The National Institute for Health Research (NIHR)

Improving the health and wealth of the nation through research

The 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.

For further information, visit the NIHR website [www.nihr.ac.uk](http://www.nihr.ac.uk).

This document contains a description and links to the resources necessary to apply the NIHR visual identity. It supersedes all previously issued guidance.

Elements of the NHS brand, such as the colour bar, the NHS colours, the old NIHR logo and the Frutiger font must be removed from materials that continue to be in use after the period of implementation of the new visual identity. Modified versions of the colour bar should not be used.

This guidance is for everyone who needs to acknowledge or otherwise feature the NIHR including:

- researchers who hold NIHR awards, for example, NIHR Academy Members or research programme award holders or who are Senior Investigators
- communicators, managers and directors from all parts of the NIHR
- press officers, graphic designers or other issuers/producers of NIHR-related material, for example, based in NHS trusts, universities, consultancies and publishers
- funding partners such as charities, industry and Government bodies.
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Introduction

This document includes all the visual elements of the NIHR brand and topline instructions on how to use them. Applications of them, such as slide and research templates, can be found on the NIHR website. 'How to' tips to align your communications and channels with NIHR’s identity and house style are available at [www.nihr.ac.uk/branding](http://www.nihr.ac.uk/branding).

The NIHR brand is to be used by all designated parts of the NIHR. Guidance on how to brand outputs funded by the NIHR programmes and those funded by any stream of the Global Health Research (GHR) Programme can be found in the section on Funding and Support logos, alongside examples of the NIHR acknowledgement and disclaimer. Other elements of the NIHR brand cannot be used on independent research and communications outputs and channels.

Slide decks and research poster templates are available for NIHR Academy Members through the NIHR Academy. Funding by the NIHR Academy follows the same guidance for outputs funded by NIHR programmes.
NIHR Logos
The NIHR Logo

The NIHR logo and its sub-logos have been created and carefully crafted for use across all NIHR communications.

The NIHR logo and sub-logos are the most important parts of the NIHR brand. It is important that they are always legible, prominent and unobstructed in any application.

The NIHR logo consists of the abbreviated NIHR name on the left and the NIHR name in full on the right, separated by a coral line. The NIHR sub-logos consist of ‘NIHR’ on the left and the name of the part of the NIHR in full on the right, omitting ‘NIHR’, separated by a coral line.

The position for the NIHR logo or sub-logo is top left.

Alternatives, alterations or custom additions to NIHR’s identity are not acceptable.

Do not recreate the NIHR logo. Please contact the NIHR to obtain the original artwork.
Using the NIHR Logo

EXCLUSION ZONE
In order for the logo to retain its visual impact, please maintain a clear area around the logo, called the exclusion zone, void of all imagery, graphics and typography. This clear space is proportional to the size of the logo and is defined by the height H of the ‘N’ within the logo.

COMBINING LOGOS
When the logo is positioned next to other logos, for example when working in partnership, leave at least enough space between them to allow for the width of the letters ‘NIHR’.
Using the NIHR Logo

SIZE OF THE NIHR LOGO
To maintain full legibility, never reproduce the logo at heights smaller than 6 mm for print or 15 pixels for screen.
Using the NIHR Logo

SIZE OF THE NIHR LOGO

STANDARD PRINT SIZES

The following summarises the NIHR logo height $H$ for standard print formats.

- **A2** (420 x 594mm)
  - NIHR logo height 16mm.
- **A3** (297 x 420mm)
  - NIHR logo height 12mm.
- **A4** (210 x 297mm)
  - NIHR logo height 8mm.
- **A5** (148 x 210mm)
  - NIHR logo height 7mm.
- **A6** (105 x 148mm)
  - NIHR logo height 7mm.
- **DL** (99 x 210mm)
  - NIHR logo height 7mm.
- **DL Envelope** (110 x 220mm)
  - NIHR logo height 7mm.
- **Business Card** (55 x 85mm)
  - NIHR logo height 8mm.

TYPICAL ADVERTISING POSTER SIZES

The following summarises NIHR logo height for typical advertising poster formats:

- **A1** (594 x 841 mm)
  - NIHR logo height 38mm.
- **A0** (841 x 1189 mm)
  - NIHR logo height 80mm.
- **6 sheet** (1,200 x 1800mm)
  - NIHR logo height 90mm.
- **Banner** (850 x 2000mm)
  - NIHR logo height 57mm.
- **48 sheet** (6,096 x 3048mm)
  - NIHR logo height 330mm.
- **64 sheet** (8,128 x 3048mm)
  - NIHR logo height 330mm.
- **96 sheet** (12,192 x 3048mm)
  - NIHR logo height 330mm.
Using the NIHR Logo

SIZE OF THE NIHR LOGO

The logos are provided in an SVG file format to be used responsively within the digital environment. The recommended sizes are for guidance only. Logo legibility on various screen sizes should be considered when designing web applications.

DIGITAL FORMATS

The following shows the NIHR logo height and exclusion zones for typical desktop and mobile screen sizes. In responsive design, please use the available SVG logo, and aim for a logo size between 15 and 25% of the width of the page. The minimum size that the NIHR logo can appear in digital applications is 15px 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 the NIHR logo is one quarter of its height.

**Desktop** (>1200px width) Margin 30px. NIHR logo height 40px.

**Tablet** (>600px and <1200px width) Margin 20px. NIHR logo height 30px.

**Mobile phone** (<600px width) Margin 15px. NIHR logo height 15px.
Using the NIHR Logo

THE NIHR LOGO IN DIFFERENT COLOURS

The NIHR logo and its sub-logos are provided in colour, black, white and reversed out versions.

The coloured NIHR logo has typography in NIHR Navy (see page 21) and the line in NIHR Coral. 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.

IN COLOUR

NIHR | National Institute for Health Research

The NIHR logo in colour is to be used on white or light backgrounds.

BLACK

NIHR | National Institute for Health Research

The black NIHR logo is to be used against white or light backgrounds when the whole material is in black-and-white or greyscale.

REVERSED OUT

NIHR | National Institute for Health Research

The reversed out NIHR logo is only to be used on a background of NIHR Navy.

WHITE

NIHR | National Institute for Health Research

The white NIHR logo is to be used on dark backgrounds.
Using the
NIHR Logo

DIFFERENT BACKGROUNDS

Prefer to place the logo on a plain background and at high contrast.

If the logo is being used on an image, please ensure there is sufficient contrast with the background image to give clear legibility of the logo.
NIHR Logo Placement

Place the NIHR logo or sub-logo top left on communications, aiming for an exclusion zone equal to 2H from the edge as an optimum and H as a minimum for print on-demand. For digital channels, aim for an exclusion zone equal to H from the edge as an optimum and 40% of H as a minimum.
Improper Usage

In order to maintain a strong and consistent brand, we ask that our logo and sub-logos be kept intact, as required. Please do not add to or change anything about the NIHR logo or sub-logos, and do not add writing around it, even if the exclusion zone is respected.

DON’T stretch, condense or change the dimensions of the identity.

DON’T crop, skew or bend the wordmark in any way.

DON’T use drop shadows or other visual effects.

DON’T write around the logo, even if the exclusion zone is respected.

DON’T alter the placement or scale of the elements.

DON’T rotate, make vertical, or flip the identity.

DON’T alter or replace the typefaces of the identity.

DON’T use colours other than those specified in this document.
**NIHR Sub-Logos**

Designated parts of the NIHR Infrastructure and Research, as well as the NIHR Academy and INVOLVE, will have an NIHR sub-logo, which consists of the abbreviation ‘NIHR’ on the left hand-side and the name of the part of the NIHR in full on the right-hand side.

The brand guidelines governing the use of sub-logos are the same as for the NIHR logo, as described in this document.

The sub-logos for your part of the NIHR will be created for you, in all colour variations: in colour, black, reversed out and white. Please do not attempt to create the files on your own.
NIHR Logo for Social Media

The NIHR logo for social media consists of our abbreviated name in white reversed out of NIHR Navy. It is to be used as a Twitter avatar, Facebook profile picture, LinkedIn photo or YouTube channel icon of social media accounts that belong to designated NIHR organisations. Please do not create your own logo and only use the original artwork provided.
Typography
Lato is NIHR’s corporate typeface family. It is an open source (free), Google, Sans Serif collection of typefaces. Ten of the Lato typefaces have been selected to be used.

Lato is the typeface of choice when designing websites. Arial is to be used as a generic typeface back-up.

Lato is to be used when designing print-on-demand and digital communication materials.

If Lato is not available, Arial can be used for correspondence, business documents and emails. Arial can also be used when writing on external web platforms, such as Eventbrite.

The recommended font size for text is 12 points. The minimum font size is 8 points.
Colour Palette
The NIHR colour palette consists of eight colours: The primary colour, NIHR Navy, and seven other secondary colours.

### Colour Palette

<table>
<thead>
<tr>
<th>PRIMARY COLOUR</th>
<th>SECONDARY COLOUR PALETTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7687 C</td>
<td>Pantone 715 C</td>
</tr>
<tr>
<td>R 25</td>
<td>R 234</td>
</tr>
<tr>
<td>G 62</td>
<td>G 93</td>
</tr>
<tr>
<td>B 114</td>
<td>B 78</td>
</tr>
<tr>
<td>Hex #193E72</td>
<td>Hex #E5D4E</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 715 C</td>
<td>Pantone 1245 C</td>
</tr>
<tr>
<td>R 254</td>
<td>R 242</td>
</tr>
<tr>
<td>G 254</td>
<td>G 147</td>
</tr>
<tr>
<td>B 112</td>
<td>B 48</td>
</tr>
<tr>
<td>Hex #F29330</td>
<td>Hex #FED47A</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 1245 C</td>
<td>Pantone 756 C</td>
</tr>
<tr>
<td>R 102</td>
<td>R 254</td>
</tr>
<tr>
<td>G 103</td>
<td>G 212</td>
</tr>
<tr>
<td>B 173</td>
<td>B 122</td>
</tr>
<tr>
<td>Hex #2EA9B0</td>
<td>Hex #6667AD</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 756 C</td>
<td>Pantone 631 C</td>
</tr>
<tr>
<td>R 70</td>
<td>R 102</td>
</tr>
<tr>
<td>G 168</td>
<td>G 103</td>
</tr>
<tr>
<td>B 108</td>
<td>B 173</td>
</tr>
<tr>
<td>Hex #46A86C</td>
<td>Hex #A1C9A6</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 631 C</td>
<td>Pantone 5517 C</td>
</tr>
<tr>
<td>R 172</td>
<td>R 102</td>
</tr>
<tr>
<td>G 188</td>
<td>G 103</td>
</tr>
<tr>
<td>B 195</td>
<td>B 173</td>
</tr>
<tr>
<td>Hex #ABCC3</td>
<td>Hex #CED6DB</td>
</tr>
</tbody>
</table>

### Version 1.1
February 2019
Colour Palette

It is important to maintain a sense of hierarchy, balance and harmony when using the NIHR colour palette.

Guidance on colour coding by audience is provided, to help you create materials simply, that will have a distinct look and feel across our audiences.

**PRIMARY COLOUR**

The primary colour, NIHR Navy, is to be used throughout NIHR communications channels. Please aim to use NIHR Navy on approximately one third of the area of your materials, including design and text. Examples of use include our logo and sub-logos (in combination with NIHR Coral as a highlight), graphic text elements and document headings. NIHR Navy or standard black on white background is to be used for body text. Tints of NIHR Navy can be used on design as a detail, provided the solid colour is present on approximately one third of coloured areas, including coloured font. Using our primary colour consistently and appropriately helps reinforce the NIHR brand.

**SECONDARY COLOUR PALETTE**

The secondary colour palette is used to support and complement the primary colour. Examples of use include graphics, charts, abstract motifs and background panels. It is not expected that all colours would be used in every instance. The palette has been designed to allow flexibility in combining a selection of secondary colours. NIHR Coral should be used in tint form as a block colour.
**Colour Coding**

Best practice is to colour-code our communications so that our audiences can differentiate between channels.

Navy will be common to all, and will be providing the necessary unity between them. Aim for it to be present as one third of all colour in visuals (text in Navy included).

Aim for the audience accent colour to be second in prominence. A tertiary colour, which is also defined by audience, can be present as a detail. White can also be used in your design, either in the motifs or as a background.

Colour tints may be used for design purposes provided that the primary, accent and tertiary colour also feature as solid.

Best practice is to use the colour combinations defined here only when creating materials for the specified audience.

InDesign files of the motifs in RGB and CMYK are available in the four colour combinations, where the motifs are present either without a background or are coloured against suitable backgrounds in dark or light colour. High resolution JPGs and PNGs are also provided. It is advisable to use the motifs in the provided colours and backgrounds, unless working with a designer.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Accent colour</th>
<th>Tertiary colour</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When addressing more than one audience, which is expected in corporate announcements</td>
<td>Coral</td>
<td>Aqua</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When addressing the research community or professionals working in healthcare, public health, social care and global health</td>
<td>Aqua</td>
<td>Purple</td>
</tr>
<tr>
<td><strong>Patients, carers and the public</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Orange</td>
<td>Aqua</td>
</tr>
<tr>
<td><strong>Partners and industry</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>When addressing charities, other research partners, or pharmaceutical and medical technology companies</td>
<td>Yellow</td>
<td>Green</td>
</tr>
</tbody>
</table>
Accessible Combinations of the NIHR Colours

Check websites for accessibility of visually impaired people, aiming for compliance with the [W3C Recommendations](#). Guidance that follows will assist you to create accessible communications.

ACCESSIBLE COMBINATIONS OF THE NIHR COLOURS

Only reverse white text out of Navy or black. White text reversed out of any other NIHR colour is not accessible.

The only accessible NIHR colour on a white background is Navy.
You can reverse text in 80% Yellow, 40% Grey, Orange or Green, and 20% Coral, Purple or Aqua out of Navy.
### Accessible Combinations of the NIHR Colours

<table>
<thead>
<tr>
<th>Colour Palette</th>
<th>Colour Palette</th>
<th>Colour Palette</th>
<th>Colour Palette</th>
<th>Colour Palette</th>
</tr>
</thead>
</table>

You can reverse Navy text out of Yellow, 60% Grey, 40% Orange, Green, Aqua or Purple, and 20% Coral.
Imagery

The right imagery used with a brand creates an emotion to the viewer, building positive associations over time. The images you select for your materials will convey our ethos of being a people-oriented organisation that promotes diversity and equality.

Ideally you would use imagery that shows real people involved in our work: researchers, patients, carers, PPI contributors, healthcare professionals and NIHR staff in their workplace environment or at events and conferences.

When taking pictures, please ensure that your host organisation’s consent form is signed by the people appearing in them (patients, carers, the public, hospital staff or researchers) and a digital copy of it is kept for reference. People may consent for use of photography in some channels or campaigns but not in others, and your consent form is expected to be tailored accordingly. People may withdraw consent given in the past. Therefore, please take care to be easily accessible.

In the absence of such imagery, purchased images and artwork used would represent the diversity of people involved in our work and would look realistic. For example, avoid purchasing photographs of people posing for the camera. If using photography available online, please investigate if you should pay for it or acknowledge the copyright holder.
Design Motifs
Design Motifs

A number of abstract design elements that are inspired by our work have been designed, to complement imagery or to be used alone when suitable imagery is not available.
Design Motifs

To assist you in using the motifs, files of them are available in the colour combinations of the main NIHR audiences. Files are available in EPS, high resolution PNGs and high resolution JPGs.

The breadth of the colour palette can be used to colour the design motifs, either in more than one colour or in monochrome.

The motifs work better if the artwork is not altered substantially. Best practice is to avoid using part of a motif, to maintain the aspect ratio, and to maintain the relative position of elements within it.

The motifs can be used in a versatile manner. They can be:
- resized
- rotated
- partially cut off at the edges of materials or colour blocks
- added on imagery, taking care to place them only in the perimeter to avoid detracting from or concealing the focal point of the image.
- added next to imagery as part of colour blocks
- added to the background of pages as watermarks, taking care not to interfere with accessibility of text.

Centrifuge, medical technology

Community, protection, public health

Social inclusion, protection, public health

Ecology, environmental health
Look and Feel
Look and Feel

Some examples of the use of the breadth of our colours and alternative ways of using the design motifs are displayed here.

Grid use of the design motifs with photography

Example of colour coding for Community audiences

Example of colour coding for Patient, carer and public audiences

Example of co-branding with the NHS

Medical technology report 2018

Example of colour coding for Partner and industry audiences
Use of the design motifs without photography

Use of the design motifs on photography

Example of colour coding for Corporate audiences
Look and Feel

Use of the design motifs next to photography

Example of colour coding for Patients, carers and the public
NIHR Funding and Support Logos
Funding and Support Logos

These logos were designed to visually demonstrate funding and support of research projects by the NIHR.

Supported by NIHR logos can be used by researchers, charities and companies that conduct research with the support and expertise of the NIHR Infrastructure.
Funding and Support Logos

Funding and support logos should not be used at the header of materials, to avoid displacing the leading brand. Best practice is to position them above the fold on the web or at the bottom half of print on demand materials. The NIHR acknowledgement and disclaimer should also be present on the page.

NIHR Academy Members are to use Academy’s templates for slide decks and research posters and use the ‘Funded by’ logo on all other indicated materials.

Researchers funded by a part of the NIHR are to use slide and poster templates of their NIHR organisation, instead of Funded by logos. Communications and research outputs of projects funded by their NIHR organisation, should follow NIHR branding, accompanied by an NIHR acknowledgment and a disclaimer.

HOW TO USE FUNDING AND SUPPORT LOGOS

Funding and Support logos will be positioned at the bottom half of materials, with the NIHR acknowledgment in proximity. They should not be used to displace the leading brand on materials.

Funding and Support logos are to be used on study recruitment, communications and research dissemination materials. Whenever used, it is a requirement that they are accompanied by the NIHR acknowledgment and disclaimer:

This study/project is funded by/ 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.

Funding and Support logos are to be used on study materials, including study-specific websites and social media channels, consent forms and patient questionnaires. They are also to be used when research findings are disseminated using letters, newsletters, slides, posters and videos.
Resources and Contacts

Additional brand guidance on how to develop applications (for example websites), language and house style, logo files and ready to use templates can be found on the [NIHR website](https://www.nihr.ac.uk).

If you are an NIHR Academy Member or award holder of an NIHR programme, please contact your programme manager if you require further advice.

Communications managers working for a Local Clinical Research Network (LCRN) should contact CRNCC at [national-crn-communications-team@nihr.ac.uk](mailto:national-crn-communications-team@nihr.ac.uk).

All other queries should be directed to [ccfcomms@nihr.ac.uk](mailto:ccfcomms@nihr.ac.uk), submitting any drafts.