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Chapter 1: We are NIHR

“We are all extraordinarily proud of the NIHR, the work that each and every one of us does.”
Professor Dame Sally C. Davies, Chief Medical Officer and Chief Scientific Adviser, Department of Health at www.one.nihr.ac.uk

The NIHR is the research arm of the NHS. We are here to drive research from bench to bedside for the benefit of patients and the economy. NIHR people all play a part in what has become the most integrated clinical research system in the world.

The NIHR Identity Guidelines are for everyone working within the NIHR, or working in partnership with us, and anyone who has a role in developing and issuing communications to:
- maximise the awareness and impact of the NIHR and its investments by the consistent and correct use of the NIHR identity for all communications
- inspire the confidence in the NIHR required for the investment from the Government and taxpayers through consistent NIHR communications
- create unity and help build a stronger, more recognisable NIHR profile within the research community, with patients and the public, industry and charities.

The purpose of these guidelines is to provide details on how to use the NIHR identity, as well as setting out how to apply the guidelines in practice.

Everyone who works within the NIHR and in its centres, units and facilities, as well as researchers and trainees who receive NIHR funding and support, should use the guidelines and share them with their press office, graphic design teams and other funders where appropriate.

Advice on applying the guidelines is available from your lead NIHR coordinating centre (see overleaf for details). If you are a researcher or trainee funded by the NIHR, please contact the coordinating centre that manages your programme award.
### Advice on applying the NIHR Identity Guidelines

**A-Z of NIHR – look up where you or your funding programme is based**

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<th>Who to contact</th>
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<table>
<thead>
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<th>Health Education England (HEE) /NIHR Integrated Clinical Academic (ICA) Programme</th>
<th>Who to contact</th>
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<td>NIHR Schools: School for Primary Care Research (SPHR) School for Public Health Research (SPHR)</td>
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A list with contact details is available in Chapter 17: Resources and contacts, p 99.
Chapter 2: NIHR Identity

Part of the NHS brand

The NIHR identity is part of the NHS brand and these guidelines comply with NHS brand guidelines.

The NHS brand is strong and trusted by patients and the public. Use of it by the NIHR, as the research arm of the NHS, shows that our work is credible, ethical and will protect people’s rights and dignity.

The NHS logo is part of the NIHR logotype. Our communications should reflect our mission and purpose, and make it clear that we are the research arm of the NHS, working to improve the health and wealth of the nation through research.

Use of the brand strengthens the reputation of the NIHR, both in this country and internationally, and underpins the ultimate purpose of NIHR’s work – to make people and the NHS better. It also helps people understand that NIHR funding is public funding and strengthens accountability.

NIHR communications must follow the NIHR identity guidelines, which have been approved by the NHS. No alternatives are permitted.

NIHR communications reflect NHS values of caring for the health of the nation and our own values of professionalism, efficiency, transparency, value for money, equality, choice and responsiveness.

All NIHR communications must be:

- cost effective
- clear, open and honest
- written in plain English
- accessible to a wide audience
- up to date, accurate and consistent
- inclusive and free of discrimination against any individual or group of people
- meeting the needs of our stakeholders.
Any type of communication issued by any part of the NIHR should be able to demonstrate that it provides good value for money.

The NIHR logotype

The NIHR logotype has been created and approved for NIHR use by the NHS Branding Team.

All organisations that serve the NHS have logotypes based around the NHS logo. The NHS logo 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 made up of:

- the NHS logo
- the name: National Institute for Health Research.

The NIHR logotype is the single most important element of the NIHR identity. 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 additional logotypes to be created or used by any part of the NIHR.

Logotypes are considered to be any recognisable and distinctive graphic designs, stylised names, unique symbols or other devices for identifying an organisation. To use anything other than the NIHR visual identity, as permitted, is confusing to stakeholders and could inadvertently undermine recognition of NIHR funding or support.

The following constitute a logotype and should not be used to differentiate the name of an NIHR facility or other part of the NIHR:

- different fonts or typography in the name
- graphic designs, for example lines and shapes, adjacent to or within the name
- positioning the name of the organisation in proximity to the NIHR logotype, for example below it, even if the exclusion zone (see p 32) is respected
- presenting the name of the organisation in shaped format, such as a square or rectangle.

If such logotypes are already in use they should be withdrawn with immediate effect.

For using, sizing and positioning of the NIHR logotype, see Chapter 5: Using the NIHR logotype, p 32. See also Chapter 10: Summary table for branding NIHR outputs, p 62.

The NIHR logotype for social media

A portrait NIHR logotype has been created for use by all parts of the NIHR on social media thumbnails or profile pictures. The picture does not need to be modified after uploading.
For instructions on branding social media platforms see also [Chapter 8: Digital platforms, p 49]. See also [Chapter 10: Summary table for branding NIHR outputs, p 62].

**NIHR logotype files**

The NIHR logotype must never be recreated or altered in any way. Only the original digital graphic files of the NIHR logotype should be used.

The NIHR logotype files are supplied in colour, in white, in black and reversed out. The colour files have the letters ‘Col’ towards the end of the file name, the white files have ‘Rev’, and the black files have ‘Blk’.

The colour and black logotypes are supplied in three file formats: JPEG (Joint Photographic Experts Group), EPS (Encapsulated PostScript) and TIFF (Tagged Image File Format). The white logotype is available in the TIFF and EPS formats. The file formats are independent of fonts, and do not require the Frutiger fonts to be installed on your computer.

These files are supplied as stand-alone images, which are not designed to be opened by double-clicking on the icon. They should be imported into applications (e.g. Microsoft Word) and then resized and positioned as required. Particular care should be taken to avoid stretching or distorting the logotype.
The logotypes available to download are the correct size for use on an A4 document. See [NIHR logotype sizes, p32](#).

**Using the files**

**JPEG** files are for general office use and can be imported into most computer programs, such as Microsoft Word, PowerPoint and Excel. JPEG files will degrade if enlarged, whereas reducing them is fine. **EPS** are high-resolution files used for the production of high-quality artwork for print and design programs such as QuarkXpress, Adobe InDesign or Adobe Illustrator. They are vector format files, which means that they can be increased in size without loss of definition. EPS files should therefore be used if a large logotype is needed. The white EPS file has a transparent background and may be used in page layout programs where a reversed-out logotype is required. **TIFF** files are used for producing graphics in publications.

- To change the size of the image, make sure the logotype is selected by clicking on it. Then go to the menu bar at the top of your computer application and select FORMAT > PICTURE > SIZE and change the size. Please ensure that ‘Lock aspect ratio’ and ‘Relative to original picture size’ are both selected. This will guarantee that the NIHR logotype is not distorted in any way.

Remember, the NIHR logotype is a registered trademark. If you are in any doubt about its use, wish to use the logotype in any other way, are downloading it to pass on to a third party, or have any other questions, please contact the relevant coordinating centre for advice. See [Chapter 17: Resources and contacts, p 99](#).

**Where do I get the NIHR logotype files?**

The NIHR logotype files are available to be downloaded for use from the [One NIHR website](#) or via the coordinating centres. See [Chapter 17: Resources and contacts, p 99](#).

**The NIHR stamps**

Two sets of three stamps have been developed to show NIHR investment in researchers and research. ‘Funded by’, ‘Supported by’ and ‘Funded and supported by’, available to download from the [One NIHR website](#). Stamps should be used to demonstrate NIHR funding or support on study
materials and stationery and when independent research findings are presented.

One set of stamps include the NHS logo in their design and the other set do not. The ones with the NHS logo should be used, except if NHS Trust logotypes are present on one-page documents. To comply with NHS brand guidelines that do not allow more than one NHS logo to appear on one page, the stamps without the NHS lozenge should be used in that case.

Stamps have also been developed for use by NIHR Senior Investigators (SIs) on their business stationery.

The NIHR stamps should not be used instead of the NIHR logotype on corporate documents.

Stamps with the NHS logo in the design
Stamps without the NHS logo in the design

For using, sizing and positioning of the NIHR stamps, see Chapter 6: Using the NIHR stamps, p 42. See also Chapter 10: Summary table for branding NIHR outputs, p 62.
The NIHR colour palette

The NIHR identity is part of the NHS brand and therefore all our colours are taken from the standard NHS colour palette. You should preferably use the NIHR colours when creating communication materials, to strengthen the NIHR visual identity. Colours of the [NHS colour palette](#) can also be used.

The NIHR's corporate colour is NHS Light Blue, Pantone® Process Blue.

The NIHR print colour palette

All the colours within the NIHR print colour palette can be used as solid colours or as tints. Tints should only be used on a document in combination with the solid colour. To get the most accurate colour match, these colours have been converted from their PANTONE® references using Adobe Photoshop.

The NIHR colours
Other NIHR colour palette

**NHS Dark Green**
PANTONE®
342
C  96  R  0
M 34  G 102
Y 81  B  72
K 26
HTML #006648

**NHS Green**
PANTONE®
355
C  99  R  0
M 11  G 150
Y 100  B  76
K 2
HTML #00964c

**NHS Light Green**
PANTONE®
368
C  59  R 118
M 0  G 188
Y 100  B  67
K 0
HTML #76bc43

**NHS Aqua Blue 50%**
PANTONE®
401
C 40  R 153
M 20  G 204
Y 0  B 255
K 0
HTML #99CCFF

**NHS Dark Blue**
PANTONE®
287
C 100  R  20
M 80  G  58
Y 0  B 132
K 15
HTML #143a84

**NHS Purple**
PANTONE®
2685
C 98  R  49
M 100  G  37
Y 23  B 101
K 16
HTML #312565

**NHS Dark Pink**
PANTONE®
676
C 32  R 154
M 100  G  0
Y 47  B  80
K 17
HTML #9a0050

**NHS Red**
PANTONE®
485
C  6  R 225
M 98  G  38
Y 100  B  28
K 0
HTML #e1261c

**NHS Orange**
PANTONE®
144
C 0  R 240
M 54  G 140
Y 100  B  33
K 0
HTML #f08c21
The NIHR web colour palette

For designing NIHR websites, electronic documents such as newsletters, and social media accounts the NHS web colour palette should be used. The NHS web colour palette uses a different specification system to the print colour palette. For example, within the web colour palette, NHS Light Blue (Pantone® Process Blue) is displayed using the hexadecimal format, HTML Hex #0083bf. The web palette also allows for RGB variations in electronic presentations. Tints of the web colour palette should not be used.

Further guidance on creating websites can be found in Websites, p 52.

Colour coding

Colour coding can be used on materials (print on demand and digital) and campaigns, when they are facing specific stakeholder groups. Please see the table below:

<table>
<thead>
<tr>
<th>Function</th>
<th>Communication materials (print on demand and digital) and campaigns</th>
<th>Print on demand colour</th>
<th>Web colour</th>
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</thead>
</table>
| **Corporate NIHR and patient recruitment** | • Materials describing the NIHR (corporately, structurally, geographically etc.), created by the DH, the Corporate Engagement Manager, INVOLVE, NOCRI and the coordinating centres.  
  • NIHR press releases  
  • Recruitment leaflets, posters, websites and other materials used to enrol patients in clinical studies. | NHS Light Blue, Pantone® Process Blue | NHS Light Blue, HTML Hex #0083bf |
<p>| <strong>Funding</strong>                     | Materials on research programmes                                                                                                                                                           | NHS Green,                              | NHS Green,                                      |</p>
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Colour Code</th>
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</thead>
<tbody>
<tr>
<td><strong>Research</strong></td>
<td>NIHR outputs and related information</td>
<td>NHS Dark Green, Pantone® 342</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML Hex #006648</td>
</tr>
<tr>
<td><strong>Get involved</strong></td>
<td>Public Involvement materials and campaigns</td>
<td>NHS Orange, Pantone® 144</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML Hex #f08c21</td>
</tr>
<tr>
<td><strong>Industry</strong></td>
<td>Industry-facing materials</td>
<td>NHS Dark Pink, Pantone® 676</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML Hex #9a0050</td>
</tr>
<tr>
<td><strong>Our Faculty</strong></td>
<td>Materials on funding career development, Senior Investigators, Trainees and Associates</td>
<td>NHS Purple, Pantone® 2685</td>
</tr>
<tr>
<td></td>
<td></td>
<td>NIHR Purple, HTML Hex #36246b</td>
</tr>
<tr>
<td><strong>Facilities and services</strong></td>
<td>Materials on the NIHR infrastructure (Networks, Centres, Units, Facilities, CLAHRCs etc.)</td>
<td>NHS Red, Pantone® 485</td>
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<tr>
<td></td>
<td></td>
<td>NHS Red, HTML Hex #e1261c</td>
</tr>
</tbody>
</table>

Colour coding should be used to create a colour theme or accent and not overpower the colouring of complex materials, such as brochures and websites. Colour coding is optional.

**Photographs and images**

NIHR is a people-oriented organisation. Images and artwork used should represent the diversity of the research community, the NHS and care services, as well as the patients and public. See also the section on copyright in Chapter 15: Libel, defamation, copyright and data protection, p 85. When taking pictures, you should ensure that the NIHR consent form is signed by all the people appearing in them (patients, carers, the public, hospital staff or researchers). This will allow your images to become part of the NIHR photo library and to be used across the NIHR. You can find the consent form at the One NIHR website or via your coordinating centre.

**Using approved photography**
The NIHR Photo Library provides access to free images for use in NIHR communication materials. The NIHR welcomes contributions to the library through its annual photo competition. The library can be accessed on the One NIHR website.

When using the NIHR Photo Library, please credit it by inserting: ‘Source: the NIHR Photo Library.’

Independently sourced images

Permission from the copyright holder must be sought for images sourced from elsewhere, and paid for if required. If taking new photographs of staff, patients, children and vulnerable adults, you must ensure that you obtain their permission, and record and keep their consent to publish the photographs.

Using images

When choosing images for NIHR websites or publications you should:

- check 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
- check the resolution is at least 300 dpi for print
- ensure that the image is relevant to the subject of the page or section
- usually, images will be rectangular with clearly defined edges
- a border will help to define more clearly images where lighter edges are lost against the background, but the thickness of the border should be no more than 1 point or 1 pixel.

The NIHR colour bar

The NIHR colour bar is a design that can be used as an option on NIHR materials. It can be found, together with other resources, at the One NIHR website.

The colours from left to right are listed below with breakdowns to cover all uses. The colour bar should never be cropped and the colours should not be altered in any way.
To get the most accurate colour match, these colours have been converted from their PANTONE® references using Adobe Photoshop.

<table>
<thead>
<tr>
<th>FUNDING</th>
<th>RESEARCH</th>
<th>GET INVOLVED</th>
<th>INDUSTRY</th>
<th>FACILITIES AND SERVICES</th>
<th>OUR FACULTY</th>
<th>CORPORATE NIHR AND PATIENT RECRUITMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS LIGHT GREEN</td>
<td>NHS DARK GREEN</td>
<td>NHS ORANGE</td>
<td>NHS DARK PINK</td>
<td>NHS RED</td>
<td>NHS PURPLE</td>
<td>NHS LIGHT BLUE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE®</th>
<th>PANTONE®</th>
<th>PANTONE®</th>
<th>PANTONE®</th>
<th>PANTONE®</th>
<th>PANTONE®</th>
<th>PANTONE®</th>
</tr>
</thead>
<tbody>
<tr>
<td>368</td>
<td>342</td>
<td>144</td>
<td>676</td>
<td>485</td>
<td>2685</td>
<td>PROCESS BLUE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>59</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>118</td>
<td>188</td>
<td>67</td>
<td>#76bc43</td>
</tr>
<tr>
<td>96</td>
<td>34</td>
<td>81</td>
<td>26</td>
<td>0</td>
<td>102</td>
<td>72</td>
<td>#006648</td>
</tr>
<tr>
<td>0</td>
<td>54</td>
<td>100</td>
<td>0</td>
<td>240</td>
<td>140</td>
<td>33</td>
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<tr>
<td>32</td>
<td>100</td>
<td>47</td>
<td>17</td>
<td>154</td>
<td>0</td>
<td>80</td>
<td>#9a0050</td>
</tr>
<tr>
<td>6</td>
<td>98</td>
<td>100</td>
<td>0</td>
<td>225</td>
<td>38</td>
<td>28</td>
<td>#e1261c</td>
</tr>
<tr>
<td>98</td>
<td>100</td>
<td>23</td>
<td>16</td>
<td>49</td>
<td>37</td>
<td>101</td>
<td>#312565</td>
</tr>
<tr>
<td>100</td>
<td>35</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>131</td>
<td>191</td>
<td>#0083bf</td>
</tr>
</tbody>
</table>
How to use the NIHR colour bar

The NIHR colour bar should be positioned at the top of all materials, bleeding off three sides, that is top, left and right. The blocks should be divided up evenly with the height of each block a third of the width.
For example, for A4 portrait documents each colour block is 30mm in width and 10mm in height. For banners each coloured block in the bar is 120mm in width and 40mm in height. The NIHR logo for A4 portrait documents is centred between the blue and purple bar and positioned 8.5mm below - the same height as the NHS lozenge. For banners the height of the NHS lozenge should be 40mm, so the NIHR logotype is positioned 40 mm below the colour bar and ranged off the right edge of the purple bar.

**A4 portrait documents**
Examples of using the NIHR colour bar
Digital first

The NIHR has a policy of digital first. This means that information materials should be available online. There will be occasions when printed materials are needed, for example in cases of stationery, patient information leaflets or event programmes.

Typefaces

Typefaces for print on demand

The NIHR operates as a part of the NHS brand and so we use the NHS default typeface Arial, which is available on most PCs.
The typeface Frutiger should be used for materials that go into design, to be consistent with that used by the NHS. When using Frutiger, you should use it for both headings and text.

Further information can be found on the NHS Brand Guidelines website.

**Typefaces for digital documents and the web**

The NHS font family for websites is Arial/Helvetica. These sans serif fonts conform to Level AA of the W3C Web Content Accessibility Guidelines, are easy to read on screen and should be the first choice for use online.

Please see Websites, p 52, for detailed guidance on developing websites.

**Strap lines**

The NIHR strap lines may be used in externally facing publications:

**Improving the health and wealth of the nation through research**

**The NIHR is the research arm of the NHS**

Strap lines should have a maximum of 15 words and should not have a full stop at the end.

Parts of the NIHR 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.

Example of a strap line of a part of the NIHR is that used by the NIHR Clinical Research Network:

**The Clinical Research Network: delivering research to make patients, and the NHS, better**
Strap lines should be standing alone and not under the name of a facility or part of the NIHR, or in proximity to the NIHR logotype.

**Infographics**

Infographics that are produced by the NIHR and by NIHR-funded researchers should be branded according to the NIHR Identity Guidelines.
Chapter 3: NIHR protocol on notifying Department of Health officials and Government ministers

Communication requests to and from Government officials or Ministers should be made through the relevant coordinating centre. The coordinating centre can validate your request and will work with the DH to consider and fast track it as appropriate.

Whilst DH Ministers and policy officials are keen to engage with NIHR researchers and are broadly aware of NIHR activities and research, it is important that a no surprises and consistent approach is adopted when communicating information. Each request will be dealt with on a case-by-case basis. Any DH recommendations concerning necessary changes and/or suggested amendments will be mediated via the coordinating centre. Researchers are free to write to whom they wish in their private capacity, but must channel any invitations to Ministers and policy officials, made on behalf of the NIHR, via the relevant coordinating centre. This applies to all invitations to Government officials and Ministers including for:

- attendance at events or conferences
- quotes
- speaking engagements
- visits
- opening new facilities
- videos (including NIHR YouTube)
- web chats
- online debates and Twitter
- podcasts.

For information on who to contact see Chapter 1: We are NIHR, p 5 and Chapter 17: Resources and contacts, p 99.
Chapter 4: Referring to the NIHR

The NIHR identity enables parts of the NIHR and researchers funded through NIHR programmes to develop and tailor communications to meet the needs of specific stakeholder groups engaged in NIHR funded and supported work.

One NIHR

One NIHR is about thinking of 'NIHR first' in all forms of communication. The purpose of One NIHR is to unify a diverse and dispersed organisation. NIHR first aims to simplify referring to the NIHR in communications. The implication of NIHR first is that you need to mention the NIHR in every communication you produce and this takes precedence over your individual part of the organisation.

Referring to the NIHR

It is simpler and easier to refer to the National Institute for Health Research as the NIHR. The abbreviation NIHR must not be shortened to ‘N’. The NIHR can be referred to as ‘the Institute’, after defining the name in full.

Acronyms and abbreviations

Best practice when citing a name for the first time is to give it in full, followed by the acronym or abbreviation in brackets, for example:

- NIHR School for Public Health Research (SPHR)
- NIHR Health Technology Assessment (HTA) Programme
- NIHR Cambridge Biomedical Research Centre (BRC).

Once the full name has been spelt out its acronym or abbreviation can be used thereafter.

NIHR style avoids full stops in acronyms or abbreviations, for example NIHR not N.I.H.R.
A full list of names of parts of the NIHR and programmes can be found on Chapter 1: We are NIHR, p 5.

Abbreviations can be used in press releases, research papers, Twitter handles, abstracts and posters, where space and immediacy of the information is paramount. For example:

‘NIHR-funded/NIHR-supported researchers’ in the opening paragraph of a press release or, in the footer of a research poster:

‘Supported by the NIHR LCRN TVSM’.

However, please note that abbreviations of locations are not acceptable on their own and have to be explained in the text.

Abbreviations can also be used as an option when writing the name of the NIHR part either at the top left-hand side of a page or as a title. For example ‘CLAHRC West’ can be used at the top left-hand side of a web page instead of ‘Collaboration for Leadership in Applied Health Research and Care West’. However, the abbreviations need to be explained in the body of the text.

See Chapter 16: House style, p 86 for further guidance.

Using relationship and funding statements

Relationship and funding statements should be written to inform readers about who is involved. They may be used separately or jointly, as soon as appropriate. Statements should be flexible and combinations can be used in order to describe fully, accurately and transparently the relationships between collaborators and/or partners.

Relationship statement example:

The 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 examples:
The research was co-funded by the NIHR Manchester Musculoskeletal BRU and the MRC and supported by the NIHR Manchester CRF. Dr [Name Surname] is supported by the NIHR Imperial PSTRC.

Initiative detailed funding statement example:
The NIHR Maudsley Biomedical Research Centre has been awarded £[amount] for a period of five years, from 1 April 2015.

Research project funding statement example:
The [name of project] is funded by the NIHR [name of research programme].

Research support for independently funded research statement example:
The [name of project] is supported by the NIHR [name] Biomedical Research Centre and the NIHR Clinical Research Network (CRN): [branch].

Combined funding and support examples:
The research was funded by [name of funder] and supported by the NIHR Biomedical Research Centre at Moorfields Eye Hospital NHS Foundation Trust and UCL Institute of Ophthalmology and the NIHR Moorfields Clinical Research Facility.

The research was supported by the National Institute for Health Research (NIHR) Clinical Research Network (CRN): [branch] and by the NIHR Diagnostic Evidence Cooperatives (DECs) London, Leeds, Newcastle and Oxford.

Copyright and intellectual property

Copyright of research outputs and intellectual property (IP) arising from NIHR funding should be owned by either the host institution(s) or the funded researchers.

The NIHR expects to be notified of all IP arising from NIHR funding, as stated in the contracts of NIHR programmes. The NIHR cannot accept responsibility for the quality of the arising products, because research is independent and the NIHR will not be privy to either the processes for their production or the end products. The NIHR expects to be acknowledged in the information and promotion of all products arising from NIHR-funded research. The NIHR logotype should not be used on such products and acknowledgements and disclaimers should be included in the materials.
Chapter 5: Using the NIHR logotype

Exclusion zone

The ‘exclusion zone’ is the area around the logotype 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. No other graphic or typography should appear within it. This clear space (X) is proportional and is defined as the height of the NHS logo.

NIHR logotype sizes

On standard size formats, the NIHR logotype size should be as follows:

Print on demand documents

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (mm)</th>
<th>X (in mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business card</td>
<td>85 x 55</td>
<td>4.5</td>
</tr>
<tr>
<td>A6</td>
<td>105 x 148</td>
<td>5</td>
</tr>
<tr>
<td>DL</td>
<td>99 x 210</td>
<td>6</td>
</tr>
</tbody>
</table>
Digital channels

Only the EPS file of the NIHR logotype should be used; no individual initiative logotypes or text in proximity to the NIHR logotype are permitted.

The table below gives the size of the NIHR logotype, as used on the NIHR website for devices of different screen sizes. You should aim for the same size on your digital channels.

<table>
<thead>
<tr>
<th>Screen width (pixels)</th>
<th>Logo size (Pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920</td>
<td>592x281</td>
</tr>
<tr>
<td>1392</td>
<td>294x141</td>
</tr>
<tr>
<td>992</td>
<td>204x97</td>
</tr>
<tr>
<td>752</td>
<td>174x82</td>
</tr>
<tr>
<td>432</td>
<td>264x125</td>
</tr>
<tr>
<td>below 432</td>
<td>66%</td>
</tr>
</tbody>
</table>
### Positioning the NIHR logotype

#### Corporate communications

The NIHR logotype should be positioned in the top right corner of the page in all corporate communications.

The corporate NIHR structure consists of the following:

<table>
<thead>
<tr>
<th>A-Z of corporate NIHR structure– look up your part of the NIHR</th>
<th>Who manages your part of the NIHR</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIHR Biomedical Research Centres (BRCs)</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Biomedical Research Units (BRUs)</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR BioResource</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Blood and Transplant Research Units (BTRUs)</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Central Commissioning Facility (CCF)</td>
<td>Department of Health (DH)</td>
</tr>
<tr>
<td>NIHR Clinical Research Facilities (CRFs) for Experimental Medicine</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Clinical Research Network Coordinating Centre (CRNCC)</td>
<td>Department of Health (DH)</td>
</tr>
<tr>
<td>NIHR Collaborations for Leadership in Applied Health Research and Care (CLAHRCs)</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Diagnostic Evidence Co-operatives (DECs)</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Dissemination Centre</td>
<td>Department of Health (DH)</td>
</tr>
<tr>
<td>NIHR Evaluation, Trials and Studies Coordinating Centre (NETSCC)</td>
<td>Department of Health (DH)</td>
</tr>
<tr>
<td>NIHR Experimental Cancer Medicine Centres (ECMCs)</td>
<td>Department of Health (DH)</td>
</tr>
<tr>
<td>NIHR Health Informatics Collaborative</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Health Protection Research Units (HPRUs)</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>NIHR Healthcare Technology Co-operatives (HTCs)</td>
<td>NIHR Central Commissioning Facility (CCF)</td>
</tr>
<tr>
<td>Corporate materials are considered to be those produced by all the parts of the NIHR listed at the table above. These materials can be event programmes and posters, stands, banners, annual reports, websites, infographics, newsletters, e-magazines, leaflets and documents promoting NIHR facilities, services, centres and units and the digital channels across the NIHR.</td>
<td></td>
</tr>
<tr>
<td>In such materials, the name of the part of the NIHR should be positioned top left, in black Arial font, without any distinguishing calligraphy, shapes, designs or embellishments, omitting ‘NIHR’ to avoid repetition. The font should not be bigger than that of the NHS logo. If several parts of the NIHR are participating, their names should be listed alphabetically at the bottom of the front page of communications.</td>
<td></td>
</tr>
<tr>
<td>NIHR publications that undergo an editorial process are reports published by the NIHR Journals Library, the NIHR Horizon Scanning Research &amp; Intelligence Centre, the NIHR Dissemination Centre and the NIHR Health Technology Assessment Review. The NIHR endorses the methodology and science, but not necessarily the research findings reported in these publications. These publications on research should carry the NIHR logotype top right.</td>
<td></td>
</tr>
</tbody>
</table>
Corporate communications: using the NIHR logotype when working in partnership

The NIHR works in partnership with many other organisations that carry out health research, which may be charities, other Government bodies, Universities and private companies. Moreover, NIHR facilities are usually located at university and hospital sites. It may therefore be that there is need to include other logotypes, apart from that of the NIHR, in communication materials.

When working in partnership, the NIHR logotype should be in equal proportion to the logotype of its partners.

The position of the NIHR logotype depends on whether the NIHR is a leading or secondary partner.

The NIHR is considered to be leading in partnerships when it is the main single funder. In such instances, the NIHR logotype should be positioned top right in the front page of corporate communication materials.

The NIHR is considered to be a secondary partner when it is not the main single funder. In such cases, the NIHR logotype can be positioned preferably bottom right on the front page, or at the back of corporate communication materials.
Example of the NIHR being in equal partnership:
Example of the NIHR being a secondary partner:

Launch event:
MSc Implementation and Improvement Science

30 June 2015
5.30pm – 7.30pm
Room G.12, New Hunt’s House, Guy’s Campus, King’s College London, London SE1 1UL

Are you interested in a practical course focused on improving health services? Join us at the launch of this new masters programme starting September 2015. It will be opportunity to hear more from the academics teaching the course and to receive advice about how to apply.

The programme has been created jointly by researchers at King’s College London and St George’s, University of London and is part-funded by the National Institute for Health Research Collaboration for Leadership in Applied Health Research and Care (NIHR CLAHRC) South London.

Please register to attend at https://fnfhm-msc-launch.eventbrite.co.uk
Corporate communications: using the NIHR logotype with NHS logos

NHS branding policy stipulates that the NHS logo may appear only once on a single page. This ensures that the impact is not diluted by duplication.

When the NIHR leads on corporate joint publications with other NHS organisations, the NIHR logotype should be positioned in the top right corner of the front of the publication, and a statement describing the relationship of the NHS partners with the NIHR should be added.

When the NIHR is a secondary partner to other NHS organisations, the NIHR logotype may be used on corporate communications, if it is on another page. A statement should be included to describe the relationship between the NIHR and the other NHS organisations.
Example of using the NIHR logotype with NHS logos:

Introduction

Welcome to the National Institute for Health Research (NIHR) Greater Manchester Primary Care Patient Safety Translational Research Centre (GMP C PC PSTRC) annual report for 2013-2014. Greater Manchester PSTRC was established through the NIHR for five years (5/2011-2016) from August 2012. It is a partnership between the University of Manchester and Salford Royal NHS Foundation Trust with an ongoing collaboration with the University of Nottingham on its Medication Safety Theme.

Rightly, patient safety represents the single biggest issue in clinical practice. We are passionate about improving the care of the patients, especially those with a learning disability, and we are committed to ongoing improvement in patient safety. The GMP C PC PSTRC has developed a range of successful projects and has made significant progress in improving patient safety. The Centre has developed a range of successful projects and has made significant progress in improving patient safety. The Centre has developed a range of successful projects and has made significant progress in improving patient safety.
Communication of research

Research that the NIHR funds or supports is the intellectual property of independent researchers and therefore communications reporting research findings must not carry the NIHR logotype in the top right corner, which would imply ‘ownership’ or endorsement. Such publications should carry the logo of the host institution, where appropriate.

Publications that must not carry the NIHR logotype are:

- peer-reviewed journal articles, including reviews, abstracts and letters
- responses to calls for evidence (for example to Select Committees)
- press releases
- patient-recruiting materials to trials (websites, posters, consent forms)
- materials and summaries to patients (printed or digital) explaining NIHR-funded research
- social media channels (Twitter, Facebook, blogs etc.) of research teams funded by NIHR programmes, disseminating research findings.

Patient-facing and recruiting materials and social media channels of independent research findings should carry the NIHR stamp.

See also Chapter 10: Summary table for branding NIHR outputs, p 62, Chapter 6: Using the NIHR stamps, p 42, and Chapter 13: Creating an NIHR identity for your study, p 80.
Chapter 6: Using the NIHR stamps

Where to use the stamps

The stamps should be used on materials communicating research, such as research that has not been peer-reviewed, slide and poster presentations of NIHR-funded research findings, patient-recruiting materials to trials (websites, posters, consent forms), materials and summaries to patients (printed or digital) explaining NIHR-funded research and social media channels (Twitter, Facebook, blogs etc.) of research teams funded by NIHR programmes. The stamps can also be used on press-releases issued by third parties (universities, NHS Trusts and private companies) and stationery of host organisations.

The NIHR stamps must not be used instead of the NIHR logotype on corporate communications. For a definition of corporate communications, see Corporate communications, p 33. See also Chapter 10: Summary table for branding NIHR outputs, p 62.

Only one stamp can be used on one page.

How to use the stamps

The stamps should be positioned at the lower half of communication materials, dependent on the overall design.

NIHR stamp sizes

For the stamps with the NHS logo, stamp size is defined by the height of the logo. The height of the NHS logo and the exclusion zone of the stamp should be the same as for the NIHR logotype. See Chapter 5: Using the NIHR logotype, p 32 for instructions.

For the stamps without the NHS logo, the size and exclusion zone are defined by the height of the NIHR abbreviation. The exclusion zone should be half the size of the NIHR abbreviation. The height of the NIHR abbreviation is defined as follows:
Print on demand documents

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (mm)</th>
<th>X (in mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business card</td>
<td>85 x 55</td>
<td>9</td>
</tr>
<tr>
<td>A6</td>
<td>105 x 148</td>
<td>10</td>
</tr>
<tr>
<td>DL</td>
<td>99 x 210</td>
<td>12</td>
</tr>
<tr>
<td>A5</td>
<td>148 x 210</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>210 x 210</td>
<td>17</td>
</tr>
<tr>
<td>A4</td>
<td>210 x 297</td>
<td>17</td>
</tr>
<tr>
<td>A3</td>
<td>297 x 420</td>
<td>25</td>
</tr>
<tr>
<td>A2</td>
<td>420 x 594</td>
<td>34</td>
</tr>
<tr>
<td>A1</td>
<td>841 x 594</td>
<td>37</td>
</tr>
<tr>
<td>A0</td>
<td>1189 x 841</td>
<td>40</td>
</tr>
<tr>
<td>2A0</td>
<td>1682 x 1189</td>
<td>57</td>
</tr>
<tr>
<td>4A0</td>
<td>2378 x 1682</td>
<td>80</td>
</tr>
<tr>
<td>Banner</td>
<td>2000 x 850</td>
<td>80</td>
</tr>
<tr>
<td>Compliment slip</td>
<td>160 x 75</td>
<td>17</td>
</tr>
</tbody>
</table>

Digital channels

The height of the stamp should be the same as that of the NIHR logotype, as defined for digital materials. See Digital channels, p 33 for instructions.

Which stamp to use

The ‘Funded by’ stamp should be used when the NIHR is directly funding the research, either alone or in partnership with other funders. The ‘Supported by’ stamp should be used when referring to research funded by other organisations taking place in NIHR facilities, when research is supported by the NIHR Clinical Research Network or when a researcher or a trainee is supported by the NIHR.
Chapter 7: Press releases and media enquiries

Press releases

There should be a proactive approach to issuing press releases to showcase NIHR-funded or part-funded research. It is important that the NIHR receives proper recognition as the research funder, both for transparency and to maximise awareness of the impact of research to all our stakeholders.

Researchers will often plan to issue a press release to announce a funding contract or to announce the publication of research findings in, for example, a paper in a journal. As well as complying with the host organisation’s and other funders’ media policies, the following process should be used.

Notice of a planned press release for research findings

It is critically important to the Department of Health (DH) and the NIHR that we are made aware of any intention to issue any press releases or media statements reporting findings sufficiently in advance. This will allow us to work with colleagues to prepare Ministers and the Department’s and the NIHR’s media teams for any publicity and indeed, where appropriate and possible, to secure any quotes or follow-up activities that would support your research.

Best practice is to give at least 28 days’ notice of an intention to issue a press release to the relevant coordinating centre before publication, together with a copy of the research paper/report. If the press release announces NIHR-funded research findings, this is a contractual obligation.

See also Chapter 1: We are NIHR, p 5 to find out which coordinating centre manages your programme/part of the NIHR, and Chapter 17: Resources and contacts, p 99 for the contact details of coordinating centres.

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 by the NIHR and by the DH.
When research the NIHR has supported is funded by others, when announcing NIHR funding, when individuals or teams win awards and prizes and when recruiting patients in studies, it may not always be possible to provide 28 days notice, but in these cases please do still let us know it is going to happen as soon as you can. Please note that in these circumstances it will not be possible to gain Ministerial or CMO quotes.

**Acknowledging the NIHR in a press release**

Naming the NIHR, ideally in the first or second paragraph and in cases of support by NIHR facilities later on in the press release, should be clear and prominent in every press release. In the main body of the press release you can just mention ‘NIHR’ and a full acknowledgement should be included before the Notes to Editors, for example:

**Examples:**

*The research was funded by the National Institute for Health Research Blood and Transplant Research Unit [NIHR BTRU] in [priority area] at [lead university] in partnership with NHSBT.*

*The study was funded by the NIHR Research for Patient Benefit Programme.*

*The research was supported by the NIHR Oxford Biomedical Research Centre.*

*The study team acknowledges the study delivery support given by the NIHR Clinical Research Network.*

The press release should also carry the NIHR’s *Note for Editors*, see below. The NIHR logotype should never be used in a press release issued by a researcher, research team, or private company. Such press releases should use the host institution’s logotype.

**How to request a Department of Health quote**

Depending on the significance of the research findings and/or announcement, the Secretary of State for Health, another Department of Health Minister or the Chief Medical Officer may want to provide a quote. Where this is the case, the relevant coordinating centre communications team will work with the Department of Health to confirm quotes. We will need sight of the press release and the full 14 days notice of the draft in order to provide a quote.
NIHR press releases

The NIHR has a Corporate Engagement Manager, who works with the Department of Health to handle high profile media relations activity about NIHR-funded research, in collaboration with the NIHR coordinating centres. In these cases, the relevant coordinating centre will work with the lead researcher or the communication lead on the press release, in order to include any more information or quotes, as necessary.

Department of Health press releases

The Department of Health may, on occasion, decide to issue a press release about NIHR-funded research or facilities that are particularly significant, or where a Department of Health Minister wants to welcome the research and comment on the findings. In these cases, the relevant coordinating centre will work with the lead researcher or the communication lead on the press release, and/or releases if two or more are to be issued about the same subject by a number of institutions.

Notes for editors

Notes for editors are used at the end of a press release to provide more detailed information about key points in the release and to position the release in its broader context.

The following note should be used when issuing a press release which contains any information about the NIHR or its work:

The National Institute for Health Research (NIHR) is funded by the Department of Health to improve the health and wealth of the nation through research. The NIHR is the research arm of the NHS. Since its establishment in April 2006, the NIHR has transformed research in the NHS. It has increased the volume of applied health research for the benefit of patients and the public, driven faster translation of basic science discoveries into tangible benefits for patients and the economy, and developed and supported the people who conduct and contribute to applied health research. The NIHR plays a key role in the Government’s strategy for economic growth, attracting investment by the life-sciences industries through its world-class infrastructure for health research. Together, the NIHR people, programmes, centres of excellence and systems represent the most integrated health research system in the world. For further information, visit the NIHR website (www.nihr.ac.uk).
Additional information about the specific programme, training, Network or part of the NIHR relating to the press release should also be provided.

**Using the NIHR logotype**

A press release should include the NIHR logotype positioned in the top right-hand corner of it, when issued by:

- the NIHR’s Corporate Engagement Manager
- the NIHR’s coordinating centres
- the NIHR Office for Clinical Research Infrastructure
- INVOLVE
- the Systematic Reviews Programme
- the Horizon Scanning Research & Intelligence Centre
- the Research Design Service
- the Research Schools and
- the Clinical Research Network.

The NIHR logotype must not be used when announcing:

- research findings by the infrastructure or programmes
- training or fellowship contracts
- the receipt of an award
- the receipt of infrastructure contracts.

There is no need to include a disclaimer on press releases. The NIHR stamps can be used.
Media enquiries

The NIHR, as the research arm of the NHS, expects to be contacted by journalists from time to time. This may be to verify information, research facts/figures, for case studies, a position statement, to act as a signpost to research topics and so on.

The NIHR has a dedicated ‘Newsroom’ section on its website with a media enquiry contact form, that all media enquiries should be directed to for completion. The link is: http://www.nihr.ac.uk/newsroom/press-contacts.htm.

Completed media enquiry forms are handled by the DH, in liaison with the Corporate Engagement Manager, and responses are coordinated cross-NIHR as required.

It is important that media enquiries come via this route, where possible, to enable consistent and timely handling of the NIHR’s engagement with journalists.
Chapter 8: Digital platforms

This chapter provides guidance on branding digital platforms for parts of the NIHR and for NIHR-funded researchers. The General Principles for Digital Engagement additionally provide guidance on setting up and using social media channels and the benefits and risks to be considered. They can be found on the One NIHR website.

Using NIHR’s digital platforms

The NIHR has five corporate digital platforms: the NIHR website (www.nihr.ac.uk), the NIHR Hub (www.hub.nihr.ac.uk), the NIHR Twitter account (@OfficialNIHR), the NIHR YouTube channel (https://www.youtube.com/user/NIHRtv) and the NIHR LinkedIn account (https://www.linkedin.com/company/nihr_2).

All parts of the NIHR infrastructure and NIHR-funded investigators can send NIHR material we can feature on the website and social media platforms via the relevant coordinating centre. Further guidance for each of these groups is provided below.

Digital platforms and the NIHR infrastructure

You can set up digital platforms for your part of the NIHR to share NIHR-funded and NIHR-supported news, events and research findings and engage with your clinical, academic and public stakeholders.

Setting up a digital platform

You must inform the relevant coordinating centre before you set up a new NIHR digital platform. You will need to incorporate the NIHR identity (see below) on your platform and should confer with your respective coordinating centre regarding how to do this and how it will look in advance of launch.
Maintaining a digital platform

This is an ongoing activity. You should ensure that content is current and meeting the needs of your stakeholders. All NIHR platforms should comply with the identity guidelines and your coordinating centre can request amendments and modifications. You may be asked to close it upon failure to comply, or in case of repeated inappropriate content.

Social media

The General Principles for Digital Engagement should be referred to whenever social media channels are being considered as part of the communications planning. Before setting up a social media account you should consider your target audience and their needs and digital capabilities. NIHR platforms should be accessible to and used by your stakeholders and/or provide functionality that interacts with your NIHR website or Twitter account, for example, and enrich or expand what you can show about NIHR funded or supported people, research or facilities. NIHR identity in social media

Following notification and set up, all digital platforms managed by a part of the NIHR will be perceived as being a corporate NIHR channel.

The name of the part of the NIHR should be given on the landing page or profile, including ‘NIHR’, to clearly identify which part of the NIHR is responsible for the quality, currency and overall presentation of content.

NIHR Twitter feeds should have ‘NIHR’ in the account name and/or in the username. For example, the NIHR account name is ‘NIHR Research’ and the username is ‘@OfficialNIHR’. Existing Twitter handles can be retained, as they relate to regional activity and in many cases have a large following.

A single NIHR logotype should be used on all platforms. In the case of Twitter, the portrait NIHR logotype for social media should be used as the thumbnail. In Facebook, Google+ and LinkedIn, it should be used as the profile picture. In YouTube, the NIHR logotype should be used as the channel icon.

Multiple NIHR or NHS logos should not appear on the same page. Individual initiative logotypes should not be created or used.
Once the NIHR identity is in place, you can create your own ‘look and feel’ for your digital platforms to reflect the NIHR funded or supported activities for stakeholders.

Lengthy acknowledgements of NIHR funding, support or disclaimers are not needed on social media platforms as these will have been provided as appropriate, for example, in publications and ‘About us’ sections of your main website.

See also The NIHR logotype for social media, p 11 and Chapter 10: Summary table for branding NIHR outputs, p 62.

On the record

NIHR platforms should not be used to express personal views that are not about funded or supported NIHR business. Authors should refrain from comments that could bring the NIHR in disrepute. Information and content published on social media channels is subject to the same restrictions and legal requirements as information published in any other online media. Data protection, freedom of information, copyright, intellectual property and privacy requirements all apply. See also Chapter 15: Libel, defamation, copyright and data protection, p 85.

Coordinating centres, parts of the NIHR and individuals working under the NIHR umbrella should remember that use of social media results in comments being permanently available and open to being republished in other media. Information about the NIHR, or commitments to engage in activities on behalf of the NIHR, must not be made unless you are authorised to do so. This authority may already be delegated. If not, authority should be sought.

Digital platforms and NIHR investigators

When NIHR-funded research teams are creating social media accounts, such as Facebook or Twitter profiles, to share study updates and opportunities for participation, please:

- use a relevant name/username
- the institution logotype/name
- acknowledge the NIHR funding in the profile, and as this is independent research, carry a disclaimer to say that the views are the author(s) own
- link to the NIHR social media channels or the NIHR website, where possible
- the NIHR logotype should not be used
• the NIHR stamps should be used.

See also Chapter 14: Creating an NIHR identity for your study, p 83.

Websites

The NIHR has an official website (www.nihr.ac.uk) where its functions are explained, calls for funding are announced and NIHR news is featured. Communications managers of the NIHR infrastructure should share their news with their coordinating centre to be featured on the website.

See also Chapter 1: We are NIHR, p 5 to find out which coordinating centre manages your programme/part of the NIHR and Chapter 17: Resources and contacts, p 99 for the contact details of coordinating centres.

All parts of the NIHR infrastructure should have a dedicated web presence to explain their role and their work. You should inform the relevant coordinating centre before you set up a new NIHR website.

Information and content published on digital applications is subject to restrictions and legal requirements. Data protection, freedom of information, copyright, intellectual property and privacy requirements all apply. See also Chapter 15: Libel, defamation, copyright and data protection, p 85.

All newly commissioned websites should be designed according to Responsive Web Design (RWD) principles, and to the minimum standard of accessibility for all public-sector websites. Level AA of the W3C Web Content Accessibility Guidelines (http://www.w3.org/TR/WCAG20/).

How to brand your website ‘NIHR’

NIHR websites must have the NIHR logotype placed in the top right-hand corner of the home page, ensuring compliance with the exclusion zone and size guidance. See Chapter 5: Using the NIHR logotype, p 32.

The name of the NIHR initiative should be positioned on the left-hand side, in equal proportion to the NIHR logotype. The font size should not be
bigger than that of the NHS logo. As the NIHR logotype is being used, ‘NIHR’ must not be inserted in front of the name.

Strap lines must not be written directly under the name or the NIHR logotype. The strap line should be placed in an appropriate position depending on the website design.

Ensure a link is provided to the NIHR website, with a hyperlink, either on the landing page or in the About Us section.

Partners can be named on the home page. Non-NHS partner logotypes can be placed at the bottom of the website home page. However, when NHS organisations are partners, further NHS logos cannot be used on the same page.

‘About us’ section

This section should give visitors to the site a clear understanding of what the funding or support provided by the NIHR is intended to achieve and by whom. Roles and relationships within partnerships and collaborations should be described. More detailed information about partner organisations can be included at this point.

A relationship statement listing all partners, with links to their websites, should be used.

NHS Trust hosted websites

NHS branding policy does not permit more than one NHS logo to be included on a web page. Parts of the NIHR that have web pages on NHS websites should preferably create an NIHR-branded microsite. If this is not possible they should write their full name at the top left hand side of all pages, including ‘NIHR’ at the start of the name.

URLs

URLs for websites should follow the NIHR format of www.XXX.nihr.ac.uk, where XXX is an acceptable short form of the name on the website. Please note that .org, .com and .nhs URLs are not acceptable. Existing websites that do not follow the NIHR URL format should be redirected to an NIHR URL.

The NIHR has a procedure for the registration of NIHR URLs. In order to complete the registration, an IP address of the host is needed.
Therefore, sites should establish their hosting arrangements first.

To register or arrange for a redirect of the URL and in case you require technical assistance, contact the NIHR Service Desk on 0207 333 50 60 or via the NIHR Hub: https://support.nihr.ac.uk/nihr-ess/raise_issue.do. They will need details of the URL and the IP address to point it at. Please copy in the coordinating centre’s communication team in all correspondence.

See also Chapter 17: Resources and contacts, p 99.

Colour palette

See The NIHR web colour palette, p18.

Typefaces for the web


Images for the web

When choosing images for websites:

- check the resolution is at least 72 dots per inch (dpi) and a maximum of 150 dpi to ensure high resolution quality
- remember that high-resolution images increase file size, so having many images on a web page will increase the time it takes for the page to load
- reducing file size is important – do not leave it to the browser to reduce image size, as it will still have to download the larger file in order to process it
- consider mobile users on mobile sites: provide a smaller image, remove the image altogether or provide a link.

Links

Make sure links are relevant to the copy they follow. Use the following established conventions.
Using logotypes as links

Logotypes can be used as links to partner websites. The NIHR logotype should be used as a link to the NIHR corporate website (www.nihr.ac.uk).

Archiving websites

If or when NIHR funding comes to an end, and your website is no longer in active service, it must be archived.

Sites that are no longer being funded but continue to have ongoing research projects need to include the following statement on the home page:

The funding for [full name of initiative] ended on [date]. This site will remain live until the ongoing research projects are finalised [insert projected date].

When there are no ongoing projects, or when the last project(s) are finalised, the site should be taken down. A copy of the final version of the site should be sent to the Department of Health R&D Information Officer. See Chapter 17: Resources and contacts, p 99.

Sites that are no longer being funded by the NIHR but continue to operate with funding from other sources – for example, at research centres/units – should modify their websites to reflect this. The NIHR logotype should be removed and the relationship statements amended to acknowledge that NIHR funding was awarded for a specific period of time.
Apps

NIHR Apps can be developed to enable stakeholders to access key information quickly and easily. Apps of parts of the NIHR must be branded NIHR and the relevant coordinating centre should be approached for approval of designs. Apps on research studies should carry the NIHR stamp, an acknowledgement and a disclaimer.

See also NIHR logotype sizes, p 32 and NIHR stamp sizes, p 42.

Electronic newsletters

Newsletters issued by the NIHR coordinating centres should use the NIHR newsletter templates. Other newsletters issued by parts of the NIHR to their own different stakeholder groups should carry the NIHR logotype top right, the name of the part of the NIHR top left omitting ‘NIHR’, and include an acknowledgement of NIHR funding. A disclaimer is not needed.

Newsletters issued by researchers to disseminate NIHR funded research should not carry the NIHR logotype. They should carry the NIHR stamp, an acknowledgement and a disclaimer.

Email accounts and access to the NIHR Hub

Everyone associated with the NIHR is entitled to an NIHR email account via the NIHR Hub.

The Hub (www.hub.nihr.ac.uk) is a cloud-based workspace for all your NIHR work which is simple, secure, reliable and accessible. It puts you in control of your data and how you share it.

An NIHR Hub account can be requested through NIHR Service Desk on 0207 333 50 60 or via the NIHR Hub: https://support.nihr.ac.uk/nihr-ess/raise_issue.do. Every new user gaining an account will automatically enter the NIHR directory.

Videos and films
Videos and films take time and effort to produce and can be more expensive than other means of communication. All planned videos should first demonstrate how they meet a business need and represent value for money before plans are progressed.

Videos about NIHR services and research activities that are correctly branded and carry appropriate acknowledgements can be posted on the YouTube NIHR tv channel (www.youtube.com/NIHRtv), once approved by the relevant coordinating centre. The YouTube NIHR TV channel should be configured to disable the comments and ratings features unless otherwise agreed with the relevant coordinating centre.

Videos and films produced by parts of the NIHR about the initiative and/or research carried out should carry the NIHR logotype at the beginning of the video or film. Please see Chapter 5: Using the NIHR logotype, p 32. Ensure you use the NIHR logotype EPS file. All other identifiers of partner organisations, such as logotypes and names should appear at the end. Multiple NHS organisations can be acknowledged, provided multiple NHS logos do not show on screen simultaneously.

Credits must be included at the end of the video or film. When people appear on screen for the first time their name and title should be given in a caption. The NIHR should be named in summaries about the film.

Videos and films produced by independent NIHR funded teams should carry an acknowledgement, a disclaimer and an NIHR stamp.

When the NIHR is not the leading funder of the research, the NIHR logotype should still be included in the film or video, but it can be at the end.

Consider the accessibility of your film or video and include subtitles and/or transcripts, if appropriate.
Chapter 9: Publications

Publications are costly and require resources to draft, edit, proof, design, print and disseminate. All NIHR publications should meet a defined business need and should demonstrate they provide value for money. Online PDF format and print on demand are the preferred ways of publishing documents and other materials.

Data protection, freedom of information, copyright, intellectual property and privacy requirements all apply in publications. See also Chapter 15: Libel, defamation, copyright and data protection, p 85.

Types of publications and use of the NIHR logotype

The range of publications produced by the NIHR includes annual reports, guidance for researchers, newsletters, information leaflets for patients and the public, project recruitment materials, systematic reviews, reports and summaries of research findings. The NIHR logotype should be positioned top right on the cover page of corporate publications.

See Positioning the NIHR logotype, p 34 and Chapter 10: Summary table for branding NIHR outputs, p 62.

Acknowledgement and disclaimer in publications

An acknowledgement and a disclaimer should be included in all publications that communicate independent research, such as reports and summaries of research findings, information leaflets for patients and the public, project recruitment materials, research posters, presentation slides, videos, websites and promotional materials of NIHR-funded research. For example:

The research was funded by the NIHR School for Public Health Research (SPHR). The views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health.

Corporate NIHR publications should not carry a disclaimer and can carry a relationship statement.

For guidance on relationship statements see Chapter 4: Referring to the NIHR, p 28. For a definition of corporate communications see Corporate communications, p 33. See also Chapter 10: Summary table for branding NIHR outputs, p 62.
Contact details and personal accreditations

Individual personal accreditations, such as acknowledging writers, should not be included in NIHR publications. However, contact details for more information should be provided when materials such as newsletters, press releases and guidance are produced.

Publishing research findings

Submitting research publications

Chief investigators and lead researchers should refer to their contract with the Department of Health to ensure that they are complying with the terms and conditions on report publication policy.

Researchfish

The NIHR uses Researchfish® to collect information on research outputs, outcomes and impacts from the research projects and individuals we support and enable. As you may know, Researchfish is a web-based research outcomes collection system that is used by over 90 UK research funders. Using Researchfish ensures that individual award holders only have to enter their data once, even if they receive funding from different organisations; and also contract holding organisations that support research are able to view and report on awards held by their researchers.

Reporting to Researchfish is a contractual obligation for all NIHR funded researchers. There is an annual submission period, announced by the NIHR each year, during which researchers are required to certify that all outputs have been submitted and that the data is correct and complete.

If NIHR award holders fail to meet their contractual requirements, then NIHR may impose sanctions which may include:

- the researcher or trainee may become ineligible for consideration for further awards
- payment may be withheld.

Please note that reporting publications in Researchfish does not replace the need for the 28-day notification of proposed papers, articles or reports for publication to NIHR coordinating centres.
Researchers are able to enter an ORCID identifier to Researchfish. The NIHR is an ORCID member and NIHR encourages all researchers and trainees
to obtain this persistent digital identifier that distinguishes them from other researchers. For more information, visit www.orcid.org.

Acknowledging funding and affiliations in scientific journals

When submitting a paper, article or report for publication it is essential that the NIHR is named and acknowledged appropriately to maximise awareness of the impact of the research funded and/or supported by the NIHR, nationally and internationally. Full funding data helps track research from funding awards through to published output. Missing or incomplete acknowledgements means the work will not be cited as NIHR in clinical guidelines for research impact evaluation – see BMJ Open (http://bmjopen.bmj.com/content/2/2/e000897.full).

When submitting a paper or article for publication, please ensure that:
● the NIHR is named and its contribution is acknowledged in full
● a disclaimer is included
● a copy of the paper/article is sent to the relevant coordinating centre 28 days before it is due to be published
● a copy of the final manuscript of any research paper supported in whole or in part by the NIHR is deposited with Europe 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 official date of final publication. See the NIHR website.
● 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.

When publishing papers, articles and reports, authors must acknowledge all types of NIHR funding, support and affiliations such as:

● research programme funding
● whole or part funding by research centres or units
● use of clinical research facilities, centres or units
● Fellowship awards
● Senior Investigator awards
● Research Professorship awards.
Acknowledging NIHR support by third party funders

Studies funded by other research funders, e.g. charities or industry, but supported by the Clinical Research Network, Clinical Research Facilities or other part of the NIHR should be asked to acknowledge the support provided by the NIHR in any onward publicity, press announcement or web page.

The NIHR logotype

See Positioning the NIHR logotype, p 34.

Disclaimer

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

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

The disclaimer is not needed on news articles and magazine articles.

Use of research findings by the NIHR and the Department of Health

The NIHR and the Department of Health reserve the right to use data or other material from projects and other studies that it funds for policy development and publicity activities.

The NIHR and the Department of Health may publicise the outcome of NIHR-funded research studies through its website, in publications and in press releases where appropriate following the announcement of the research findings.
## Chapter 10: Summary table for branding NIHR outputs

<table>
<thead>
<tr>
<th>Output</th>
<th>NIHR logo</th>
<th>Positioning of NIHR logo</th>
<th>Funding statement</th>
<th>Disclaimer</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Peer-reviewed articles (journal papers, reviews and letters)</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Where permitted by the journal, branding of the award-holding institution(s) should be followed.</td>
</tr>
<tr>
<td>2. Journal abstracts</td>
<td>No</td>
<td>Yes – where possible</td>
<td>Yes – where possible</td>
<td>Yes</td>
<td>Where permitted, branding of the award-holding institution(s) should be followed.</td>
</tr>
<tr>
<td>3. Editorials and magazine articles on research</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>4. Patient-recruiting materials to trials (websites, posters, consent forms)</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td>Branding and templates of the NHS Trust should be used.</td>
</tr>
</tbody>
</table>
5. Materials and summaries to patients (printed or digital) explaining NIHR-funded research (they may be giving advice to the public on what to do, based on research findings)

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
<th>Yes</th>
<th>The NIHR stamps should be used.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Templates of the award-holding institutions should be used.</td>
</tr>
</tbody>
</table>

6. Posters and presentations of research: funded by the NIHR programmes; funded or supported in NIHR centres and facilities; conducted by NIHR trainees; non peer-reviewed published research papers

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<tr>
<th></th>
<th>No</th>
<th>Yes</th>
<th>Yes</th>
<th>The NIHR stamps should be used.</th>
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<tbody>
<tr>
<td></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Templates of the award-holding institutions should be used.</td>
</tr>
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</table>

7. Social media channels (Twitter, Facebook, blogs etc.) of research teams funded by NIHR programmes, disseminating

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<th></th>
<th>No</th>
<th>Yes</th>
<th>Yes</th>
<th>The NIHR stamps should be used.</th>
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<tbody>
<tr>
<td></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>NIHR branding</td>
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<tr>
<td>Research findings</td>
<td>8. Responses to calls for evidence</td>
<td>9. Press releases on funded or supported research issued by hospitals, universities and private companies</td>
<td>10. Outputs about, and approved, by the NIHR facility</td>
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<td>--------------------------------------------------</td>
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<td></td>
<td>No</td>
<td>No</td>
<td>Yes, Top right</td>
<td></td>
</tr>
<tr>
<td>should not be carried by accounts of individuals.</td>
<td>Yes</td>
<td>Yes, in the body of the press release. The NIHR boilerplate should also be added in the Notes to Editors</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Branding of employing institution(s) (University or NHS Trust) should be followed.</td>
<td></td>
<td>Branding of the issuer should be followed. The NIHR stamps can be used.</td>
<td>Approval at the NIHR Director level should be sought and is required.</td>
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</table>
11. Outputs about, and approved by, the communications director or programme director of the relevant coordinating centre

<table>
<thead>
<tr>
<th>Yes</th>
<th>Top right</th>
<th>No</th>
<th>DH approval</th>
<th>No</th>
<th>DH approval should be sought and is required.</th>
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- Information leaflets, slides, posters and brochures on programmes
- Case studies
- Digital channels (websites, newsletters and social media channels)
- Films and videos
- Press releases

- Promotional leaflets and posters, slides, brochures etc. on the facility and the research it conducts
- Digital channels (websites, newsletters and social media channels)
- Films and videos on the facility and the research it conducts
- Event programmes and advertisements

NIHR corporate or NIHR facility templates should be used. The NIHR corporate slide template should always be used when presenting the NIHR facility.
<table>
<thead>
<tr>
<th>12. Outputs of the NIHR Journals Library, the NIHR Horizon Scanning Research &amp; Intelligence Centre, the NIHR Dissemination Centre and the NIHR Health Technology Assessment Review.</th>
<th>Yes</th>
<th>Top right</th>
<th>Yes</th>
<th>Yes</th>
<th>DH to be advised in a timely manner.</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Outputs approved by the DH</td>
<td>Yes</td>
<td>Top right</td>
<td>No</td>
<td>No</td>
<td>DH approval should be sought and is required.</td>
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<tr>
<td>- NIHR annual review</td>
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<td>- Growth brochure</td>
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<td>- Press releases</td>
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<tr>
<td>15. Centrally released press releases</td>
<td>Yes</td>
<td>Top right</td>
<td>No</td>
<td>No</td>
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</tbody>
</table>
Chapter 11: Stationery and signage

NIHR stationery

If required, stationery needs to be designed using the NIHR logotype top right, inserting a relationship statement at the bottom of the page. You must not add any other logotypes or design styles to NIHR stationery.

Whenever possible, electronic letters should be sent rather than hard copies.

You must use the NIHR logotype original artwork, and must not alter it in any way. Across all your stationery materials, the NHS logo should be reproduced in NHS Blue (Pantone® Process Blue). For NIHR logotypes, see the One NIHR website.

You should print letterheads and compliment slips on white paper with a weight of no less than 80gsm.
NIHR logotype

On letterheads, the NIHR logotype size is measured by the height of the NHS logo. This should be 8.5mm. Position the NIHR logotype in the top right-hand corner of your letterhead.

Name

The first line of the address should be the title or name, for example, of the coordinating centre or specific part of the NIHR.

The specifications are as follows:

**Typeface**: Frutiger Bold  
**Colour**: NHS Blue (Pantone® Process Blue) or black  
**Size**: 9 point type  
**Leading**: 11 point

Address, telephone, fax, email and website

You should allow one standard line space between your address and the telephone number, fax number, email and website. The specifications are as follows:

**Typeface**: Frutiger Roman  
**Colour**: black  
**Size**: 9 point type  
**Leading**: 11 point

Relationship/partnership statement

A relationship/partnership statement should be included at the bottom, to acknowledge host and main partner organisations. See also Chapter 4: Referring to the NIHR, p 24.

This designated area must not be used for other logotypes, identities or slogans of any kind. All information included in this area should always be printed in black.

Continuation sheets

Continuation sheets should be on matching plain paper.
Compliment slips

NIHR logotype size

On compliment slips, the NIHR logotype size is measured by the height of the NHS logo. This should be 8.5mm.
The guidance for name and address, typeface, colour, size etc is the same as for letterheads, specified on the previous page.

With compliments line

The specifications for the 'With compliments' line are as follows:
**Typeface:** Frutiger Italic  
**Colour:** black  
**Size:** 11 point type

Reverse side

The reverse side of your compliment slip can include additional information, such as a relationship/partnership statement, directions to your premises and/or a map of the area.
This additional content should be printed in black using Frutiger typeface, in a maximum size of 11 point.

Example:
Business cards

The measurements for the positioning of text and the NHS logo are based on a card measuring 85mm x 55mm.

NIHR logotype size

On business cards, the NIHR logotype size is measured by the height of the NHS logo. This should be 4.25mm.

Name
The specifications for the name are as follows:

**Typeface:** Frutiger Bold  
**Colour:** NHS Blue *(Pantone® Process Blue)* or black  
**Size:** 9 point  
**Name format:** Title Name Surname, Designations *(for example, Dr Name Surname, PhD)*

### Job title

The specifications for job titles are as follows:  

**Typeface:** Frutiger Roman  
**Colour:** black  
**Size:** 6 point type

### Affiliation

The specifications for unit or department names are as follows:  

**Typeface:** Frutiger Bold  
**Colour:** NHS Blue *(Pantone® Process Blue)* or black  
**Size:** 6.5 point type

### Address and contact details

The specifications for address and contact details are as follows:  

**Typeface:** Frutiger Roman  
**Colour:** black  
**Size:** 6.5 point type *(9 point on cards for people with visual impairments)*

### Other information

The reverse side of your compliment slip and business cards can include a relationship/ partnership statement. This additional content should be
Signage

Signage or plaques for NIHR coordinating centres, research facilities, centres and units is important, as it is the first thing that people see when arriving at research services and facilities.

No matter where you are based, signage needs to be designed following NIHR identity guidelines. New logotypes must not be created or used.

Using the NIHR logotype

All signage or plaques, whether produced in metal, glass or acrylic, should wherever possible, have a plain background with the NIHR logotype positioned top right.

Detailed guidance on how to use the NIHR logotype can be found in Chapter 5: Using the NIHR logotype, p 32.

NIHR exclusive signage

The panel should contain the NIHR logotype positioned top right, with the relevant name centred in black text.

Partnership with non-NHS organisation signage

Signage shared with another partner organisation should position the NIHR logotype top right, with the partner logotype top left. Alternatively the partner logotype can be placed in the bottom right hand corner.

If there are several partners it is advised to place all logotypes at the bottom, with the NIHR logotype placed top right.
Partnership with other NHS organisations signage

Another NHS organisation logotype cannot be used together the NIHR logotype on signage or plaques.

The NIHR logotype should be positioned top right, with the NIHR initiative name centred in black text, and all relevant partners listed underneath.

Examples of signage including a partner and an NHS organisation

Clinical Research Facility
Central Manchester University Hospitals
NHS Foundation Trust
Chapter 12: Events and conferences

NIHR-funded events

A wide range of stakeholder-facing events are held by the NIHR each year. Outward-facing events paid for through NIHR funding should only be held to meet a specific business objective and must be able to demonstrate value for money. The need and purpose should be agreed with the relevant coordinating centre, at least 28 days before the event, which will liaise with the Department of Health when appropriate.

Once approved, all external stakeholder events should be branded NIHR. Please ensure all materials used for the event, including web pages, invitations, registration forms, programmes, signage, exhibitions, publications, presentations and posters, comply with the guidance provided in the relevant sections of this document, that the naming of your part of the NIHR is correct (see Corporate communications, p 33) and that the NIHR logotype is used in accordance with the guidance on positioning, exclusion zone, and size, as described in Chapter 5: Using the NIHR logotype, p 32. Please send copies of your materials to the relevant coordinating centres at least 14 days before the event for approval.

Note that NIHR funding must not be used for the provision of alcoholic drinks at events.

In line with One NIHR, you should consider other parts of the NIHR that may be relevant to your event. Notifying the relevant coordinating centre will facilitate participation and would enable the sharing of costs. Lead sponsors from the DH and the managing coordinating centres reserve the right to attend relevant NIHR events without charge. Teams from coordinating centres may also participate at events without charge, to promote NIHR funding and career development opportunities. Participation may include promotional activities, such as satellite speeches, a stand, banners and leaflets.

Event advertising should follow the guidance described in Chapter 13: Creating an NIHR identity for your study, p 80.

Stands at external events

The NIHR, collectively or individually, is frequently invited to have a corporate stand at the many conferences organised around the country. The NIHR is not resourced to attend numerous events, especially where the link with our core business, research, is tenuous. These invitations should
be declined.

The exception to this is where:

- an NIHR spokesperson is named as a speaker or chair on the programme
- an NIHR workshop is organised as part of the conference proceedings
- there is a robust business case for funding a stand, such as for the National Cancer Research Institute or the National Institute for Health and Clinical Excellence conferences.

**Participation in public engagement**

When agreeing to take part in public engagement activities, open days, science festivals, and public events organised by your host institution and others, please ask the organisers to use the NIHR name in any publicity, programme or signage, when referring to visits, talks, demonstrations to/on NIHR sites or by NIHR people.

**Public speaking**

When speaking publicly about NIHR-funded or NIHR-supported research, for example to the media, or at seminars and conferences, researchers should ensure that they always acknowledge the NIHR as a funder. Programme funded research projects should be formally described as ‘NIHR-funded’.

**Slides for corporate presentations**

If creating a PowerPoint presentation, please refer to Chapter 10: Summary table for branding NIHR outputs, p 62 for branding guidance and to the One NIHR website for templates.
Giveaways and freebies

These items are wasteful and outdated.

As a publicly funded body, the NIHR must justify the investment it receives from taxpayers. Allocating resources to giveaways and freebies does not advance our reputation with the national or global health research community and does not support our goals of providing value for money and improving the health and wealth of the nation through research.

Examples of such items are:
- pens
- mugs
- bags
- stress balls
- mouse mats.

On occasion, we have to create materials that are necessary for dissemination events, such as lanyards. If you require such materials please contact the relevant coordinating centre, as these are designed centrally.
Chapter 13: Marketing and associated activities

Advertising

Any NIHR advertising should ensure value for money and have a clear business case.

Job adverts

All NIHR job adverts should be online to ensure transparency. Your coordinating centre can advertise jobs on the NIHR website, if notified.

All NIHR post holders are employed by their host organisation. Consequently, adverts for NIHR jobs should use the host university’s or hospital’s branding. All posts should be advertised as ‘NIHR [name of the post].

A statement about the NIHR should be used either within the body of the advert or positioned as a footnote to explain its remit. For example:

The National Institute for Health Research provides the framework through which research staff and research infrastructure of the NHS in England are positioned, maintained and managed as a national research facility.

Advertising NIHR events

Across the NIHR, a number of stakeholder events are held every year. Events should only be held to meet a specific business objective and the need and purpose should be agreed with the relevant coordinating centre, at least 28 days before the event, which will liaise with the Department of Health when appropriate.

All events should be branded as NIHR using the advice provided in these guidelines. Spending to advertise events should be agreed with the relevant coordinating centre.
Advertising others’ events

The NIHR, as a publicly funded organisation, should not advertise or promote events held by other organisations through any of its media other than when working in partnership, or if the NIHR is represented – for example, if the NIHR is exhibiting, or has a speaker and/or a workshop.

Awards and recognition

NIHR funded researchers and staff frequently receive awards and recognition from professional associations, societies and others. In such cases, publicity often follows in the form of a press release, digital media such as website posts and newsletters and social media activity. Please notify your coordinating centre in order to log your award, further promote it via the NIHR website and other channels, and if possible, obtain a ministerial or programme director quotation.

Campaigns and marketing

Campaigns may include some of the following elements:

- Newsletters
- Websites
- Social media platforms
- Advertorials
- Films and videos
- Designated days
- Events and conferences (see also Chapter 12: events and conferences, p 77)

Different parts of the NIHR may, on occasion, carry out campaigns to fulfil business objectives. Any proposed campaigns should be able to demonstrate that they meet a specific business objective, be fit for purpose, be able to demonstrate value for money and run under the NIHR umbrella. No new brands should be developed and spending should be agreed with the relevant coordinating centre.
Proposals from all parts of the NIHR must be agreed with the relevant coordinating centre. Coordinating centres should notify the DH and the other coordinating centres when they plan to carry out campaigns. Notifications should be made at least 28 days before the proposal is progressed.

- All campaigns aimed at the life-sciences industry should be discussed with the NIHR Office for Clinical Research Infrastructure prior to initiation, and will need to be approved by the Department of Health.

Where a coordinating centre or office of the NIHR has the express purpose of marketing the NIHR to a commercial sector or stakeholder group, an identifying design may be established and used in stakeholder communication materials alongside correct use of the NIHR identity guidance. All marketing activities aimed at the life-sciences industry should be discussed with the NIHR Office for Clinical Research Infrastructure prior to initiation, and will need to be approved by the Department of Health. See Chapter 17: Resources and contacts, p 99.
Chapter 14: Creating an NIHR identity for your study

Researchers can create an identity for their studies, funded by the NIHR programmes.

Funding statement

An NIHR funding statement, naming the funding stream, and a disclaimer should be carried on all NIHR-funded study materials.

NIHR stamp

An NIHR stamp should be used on the following:

- patient-recruiting materials to trials (websites, posters, consent forms)
- materials and summaries for patients (printed or digital) explaining NIHR-funded research
- social media channels (Twitter, Facebook, blogs etc.) of research teams funded by NIHR programmes, disseminating research findings.

See also Chapter 10: Summary table for branding NIHR outputs, p 62 and Chapter 6: Using the NIHR stamps, p 42

Logotypes, acronyms and strap lines

Logotypes, acronyms and strap lines can be created for NIHR-funded studies and can be used on all study-related materials provided:

- they are approved by the relevant coordinating centre
- they are not used in isolation from the identity of the NIHR, other funders, the grant holder(s) employing institution(s) and the study's host institution
- they comply with the brand identity of the funder(s), the grant holder(s) employing institution(s) or the study's host institution.
Stationery

Study stationery, for example business cards, letterheads or compliment slips, should not be created. Researchers should either use NIHR stationery or that of their host institutions.

Email accounts

Study specific email accounts of NIHR-funded researchers should not be created. Researchers should either use NIHR email accounts or those of their host institutions.

Recruitment materials

Materials aiming to recruit patients in a study, including consent forms, websites, information leaflets and posters should follow the branding of the NHS host organisation. NIHR stamps should be used to visually show NIHR funding or support.

Apps, websites and social media

Guidance provided in the section Digital platforms, p 29, should be followed.
Chapter 15: Libel, defamation, copyright and data protection

NIHR-funded individuals have a duty to ensure that what they publish does not cause embarrassment, damage or bring to disrepute the good scientific reputation of the NIHR/Department of Health, or the standing of participants in the research. It is in researchers’ interests to present their work in an objective and appropriate way.

NIHR-funded researchers, officials and employees should not use NIHR channels to present views that are not about research funded or supported by the NIHR, unless authorised to do so. NIHR platforms should only be used for showcasing NIHR research and achievements.

Recipients of NIHR funding including Faculty members, and people who work for the NIHR in any capacity, must not include any defamatory content or statements whatsoever relating to an individual, organisation, corporation, company or any other public or private body. The NIHR will not tolerate abusive, offensive, threatening or unlawful content of any kind in publications arising from research where the NIHR has provided whole or part funding.

Published material, including photographs, must not include information that could be used to specifically identify an individual or an organisation of any kind who has participated, or is participating in the research, unless their consent has been obtained and recorded. In addition to data protection issues, such disclosure may cause that individual or organisation harm, loss or embarrassment. The Department of Health reserves the right to remove any such identifying information.

Published material should not include any classified information, or advertise products, services or events that are not NIHR-related, and which have not received appropriate Director-level approval prior to publication.

Individuals must always remain within the legal framework and be aware that libel, defamation, copyright and data protection laws apply.
Chapter 16: House style

Plain English

It is important to use plain English in non-scientific materials, indicating the benefit and relevance of the work to patients and the public. An example of the commitment of NIHR to accessible, easy to understand communications is Make it clear, where from 14 May 2014 a good quality plain English summary, submitted as part of the standard application form, has been a requirement of NIHR funding. Guidance has been developed for researchers and for board and panel members. For more information please visit http://www.invo.org.uk/makeitclear/.

Language style guide

Use short, clear sentences and simple language. Cut out unnecessary words. Readers may know nothing or very little about a subject. Make sure they don’t have to read a sentence twice.

Explain acronyms and abbreviations by writing them out in full the first time you use them. The exception to this is that you can refer to the National Institute for Health Research as the NIHR. Do not use jargon and buzz words unless they are commonly used outside the NIHR.

Think about what you are trying to tell your readers and adapt your content so that they can understand it.

Use language consistently, for example, the descriptions and names of specific policies, procedures and organisations, the style of writing, the structure of the pages and the punctuation.

Use meaningful page and chapter titles, subheadings, phrases and bullet points.

Be sure that if using the term ‘we’ the reader will know which team, organisation or group of organisations you are referring to.

Check all your facts.

- Dates and spellings.
● Names of people, places, organisations.
● Final versions of documents.
● Spell-check your document.

Always be clear about the timing of key activities. Undated information is misleading. State specific dates. Do not use general terms such as ‘recently’, ‘last year’ or ‘latest’.

Avoid overuse of brackets, dashes, commas and semicolons. Too much punctuation can clutter up text and make it difficult for visually impaired people to read. Stick to short, clear sentences to reduce clutter.

Always proofread. If possible also ask a colleague to read through what you have written. A fresh set of eyes will pick up any mistakes or missing information. Colleagues who work in other teams may be more objective than someone who knows the subject area. Read aloud, as this will help you hear if the structure of a sentence or a piece of information is clear. Reading aloud highlights unnecessary words and unclear sentence structure.

Format guide

Left justification

Always left justify your document. Never use full justification; this makes documents hard to read. Exception: document titles may be centred.

Paragraphs

Insert one line space between paragraphs.

Bullet points and numbering

Use standard round bullet points.

March 2016
If you use a complete sentence to introduce the bulleted list, then end it with a full stop, not a colon.

- It is important to start each point with a capital letter.
- Remember to end each point with a full stop.
- It may also be helpful to use single spacing between single line bullets and double spacing between bullets if longer (paragraph-like) lists are used.

When working with lists of points that are not full sentences:

- Place the colon at end of sentence introducing the list.
- Start points with lower case letters (because they are not complete sentences).

Sub-bullet points should be further indented.

The above apply for numbered points as well.

**Strap lines**

Do not use a full stop at the end of a strap line.

**The definite article**

If an abbreviation can be pronounced (for example, UNESCO and UNICEF), it does not generally require the definite article. Other organisations, except companies, should usually be preceded by the (the BBC, the NHS, the UNHCR and the NIESR).

So it is ‘the NIHR’ and ‘CLAHRCs’, for example:

**The NIHR is the research arm of the NHS.**

**CLAHRCs conduct applied health research across the NHS, and translate research findings into improved outcomes for patients.**

**Capitals**
Capitals can seem LOUD and AGGRESSIVE. Keep capitals to a minimum.

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, for example Senior Clinical Trials Coordinator. Generic job titles should not be capitalised, for example, the research administrators.

Write general terms, such as primary care trusts, in lower case.

Use capitals for a specific primary care trust, for example, Newcastle Primary Care Trust.

‘Government’ should be capitalised, for example ‘The Government announced yesterday’. But it should be lower case when pluralised, for example ‘governments from around the world’.

Regions should be written in lower case, for example northern England, south west London.

Research studies should be capitalised, for example Magnetic Resonance Imaging of Lung Nodules.

Addresses

Spell out all names in full in addresses presented in letterheads and contact details in documents and publications. Acronyms should not be used under any circumstances. For example:

Title Name Surname, Designations
Communications Manager
National Institute for Health Research
Central Commissioning Facility
Grange House, 15 Church Street
Twickenham, TW1 3NL
Tel: 020 8843 8072
Email: name.surname@nihr.ac.uk

Email signatures

Spell out all names in full, without acronyms, and provide the full address, all telephone contact numbers and the full email and website address, for example:

Title Name Surname, Designations
External Relations
National Institute for Health Research Evaluation, Trials and Studies Coordinating Centre Alpha House, University of Southampton Science Park
Southampton, SO16 7NS
Tel: 023 8059 4309
Mob: 07777 111000
Email: name.surname@nihr.ac.uk
www.netscc.ac.uk
Follow NIHR Research on Twitter

Acronyms and abbreviations

Universally accepted acronyms and abbreviations such as NHS and A&E 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. Possessive acronyms should have an apostrophe, e.g. the NIHR’s exhibition stand at the conference. Do not put full stops after a contraction of a person’s title, e.g. Dr Keith Ridge, not Dr. Keith Ridge.

Dates and times

Dates are structured 5 March 2016. Do not use th, st, rd or nd.

Do not use 05 March 2016. However, it can be 05/03/2016.
Use ‘from’ and ‘to’ or ‘between’ to describe date ranges, for example from July to November 2011 or between 2008 and 2009, except when referring to short date ranges such as 24–26 August.

Dates must be used to demonstrate the timeliness of the content and not the date the information was published.

An oblique should be used for dates, for example 16/09/2016.

Times are structured: ‘from 9.30am to 4.30pm’, ‘Monday to Friday, 9am to 5pm’,

Put different days on a new line and don’t separate with a comma.

When space is an issue, for example in tables, publication titles etc, you can use truncated months: Jan, Feb, Mar, Aug, Sept, Oct, Nov, Dec.

Midnight, not 00:00

Midday, not 12 noon, noon or 12pm

10am to 11am (not 10–11am)

Don’t use ‘quarter’ for dates; use the months, for example: ‘[dept] expenses, Jan to Mar 2013’.

**Age**

When stating someone’s age alongside their name it should be written as: John Smith, 70 years old or John Smith, in his 70s.

**Decades**

Write decades in numerals followed by an ‘s’, for example 1970s.
Decades can be abbreviated, for example the 60s, the 90s, but not ‘60s, ‘90s, 60’s, 70’s, unless it is a possessive.

The possessive form of decades should include an apostrophe, for example 70’s style.

References

Use the Vancouver system for referencing publications, including in footnotes, as follows:

Publications with a personal author:

Corporate publications:

Referencing within a sentence:
Use brackets in a sentence when referencing a chapter or pages in the same publication, for example:

as mentioned earlier in this chapter (p 24-26).

Referencing websites: Use brackets when referring to a specific website in a sentence, for example:

for the latest news visit the NIHR website (www.nihr.ac.uk).

British English

Always use British English, rather than American English. Examples of this include: ‘centre’ not ‘center’, ‘colour’ not ‘color’ and ‘focusing’ not ‘focussing’.

Spell words such as generalise, emphasise, organisation and visualisation with an ’s’ and not a ‘z’.

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Punctuation guide

Full stops

Use only one space after a full stop. This is the standard practice for both online and print publishing.

Commas

Always insert one space after a comma. Exception: when writing out numbers, for example 12,500.

Quotation marks

Only use double quotation marks when quoting speech. Use single quotation marks for a quotation within a quotation. For example:

"Do you know," he said, "what the abbreviation 'DNA' stands for?"

Use single quotation marks to enclose an unfamiliar word or phrase, or one to be used in a technical sense. For example:

'Hermeneutics' is the usual term for such interpretation.

Our subject is the age of Latin literature known as 'Silver'.

In such cases quotation marks should be used only at the first occurrence of the word or phrase in a document; thereafter it may be considered to be fully assimilated.

Do not use 'scare quotes'. Scare quote is another expression for 'so-called', and should be avoided. For example:

They have cut down the trees in the interest of 'progress'.
Do not use quotation marks for document titles.

**Hyphens ( – )**

Hyphens are used to link compound words, for example walk-in, build-up. Use words rather than hyphens to describe ranges, for example between 10 and 20 percent, not 10 – 20 percent. Hyphens can be used when writing a short date range, for example 24-26 August.

**Brackets**

Use brackets for acronyms or abbreviations after they have been mentioned for the first time, for example Clinical Research Network (CRN). Do not use brackets as an aside to explain something further. If something needs to be in the text it should be a full part of the text.

**Obliques ( / )**

Avoid using obliques within text, for example ‘from/to’ should be written ‘from and to’.

**Ampersands ( & )**

Avoid using ‘&’ except in universally recognised abbreviations, such as A&E or R&D.

**Ellipses ( … )**

Avoid using ellipses except in a very conversational style, for example ‘The study provided support to parents and families … We achieved a high rate of retention, which was down to the strength of these relationships.’

**Formatting text**

**Font**
Frutiger or Arial is the NIHR’s standard font. A minimum of 11 point font size should be used for publications to external audiences.

**Bold: print**

Bold can be used for headlines and subheadings. Do not use bold in paragraphs or sentences. Rewrite a paragraph or sentence to emphasise a point.

**Bold: online**

Avoid bold text because it can be interpreted as a link, creates visual clutter and draws attention away from other information.

**Underlining**

Do not underline any content as it makes text look like a link. Rewrite a paragraph or sentence to emphasise a point.

**Italics**

Do not use italics to emphasise a point. Italics should only be used when referring to publication titles. They are hard to read on screen, especially for those with visual impairments.

**i.e. and e.g.**

In a written document the abbreviations ‘i.e.’ and ‘e.g.’ should be avoided, if possible. Instead, attempts should be made to write them in full – ‘that is’, and ‘for example’ respectively. When i.e. and e.g. are used they should be punctuated with a dot after each letter and not written in italics.

**Etc.**

Avoid using the term. Write either ‘and other’ or specify what you mean. ‘Etc.’ is open to misinterpretation.
Using figures

Numbers
Numbers from one to nine should be written in full except for page references and percentages - for example 4 percent and not four percent. Numbers from 10 upwards should be written in numerals, as well as all numbers that include a decimal point or a fraction, for instance: 45, 4.25, 4¼. Exception: when using a mixture of numbers lower and higher than 10, each number should be written as a figure, for example: Deaths from this cause in the past three years were 14, 9 and 6.

Spelled out numbers and units should not be used, therefore use 6 cm not six cm.

Any number at the beginning of a sentence should be written in full, for example: Two thousand were recruited into the study.

Millions and billions above 10 should be presented as follows: 14 million, 10 billion. Millions and billions below 10 should be written as follows: three million, six billion. Millions and billions should not be presented as figures, for example: 1,000,000.

Millions and billions can be abbreviated to ‘m’ and ‘bn’.

Commas should be inserted into figures over 999, for example: 1,500.

Fractions and decimals
Decimals should be used instead of fractions. Decimals and written fractions should not be mixed together.

Measures, units and names of chemical substances

Measures and Units
Lower case should be used to refer to kg, km, mph and other measures.

Spaces should be included between numbers and units, for example: 100 mph, 35 mm, 78 rpm.
Generally, lower case should be used for Système International (SI) units except those named after individuals, for example:
Watt = W
Newton = N
Pascal = Pa

k, m and M are standard international metric abbreviations for thousand, thousandth and million. Therefore:
watt = W
kilowatt = kW
milliwatt = mW
megawatt = MW

Names of chemical compounds

In chemistry, a systematic name describes the chemical structure of a substance, thus giving some information about its chemical properties. For systematic names please use the International Union of Pure and Applied Chemistry (IUPAC) system (http://www.iupac.org/fileadmin/user_upload/publications/recommendations/CompleteDraft.pdf).

If a common name is used it should be either very widely known or there should be reference to it so that the reader can look it up. It is suggested that a common name may well be appropriate on the following occasions:

Drugs and pesticide names can be used, for example ‘deltamethrin’ (an International Organization for Standardization (ISO) name) and Diazepam (International non-proprietary names (INN)), rather than the longer IUPAC name.

Vitamins: would normally be called A, B, C and so on.

Money

Always use figures when writing about currency, for example ‘£5’, not ‘five pounds’. Money less than £1 should be written in pence, for example ‘50 pence’, not ‘50p’. Always use a figure without a space after the pound (£) sign, for example £14,000.
Specific online terms and procedures

Website and email links

All links on NIHR websites must be active. Links should always be directly below the relevant content and have descriptive text, for example NIHR Clinical Research Network rather than the full web address, http://www.crncc.nihr.ac.uk/.

The phrase ‘Click here’ should not be used. Disability software for screen readers will read every ‘click here’ without telling the user what it links to.

Attachments

Publish documents preferably as PDFs, except for application forms, which should be in Word or Excel format.

Files

Megabytes should be abbreviated to Mb not MB, for example 2,000 Mb. Gigabytes should be abbreviated to Gb not GB, for example 200 Gb. Portable document format should be abbreviated to PDF not Pdf.
Chapter 17: Resources and contacts

NIHR identity guidelines and materials for NIHR researchers and corporate NIHR

All the NIHR brand materials, including the identity guidelines the NIHR logotype files, the NIHR stamps, approved images and templates are available on the [One NIHR website](https://www.nihr.ac.uk).

For advice on any aspect of the NIHR resources, please contact the relevant coordinating centre communication team. Use the look-up table in Chapter 1: We are NIHR, p 5 to find out which coordinating centre manages your part of the NIHR or award.

The NIHR communication teams can provide advice and ideas to help you produce branded content.

**For advice on NIHR identity contact:**
NIHR Central Commissioning Facility
Email CCFcomms@nihr.ac.uk
Tel. 020 8843 8074

**For advice on website domain registration and policy contact:**
The NIHR Service Desk on 0207 333 50 60 or via the NIHR Hub: [https://support.nihr.ac.uk/nihr-ess/raise_issue.do](https://support.nihr.ac.uk/nihr-ess/raise_issue.do).

**For advice on archiving websites contact:**
Craig Biggs, R&D Information Officer on 0113 254 66 30, email Craig.Biggs@dh.gsi.gob.uk

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Issued: March 2016

Coordinating Centres

**NIHR Central Commissioning Facility**