
How a society publisher perceives brand

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Fiesole Collection Development Retreat

Somerville College Oxford

25 July 2003

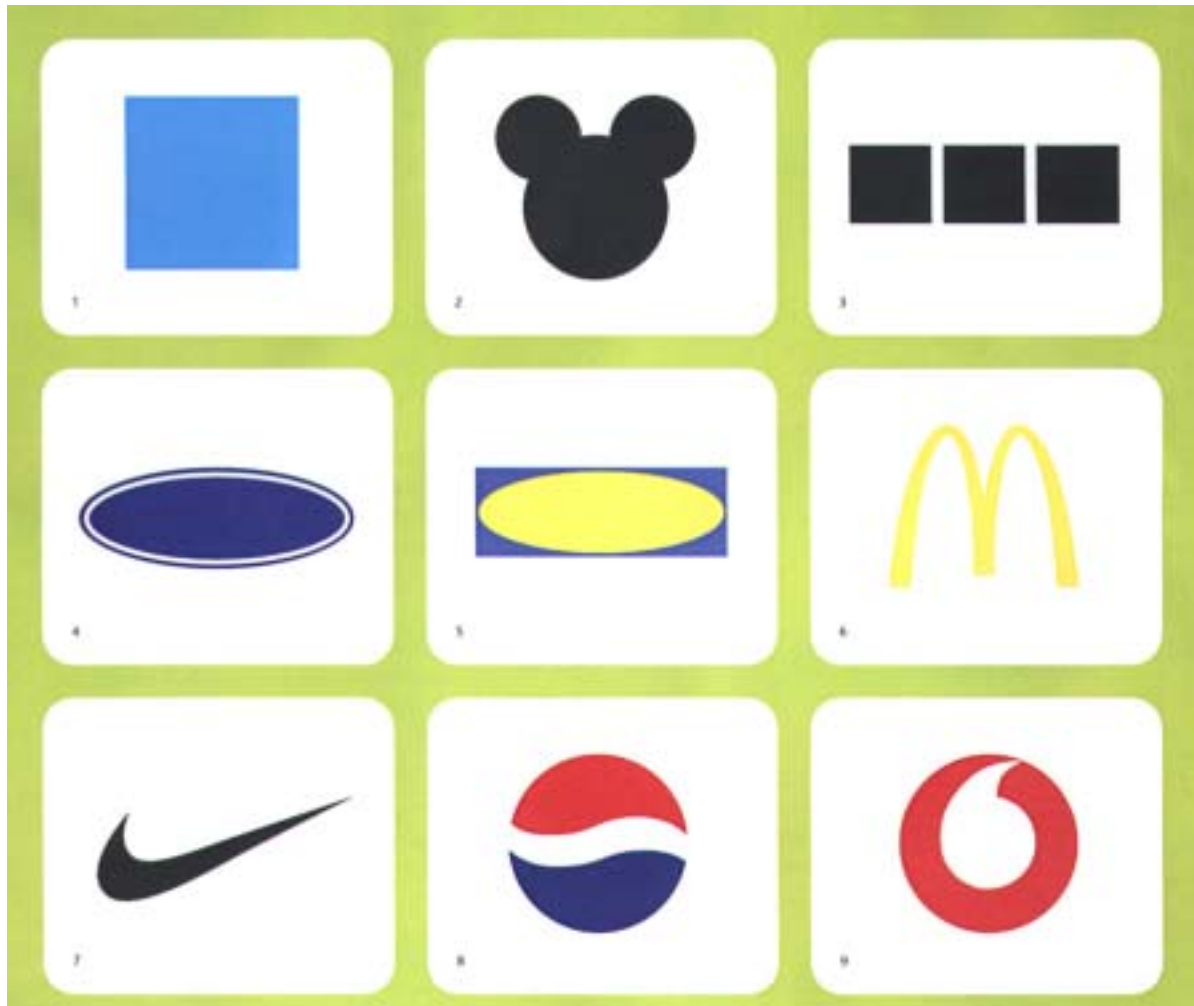
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Summary

- **What is the meaning of “brand”?**
- **Branding in society publishing**
 - Publication itself as a brand
 - The Institute and the company
 - Individual journals/products
- **Graphic design**

Play the game!



Brand

- **Emotional**
 - Memories, associations
 - Trigger for promotion
 - Don't be afraid of fun!
- **Rational**
 - Justify decision, eg purchase
 - Facts and benefits
- **Choose right message for audience/time**
- **Balance Emotional/Rational**
- **Then happy and successful business**

Why brand?

- **Brand = belief!**
- **No brand = No belief!!**
- **Therefore invest in Make Believe**

Brand ingredients

- **STAND FOR**
 - Aim to be judged
- **STAND APART**
 - Aim to perform
- **STAND OUT**
 - Aim to be noticed

Key ingredients of brand

- **STAND FOR**
- **Aim to be judged**
 - The promise - people must trust it
 - Brand “purpose”
 - eg service, quality, delivery, price
 - Differentiate from other companies
 - Be judged by it
 - Strong belief - “Why”
 - Package the promise
 - Internal and external messages

Key ingredients of brand

- **STAND APART**
- **Aim to perform**
 - Deliver the promise!
 - Promise sells once - delivery sells again!
 - Market your performance

Key ingredients of brand

- **STAND OUT**
- **Aim to be noticed**
 - Visual identity
 - Strong and memorable
 - Value is in the design itself
 - May be a mark (Nike) or house style

Branding in society publishing

- **Publication at all**
- **Company/society brand**
- **Journal/product brand**
 - Overall “family” brands
 - Individual title brands
 - Web brands

Journal publication

- **BRANDING = SURVIVAL!!!**
- **Where publish results?**
 - On own website
 - At a conference
 - On a pre-print server
 - In a “new” form eg Open Access
 - In a recognised journal

Journal publication

- **Publishing value chain**
 - Refereeing
 - Amendment
 - Editing
 - Preparation
 - Print and distribution
 - Electronic publication
 - Citation linking
 - Archiving
 - Marketing, etc etc

Journal publication

- **Publishing value chain**
 - PUBLICATION IN A NAMED JOURNAL
 - Existence
 - Claim of work
 - Reputation
 - Resume
 - Promotion
 - Tenure
 - Permanence
- **Hence brand = survival for publishers**

Publishing value chain

- I have done this work and you can read about it on my website
- I have done this work and it is on the Ginsparg preprint server
- I have done this work and it is published in *Classical and Quantum Gravity*
- **THIS IS WHY JOURNALS SURVIVE**

Company/society brand

- **Institute of Physics**
- **IOP**
- **IoP**
- **Institute of Physics Publishing**
- **IOP Publishing**
- **IOPP**
- **IoPP**
- **.....!**

Company/society brand - IOP

- **Very important for librarians**
- **Important for some academics**
- **Unimportant for many academics**

- **Stand for**
- **Stand apart**
- **Stand out**

IOP brand

- **STAND FOR (librarians)**
 - Electronic journal initiatives
 - Service
 - Understanding
 - Value
 - Close relationship
 - Enjoyment
- **STAND FOR (academics)**
 - British
 - Learned society
 - Secondary to individual journal brands

IOP brand

- **STAND APART (librarians)**
 - Delivery...
 - ...Timely and reliable
 - ...Electronically aware
 - ...Affordable eg in consortia, offers
- **STAND APART (academics)**
 - Speed of publication
 - Web readership
 - Author service

IOP brand

- **STAND OUT**
 - Design
 - Design
 - Design

Institute *of* **Physics** PUBLISHING

Society brand

I*o***P**

Institute *of* **Physics**

Institute *of* **Physics** PUBLISHING

Journal catalogues



Typical mailing shot



IOP Journals 2004

Bulletin

May 2003

Welcome to the 2004 Bulletin from Institute of Physics Publishing, which brings you all our latest news and developments.

2003 saw two more journals added to our list - *Metrologia* in conjunction with the Bureau International des Poids et Mesures and the new, electronic-only *Journal of Cosmology and Astroparticle Physics*. In 2003 we introduced three new journal packages offering you even more savings. 2004 will see some packages become even better value - see inside for details.

Many of our journals will be increasing in print frequency in 2004 following growth in papers published. For more information on this and all the other points below take a look inside!

Key points

- 2004 prices
- Frequency changes
- IOP Archive (1874-2003) now live
- **NEW** Journals
- **NEW** Databases in Axiom[®]
- Journal packages - better value than ever
- More developments for Electronic Journals

More information inside...

Institute *of* **Physics** PUBLISHING

Journal of Cosmology and Astroparticle Physics, Metrologia, Proceedings of the International Union of Pure and Applied Chemistry, Proceedings of the International Union of Pure and Applied Physics, Proceedings of the International Union of Pure and Applied Chemistry, Proceedings of the International Union of Pure and Applied Physics, Proceedings of the International Union of Pure and Applied Chemistry, Proceedings of the International Union of Pure and Applied Physics

Promotion items



The Institute - Ties and scarves



Coming soon - T shirts



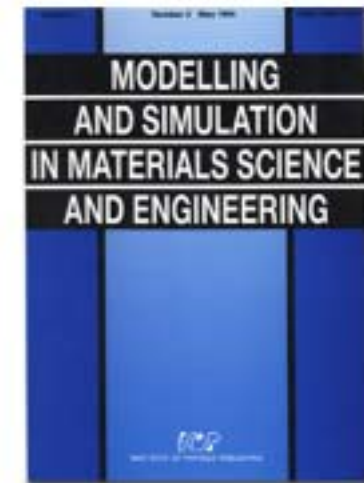
Journal brand

- May vary from journal to journal
- Typically
- **STAND FOR**
 - Recognition by peers/association
- **STAND APART**
 - Speed, readership, e-publication
- **STAND OUT**
 - Design

Journal brands

- **37 journals**
- **Various histories**
- **Various partners**
- **Various topics...**

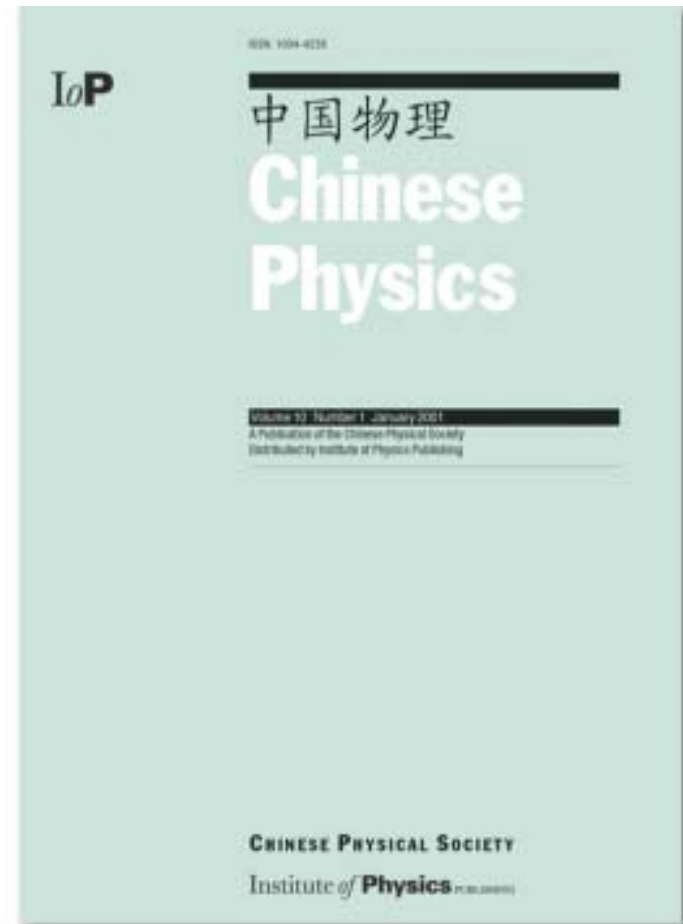
Journal brands - old designs



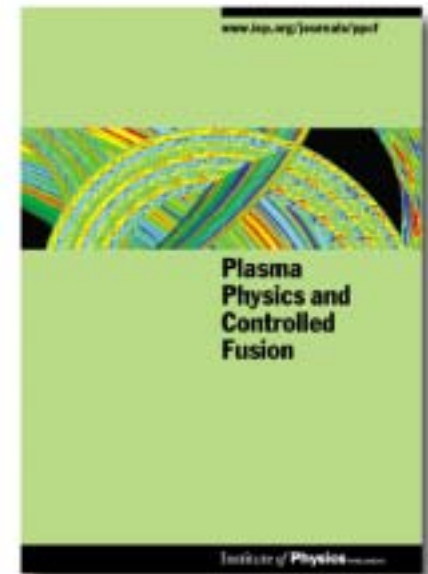
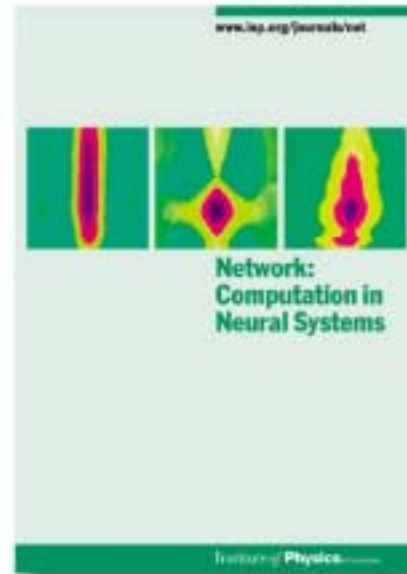
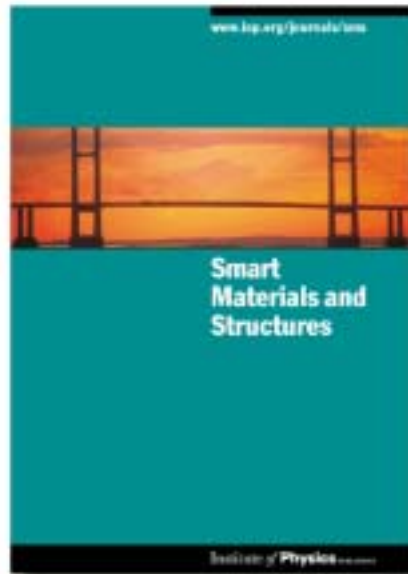
Journal brands - current designs



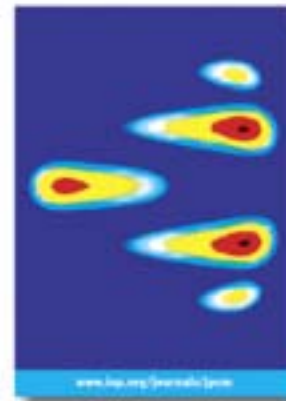
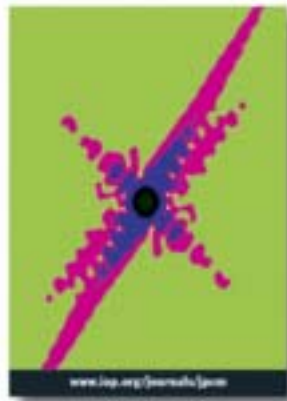
Adaptable to any new title



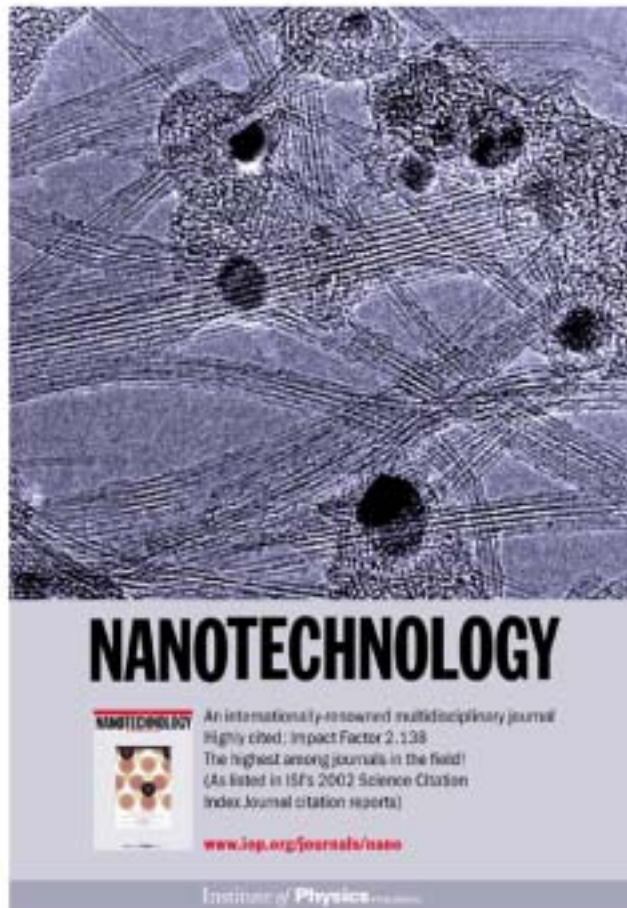
Promotional fliers for journals




Post cards



Promotional items for individual journal brand



Another individually branded journal



physicalbiology
Volume 1, Number 1, January 2004
ISSN 1474-7480

DEFINING THE LANGUAGE OF COMPLEXITY THROUGH A NEW PHYSICS DRIVEN BY BIOLOGY

Online: physics.iop.org

Special issue
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Featured article
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Institute *of* **Physics** PUBLISHING

Coming in 2004



Institute of Physics Publishing is pleased to announce the forthcoming publication of *Physical Biology*, a new journal starting in 2004 and freely accessible in its first year of publication. *Physical Biology* will publish original research articles, reviews, short communications, research notes and letters. It will highlight new contributions to complexity and precision and will focus interdisciplinary research.

physics.iop.org

Institute of **Physics** PUBLISHING



Coming in 2004
physicalbiology
physics.iop.org



Coming in 2004
physical
physics.iop.org

Web branding - journals

The screenshot shows the homepage of the Institute of Physics (IOP) electronic journals website. The browser window title is "Electronic Journals - from Institute of Phy...". The address bar shows "http://www.iop.org/journals/". The page features a blue header with the "IOP" logo and the text "electronic journals". A search bar is located in the top right corner. Below the header is a navigation menu with links for "HOME", "FOR EXTRA", "SEARCH", "AUTHORS", "EDITORS", "LIBRARIANS", "USER OPTIONS", and "HELP". The main content area includes a "welcome" section with a link to "All news items" and a news item titled "Impact factor of Superconductor Science and Technology increases by 41%". There are also links for "CURRENT JOURNALS BY TITLE", "CURRENT JOURNALS BY SUBJECT", "JOURNAL ARCHIVE", and "FOR COLLECTIONS". A large list of journal titles is displayed, including "Journal of Physics A: Mathematical and General", "Journal of Physics B: Atomic, Molecular and Optical Physics", "Journal of Physics: Condensed Matter", "Journal of Physics D: Applied Physics", "Journal of Physics C: Nuclear and Particle Physics", "New Journal of Physics", "Chinese Physics", "Chinese Physics Letters", "Classical and Quantum Gravity", "Combustion Theory and Modelling", "European Journal of Physics", "Europhysics Letters", "IOP News", "Journal of Cosmology and Astroparticle Physics", "Journal of High Energy Physics", "Journal of Micromechanics and Microengineering", "Journal of Optics A: Pure and Applied Optics", "Journal of Optics B: Quantum and Nonlinear Optics", "Journal of Biological Physics", "Journal of Turbulence", "Measurement Science and Technology", "Modeling and Simulation in Materials Science and Engineering", "Metrologia", "Nanotechnology", "Network, Computation in Neural Systems", "Nonlinearity", "Nuclear Fusion", "Physical Biology", "Physics Education", "Physics in Medicine and Biology", "Physiological Measurement", "Plasma Physics and Controlled Fusion", "Plasma Sources Science and Technology", "Public Understanding of Science", "Quantitative Finance", "Reports on Progress in Physics", "Superconductor Science and Technology", "Smart Materials and Structures", "Superconductor Science and Technology", and "Waves in Random Media". At the bottom, there is a "CURRENT EVENTS" section with a search bar for "New Journal of Physics" and a "SUPPORT" section with links for "FOR EXTRA", "SEARCH", "AUTHORS", "EDITORS", "LIBRARIANS", "USER OPTIONS", and "HELP". The footer contains copyright information for the Institute of Physics and IOP Publishing Limited 2003, and a disclaimer regarding the use of the service.

Web branding - journals

The screenshot shows the website for the Journal of Physics G: Nuclear and Particle Physics. The browser window title is "Journal of Physics G: Nuclear and Particle Ph...". The address bar shows "http://www.iop.org/journal/jphysg/". The page features a blue header with the IOP logo and "electronic journals". Below the header, the journal title "Journal of Physics G: Nuclear and Particle Physics" is displayed. A navigation menu includes links for "Home", "Extra", "Journal Home", "Search", "Archives", "References", "Librarians", "User Options", and "Help". The main content area is divided into several sections: "Journal home" with a list of links; "Latest issue" (Vol 29, No 8, August 2003); "Current volume" (No 8, August 2003); "Journal archives" (Vol 29, 2003); "Forthcoming articles"; "Featured articles" (This Month's Papers); "What's new?" (IOP Member's Now); and "Journal history" (1989-present, 1975-1988, 1973-1974). A search bar is located at the bottom of the page. A quote at the bottom of the page reads: "the production process was smooth, efficient and timely" [Issue details](#).

Web branding - journals

The screenshot shows a web browser window displaying the IOP electronic journals website. The browser's address bar shows the URL <http://www.iop.org/EJ/journals/PPCF>. The website header features the IOP logo and the text "IOP electronic journals" and "Plasma Physics and Controlled Fusion". A navigation menu includes links for "HOME", "EXTRA", "JOURNAL HOME", "SEARCH", "NOTICES", "REFERENCES", "LIBRARIANS", "USER OPTIONS", and "HELP".

The main content area is divided into several sections:

- Journal home:** A list of links including "Editorial information", "Scope", "Editorial board", "Abstracts in", "Author benefits", "Submit an article", "Submission address", "Pricing and ordering", "Request sample copy", and "Linking to IOP journals".
- Latest issue:** "Vol 45, No 8, August 2003 (R1-R88, 1385-1521)".
- Current volume:** "No 8, August 2003 (R1-R88, 1385-1521)" with a "Go to issue" button.
- Journal archive:** "Vol 45, 2003" with a "Go to volume" button.
- Forthcoming articles:** "An advance list of articles that have been accepted for publication."
- Featured articles:** "This Month's Papers" with a sub-heading "As a service to authors, all papers published in our journals are free for 30 days from the date of online publication."
- What's new?** "Add the new IOP Content button to your browser"
- Journal history:** A table showing the journal's lineage:

1984-present	Plasma Physics and Controlled Fusion
1967-1983	Plasma Physics
1959-1966	Journal of Nuclear Energy. Part C, Plasma Physics, Accelerators, Thermonuclear Research

At the bottom, there is a "CONTENT FINDER" section with a search box for "Plasma Physics and Controlled Fusion" and fields for "Author", "Vol/Year", "Issue", and "Page/Article No". A "Find" button is also present. The footer includes copyright information for the Institute of Physics and IOP Publishing Limited 2003, and a list of services: "INSPEC", "Derwent World Patents Index", and "Ei Compendex".

Web branding - vertical website



This image shows a vertical website layout for nanotechweb.org. At the top left is the logo. The main heading reads "The new global portal for nanotechnology resources". Below this, a list of features is provided, including a free news alert service, a calendar of forthcoming events, a directory of suppliers, and a comprehensive list of resources and links to government bodies, professional societies, discussion sites, journals, networks and research centres. The text "Visit www.nanotechweb.org today!" is at the bottom.

This image shows a horizontal website layout for nanotechweb.org. The top navigation bar includes links for "Home", "About", "Contact", "Privacy", "Terms", and "Help". The main content area is divided into several columns. The left column features a "Latest research papers" section with a search bar and a list of papers. The middle column has a "News" section with a list of articles. The right column contains a "NANOTECHNOLOGY" section with a list of events and a "LEP" section with a list of publications. The layout is clean and professional, with a clear focus on providing access to nanotechnology resources.

Web branding - vertical website



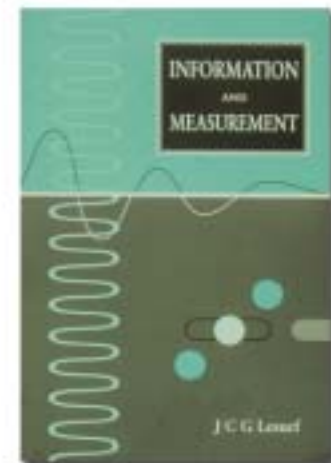
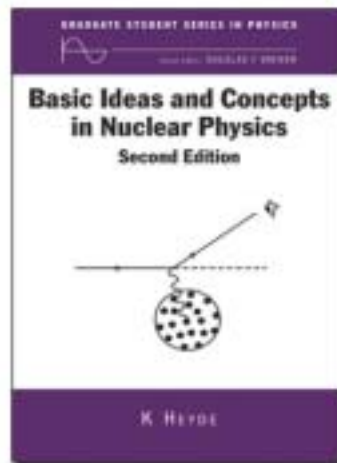
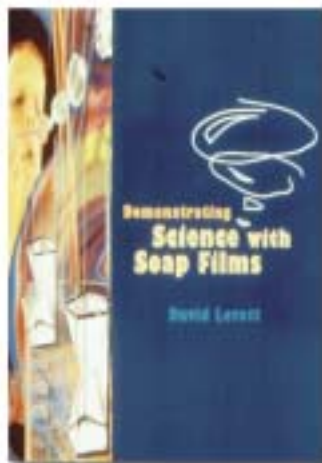
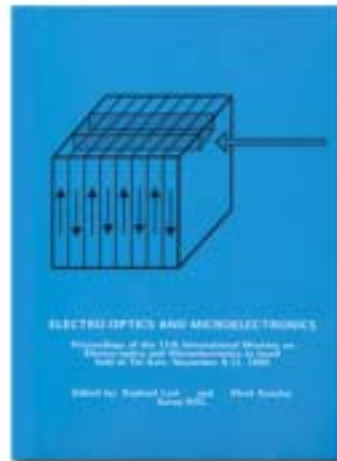
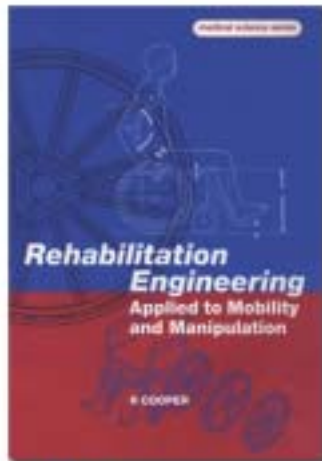
Web branding - database website



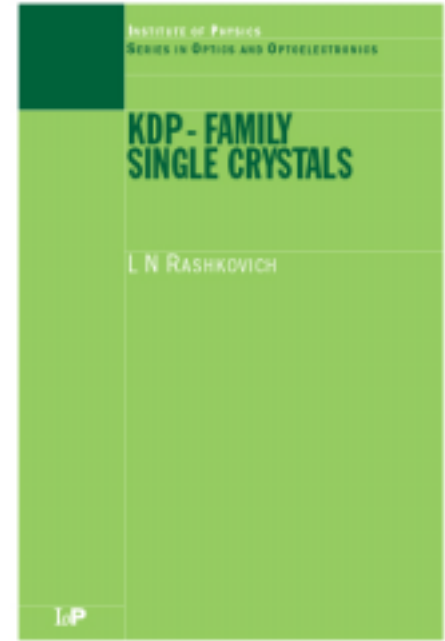
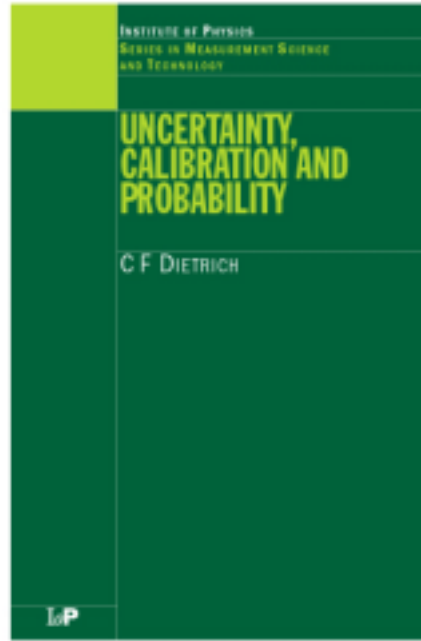
Books

- **About 50 books a year**
 - Monographs
 - Text books
 - Reference works
 - Popular science
 - Conference proceedings

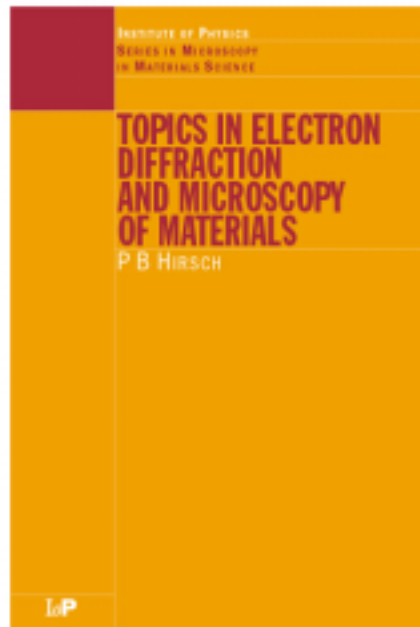
Books - old designs



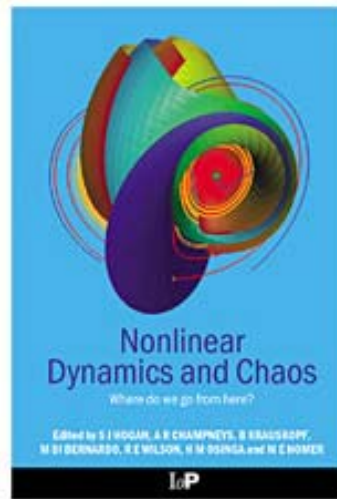
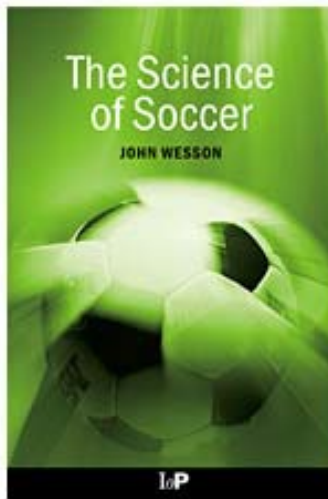
Books - new design: monograph series



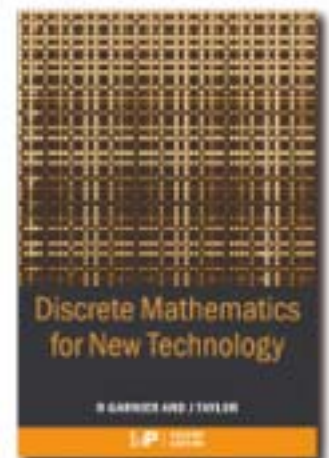
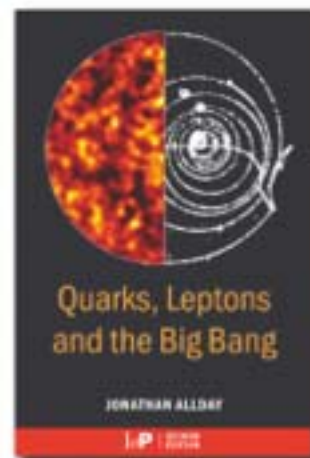
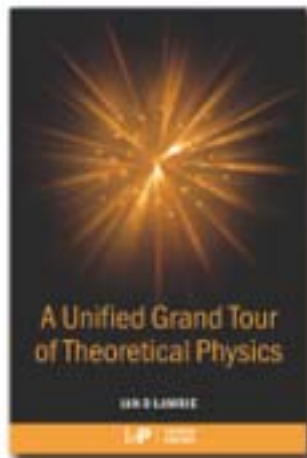
Books - new design: monograph series



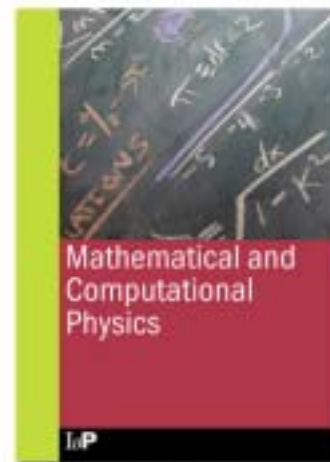
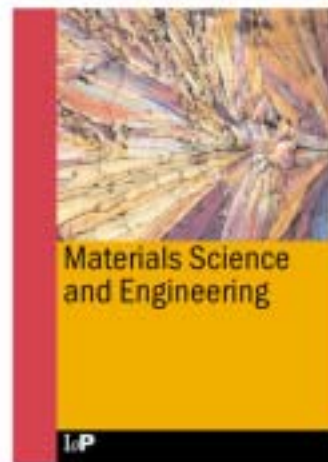
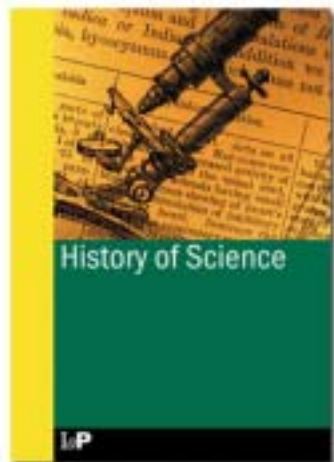
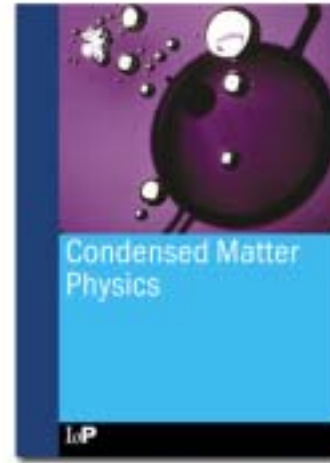
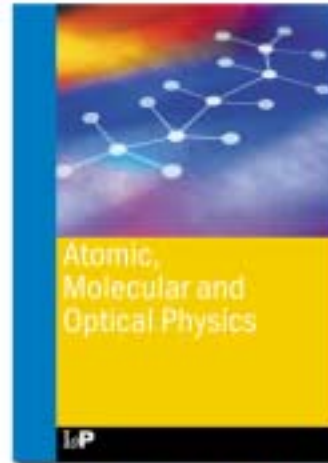
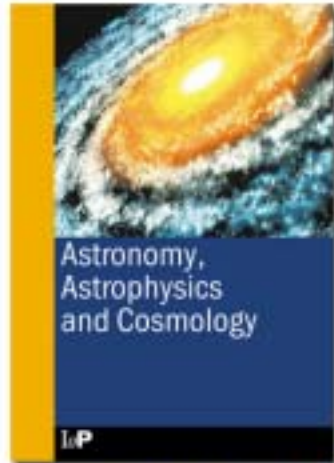
Books - new design: single titles



Books - new design: single titles and reference



Book leaflets



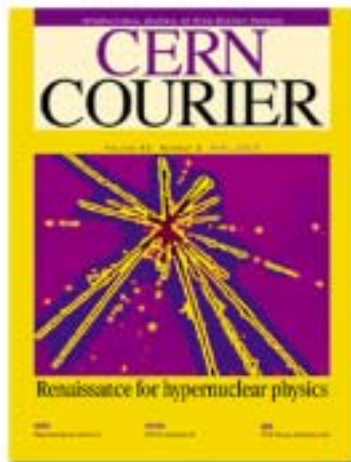
Magazines

- **Six magazines**
- **Advertising funded**
- **Controlled circulation**
- **Physics and related industries**
- **Readers are used to good design!**

Physics World - old design



Magazines - current designs



Magazines - promotional items



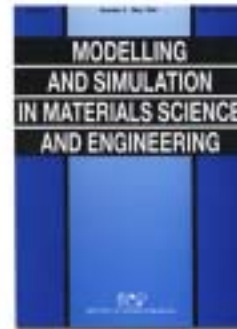
IOP branding

- **Graphic design is the key element**
- **Familiar range of typefaces**
- **Black, red, grey**
- **Clear clean lines**
- **Clear use of images**
- **Real physics images, enhanced**
- **Other brand colours carefully selected**
- **One-off brand fonts carefully selected**
- **You can tell an IOP item by its look!**

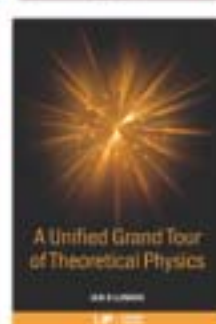
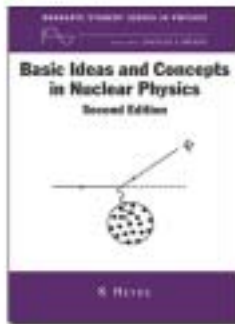
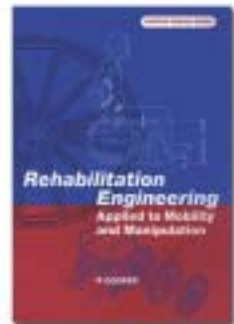
Branding by design

- **Good design serves three purposes**
 - It works best for the product
 - It tells others that WE think it matters
 - It helps establish the brand
- **Visual message**
 - Stand for - makes a promise
 - Stand apart - you know it will deliver
 - Stand out - you recognise it as IOP
- **Needs**
 - Best graphic designers
 - Management commitment

The reward



The reward

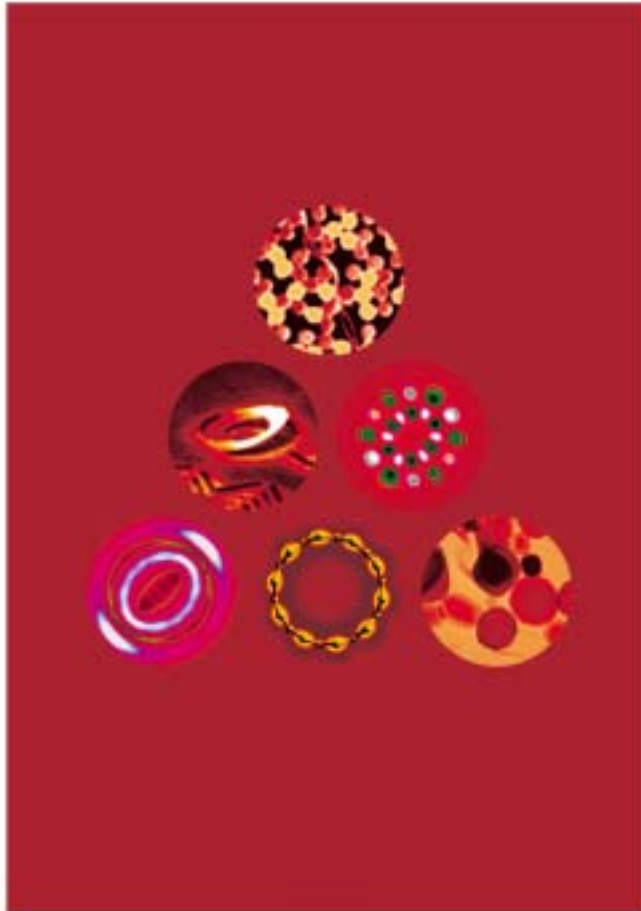


Summary

- **All the things we do anyway**
 - Best papers, refereeing, editorial boards
 - Production, print, electronic journals
 - Readership, citations

- **Package them into a promise about “us”**
- **Make the promise (Stand For)**
- **Deliver the promise (Stand Apart)**
- **Always look the part! (Stand Out)**

Thank you!



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