# **NIHR Brand Guidelines**

This 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 and how to acknowledge the NIHR correctly.

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## **NIHR name change – April 2022**

The National Institute for Health Research has changed its name to the **‘National Institute for Health and Care Research’** to emphasise their commitment to social care research. The acronym 'NIHR' will remain the same.

Where it is written in full, you will need to update your content to the new name as soon as possible.

## **Using the NIHR logo**

The NIHR logo is the most important element of the NIHR identity and must be **placed on the top left**.



NIHR infrastructures such as NIHR Cambridge BRC have their own logo (also known as a ‘sub-logo’) which will carry the NIHR abbreviation and name of the site in full.



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

* + - 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.
		- This logo should appear in the top left-hand side

### **When to use the NIHR Cambridge BRC sub-logo**

* + - To be used on materials, including presentations, posters, reports and webpages that promote research from the NIHR organisation you are representing which has fully or partly supported or funded on the **top left-hand side**
		- 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.
		- Include an acknowledgement relationship statement and disclaimer at the bottom (see below (d))

### **When to use the ‘NIHR Funded’ vs ‘NIHR Supported’ logos**

If the research has been wholly or partly funded or supported by the NIHR (including Cambridge BRC) but you are employed/ representing another organisation. 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.

You must use your institution’s templates (e.g. Cambridge University Hospitals, University of Cambridge, CRUK, MRC etc.) and logos

* Mention the NIHR institution you have used in the body of the text
* Use either the NIHR Funded / Supported logo as appropriate **on the** **bottom left**
	+ The 'Funded by NIHR' for research funded by an NIHR research programme.
	+ The 'Supported by NIHR' logo is for users of NIHR CRFs etc.
* Include an acknowledgement relationship statement and disclaimer at the bottom (see below (d))
* **NEVER** use the Funded / Supported logos in document headers or to displace the leading brand on materials.
* **DO NOT** use the main NIHR or sub-logo if you are using the funded/ supported logo

Download the [funded logo](https://www.nihr.ac.uk/nihr-comms/images/visual-identity/logo/funded-by-nihr-logo.png) and the [supported logo](https://www.nihr.ac.uk/new-uploads/supported%20by%20logo.png).

### **Include the 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 and Care 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.

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](https://sphr.nihr.ac.uk/wp-content/uploads/2020/02/NIHR-Brand-Guidelines-V1.0-February-2019.pdf). Logos **MUST NOT** be changed or redrawn for any purpose

### **Previous logos**

1. All materials and digital platforms with the old NIHR logo should be updated immediately**.**
2. The colour bar (Fig 1.) is no longer in use and should be removed
3. ****No materials should carry the old logos with the NHS lozenge - Fig 1 and 2.





Figure 3

Figure 2

Figure 1

## **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.

## **Publishing research findings from the NIHR Cambridge BRC**

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

**‘This research was supported by the NIHR Cambridge Biomedical Research Centre (BRC-1215-20014). The views expressed are those of the authors and not necessarily those of the NIHR or the Department of Health and Social Care'**

Submit [details of your paper](https://cambridgebrc.nihr.ac.uk/your-research/) so it can be added to the publications page of the NIHR Cambridge BRC website.

A copy of the press release **must** be sent before it is published to: BRCcomms@addenbrookes.nhs.uk so that it can be recorded and sent to the NIHR.

## **Press releases and media activity**

The BRC Communications team needs to be made aware of all planned press releases as soon as possible, even if another organisation is writing the news story.

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**

* + 1. **Funded - i**f 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
		2. **Supported –** the acknowledgement can feature further down in the press release e.g. “this research was supported by the NIHR Cambridge BRC”.

**Notes to editors**

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

**[Start]**

The mission of the National Institute for Health and Care Research (NIHR) is to improve the health and wealth of the nation through research. We do this by:

* Funding high quality, timely research that benefits the NHS, public health and social care;
* Investing in world-class expertise, facilities and a skilled delivery workforce to translate discoveries into improved treatments and services;
* Partnering with patients, service users, carers and communities, improving the relevance, quality and impact of our research;
* Attracting, training and supporting the best researchers to tackle complex health and social care challenges;
* Collaborating with other public funders, charities and industry to help shape a cohesive and globally competitive research system;
* Funding applied global health research and training to meet the needs of the poorest people in low and middle income countries.

NIHR is funded by the Department of Health and Social Care. Its work in low and middle income countries is principally funded through UK Aid from the UK government.
**[End]**

## **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)

## **Events**

For all NIHR fully- or part-funded or sponsored events, notify the BRC Communications team. Promotional materials should contain the appropriate NIHR logo as described above. The team will be happy to help promote your event through appropriate comms channels.

## **Font type**

Lato (Fig.4) is the NIHR’s typeface (font); if this is not available to you, Arial is to be used as a generic back-up.
The recommended font size for text is 12 points. The minimum font size is 10.

Figure 4

## **Consenting patients or staff for media activity**

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.

## **Templates**

* 1. **Posters**
	Only use the NIHR templates if you are acting as a representative of the NIHR e.g. NIHR Cambridge BRC, NIHR Cambridge CRF or BioResource.
	2. **Powerpoint**
	For sub-logo-specific presentations are available on the NIHR Cambridge BRC [website.](https://cambridgebrc.nihr.ac.uk/research-faculty/for-our-researchers/accessibility-documents/)
	3. **Banners**
	Banner templates can be found [here](https://drive.google.com/drive/folders/1kkbAI2rNPqSZt46C7f-JEjY4jgsqFZ_X)
	4. Links to all other materials such as business cards and letter templates can be found [here](https://drive.google.com/drive/folders/1UndO2yYvwlayWSCecNSGVK9mSsbhSfR6)
	5. [Link to full branding guidelines](https://sphr.nihr.ac.uk/wp-content/uploads/2020/02/NIHR-Brand-Guidelines-V1.0-February-2019.pdf)

## **Creating an accessible document?**

* 1. Find [templates on the NIHR Cambridge BRC website](https://cambridgebrc.nihr.ac.uk/research-faculty/for-our-researchers/accessibility-documents/) and how to make your document accessible