Clinical Research Facilities

Guide to using the NIHR identity

1. Introduction

The National Institute for Health Research (NIHR) was established in April 2006 to provide the framework through which the Department of Health can position, maintain and manage the research, research staff and research infrastructure of the NHS in England as a national research facility.

The NIHR receives investment from the Government and taxpayers. In order to maximise the potential for this investment to continue it is important to ensure that all parts of the NIHR work together to maximise national and international awareness of the impact of NIHR and its investments.

NIHR Clinical Research Facilities (CRFs) represent a substantial investment by the NIHR, and are ideally placed to make a major contribution to making the NIHR more visible to the NHS, academic leaders, patients, the public, and the life sciences industry. This should be achieved by both promoting the NIHR as a whole as well as the funded components of the NIHR.

NIHR CRFs help to build brand awareness by:

- applying the NIHR visual identity
- using appropriate standard acknowledgements and Notes to Editors
- flagging good news stories on translational research and clinical breakthroughs and on benefits for patients to DH via the NIHR Central Commissioning Facility
- showcasing research delivered through the NIHR, which has the potential to improve treatments and interventions and raise the quality of patient care.

2. The NIHR Identity Guidelines

The ‘identity’ of the NIHR is part of the NHS Brand. The NIHR Identity Guidelines, published in May 2012, provide advice on the practical application of the NIHR identity as part of the NHS Brand. The Guidelines are available on:

- the NIHR website at www.nihr.ac.uk/publications/Pages/default.aspx
- the NIHR Portal at https://portal.nihr.ac.uk/welcome/Identity/Pages/IdentityHome.aspx
Correct application is important to the NIHR and the NHS so please ensure you consider the following:

3. Using the NIHR logo

Corporate application:

- Use the NIHR logotype positioned top right, ensuring compliance with the exclusion zone.
- New logos for NIHR CRFs should **not** be created.
- The name of the CRF should be positioned on the left hand side of the website/page. Please note that when the NIHR logo is used correctly in the top right hand corner, you do not need to insert ‘NIHR’ in front of your CRF name within that page.
- NHS Branding does not permit duplication of the NHS logo on the same page. This means that the logos of NHS organisation should not be used on the same page as the NIHR logo. The subsequent guidelines should be followed where two or more NHS logos are relevant:
  - **For publications:** the NIHR logotype should be placed at the top right hand side of the front cover, with the name of the CRF either in the top left hand corner or positioned centrally on the document. Relevant partners (e.g. Trust, university) should be listed at the bottom of the page with their logos placed on either the inside or back covers. If the CRF has received major capital investment in its building from another organisation (e.g. The Wellcome Trust or Cancer Research UK) then that organisation’s logo should be placed at the bottom right hand side.
  - **For websites:** the NIHR logotype should be placed at the top right hand side with the CRF name top left. Relevant partners (e.g. Trust, university) should be listed at the bottom of the page with links to their websites sites placed either at the bottom or elsewhere on the homepage. If the CRF has received major capital investment in its building from another organisation (e.g. The Wellcome Trust or Cancer Research UK) then that organisation’s logo should be placed at the bottom right hand side.
  - **For signage:** the NIHR logotype should be placed at the top right hand side. The CRF name should be centred in black text. If the CRF has received major capital investment in its building from another organisation (e.g. The Wellcome Trust or Cancer Research UK) then that organisation’s logo should be placed at the bottom right hand side.

Research outputs:

Because of the independent nature of the research and its intellectual property provenance research articles, papers and reports must not use the NIHR logotype, but must use a statement acknowledging funding/support together with the NIHR disclaimer.
“This article/paper/report presents independent research funded by [name of funder] and carried out at the National Institute for Health Research (NIHR) [Name of CRF] Clinical Research Facility. The views expressed are those of the author(s) and not necessarily those of the [name of funder] NHS, the NIHR or the Department of Health.”

Research posters and summaries of findings:
Research posters and summaries of findings can include the NIHR logotype, but not on the top right hand side.

The NIHR logotype should be positioned bottom right, or in another suitable position depending on the design, together with other relevant logos and must include a statement acknowledging funding together with a disclaimer, eg,

“This is a summary of independent research funded by [name of research funder] and carried out at the National Institute for Health Research (NIHR) [Name of CRF] Clinical Research Facility. The views expressed are those of the author(s) and not necessarily those of the [name of research funder] NHS, the NIHR or the Department of Health.”

Please ensure that other NHS organisation logos are not placed on the same page as the NIHR logotype.

4. Creating a “look and feel” for your CRF
You can create your own CRF “look and feel” in compliance with the NIHR and NHS brand guidelines:

- Colour – you should use the NIHR infrastructure red as an accent colour and can use one or more colour combination from the NIHR or the NHS colour palette as solid colours or as tints, available at: [http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations/nhs-colours](http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations/nhs-colours)

- Photography and images – you should use photos from your facilities, but are also welcome to use the NIHR filmstrips (the ribbon device), and images from the NHS Photo Library at [http://www.photolibrary.nhs.uk](http://www.photolibrary.nhs.uk)

- Design – you can create your own designs for documents and websites which are appropriate to your stakeholder groups but no new logos should be produced or used.

5. Websites

- New websites
  If you are creating a new website, you will need to follow the NIHR identity guidelines on using the NIHR logotype above, as well as the NHS brand website guidelines at [http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations/websites](http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations/websites).
  
  New URLs for CRF websites should follow the NIHR format of [www.XXX.CRF.nihr.ac.uk](http://www.XXX.CRF.nihr.ac.uk) where xxxx is the name or acronym of the CRF. The NIHR has a contract for the registration of these addresses and you should
contact Justin Riordan-Jones, R&D Information Manager (see below), to register the URL. In order to complete the registration we will need the IP address of the host, therefore sites should establish their hosting arrangements first.

- **Pages/microsites hosted by partner organisations**
  If your CRF plans to have pages hosted on a partner’s existing website, you will need to work together with the partner to ensure this NIHR guidance is adhered to. If your CRF page is on a University website, you can incorporate the NIHR logotype, but cannot add another NHS organisation logotype. If your page is hosted on an NHS organisation website, please do not use the NIHR logotype but provide a funding statement with a link to the NIHR website: [www.nihr.ac.uk](http://www.nihr.ac.uk).

- **Updating existing CRF websites awarded new contracts from September 2012**
  Existing websites should be modified to comply with this guidance for new websites or pages hosted by other organisations. If your CRF has its own logo, this must be deleted.

6. **Email addresses**

The NIHR Information Systems Programme is currently unable to issue e-mail addresses and therefore an e-mail address must be established by the CRF. The NIHR is seeking to establish a generic email account for all NIHR organisations that will commence from the end of 2012.

7. **Issuing news/press releases**

A proactive approach in issuing press releases and showcasing research funded by, or delivered through, the NIHR is welcomed. Annex A sets out full guidance on how to acknowledge the NIHR when issuing news/press releases.

8. **Contacting DH policy officials and Government Ministers**

CRFs should direct any approaches to DH officials and Government Ministers (including the Prime Minister) through the NIHR Central Commissioning Facility (CCF). CCF can validate your request and work with the Department of Health to consider and fast track it as appropriate. Whilst DH Ministers and policy officials are keen to engage with NIHR researchers and CRFs, it is important to adopt a ‘no surprises’ and consistent approach.

Each request will be dealt with on a case-by-case basis. Any DH recommendations concerning necessary changes and / or suggested amendments will be mediated via CCF.

This applies to all invitations including for:
- quotes
- speaking engagements
- visits
- opening new facilities
• videos
• web chats
• twitter debates
• podcasts.

Researchers are free to write to whom they wish, but must not do so with their NIHR hat on.

9. Naming Protocol

A naming protocol has been established for full names and short names for use by all Clinical Research Facilities. This will bring about consistency of presentation across the 19 Clinical Research Facilities.

The full name format for CRFs is:
“National Institute for Health Research Clinical Research Facility at [Name of Trust]”.
Example:
“National Institute for Health Research Clinical Research Facility at Alder Hey Children’s NHS Foundation Trust”

The short name format for CRFs is:
“NIHR [Name of Trust or place] CRF”
Example:
“NIHR Alder Hey CRF” or “NIHR Sheffield CRF”

Some CRFs have received major capital investment in their building from other organisations e.g. The Wellcome Trust, and Cancer Research UK. Co-branding is permitted in these cases.

The full name format for CRFs that have received major capital investment in their building is:
“National Institute for Health Research/[Name of capital funder] Clinical Research Facility at [Name of Trust]”.
Example:
“National Institute for Health Research/Wellcome Trust Clinical Research Facility at Cambridge University Hospitals NHS Foundation Trust”

The short name format for such CRFs is:
“NIHR/[Name of capital funder] [Name of Trust or place] CRF”
Example:
“NIHR/Wellcome Trust Cambridge CRF”

A table of CRFs names is attached at Annex B.
For advice on NIHR identity contact:
Imelda Topping
Communications Manager
NIHR Central Commissioning Facility
Email imelda.topping@nihr-ccf.org.uk
Tel. 020 8843 8058

Sally Beck
Information and Engagement Manager
Email Sally.Beck@dh.gsi.gov.uk
Tel. 020 7210 5730

Leoni Yahyaoui
Information and Engagement Officer
Email Leonilde.Yahyaoui@dh.gsi.gov.uk
Tel. 020 7210 4923

For advice on website domain registration and policy contact:

Justin Riordan-Jones
R&D Information Manager
Department of Health
Email Justin.Riordan-Jones@dh.gsi.gov.uk
Tel. 020 7210 5786
Annex A

Guidance for CRFs on issuing press releases

The Department of Health (DH) welcomes a proactive approach in maximising awareness of the impact of research funded or supported by the NIHR, both nationally and internationally. To do this it is important that the NIHR receives appropriate recognition as the funder or supporter. This guidance provides advice on issuing press releases related to NIHR-funded research or infrastructure.

Who can help?
The specialist communications team at the NIHR Central Commissioning Facility (CCF) is your point of contact (see below). They will give you help and advice, and ensure your contractual obligations are met.

How much notice is required?
- 28 days notice of the intention to issue a press release must be given to the CCF before publication.
- CCF should be sent a draft press release 14 days ahead of distribution (with a copy of the research paper if applicable).

These terms are in the new contracts for NIHR designation and funding from September 2012.

How do I acknowledge the NIHR?
Acknowledgement of the NIHR as the NIHR CRF where the research took place should be clear and prominent in the release, ideally in the first or second paragraph. The first time the NIHR is referred to should be in full followed by the abbreviation in brackets. For example:

“The research took place at the National Institute for Health Research (NIHR) [Name of CRF] Clinical Research Facility at [Name of Trust],”

or

“The research took place at the National Institute for Health Research [Name of CRF] Clinical Research Facility”

If the CRF has received major capital investment:

“The research took place at the National Institute for Health Research (NIHR)/ [Name of capital funder] Clinical Research Facility at [Name of Trust]”

or

“The research took place at the National Institute for Health Research/[Name of capital funder] [Name of CRF] Clinical Research Facility”
The press release should also carry the following NIHR Note to Editors:

**About the NIHR**

The National Institute for Health Research (NIHR) is funded by the Department of Health to improve the health and wealth of the nation through research. Since its establishment in April 2006, the NIHR has transformed research in the NHS. It has increased the volume of applied health research for the benefit of patients and the public, driven faster translation of basic science discoveries into tangible benefits for patients and the economy, and developed and supported the people who conduct and contribute to applied health research. The NIHR plays a key role in the Government’s strategy for economic growth, attracting investment by the life-sciences industries through its world-class infrastructure for health research. Together, the NIHR people, programmes, centres of excellence, and systems represent the most integrated health research system in the world. For further information, visit the NIHR website ([www.nihr.ac.uk](http://www.nihr.ac.uk)).

**Press releases issued by publishers of research / funders of research**

CRFs must also check that the NIHR is receiving due acknowledgement in press releases issued by other funders and / or publishers of research using its infrastructure. Reference to the support provided by the NIHR CRF should be included in the body of the press release and the NIHR Note to Editors attached at the end.

CCF should be notified when a press release referring to a CRF is to be issued so that DH can be briefed regarding externally generated media interest. A copy of the embargoed press release should be sent to CCF before the intended time/date of issue.

In cases of press releases, being issued for research supported both by the CRF and an external funder, CCF/DH will work together with CRF and the external funder to finalise the press release.

**Can I include a DH quote?**

Depending on the significance of the research findings and/or announcement, it might be appropriate to include a quote from the Secretary of State for Health, another DH Minister and/or the Chief Medical Officer. A suggested quote should be drafted at source and sent to the CCF communications team, for clearance with the press release. CCF will liaise with DH to confirm quotes.

**How do I get my press release posted on the NIHR website?**

When finalised, CCF communications will submit to DH for posting.

**When might DH choose to issue a release about my CRF?**

There are occasions when a press release is (also) generated by the DH about research funded or undertaken by an NIHR CRF. This is most likely to happen when the research is significant and a DH Minister wants to welcome the research and
comment on the findings. This will involve the CCF and the joint institutions working together on a single release, or on two separate ones released in sync.

What about acknowledging the NIHR in scientific journals?
Currently there is no requirement for CRFs to submit their research articles/papers to CCF in advance of publication (other than when accompanying a draft press release), but you must acknowledge the NIHR in all research publications, eg:

“The research was funded by [name of funder] and carried out at the National Institute for Health Research (NIHR) [name of CRF] Clinical Research Facility. The views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health.”

Can I use the NIHR logotype?
The NIHR logotype should not be used on press releases and research articles/papers. The independent nature of the research and its intellectual property provenance should be emphasised.

DH Media Centre
The CCF will pass your press release to the DH R&D Information and Engagement team who will liaise with the DH Press Office, so there is no need for CRFs to contact DH directly.

Who is my first point of contact?
For advice and to submit a draft press release for approval, your lead contact at the NIHR CCF is:

Imelda Topping
Communications Manager
NIHR Central Commissioning Facility
Email imelda.topping@nihr-ccf.org.uk
Tel. 020 8843 8058
## CRFs names table

<table>
<thead>
<tr>
<th>CRFs</th>
<th>Long Name</th>
<th>Short Name</th>
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<tbody>
<tr>
<td>Alder Hey</td>
<td>The National Institute for Health Research Clinical Research Facility at Alder Hey Children’s NHS Foundation Trust The National Institute for Health Research/Wellcome Trust Clinical Research Facility at University Hospitals Birmingham NHS Foundation Trust</td>
<td>NIHR Alder Hey CRF</td>
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<tr>
<td>Birmingham</td>
<td>The National Institute for Health Research Clinical Research Facility at Birmingham NHS Foundation Trust</td>
<td>NIHR/Wellcome Trust Birmingham CRF</td>
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<tr>
<td>Brighton &amp; Sussex</td>
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<td>NIHR Brighton &amp; Sussex CRF</td>
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<td>Cambridge</td>
<td>The National Institute for Health Research Research Facility at Cambridge University Hospitals NHS Foundation Trust</td>
<td>NIHR/Wellcome Trust Cambridge CRF</td>
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<td>Central Manchester</td>
<td>Research Facility at Central Manchester University Hospitals NHS Foundation Trust The National Institute for Health Research/Cancer Research UK Clinical Research Facility at The Christie NHS Foundation Trust</td>
<td>NIHR/Wellcome Trust Manchester CRF</td>
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<td>Christie</td>
<td>The National Institute for Health Research Research Facility at The Christie NHS Foundation Trust</td>
<td>NIHR/Cancer Research UK Christie CRF</td>
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<td>Guy’s &amp; St Thomas’s</td>
<td>The National Institute for Health Research Clinical Research Facility at Guy’s and St Thomas’s NHS Foundation Trust</td>
<td>NIHR Guy’s &amp; St Thomas’s CRF</td>
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<td>Imperial</td>
<td>The National Institute for Health Research Research Facility at Imperial College Healthcare NHS Trust</td>
<td>NIHR/Wellcome Trust Imperial CRF</td>
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<td>NIHR Leeds CRF</td>
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<td>The National Institute for Health Research Clinical Research Facility at Moorfields Eye Hospital NHS Foundation Trust</td>
<td>NIHR Moorfields CRF</td>
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<td>NIHR/Wellcome Trust Newcastle CRF</td>
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<td>NIHR Oxford CRF</td>
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<td>Location</td>
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