

# National Institute for Health Research IDENTITY GUIDELINES

## Summary for School for Primary Care Research Members

The NIHR identity guidelines have been developed to ensure there is consistency across all communications produced by the NIHR and to support work within the NIHR when developing and issuing communications. Everyone who works within the NIHR, **as well as researchers who receive NIHR funding and support**, should use the guidelines.

The NIHR School for Primary Care Research has the following communications approval and liaison process:

SPCR → NIHR Central Commissioning Facility (CCF) Department of Health

This summary attempts to answer the frequently asked questions posed by researchers in relation to their outputs such as posters, press releases, attribution statements and publications. If you cannot find what you are looking for, please contact

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Or view the full set of guidelines at

[http://www.nihr.ac.uk/files/Publications/9051-TSO-NIHR%20Identity%20Guidelines\\_Version%202.0.pdf](http://www.nihr.ac.uk/files/Publications/9051-TSO-NIHR%20Identity%20Guidelines_Version%202.0.pdf)

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## The NIHR Logotype

The NIHR logotype has been created using the NHS brand guidelines and is approved for NIHR use by the NHS branding team. The NHS national lozenge is the cornerstone of the NHS brand. It is the signature of the NHS and signals NHS ownership of a service or message. It must be used consistently and correctly.



The NIHR logotype is the single most important element of the NIHR identity and is made up of

1. the NHS national lozenge and
2. the name: *National Institute for Health Research*



In any application, the NIHR logotype should always be legible, prominent and unobstructed. This is essential to strengthen the identity. **The NHS branding policy does not permit individual NIHR initiative logos to be created or used.**

The NIHR logotype should be positioned in the top right-hand corner of the page in all communications owned or endorsed by the NIHR. The 'exclusion zone' is the area around the logo that should always be kept clear. To ensure that the NIHR logotype remains clear and has impact, nothing should ever appear inside the exclusion zone. The NIHR logotype must never be recreated or altered in any way. Only the original digital graphic files of the logotype should be used; these are supplied in colour, in white and in black. They are available from the NIHR Portal or via the co-ordinating centre:

<https://portal.nihr.ac.uk/welcome/Idnetity/Pages/IdentityHome.aspx>

On standard size formats, such as A4, A5 etc., the NIHR logotype size should be as follows (where X is the height of the NHS logo)

A4: X = 8.5 mm

A3: X = 12.5 mm

A5 and DL: X = 6 mm

Business cards: X = 4.25 mm

To ensure visibility, readability and accessibility, the NIHR logotype should never be used smaller than the size used on business cards.

## **Using the NIHR logotype with non-NHS partner brands**

The NIHR works with many other organisations that carry out health research. When working in partnership, the NIHR logotype should be in equal proportion to the logo of its partners. When the NIHR is leading, the logotype should be positioned in the top right-hand corner of communications, and the partner logo on the left-hand side. Where the NIHR is a secondary partner, the NIHR logotype can be positioned in the bottom right-hand corner. When working with several partners, all the logos can be placed either at the top or at the bottom of the publication.

## **Using the NIHR logotype with other NHS organisations**

NHS branding policy states that the NHS national lozenge may appear only once on a single page. When the NIHR leads on joint publications with other NHS national organisations, such as the Health Research Authority, the NIHR logotype should be positioned in the top right-hand corner of the front cover and a relationship statement on the bottom. The partner logos can be placed either inside or on the back cover of the publication.

## **Document Appearance**

### **Typefaces**

Frutiger is the standard NHS typeface and should be used for both headings and text. If you cannot use Frutiger, you can use the NHS default typeface, Arial. In the event that Frutiger or Arial is not available, you can use the secondary typefaces Garamond or Times New Roman.

### **Format**

Always left justify your document. Never use full justification (exception: document titles may be centred). Insert one line space between paragraphs. Use standard round bullet points. Bullet points that follow a colon should start in lower case, as should each subsequent point. Do not use semicolons or commas at the end of each point within a series of bullet points. Use a full stop at the end of the last point. Bullet points that follow a header or a full stop or question mark at the end of a sentence or paragraph should start with a capital letter as should each subsequent point. Use a full stop at the end of each point. Sub-bullet points should be further indented. Semicolons or commas can be used at the end of sub-bullet points with a full stop at the end of the 1<sup>st</sup> sub-bullet.

### **Capitals**

Use title case rather than upper case for page title, page heading, official document title, or name of a place, person or organisation.

Use title case for specific job titles, e.g. Senior Clinical Trials Coordinator. Generic job titles should not be capitalised, e.g. the research administrators. Write general terms, such as primary care trusts, in lower case. Use capitals for a specific primary care trust, e.g. Newcastle Primary Care Trust. Regions should be written in lower case, e.g. northern England, south west London. Research studies should be capitalised, e.g. Magnetic Resonance Imaging of Lung Nodules.

The National Institute for Health Research can also be referred to as the NIHR. If using an acronym or abbreviation, write the name or term in full followed by the acronym or abbreviation in brackets. Once the full name has been spelt out its acronym or abbreviation can be used thereafter. Do not put full stops in acronyms or abbreviations. Universally accepted acronyms and abbreviations such as NHS and AGE do not have to be written in full first. Do not use an apostrophe for pluralised acronyms or abbreviations, e.g. BRUs not BRU's. Do not put full stops after a contraction of a person's title e.g. Dr Keith Ridge, not Dr. Keith Ridge.

### **References**

Use the Vancouver system for referencing publications, including in footnotes.

## Acknowledging NIHR funding

Principal investigators/lead researchers must acknowledge awards made by the NIHR and these include awards made through the School for Primary Care Research. In any written material such as a project website, pages on a host organisation's website, patient recruitment leaflets, posters and presentations, papers and reports, and media releases, the author must acknowledge the support of the NIHR, providing specific details of the research programme funding, training award/fellowship or support provided by a research facility.

Relationship and funding statements should be written to provide the specific details required. They may be used separately or jointly, as early as the sense of the sentence allows.

Relationship statement example:

*The National Institute for Health Research (NIHR) School for Primary Care Research is a partnership between the Universities of Birmingham, Bristol, Keele, Manchester, Nottingham, Oxford, Southampton and University College London.*

Funding statement example:

*The School for Primary Care Research is funded by the National Institute for Health Research.*

In cases where an initiative is only part funded by the NIHR, the statement should clarify this in simple, clear language. For example:

*The UK Cochrane Centre is part of the international Cochrane Collaboration, an independent not-for-profit consortium dedicated to providing up-to-date, accurate information about the effects of health care. The National Institute for Health Research is the largest single funder.*

Research project funding statement example:

*The [name of project] is funded by the National Institute for Health Research [name of research programme] Programme.*

Research support for independently funded research statement example:

*The [name of project] is supported by the National Institute for Health Research [name] Biomedical Research Centre and the [name] Research Network. The views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health.*

## Research reports

The NIHR logotype must never be used on research reports. The independent nature of the research and its intellectual property provenance should be emphasised by using the NIHR disclaimer.

## Promotional materials

The NIHR logotype can be used when possible on promotional materials, but never positioned in the top right-hand corner, which implies ownership or endorsement by the NIHR.

Ideally, the NIHR logotype should be placed bottom right or in another appropriate position, ensuring that it complies with the conditions of use, including size and keeping the 'exclusion zone' clear, together with an appropriate funding statement.

Please note that NHS branding policy does not allow for two NHS national lozenges to be used on the same page. Therefore, if you are using a NHS organisation logo, you should not use the NIHR logotype, but just use a funding statement on its own.

## Patient materials

Patient materials about NIHR-funded research, including patient information sheets, and recruitment leaflets and posters, should include the NIHR logotype whenever possible, accompanied by a funding statement.

- Materials produced for patients relating to NIHR-funded research projects, including recruitment leaflets and posters, may include the NIHR logotype, but it must not be positioned top right. The NIHR logotype may be positioned bottom right on the front cover, on the inside cover or on the back page and should be accompanied by a funding statement, for example

*The [name of project] is funded by the National Institute for Health Research's [name of research programme] Programme*

- If an NHS Trust logo is used, the NIHR logotype must not be included on the same page
- For posters, the NIHR logotype should be positioned bottom right or, in another suitable position depending on the design, accompanied by a funding statement. If another NHS organisation logo is used, then just use a funding statement to acknowledge the NIHR Research Programme.

## Research posters

Research posters are an effective and important way to show research findings at workshops and conferences. Research posters can include the NIHR logotype, but not in the top right-hand corner, and must include a funding acknowledgement and disclaimer statement.

The NIHR logotype can be positioned bottom right or in another suitable position depending on the design, together with a funding and disclaimer statement. If another NHS organisation logo is used, only the funding and disclaimer statement should be used.

If the research has been funded by a NIHR programme, the NIHR logotype should be positioned bottom right, or another suitable position depending on the design, and must include a statement acknowledging funding together with a disclaimer, for example

*This is a summary of independent research funded by the National Institute for Health Research (NIHR)'s [name of research programme] Programme. The views*

*expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health.*

## **Presentations**

NIHR PowerPoint presentation templates have been designed in the various work stream colours and are available to download for use by the relevant coordinating centres and initiatives from the NIHR portal (<https://portal.nihr.ac.uk/welcome/Identity/Pages/PowerpointTemplates.aspx>)

Researchers can include the NIHR logotype on presentations about NIHR-funded research projects or awards, but not in the top right-hand corner. The NIHR logotype can be positioned bottom right, accompanied by a funding acknowledgement.

If another NHS organisation logo is used, there are two options:

1. Use the NIHR logotype positioned bottom right on the opening slide, with a relationship statement giving details of the NIHR funding or award, and use the NHS organisation logo on all the other slides. The NHS branding policy states that the NHS national lozenge may appear only once on a single page. Therefore, if an NHS organisation logo is used, you should not use the NIHR logotype on the same slide
2. Use the NHS organisation logo on all the slides, but add a funding statement giving details of the NIHR funding or award on the opening slide.

## **Working with non-NHS partners**

When presentations need to reflect working with partner organisation, the NIHR logotype should be positioned top right and the partner logo top left. If there are several partners it is best to place all logos on the first slide only, and to use plain slides for the rest of the presentation.

## **Submitting research publications**

When submitting a paper, article or report for publication it is essential that the NIHR is acknowledged appropriately to maximise awareness of the impact of the research funded by the NIHR, nationally and internationally. Full funding data helps track research from funding awards through to published output. When submitting a paper or article for publication, please ensure that:

- the NIHR's contribution is acknowledged in full
- a copy of the paper/article is sent to the Central Commissioning Facility and copied to Dr Georgina Fletcher (the Senior Scientific Manager of the SPCR) 28 days before it is due to be published and includes a NIHR acknowledgement and disclaimer statement
- a copy of the final manuscript of any research papers supported in whole or in part by the NIHR is deposited with UK PubMed Central upon acceptance for publication, to be made freely available as soon as possible and in any event within six months of the journal publisher's office date of final publication. See the NIHR website ([www.nihr.ac.uk/research/PagesResearch\\_Open\\_Access\\_Policy\\_Statement.aspx](http://www.nihr.ac.uk/research/PagesResearch_Open_Access_Policy_Statement.aspx))

- the principal award holder submits an end-of-project report within 14 days of the end of the study, in accordance with the research contract.

**Please note that although the Department of Health funds the NIHR, the Department of Health should not be named as the funder. The NIHR must always be accredited as the funder.**

Research articles, papers and reports must not use the NIHR logotype, but must use a statement acknowledging funding/support together with the NIHR disclaimer.

### **Disclaimer**

The independent nature of the research and its intellectual property provenance must be emphasised by carrying the following disclaimer:

*This article/paper/report presents independent research funded by the National Institute for Health Research (NIHR). The views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health.*



## General

### NIHR Colour Palette

Each major work stream of the NIHR is colour-coded to differentiate between the operational arms of the organisation. The School for Primary Care Research is part of the Programme stream and the appropriate colour is

**NHS Light Green, Pantone 368**  
**C 65%, M 0%, Y 100%, K 0%**  
**R 91, G 191, B 33**  
**HTML 66CC33**

### Publication and Publicity

Principal investigators/lead researchers should refer to their funding contract to ensure that they comply with the terms and conditions of their research contract. NIHR-funded research findings should be published in an appropriate form, usually as a paper in a referred journal. Reports of research findings, interim or final, must never use the NIHR logotype, but must use the NIHR disclaimer.

The relevant NIHR coordinating centre must be informed of the intention to submit a paper or article for publication. If you are part of an NIHR research facility, such as a centre or unit, you should inform your centre manager, who will liaise with the relevant co-ordinating centre. This will enable the NIHR and the Department of Health to prepare for any media interest and will also help to publicise your research.

There should be a proactive approach to issuing press releases to showcase NIHR-funded research. At least 28 days' notice of an intention to issue a press release must be given to the relevant coordinating centre before publication, together with a copy of the research paper/report. The draft press release must be sent to the relevant coordinating centre 14 days before the planned issue date, including any press releases to be issued by the publisher. All embargos will be respected, as the NIHR is internal to the process.

### Photographs and Images

The NIHR uses photography from the NHS Photo Library. The library can be accessed at [www.photolibrary.nhs.uk](http://www.photolibrary.nhs.uk). Access to the library and use of the images is restricted to authorised users only. Non-Department of Health or NHS employees will need to be sponsored to gain access to the library. You should ask a Department of Health or NHS employee to be your sponsor and register with the NHS Photo Library, providing your sponsor's name.

If you wish to use independently sourced images, permission from the copyright holder must be sourced, and paid for if required. If taking new photographs of staff and patients, you must ensure that you obtain their permission and record, and keep their consent to publish the photographs.

### Strap Lines

The NIHR strap line may be used in externally facing publications:  
*Improving the health and wealth of the nation through research*

Strap lines should not have a full stop at the end. NIHR initiatives can develop their own strap lines and use these in their publication materials, rather than the NIHR strap line. A strap line should capture the essence of what the initiative, programme, project or facility is funded to do and each strap line should be cleared with the relevant coordinating centre communications lead.

## The NIHR filmstrip

The NIHR filmstrip, also known as the ribbon device, is a design feature that has been created especially for NIHR communications. Its use is optional. It can be positioned in different ways to add movement and variety to NIHR communications. When using the filmstrip, you should ensure that the edges do not show. The filmstrip is not a logo but a design style. It can be used in any publications that use the NIHR logotype, but must not be placed directly under the logotype as the exclusion zone must be maintained. Images of the filmstrip are available from the NIHR Portal (see above).



When choosing images for NIHR websites or publications you should check that the resolution is at least 72 dots per inch (dpi) and a maximum of 150 dpi to ensure high quality is obtained if publishing online. For print publication the resolution should be at least 300 dpi.

## NIHR logotype files and images

The NIHR logotype files, filmstrips and presentation templates are available on the NIHR identity pages on the NIHR Portal

(<https://portal.nihr.ac.uk/welcome/Identity/Pages/IdentityHome.aspx>)

Information on how to gain access to the NIHR Portal is available on the NIHR Website

(<http://www.nihr.ac.uk/Pages/SupportRequest.aspx>)

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