

NIHR IDENTITY GUIDELINES

NOVEMBER 2017

Clinical Research Network
Specialty



National Institute for
Health Research

HEPA 3446 (HCV infection)

A Phase 3, Multicenter, Randomized, Open-Label Study to compare the Efficacy and Safety of Sofosbuvir/GS-5816 Fixed Dose Combination for 12 weeks with Sofosbuvir and Ribavirin for 24 Weeks in Subjects with Chronic Genotype 3 HCV infection

The treatment of people with Hepatitis C (HCV) genotype 3 infection with tablet only treatments is challenging and response rate are consistently lower than those seen with other viral strains. This is particularly evident in those who have complications of their infection including cirrhosis. Prior to the study, treatment consisted of either interferon based therapies (interferon is an injectable drug with numerous side effects, some of which may be long lasting) or a combination of sofosbuvir and ribavirin for 24 weeks. This combination is lengthy and involves significant side effects, such as anaemia due to ribavirin and led to cure rates that were suboptimal. An interferon and side effect free, highly effective therapy was required to treat patients with Genotype 3 infection and this research study addressed this.

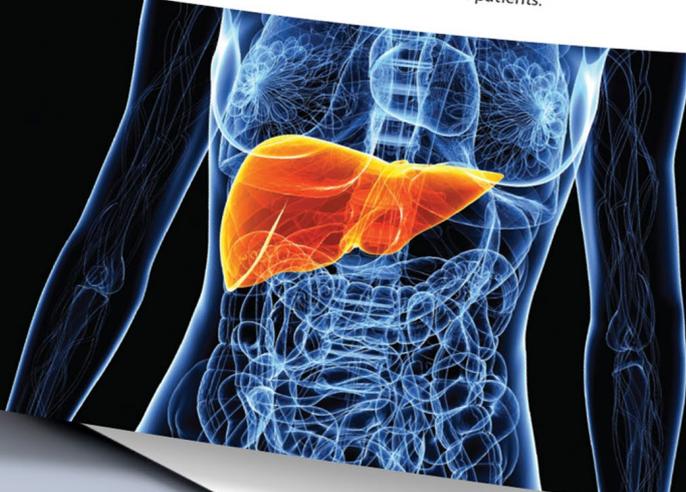
This was a commercial study sponsored by Gilead Sciences Inc. A total of 652 patients with HCV genotype 3 were screened. The study involved a 12 week course of treatment with a combination of Sofosbuvir and Velpatasvir which proved to be highly effective with minimal side effects. This was a multi-site study over four months from August 2014 till December 2014. The National Institute for Health Clinical Research Network supported the setup of the study locally and it funded the nurses time and recruited patients.

Key features

- Four months study: August 2014 till December 2014
- 652 patients with HCV genotype 3 were screened
- NIHR CRN supported the setup of the study locally and it funded the nurses time and recruited patients
- Chief Investigator: Professor Graham Foster, Professor of Hepatology at Queen Mary University

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NIHR Identity

Introduction

The NIHR identity is currently part of the NHS identity. The NHS identity was updated in February 2017, and all organisations using the NHS identity are required to be compliant with, by 1 January 2018 at the latest. This document sets out how NIHR will become compliant with the NHS identity. This plan for brand compliance has been designed to be as low cost and pragmatic as possible, particularly in view of the potential for a future rebrand of the NIHR.

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

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

Implementation plan

The implementation plan has been designed to incur only minimal cost and take as little staff time as possible. An in-house design team has created this document explaining the changes to the NIHR identity in line with the new guidelines, and a series of templates for use in a variety of needs, for example: in publications, Google documents (electronic templates for documents), the Hub environment, PowerPoint presentations, posters, digital and social media. Changes presented in this document supersede the relevant sections of the NIHR Identity Guidelines Version 3. Version 3 of the Guidelines will still provide guidance on any topic not covered below.

All new documents created or published after 1 December 2017 are expected to use the new branding. This is also the planned date of the digital switchover, where the logos on the social media channels and websites will change.

Existing materials will not be rebranded, unless they are being republished or updated anyway. Fixed assets, such as signage, will not be updated at this time, although the new branding should be used if new signage is being ordered.

Summary of changes

There are three main areas where changes to the NIHR identity have been made:

- The NIHR logotype ([page 3](#))
- The NIHR logotype for social media ([page 5](#))
- The NIHR colour palette ([page 6](#))
- The NIHR stamps ([page 8](#))

The NIHR logotype

- A new set of NIHR logotypes have been introduced, where the words 'National Institute for Health Research' are in bold rather than italics.
- The size of the NIHR logotype on documents has increased, with a consequent increase in the exclusion zone (the area around it that should be kept free of text and design).
- The NIHR logotype for social media has been given a new look and feel, to reflect the shift from using italics to using bold. A round NIHR logotype for social media has been created, to fit better the round shape of Twitter, Facebook, LinkedIn and YouTube profile pictures.

Leaving clear space around your logo

The NIHR logotype should not be cluttered by other text or images appearing too close to it and should not be positioned so close to the edge of materials that it looks like an afterthought. To ensure this happens, NIHR logotype has a minimum exclusion area around it.

Minimum exclusion zone for print

For print and signage applications, this is equal to the full height of the NHS logo (applied all the way around the whole NIHR logo), no matter how large it is. This ensures that the NIHR logo is always clear and legible.

Minimum clear space for print



Minimum exclusion zone for digital

Digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller minimum exclusion area equivalent to half the height of the NHS logo is accepted.

Minimum clear space for digital



It is important to stress that these are both minimum exclusion areas. More space is preferred where it is possible and practical.

Logos on backgrounds

The key principles for this are the same as for the NHS logo. [Please read the full guidelines on applying the NHS logo to different backgrounds.](#)

Size of the NIHR logo

The size of the NIHR logo has increased and new instructions have been provided for use in digital media.

Standard print sizes

The following summarises the NHS logo height and margin sizes for standard print formats.

A2 (420 x 594mm) Margin 20mm. NHS logo height 18mm.

A3 (297 x 420mm) Margin 15mm. NHS logo height 13mm.

A4 (210 x 297mm) Margin 10mm. NHS logo height 9mm.

A5 (148 x 210mm) Margin 8mm. NHS logo height 7mm.

A6 (105 x 148mm) Margin 8mm. NHS logo height 7mm.

DL (99 x 210mm) Margin 8mm. NHS logo height 7mm.

DL Envelope (110 x 220mm) Margin 8mm. NHS logo height 7mm.

Business Card (55 x 90mm) Margin 6mm. NHS logo height 6mm.

Typical advertising poster sizes

The following summarises NHS logo height and margin sizes for typical advertising poster formats:

A1 (594 x 841 mm) Margin 28mm. NHS logo height 25mm.

A0 (841 x 1189 mm) Margin 40mm. NHS logo height 35mm.

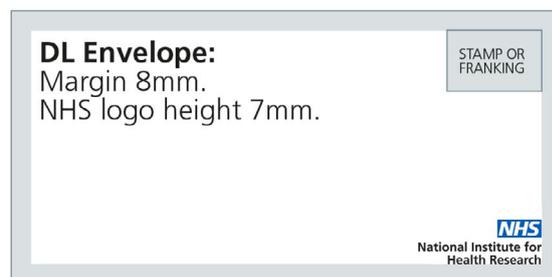
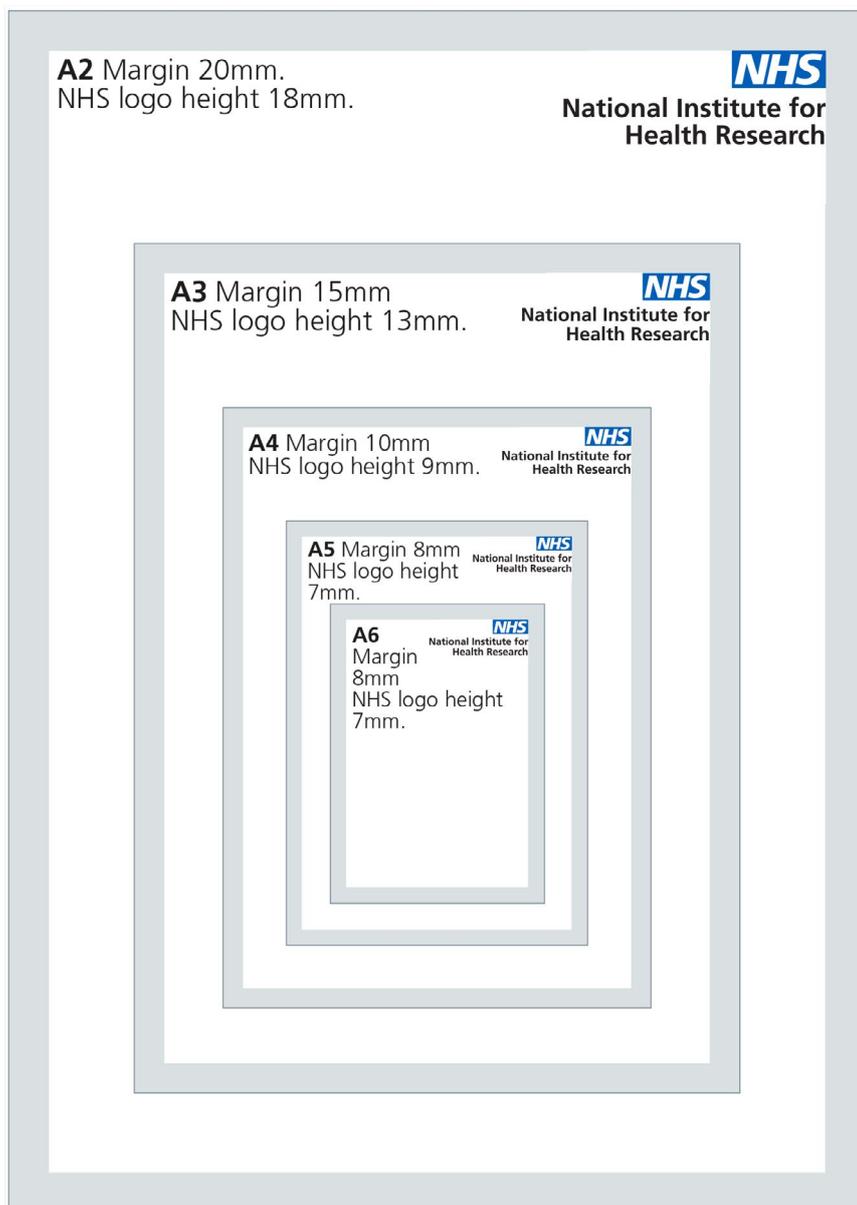
6 sheet (1,200 x 1800mm) Margin 70mm. NHS logo height 60mm.

Banner (2000 x 850 mm) Margin 80mm. NHS logo height 70mm.

48 sheet (6,096 x 3048mm) Margin 240mm. NHS logo height 220mm.

64 sheet (8,128 x 3048mm) Margin 240mm. NHS logo height 220mm.

96 sheet (12,192 x 3048mm) Margin 240mm. NHS logo height 220mm.



Digital formats

The following shows the NHS logo height and margin sizes for typical desktop and mobile screen sizes.

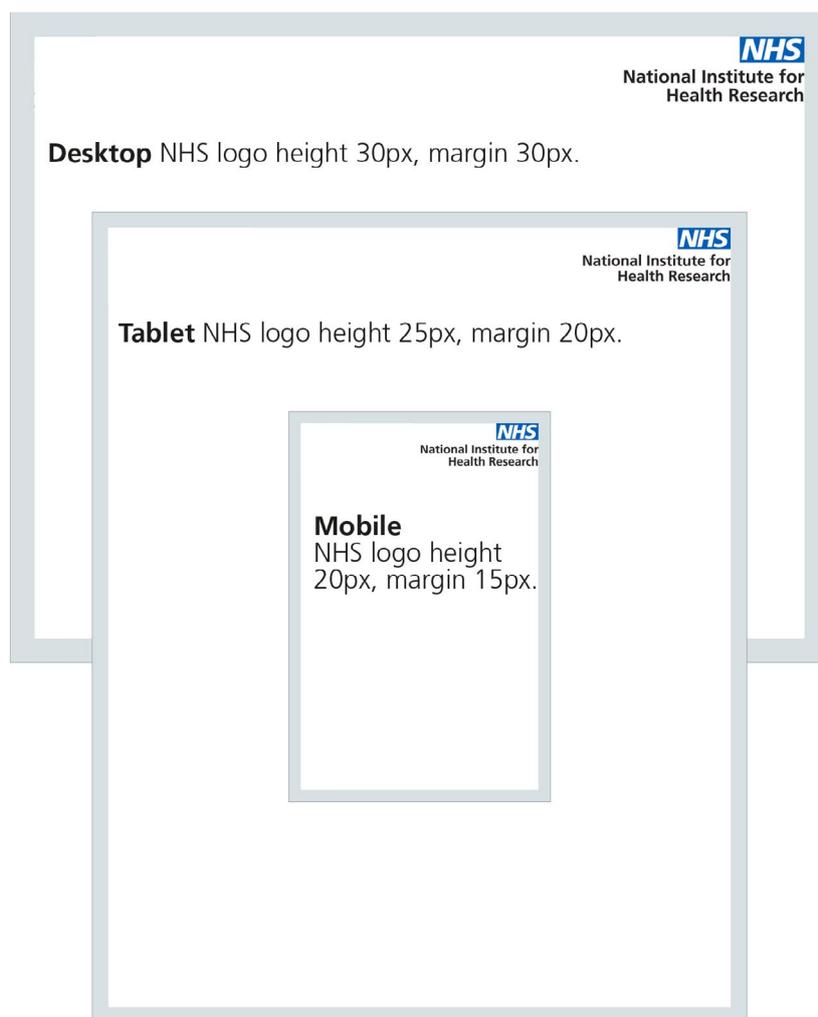
The minimum size that the NHS logo can appear in digital applications is 20px high. It is important to stress that this is a minimum. The only exception to this is when designing favicons for web browsers, as they can typically be as small as 15px square.

Where recommended margins cannot be achieved, the minimum digital exclusion zone of half the NHS logo height should be observed.

Mobile phone (<600px width) Margin 15px. NHS logo height 20px.

Tablet (>600px and <1000px width) Margin 20px. NHS logo height 25px.

Desktop (>1000px width) Margin 30px. NHS logo height 30px.



The NIHR logotype for social media

A rectangular and a circular NIHR logotype have 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.



The NIHR Colour Palette

- Changes were made to the NHS colour palette. New colours have been introduced and some colours have been withdrawn. The NIHR corporate colour NHS Light Blue PANTONE® Process Blue has been withdrawn. NHS Aqua Blue 50% PANTONE® 401 has also been withdrawn.
- The new NIHR corporate colour is NHS Bright Blue PANTONE® 285. This affects the NIHR colour bar design device and the letterhead, business card and compliment slip templates.
- NHS Dark Grey PANTONE® 7545 has been added to the NIHR colour palette.
- The NHS web colour palette has been withdrawn.
- NIHR colour coding remains in place, with NHS Bright Blue PANTONE® 285 substituting NHS Light Blue PANTONE® Process Blue. Because of the temporary nature of the changes introduced in this document we would like to keep changes in digital and printed materials to a minimum.

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 Bright Blue, PANTONE® 285.

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.

NIHR Corporate Colour

NHS Bright Blue
PANTONE® 285
C 89 R 0
M 52 G 114
Y 0 B 207
K 0
HTML #0072CF

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

NHS Dark Grey
PANTONE® 7545
C 58 R 66
M 32 G 85
Y 18 B 99
K 54
HTML #425563

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 colour bar

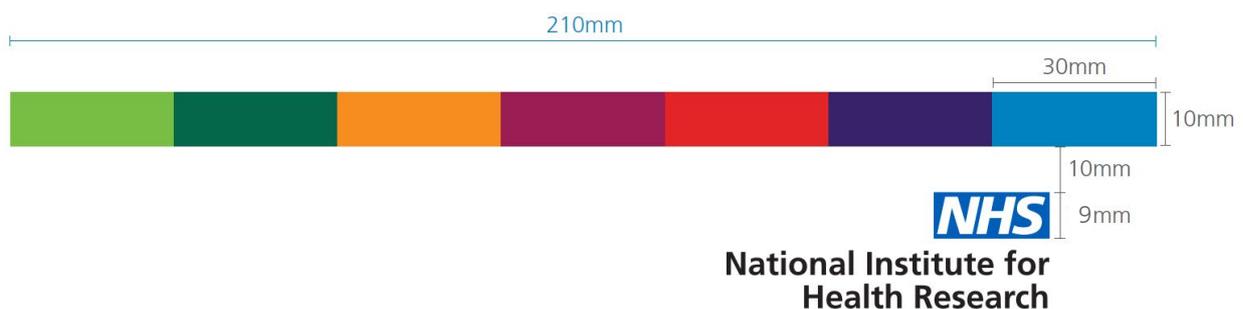
The NIHR colour bar has been redesigned to reflect the change in the NIHR corporate colour.

RESEARCH NHS LIGHT GREEN	RESEARCH FINDINGS NHS DARK GREEN	GET INVOLVED NHS ORANGE	INDUSTRY NHS DARK PINK	FACILITIES AND SERVICES NHS RED	FACULTY NHS PURPLE	CORPORATE NIHR AND PATIENT RECRUITMENT NHS BRIGHT BLUE
PANTONE® 368	PANTONE® 342	PANTONE® 144	PANTONE® 676	PANTONE® 485	PANTONE® 2685	PANTONE® 285
C 59 M 0 Y 100 K 0	C 96 M 34 Y 81 K 26	C 0 M 54 Y 100 K 0	C 32 M 100 Y 47 K 17	C 6 M 98 Y 100 K 0	C 98 M 100 Y 23 K 16	C 89 M 52 Y 0 K 0
R 118 G 188 B 67	R 0 G 102 B 72	R 240 G 140 B 33	R 154 G 0 B 80	R 225 G 38 B 28	R 49 G 37 B 101	R 0 G 114 B 207
HTML #76bc43	HTML #006648	HTML #f08c21	HTML #9a0050	HTML #e1261c	HTML #312565	HTML #0072cf

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 NHS logo for A4 portrait documents is centred between the blue and purple bar and positioned 10mm below. For banners, the height of the NHS logo should be 70mm and the NIHR logotype should be positioned 80mm below the colour bar.



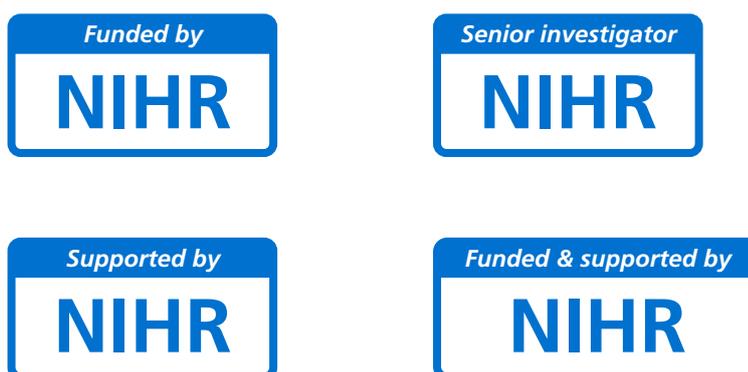
The NIHR Stamps

- The NIHR stamps were redesigned to reflect the new NIHR identity and to not imitate the NHS identity.
- Sizing instructions have been updated to make them smaller. Sizing instructions should be followed when creating poster and slide templates for your part of the NIHR.

The NIHR stamps with the NHS logo



The NIHR stamps without the NHS logo



NIHR stamp sizes

Stamps with the NHS logo

For the stamps with the NHS logo, the size and exclusion zone are defined by the height of the NHS logo. The exclusion zone should be equal to the size of the NHS logo. The height of the NHS logo is defined as follows:



Size of stamps with the NHS logo for print on demand

SIZE	HEIGHT OF NHS LOGO (mm)
Banner	47
A0	23
A1	17
A3	9
A4	6
A5	5
A6	5

Stamps without the NHS logo



Size of stamps without the NHS logo for print on demand

SIZE	PAPER SIZE (mm)	HEIGHT OF THE NIHR ABBREVIATION (mm)
Business card	85 x 55	7
A6	105 x 148	8
DL	99 x 210	8
A5	148 x 210	8
Compliment slip	160 x 75	9
A4 square	210 x 210	9
A4	210 x 297	9
A3	297 x 420	15
A2	420 x 594	20
A1	841 x 594	28
A0	1189 x 841	40
2A0	1682 x 1189	60
4A0	2378 x 1682	80
Banner	2000 x 850	80

Digital Channels

The NIHR stamps with the NHS logo

The height of the stamp should be such that the NHS logo is the same height as for the NIHR logotype, as defined for digital materials.

The NIHR stamps without the NHS logo

SCREEN WIDTH (pixels)	HEIGHT OF THE NIHR ABBREVIATION (pixels)
Desktop (>1000px width)	30
Tablet (>600px and <1000px width)	25
Mobile phone (<600px width)	20