

New NIHR Brand Guidelines 2019

In February 2019, the NIHR introduced a new 'visual identity' – the way NIHR is visually referred to in all communications. This version is a summary of the full NIHR identity guidelines as they apply to our research in Cambridge.

This document provides information on where and how to use the correct logo for your research. Where applicable, we refer readers to pages in these guidelines where more information can be found.

1. Correct use of the NIHR Logo
 - a. Colour and style
 - b. When to use the 'corporate' (main) NIHR logo
 - c. When to use the NIHR 'sub-logo' (Cambridge-specific ones)
 - d. When to use the NIHR Funded/ Supported logos
 - e. NIHR acknowledgement and disclaimer
 - f. Using current materials with the old logo
2. Font type
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1) The NIHR 'corporate' logo

The NIHR logo is the most important element of the NIHR identity. The new logo must be placed on the top left. It no longer uses the NHS lozenge and is navy blue with a coral line:



NIHR infrastructures now have their own logo (also known as a 'sub-logo') which will carry the NIHR abbreviation and name of the site in full. This is the NIHR Cambridge BRC sub-logo and is used in place of the main logo on the top left, where appropriate.



All NIHR logos (including sub-logos) have minimum exclusion zones to ensure they have enough space around them on all sides. This prevents other text or images from encroaching on the logos. For further information please refer to the NIHR identity guidelines on [p7](#).

a) What colour, style of logo?

There are four versions of the NIHR logo and sub-logo: black; white; colour; and reversed-out. The correct selection depends on the background they will be placed on:

<p>COLOUR</p>  <p>This version of the logo is to be used as a first choice, provided the background is light enough for the logo to stand out</p>	<p>WHITE</p>  <p>Use the white NIHR logo on dark backgrounds.</p>
<p>BLACK</p>  <p>Use the black NIHR logo on white or light backgrounds when the whole material is black and white or greyscale.</p>	<p>REVERSED-OUT</p>  <p>The reversed-out NIHR logo is only to be used on a background of NIHR navy.</p>

There are also different file types available for your logos:

- PNG or JPEG for most presentations and documents
- SVG or EPS for high-quality print (e.g. A0 posters) and webpages

Logos **MUST NOT** be changed or redrawn for any purpose

b) When to use the NIHR ‘corporate’ (main) logo:

- i) For materials representing collaboration between two or more NIHR organisations (e.g. an event hosted by the NIHR Cambridge BRC and NIHR Cambridge CRF). Individual parts of the NIHR should be mentioned in the body copy.

- ii) All NIHR logos now appear in the top left-hand side of the publication / webpage. [Download the NIHR logo.](#)

c) When to use the NIHR sub-logo

- i) For materials (including presentations, posters, reports and webpages) that promote research that the NIHR organisation you are representing has fully or partly supported or funded.
- ii) Other partners' logos (provided they are not also part of the NIHR) may be included if applicable, but cannot be bigger than the NIHR sub-logo.
- iii) The sub-logo must appear in the top left-hand side of the publication / webpage.
- iv) Include an acknowledgement relationship statement and disclaimer at the bottom (see below (e))
- v) Download logos for [NIHR Cambridge BRC](#), [CRF](#) or [BioResource](#).

d) When to use the 'NIHR Funded' vs 'NIHR Supported' logos

If the research referred to in your production has been wholly or partly funded or supported by the NIHR (including Cambridge BRC) but you are employed by someone else:

- i. You must use your institution's templates (e.g. Cambridge University Hospitals, University of Cambridge, CRUK, MRC etc.)
- ii. Mention NIHR Cambridge BRC/ CRF/ BioResource in the body of the text
- iii. Use either the NIHR Funded / Supported logo as appropriate **at the bottom**
 - The 'Funded by NIHR' logo is primarily for research funded by an NIHR research programme.
 - The 'Supported by NIHR' logo is for users of NIHR CRFs, etc.
- iv. Include an acknowledgement relationship statement and disclaimer at the bottom (see below (e))
- v. **NEVER** use the Funded / Supported logos in document headers or to displace the leading brand on materials.
- vi. Examples of where these logos can be used include: study recruitment materials, communications and research dissemination materials, websites, social media, presentations, consent forms and patient questionnaires.
- vii. **DO NOT** use the sub-logo if you are using the funded/ supported logo
- viii. [Download the funded and supported logos](#)

e) NIHR acknowledgement and disclaimer and should be placed at the bottom with the correct details

This study/project is funded/supported by the National Institute for Health Research (NIHR) [name of NIHR programme (Grant Reference Number

XXX)/name of part of the NIHR]. The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care.

f) Using current materials with the old logo

- i. All digital platforms with the old NIHR logo should be updated by **20 May, 2019**.
- ii. The colour bar (Fig 1.) is no longer in use and should be removed from all materials
- iii. All new and current materials should be updated with the new logo. No materials should use the old logos
- iv. Materials with the italic NIHR logo (Fig.2) should be updated immediately. Any printed with the italic NIHR logo should be disposed/ recycled (e.g. banners, leaflets)
- v. Any materials (e.g. banners, leaflets) with the old logo (Fig. 3) can be used until 1 January, 2020.



Figure 1



Figure 2



Figure 3

2) Font type

Lato (Fig.4) is the NIHR's new corporate typeface (font); you will need to ask IT to install this font if you do not already have it. You can see the different versions of Lato you will need on [page 19](#).



Lato Regular

Figure 4

Arial is to be used as a generic back-up if Lato is not available. The recommended font size for text is 12 points. The minimum font size is 8 points.

3) Publishing research findings from the NIHR Cambridge BRC

The NIHR must be appropriately acknowledged when submitting a paper or article, this should include:

- a) The relationship statement
- b.1 and b.2)** The funding acknowledgement and names
- c) Disclaimer

Below is a step-by-step guide you need when acknowledging the NIHR:

a) The 'relationship statement':

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).

b.1) The 'funding acknowledgement' - select the correct opening:

- i) The [insert name of project] is...
- ii) This is an outline of independent research ...
- iii) This article / paper / report presents independent research ...
- iv) The systematic review for which this protocol has been developed is...
- v) This research was co-funded by the [insert name of co-funder] and...

b.2) Followed by either:

- i) ... funded by the NIHR Cambridge Biomedical Research Centre (BRC)
or...
- ii) [Insert name of author(s)] is / are supported by the NIHR Cambridge Biomedical Research Centre (BRC)

c) The 'disclaimer':

- i) The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care.

A copy of the paper/article **must** be sent to BRCcomms@addenbrookes.nhs.uk **14 days** before it is due to be published so that it can be recorded and sent to the NIHR.

4) Press releases and media activity

The [BRC Communications team](#) needs to be made aware of all planned press releases **14 days** in advance, any solicited/unsolicited media activity as soon as possible and before going to press.

The press release must acknowledge NIHR support /funding and include a 'note to editors'. Any filming needs to reference the NIHR facility being used.

NIHR Acknowledgement

- i) If an NIHR body (e.g. *NIHR Cambridge BRC*) has **funded** a research project, it should be named in the first or second paragraph of a press release
- ii) 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

Insert the following text into the end of all press releases involving NIHR research under the heading 'notes to editors':

The National Institute for Health Research (NIHR) is the nation's largest funder of health and care research. The NIHR:

- Funds, supports and delivers high quality research that benefits the NHS, public health and social care

- Engages and involves patients, carers and the public in order to improve the reach, quality and impact of research
- Attracts, trains and supports the best researchers to tackle the complex health and care challenges of the future
- Invests in world-class infrastructure and a skilled delivery workforce to translate discoveries into improved treatments and services
- Partners with other public funders, charities and industry to maximise the value of research to patients and the economy

The NIHR was established in 2006 to improve the health and wealth of the nation through research, and is funded by the Department of Health and Social Care. In addition to its national role, the NIHR commissions applied health research to benefit the poorest people in low- and middle-income countries, using Official Development Assistance funding.

This work uses data provided by patients and collected by the NHS as part of their care and support and would not have been possible without access to this data. The NIHR recognises and values the role of patient data, securely accessed and stored, both in underpinning and leading to improvements in research and care.

www.nihr.ac.uk/patientdata

[END]

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.

5) Your obligations

If your research has received funding and/or support from the NIHR then you 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 we can then contact NIHR and DHSC on your behalf.

6) Films

If you produce a film which features research funded or supported by NIHR Cambridge BRC, CRF or BioResource, the title page should include the appropriate NIHR logo. It should also include an acknowledgement and a disclaimer (as described above under 'publish research findings'). 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. Make sure you obtain written consent from anyone who features in the film (see section 8)

7) Events

For all NIHR fully- or part-funded or sponsored events, you should notify the [BRC Communications team](#) at least 28 days prior to the event. Promotional materials should contain the appropriate NIHR logo as described above, and signed off by the [BRC Communications team](#). The team will be happy to help promote your event through appropriate comms channels.

8) Communications activities with research participants (consent)

If you wish to film, photograph or interview research participants or members of staff for communications activities such as films, 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 the [BRC Communications team](#). 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](#).

9) Templates

a) Posters

Only use the NIHR templates if you are acting as a representative of the NIHR Cambridge BRC, CRF or BioResource. Generic [NIHR templates](#) are available here.

b) Powerpoint

For sub-logo-specific presentations click on the following links below:

[NIHR Cambridge BRC](#)

[NIHR Cambridge CRF](#)

[NIHR BioResource](#)

c) Banners

Banner templates can be found [here](#)

d) Links to all other materials such as business cards and letter templates can be found [here](#)

e) [Link to full branding guidelines](#)