

# ORCID Trademark and iD Display Guidelines


November 14, 2017

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This policy is designed to help you understand how you can and cannot use our logo and trademarks and display ORCID iDs. This policy tries to balance two competing interests: our need under trademark law to ensure that our marks are reliable indicators of source and quality, and our interest in encouraging the research community to discuss ORCID, embed ORCID iDs, and accurately describe any affiliation with ORCID.

If you'd like to make any use of our marks that is not permitted under this policy, you must obtain our prior written consent. Please [contact us](#) and include a visual mockup of the intended use. We look forward to hearing your ideas.

## ORCID brand and trademarks

ORCID's marks include, but are not limited to, the registered mark ORCID® and the trademarks consisting of the logo, byline "Connecting Research with Researchers", and the iD icon .

### Proper Use

We welcome and encourage community use of ORCID iDs. Our recommended display is a full https URI preceded by the iD icon, both hyperlinked to the URI:

 <https://orcid.org/0000-0002-1825-0097>


The iD icon must be displayed in order to meet our [Collect & Connect](#) Display badge requirements. If necessary, the ORCID iD may be displayed without the iD icon, though we strongly encourage its use, in order to signal to the community that an iD is being - or has been - used.

- o <https://orcid.org/0000-0001-2345-6789>

ORCID is both a proper noun and an adjective. Use the name ORCID as an adjective, as in "ORCID Registry" or "ORCID identifier", unless you are referring to the organization itself, as in "ORCID offers a Registry at <https://orcid.org>".

The first or most prominent time the name "ORCID" appears in printed materials or on any webpage, we ask that you use the registered trademark symbol, ®, in the upper right hand side of the mark: ORCID®.

### Downloads

Click on the image size and format below to download an iD icon . If the image opens up in a separate window, select "File" then "Save as" to save the file to your desktop. The icons are also available to download in the [ORCID repository](#).

Color icons

- iD icon 16x16: [PNG](#) [GIF](#)
- iD icon 24x24: [PNG](#) [GIF](#)
- iD icon 32x32: [PNG](#) [GIF](#)
- iD icon 64x64: [PNG](#) [GIF](#)

Source: <https://orcid.org/trademark-and-id-display-guidelines>

- iD icon 128x128: [PNG](#) [GIF](#)
- iD icon vector: [SVG](#)

Black and white icons (for print use)



- iD icon 16x16: [PNG](#) [GIF](#)
- iD icon 24x24: [PNG](#) [GIF](#)
- iD icon 32x32: [PNG](#) [GIF](#)
- iD icon 64x64: [PNG](#) [GIF](#)
- iD icon 128x128: [PNG](#) [GIF](#)
- iD icon vector: [SVG](#)

Other formats

- Font: See the [Academicons font](#) by James Walsh
- ORCID green:  
PMS: Pantone: 382  
Screen: Hex #A6CE39  
CMYK C: 40, M: 0, Y: 100, K: 0

## Usage guidelines

**Do:**

- Use our official, unmodified green iD icon  to represent ORCID.
- Allow for at least 50% buffer space around the icon. For the 16x16px icon, this translates into an 4px margin on each side of the icon.
- Optional: Scale the green iD icon  to the height of your text.


**Don't:**

- Rotate the icon.
- Add a drop shadow.
- Animate the icon.
- Change the color of the icon.
- Use any other marks or logos to represent ORCID.

## Displaying ORCID iDs in online and printed materials

See our [guidelines on displaying ORCID iDs in journal articles](#).

**Do:**

- Use the following format for displaying ORCID iDs:  
Author Name  <https://orcid.org/0000-0002-1825-0097>
- Link the ORCID iD icon and https URI to the ORCID record.
- Display the ORCID iD in a logical, easy-to-find location.
- Use the green iD icon to represent ORCID.

**Don't:**

- Manipulate the icon.

- Add a drop shadow.
- Use any other artwork from our site, such as the ORCID logo or ORCID member logo, without explicit permission from ORCID.
- Use our marks on merchandise without our prior permission.

## Talking or writing about ORCID

### Do:

- Use the green iD icon to represent ORCID.
- Use “ORCID” as a noun to refer only to the organization, and the noun phrase “ORCID identifier” to refer to the identifier itself:
  - Appropriate: “ORCID offers unique identifiers, known as ORCID iDs”
- Use the phrase “ORCID record” to refer to an ORCID account containing information about an individual.
- Make sure the title of your publication makes clear that it's about ORCID and not by ORCID:
  - Appropriate: “Sharing your ORCID record”
  - Inappropriate: “The ORCID guide to sharing your record”

### Don't:

- Use the ORCID logo on the cover of a publication.
- Use the word “ORCID” to refer to services other than ORCID.

## Naming applications, products, or domains

### Do:

- Name your website, product, or application something unique.

### Don't:

- Use “ORCID” in the name of your application or product without our prior permission.
- Use just “ORCID” with a simple letter or number combination (for example, ORCID#1, ORCIDid).
- Use “ORCID” in the name of your website.
- Register a domain containing “ORCID”, including misspellings, transliterations, or similar variations thereof.
- Apply for a trademark with a name containing “ORCID”, including misspellings, transliterations, or similar variations thereof.

## Visual design of your website or application

### Do:

- Design your site with unique branding and logos.

### Don't:

- Copy our look and feel, as this could create user confusion.

## Links

We invite you to link to ORCID's website using the iD icon .

### Do:

- Point the destination URL to the official ORCID website, <https://orcid.org>.
- Use the ORCID icon to point to our official website, <https://orcid.org>.
- Use the [ORCID guidelines for presenting ORCID OAuth](#) when integrating your system with ORCID.

### Don't:

- Use [our buttons](#) to point to any other website.
- Confuse visitors as to whether they are on your website or the ORCID website.

## Using the ORCID Logo

Organizations that have signed a membership license agreement with ORCID are encouraged to use the **ORCID member logo** to indicate membership. ([Contact us](#) to get the member logo.)

Others should **not** use the ORCID logo or ORCID member logo without our prior permission. Instead use the ORCID iD icon to give a graphic representation of ORCID.

## Online (developers and microsite campaigns)

These Display Requirements allow ORCID iDs to remain connected to the ORCID Registry. For example, if ORCID iDs are not linked back to the Registry, researchers cannot easily learn more about that researcher's identity, work, and affiliations.

### ORCID iD format:

 <https://orcid.org/0000-0001-2345-6789>

- Recommended: display full https URI, including hyphens between every 4th digit; hyperlink to the URI.
- Preferred: show iD icon and full URI on same line, icon preceding the iD.

### Permalink and branding

It must always be clear to the viewing user that they are looking at an ORCID iD:

Source: <https://orcid.org/trademark-and-id-display-guidelines>

- The ORCID iD and iD icon must link to the iD https URI.
- When used on its own, the ORCID iD icon must link to <https://orcid.org>.

Applications that cannot implement these guidelines due to the technical limitations of their platform should make a best effort to satisfy as many rules as possible. Exceptions will be made on a case-by-case basis by email approval. Please [contact us](#) if you feel that an exception is necessary.

## ORCID branding in technical integrations

### Do:

- Collect ORCID iDs via authentication.
- Use the [ORCID OAuth presentation guidelines](#) when integrating into your system.

### Don't:

- Have users type in their ORCID iD.

**ORCID® is a registered trademark and the ORCID logo and iD icon are trademarks of ORCID, Inc.**