full stops at the end of a title or header style
- Use full stops to separate letters in e.g., i.e., i.v., and so on
- Do not use full stops to separate out the letters of etc. but add full stop to end
Writing style

Bulleted list
Use bullets not dashes or other symbols.

Our preference is for no punctuation per item and to start each bullet with upper case letter, but use common sense.

Punctuation should be consistent across a list.

Example:
• Mix the eggs
• Add the flour
• Wait 10 min
• Put in the oven

Exception: if it is necessary to number the items in a list, for example:
1. Mix the eggs
2. Add the flour
3. Wait 10 min
4. Put in the oven
Writing style

Numbers
Spell out one to nine unless displayed with a unit. Numbers 10 and above should always be numerals unless starting a sentence. If starting a sentence with a number, try to re-word if possible.

Rules:
• Ranges are separated by an en rule
• Add comma separations to large numbers, for example, 1,000
• For large numbers, such as million and billion, abbreviate to m and bn, respectively (e.g. 1m and 1.5bn)
• Numbers and their units should be closed up, for example, 20mg, 5s, 4h
Putting it all together

The eLife brand has been created to offer flexibility and variety across all of our communications while maintaining a consistent approach to asset creation.
Putting it all together

Step 1
Select a template from the eLife media bank that suits the needs of your project.
Putting it all together

**Step 2**
Turn on the ‘O’ placement grid and position the ‘O’ element in the most suitable place for your design.
Putting it all together

Step 3
Layout your text using the baseline grid and styles provided with your chosen template.
Putting it all together

Step 4
Apply an image, texture or brand colour to the ‘O’ element.
An ever evolving showcase of examples demonstrating what is possible with our visual identity system.
Showcase

Posters

$1,000 travel grants available

April 4, 3pm
Changing the culture of peer review

Join us April 4, 2017 for a conversation on how eLife is improving the culture of peer review and otherwise working to try and improve the experience of early career research. Dr. Phil Houlon of the National Institutes of Health, Jennifer McLellan, will present at 3pm in the Carnegie Institution OFB Seminar Room.
The eLife Sciences
Annual Report 2016

Looking back on 2016

Building an open infrastructure for research communication
There is a need to develop new tools and services to navigate, interpret and use the vast and rich collection of information being made available through the diverse array of open access eLife tools. This requires a substantial focus on our leading innovation and technology development.

Advancing for more open
practices in science
Achieving the transformation of research communication that eLife is striving for will require a concerted effort from all of the key stakeholders.

Being transparent in our own work
We believe there is much to be gained by making science a more open enterprise. We also think it is important that we conduct our own work in a similar way.

For more information visit
2015.eLifeannualreport.org

The science

The eLife paper should give the reader the pleasure of reading about elegant or clever experiments, of learning something new, of being challenged to think about their subject in a new way, or of seeing a particularly stunning image that means saying it shows some of the secrets of life."

Take a look at the Annual report online for highlights of the research selected in 2016 by eLife editors with this guidance in mind.

Visit 2016.eLifeannualreport.org

Financials

Revenue

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<tr>
<td>Grants</td>
<td>$6,647</td>
<td>$6,154</td>
</tr>
<tr>
<td>Publishing</td>
<td>$3,396</td>
<td>$3,262</td>
</tr>
<tr>
<td>Technology and innovation</td>
<td>$1,814</td>
<td>$913</td>
</tr>
<tr>
<td>Total</td>
<td>$8,819</td>
<td>$6,368</td>
</tr>
<tr>
<td>Changes in net assets</td>
<td>$(735)</td>
<td>$(98)</td>
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The financial statements for eLife Sciences (PUBLICATION LTD) for the year ended December 31, 2016 are available at 2016.eLifeannualreport.org. An IRS registered non-profit organization, an IRS public charity (EIN 50-3094616). for more information contact info@elifesciences.org.

2016 in numbers

1,082 Research papers published
7,292 Peer reviews submitted
16 New Senior Editors
30 New Reviewing Editors
4 Days from initial submission to initial decision
30 Days from final submission to decision after peer review
123 Days from initial submission to acceptance

* Median calendar days, based on decision dates in 2016

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Showcase

Handout

Creativity, imagination and doing the experiments. That’s what eLife is all about.

New Ecology collection
e lifesciences.org/collections/ ecology
Thank you