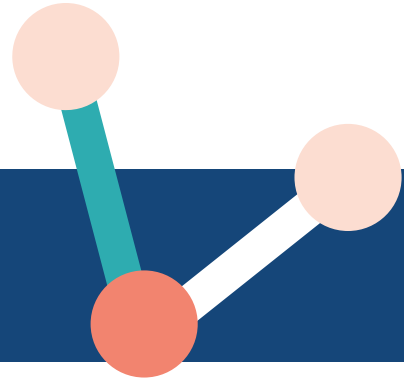


NIHR brand guidelines for ARC EM researchers



This document provides guidance on how to brand study outputs funded or supported by the NIHR. An output is any item arising from the NIHR-funded research that enters the public domain. Outputs can be written, audio/visual, electronic or verbally presented.

For more information about outputs and branding, [please visit this NIHR website](#).

NOTIFICATION/BRANDING REQUIREMENTS

All NIHR-funded researchers are required to:

- Publish the **main study findings** in a **peer-reviewed, open access journal**
- **Report** award progress through normal reporting processes including Researchfish
- Send press releases to ccfcomms@nihr.ac.uk in advance
- **Acknowledge the NIHR funding** on all outputs, and where appropriate, display the **'Funded by NIHR' logo** alongside

ACKNOWLEDGING THE NIHR

All written and oral outputs must acknowledge NIHR ARC EM as the funder and, when mentioning research findings or opinions, use the NIHR disclaimer:

This study/project is funded by/supported by the NIHR Applied Research Collaboration East Midlands (ARC EM). The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care.

*delete as appropriate

BRANDING

The NIHR want you to use the **'Funded by NIHR' logo** on visual and digital outputs, such as research posters, research slides and websites.

It should be positioned along with an **acknowledgment** and a **disclaimer** as follows:



- On websites above the fold but not in the header i.e. so that it is visible without scrolling down the page
- In print, such as on your institution's templates for research posters and patient leaflets, below the fold/in the bottom half of the page
- In research slides, use the 'Funded by NIHR' logo on the first slide and the appropriate acknowledgment and disclaimer on the final slide.

Should your research study have its own logo, this can also be used on outputs, providing the NIHR acknowledgement is also in place.

NIHR ARC EM branded templates are also available to use, please amend the acknowledgment statement as appropriate:

- **MS Word document**
- **PowerPoint slides**
- **Research posters**