

GLOBAL HEALTH BRANDING GUIDE

Branding guidelines and logos are available on the [One NIHR website](#).

Output	NIHR Logo	NIHR Stamp	Funding Statement	Disclaimer	Comments
Audio outputs – radio interviews, podcasts etc.	No	No	Yes (where possible)	Yes (where possible)	Funding to be acknowledged verbally if possible. Acknowledgment and disclaimer should be included on the webpage/location it is hosted.
Blogs of research teams funded by NIHR programmes, disseminating research findings	No	Yes	Yes	Yes	NIHR branding should not be used by individuals. Acknowledged and disclaimer should be included at the end of the blog.
Editorials and magazine articles on research	No	No	No	No	
Facebook – social media channel of research teams funded by NIHR programmes, disseminating research findings	No	Yes	Yes	Yes	NIHR branding should not be used by individuals. Mention NIHR/project number in the about section, no need to include the acknowledgement and disclaimer.

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Feature article – submitted to magazine/other publication	No	No	Yes	Yes	
Journal and conference abstracts	No	No	Yes (where possible)	Yes (where possible)	Where permitted, templates of the award-holding institution(s) should be followed.
Journal and conference articles	No	No	Yes	Yes	Acknowledgement and disclaimer to be included in funding section.
Logos – designed by project team	No	No	No	No	A logo can be created for an NIHR-funded study, but not for a group of researchers.
Materials and summaries to patients (printed or digital) explaining NIHR-funded research (they may be giving advice to the public on what to do, based on research findings)	No	Yes – positioned within lower half of the page.	Yes	Yes	Templates of the award-holding institution(s) should be used.
Newsletters – produced by project team	No	Yes	Yes	Yes	Acknowledged and disclaimer should be included at the end of the newsletter.

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Outputs of the NIHR Journals Library, the NIHR Horizon Scanning Research and Intelligence Centre, the NIHR Dissemination Centre and the Technology Assessment Reviews (TARs)	Yes – top right	No	Yes	Yes	DH to be advised in a timely manner, by relevant NIHR team.
Patient-recruiting materials to trials (websites, posters, consent forms)	No	Yes – positioned within lower half of the page.	Yes	Yes	Branding and templates of the NHS Trust should be used.
Peer-reviewed articles (journal papers, reviews and letters)	No	No	Yes	Yes	Where permitted by the journal, branding of the award-holding institution(s) should be followed.
Posters of research: funded by the NIHR programmes; funded or supported in NIHR centres and facilities; conducted by NIHR trainees; non peerreviewed published research papers	No	Yes – positioned within lower half of the page.	Yes	Yes	Templates of the award-holding institution(s) should be used.

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Presentations of research: funded by the NIHR programmes; funded or supported in NIHR centres and facilities; conducted by NIHR trainees; non peer- reviewed published research papers	No	Yes – positioned within lower half of the page.	Yes	Yes	Templates of the award-holding institution(s) should be used.
Press releases on funded or supported research issued by hospitals, universities, industry and PR companies	No	Yes – but optional	Yes – in the body of the press release	No – include boilerplate	The NIHR boilerplate should be added in the Notes to editors. No Branding of the issuer should be followed.
Protocol	No	No	Yes	Yes	
Twitter - social media channel of research teams funded by NIHR programmes, disseminating research findings	No	Yes	Yes	Yes	NIHR branding should not be carried by accounts of individuals. Mention NIHR/project number in the about section, no need to include the acknowledgement and disclaimer. Use NIHR Twitter handle @OfficialNIHR and #NIHRGlobalHealth for any relevant tweets.

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Website – for project teams	No	Yes	Yes	Yes	Should be hosted on institutions website. NIHR stamp to be visible on bottom of webpage. Funding to be acknowledged in 'about us' or similar section.
Videos – Videos created by research team disseminating research findings.	No	Yes	Yes	Yes	Videos and films produced by independent NIHR funded teams should carry an acknowledgement, a disclaimer and an NIHR stamp

Funding statement

The research was commissioned by the National Institute for Health Research using Official Development Assistance (ODA) funding.

Disclaimer

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.

Researchers are required to acknowledge the NIHR as the funder and include the disclaimer. If space is tight they are not required to put the programme name or project reference in.

Page 37-38 of the identity guidelines covers some of this. The guidelines also state the NIHR funding stamp should be used instead of the NIHR logo, which should take up less space.

NIHR Boiler plate – March 2018 Global health

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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

For further information, visit the NIHR website www.nihr.ac.uk