

NIHR Brand Guidelines

The NIHR logotype

The NIHR logotype is the single most important element of the NIHR identity. The NIHR have recently updated the NIHR logotypes and the file can be found [here](#). The NIHR logotypes have minimum exclusion zones to ensure the logotypes do not appear to be cluttered by other text or images appearing too close to it. For further information please refer to identity guidelines folder [here](#).

Using the NIHR logotype with your organisation's name and logo

Materials promoting research which the NIHR has fully or partly supported or funded will need to include the NIHR logotype, along with your organisation's and other partners' logos and names.

When working in partnership, the NIHR logotype should be in equal proportion to the logotype of its partners, but its position will depend on:

- If the NIHR is a leading partner (i.e. the main single funder) then the NIHR logotype should be positioned top right on the front page of corporate communication materials;
- If the NIHR is considered to be a secondary partner (i.e. **not** the main single funder) then the logotype can be positioned preferably bottom right on the front page, inside or at the back of corporate communication materials.

Your obligations

If your research has received funding and/or support from the NIHR Cambridge BRC then we are contractually obliged to notify NIHR and Department of Health and Social Care (DHSC) of all research project outputs including published articles, conference presentations and poster and press releases.

Please contact BRCcomms@addenbrookes.nhs.uk regarding research project outputs as they will contact NIHR and DHSC on your behalf.

Publishing research findings

When submitting a paper, article or report for publication it is essential that the NIHR is named and acknowledged appropriately. When submitting a paper or article please ensure:

- **The relationship statement is included if space allows:**
 - “The NIHR Cambridge Biomedical Research Centre (BRC) is a partnership between Cambridge University Hospitals NHS Foundation Trust and the University of Cambridge, funded by the National Institute for Health Research (NIHR).”
- **The following funding acknowledgement is included:**
 - The [insert name of project] is...
 - This is an outline of independent research ...
 - This article / paper / report presents independent research ...
 - The systematic review for which this protocol has been developed is...

- This research was co-funded by the [insert name of co-funder] and...
- **Followed by:**
 - ... funded by the NIHR Cambridge Biomedical Research Centre (BRC)
- or...
- [Insert name of author(s)] is / are supported by the NIHR Cambridge Biomedical Research Centre (BRC)
- **The following disclaimer is included:**
 - “The views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health and Social Care.”
- **A copy of the paper/article is sent to BRCcomms@addenbrookes.nhs.uk 14 days before it is due to be published.**

Publications - presentations, policy briefings and research posters

If a presentation or poster focuses on research findings, it must be placed on your institution's PowerPoint template or poster template. Only use the [NIHR slide template](#) if you are acting as a representative of the NIHR Cambridge BRC.

An acknowledgement, relationship statement (if space allows), disclaimer and NIHR stamp should be included in all publications that communicate independent research. Please refer to 'Publishing your research findings' (Chapter 9, [NIHR Identity Guidelines](#)) for acknowledgement, relationship statement and disclaimer information. This should go at the bottom of the presentation, policy briefing or research poster.

If the NIHR Cambridge BRC has funded an element of the research project an NIHR 'Funded by' stamp should be added to bottom of the presentation, research poster or policy briefing. If the NIHR Cambridge BRC has supported the researcher an NIHR 'Supported by' stamp should be added to the bottom of the presentation, research poster or policy briefing.

The NIHR 'Funded by' and 'Supported by' stamps can be found [here](#) (please note these were updated in November 2017). Use the NIHR stamps with the NHS logo, unless your materials already include another NHS logo. Please ensure all materials are sent to the [BRC Communications team](#) for sign off.

Films

If you produce a film which features research funded or supported by NIHR Cambridge BRC, the title page should include the appropriate [NIHR stamp](#). It should also include an acknowledgement and a disclaimer (see publish research findings for details). The [BRC Communications team](#) should be notified at the start of the filming project and kept up-to-date with progress. They will also need to see the final version of the film and notify NIHR Central Commissioning Facility (CCF) for sign-off.

Newsletters

Internal and external newsletter articles (including those used on the web) referring to research funded or supported by the NIHR Cambridge BRC must include an acknowledgement of NIHR funding and an NIHR stamp. Please send a copy prior to publication to the [BRC Communications team](#).

Events

Presentations by event organisers or NIHR representatives which do not focus on specific research projects must be on the [NIHR slide template](#).

NIHR part-funded events

Please notify the [BRC Communications team](#) of events which are part-funded or sponsored by the NIHR at least 28 days prior to the event. All promotional materials for these events should include the NIHR logo. Any promotional materials must be sent to the [BRC Communications team](#) for sign off.

Press releases

The NIHR Cambridge BRC, via the [BRC Communications team](#), should be made aware of any planned press releases **14 days in advance**.

- **NIHR Cambridge BRC Acknowledgement**
 - If the NIHR Cambridge BRC has funded a research project, it should be named in the first or second paragraph of a press release; if it has supported the project it can feature further down in the press release e.g. “researchers funded by the NIHR Cambridge BRC, at”, or “NIHR-funded”, or “NIHR-supported researchers at....”
- **Notes to editors**
 - Notes to editors must be included at the end of the press release. Please ensure you use the following:
 - The National Institute for Health Research (NIHR): improving the health and wealth of the nation through research.
 - Established by the Department of Health and Social Care, the NIHR:
 - funds high quality research to improve health
 - trains and supports health researchers
 - provides world-class research facilities
 - works with the life sciences industry and charities to benefit all
 - involves patients and the public at every step.
- **Attachments**
 - If a research paper or report is the subject of the press release a copy of the research paper/ report must be included, as well as suitable images.

Communications activities with research participants (consent)

If you wish to film, photograph or interview research participants or member of staff for communications activities such as posters and other promotional materials, they must first give their written consent. Please contact your organisation’s communications department for the required consent forms or contact BRCcomms@addenbrookes.nhs.uk. When the research participant has filled in the required consent form, they must also receive a copy for their records so they know who to get in touch with if they wish to withdraw their consent.

For further guidance please refer to the NIHR Identity guidelines found in the Identity guidelines folder on this [webpage](#).