Provider Designation Guidelines

JSTOR

Version 4.0

Introduction

JSTOR displays a Provider Designation Statement (PDS) throughout the site to highlight the library/institution as the sponsoring resource and to signal access to the material. This document provides the guidelines for institutions submitting branding logos and/or text to be utilized in the PDS display fields on JSTOR. Included in this document: image placement information, display field dimensions, link information and submission requirements. Please contact **JSTOR Support** (support@jstor.org) with any questions.
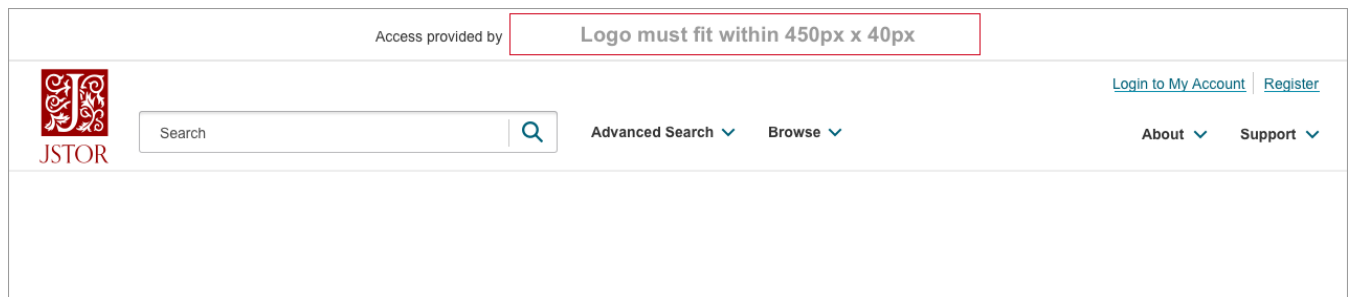
Graphic Requirements

Provider Designation Top Bar Banner

All Providers may display a horizontal logo or branding mark banner within the top bar area. The top bar banner is the main identifying element to signal institutional access sponsorship and will appear on all pages.

Provider Designation Top Bar Banner Graphic Size Requirements

This PDS graphic must be sized to fit within a 450px (max width) by 40px (max height) area.
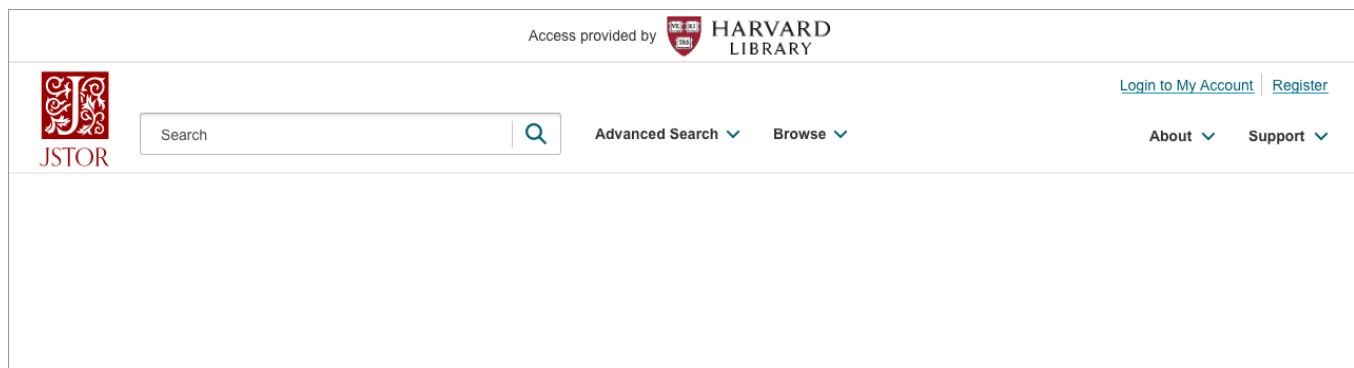

Preferred file formats are .png, .jpg, or .gif. When submitting one of these file formats, we request you also submit a second image that is sized at twice the original. Example, a graphic sized at 900px by 80px. This graphic should be supplied with a "file name@2x" to distinguish between sizes.

Vector file formats .ai, .eps, .svg, .pdf are acceptable and can be included with submissions.

Examples

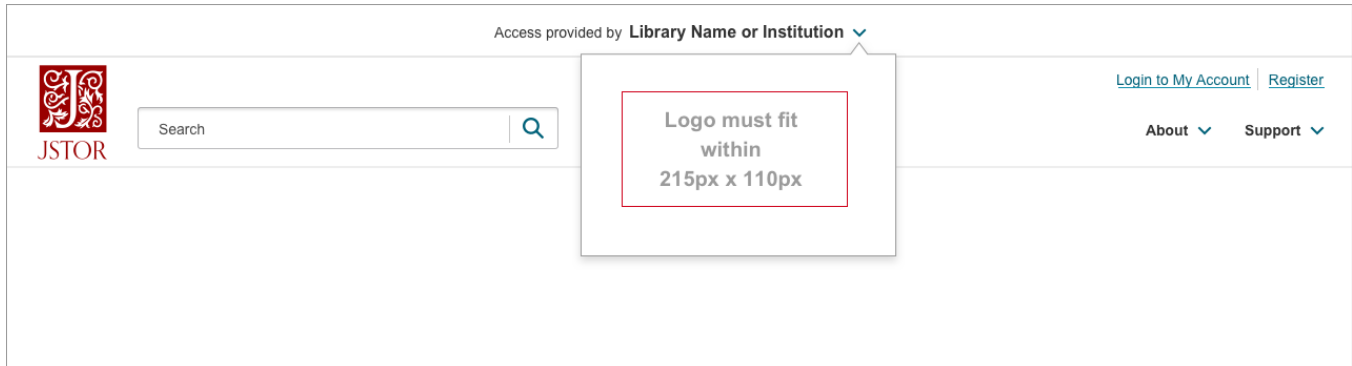This example shows the Harvard University provider designation top bar banner logo.

Provider Designation Dropdown

If a logo or mark cannot be provided that fits the top bar requirements or is legible, a branding mark can be displayed in a dropdown. In this case, the top bar will contain a text-only institutional name. Text name and dropdown will appear on all pages.

Dropdown Graphic Size Requirements

This PDS graphic must be sized to fit within a 215px (max width) by 110px (max height) area.
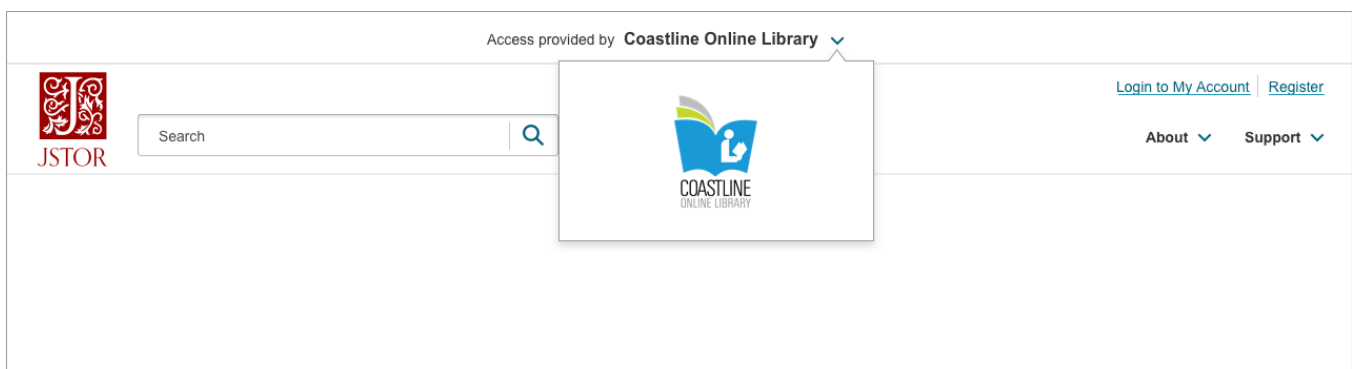

Preferred file formats are .png, .jpg, or .gif. When submitting one of these file formats, we request you also submit a second image that is sized at twice the original. Example, a graphic sized at 430px by 220px. This graphic should be supplied with a "file name@2x" to distinguish between sizes.

Vector file formats .ai, .eps, .svg, .pdf are acceptable and can be included with submissions.
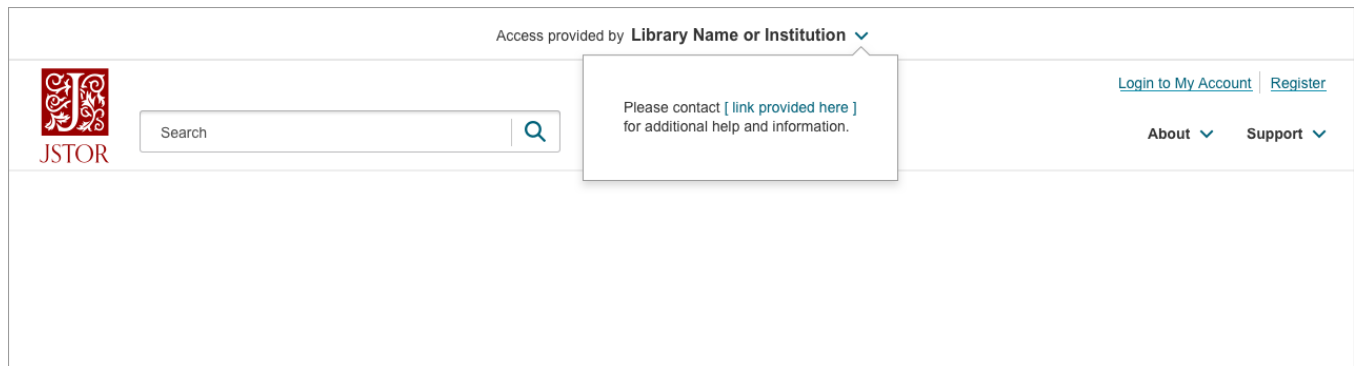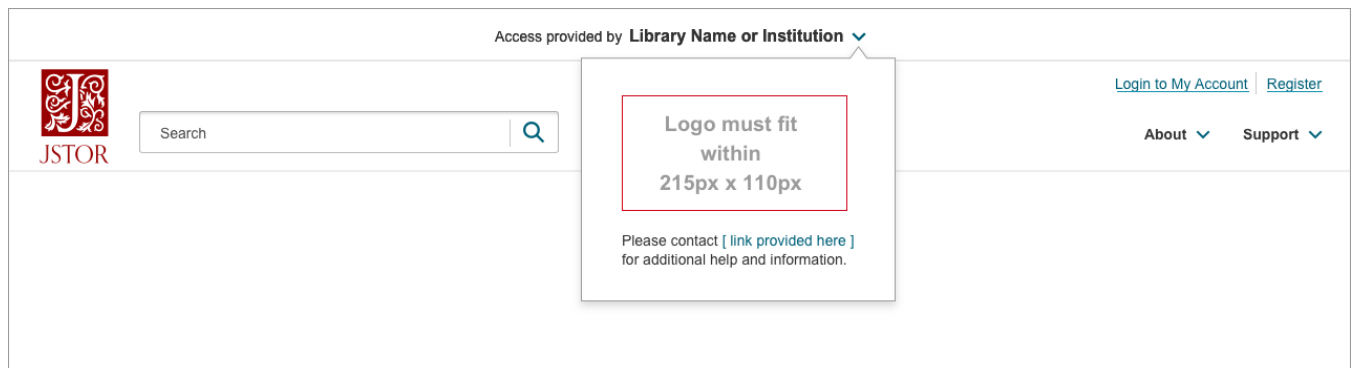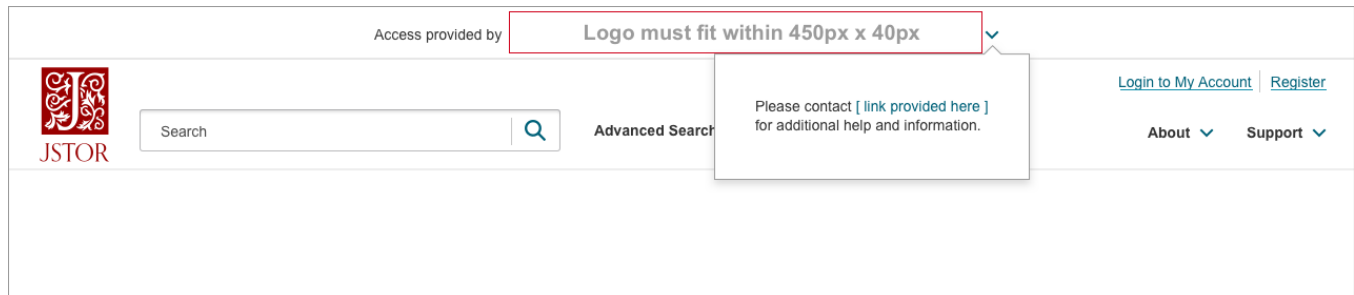
Examples

This example shows the Coastline Online Library provider designation dropdown logo.

Link Requirements

Dropdown Link

If a link is desired, the Provider must include the hyperlink text and URL.
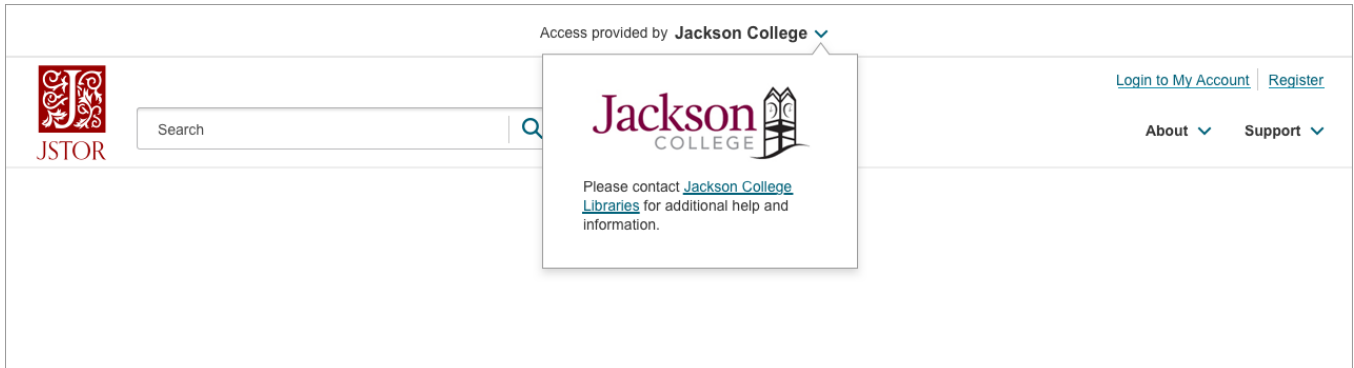This is available for any PDS presentation.

This is typically a link to the institution's user support presence and the link text should reflect the destination to comply with accessibility linking standards. For example:
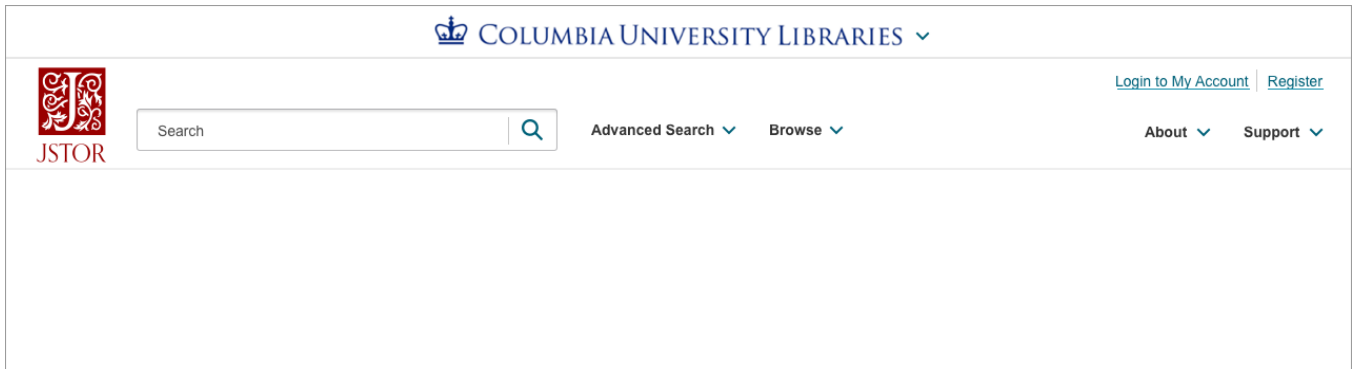
URL: http://www.sampleuniversity/library/help

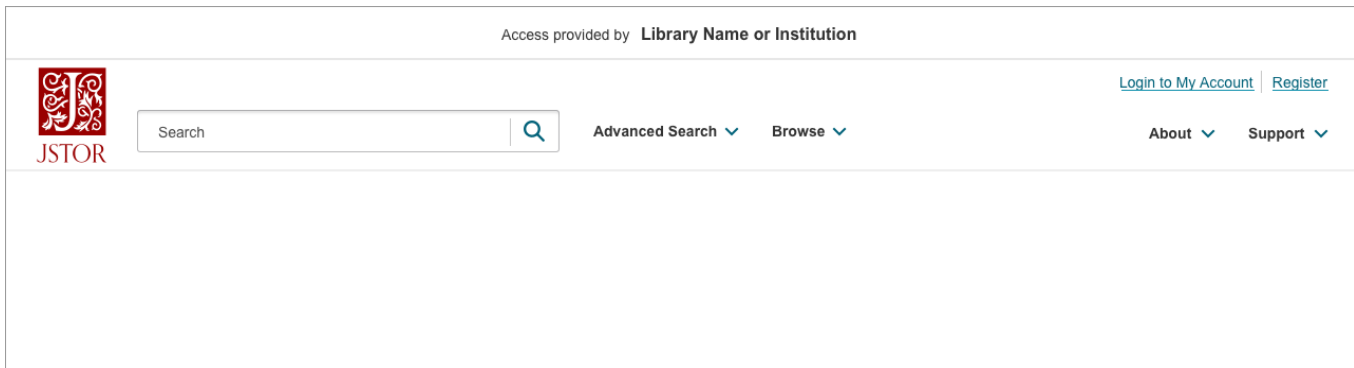Link Text: **Sample University Library**

Examples

This example shows the Jackson College provider designation dropdown logo and a link to their library.

If the institution does not want an access statement, please specify and it will be removed.

If no logo or link is supplied, the institution name will appear in the provider designation top bar.

Submitting Request for Provider Designation Placement

To submit a request for PDS placement, please email JSTOR Support (support@jstor.org) with the following information:

1. **Image:** attached file or image URL
2. **Organization:** Institution Name
3. **Link URL**: the URL users will be taken to when they click on your link
4. **Link Text:** (e.g. Sample University Library)