
NIHR Logos

NIHR LOGO

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 NIHR logo or its sub-logos are to be used by all eligible organisations.

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

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

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

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.

EXCLUSION ZONE



COMBINING LOGOS



EXAMPLE LOGO

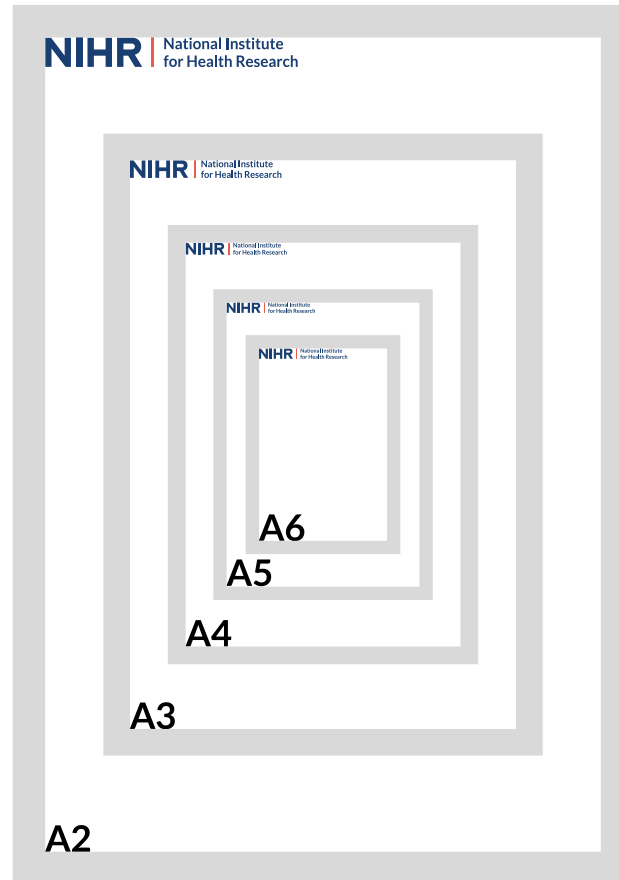
When the logo is positioned next to other logos, for example when working in partnership, leave at least enough space between them to allow for the width of the letters 'NIHR'.

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.

STANDARD PRINT SIZES



MINIMUM SIZE



Print	6 mm	(height)
Screen	15 px	

DIGITAL FORMATS



Using the NIHR Logo

SIZE OF THE NIHR LOGO

STANDARD PRINT SIZES

The following summarises the NIHR logo height H and exclusion zone sizes for standard print formats.

A2 (420 x 594mm)
Exclusion zone 22mm.
NIHR logo height 20mm.

A3 (297 x 420mm)
Exclusion zone 18mm.
NIHR logo height 12mm.

A4 (210 x 297mm)
Exclusion zone 12mm.
NIHR logo height 8mm.

A5 (148 x 210mm)
Exclusion zone 9mm.
NIHR logo height 7mm.

A6 (105 x 148mm)
Exclusion zone 9mm.
NIHR logo height 7mm.

DL (99 x 210mm)
Exclusion zone 9mm.
NIHR logo height 7mm.

DL Envelope (110 x 220mm)
Exclusion zone 9mm.
NIHR logo height 7mm.

Business Card (55 x 90mm)
Exclusion zone 7mm.
NIHR logo height 6mm.

TYPICAL ADVERTISING POSTER SIZES

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

A1 (594 x 841 mm)
Exclusion zone 42mm.
NIHR logo height 38mm.

A0 (841 x 1189 mm)
Exclusion zone 105mm.
NIHR logo height 80mm.

6 sheet (1,200 x 1800mm)
Exclusion zone 105mm.
NIHR logo height 90mm.

Banner (2000 x 850 mm)
Exclusion zone 120mm.
NIHR logo height 105mm.

48 sheet (6,096 x 3048mm)
Exclusion zone 360mm.
NIHR logo height 330mm.

64 sheet (8,128 x 3048mm)
Exclusion zone 360mm.
NIHR logo height 330mm.

96 sheet (12,192 x 3048mm)
Exclusion zone 360mm.
NIHR logo height 330mm.

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

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.

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



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

REVERSED OUT



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

BLACK



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

WHITE



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.



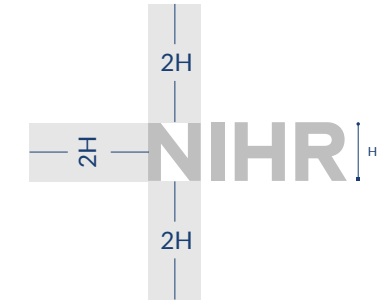
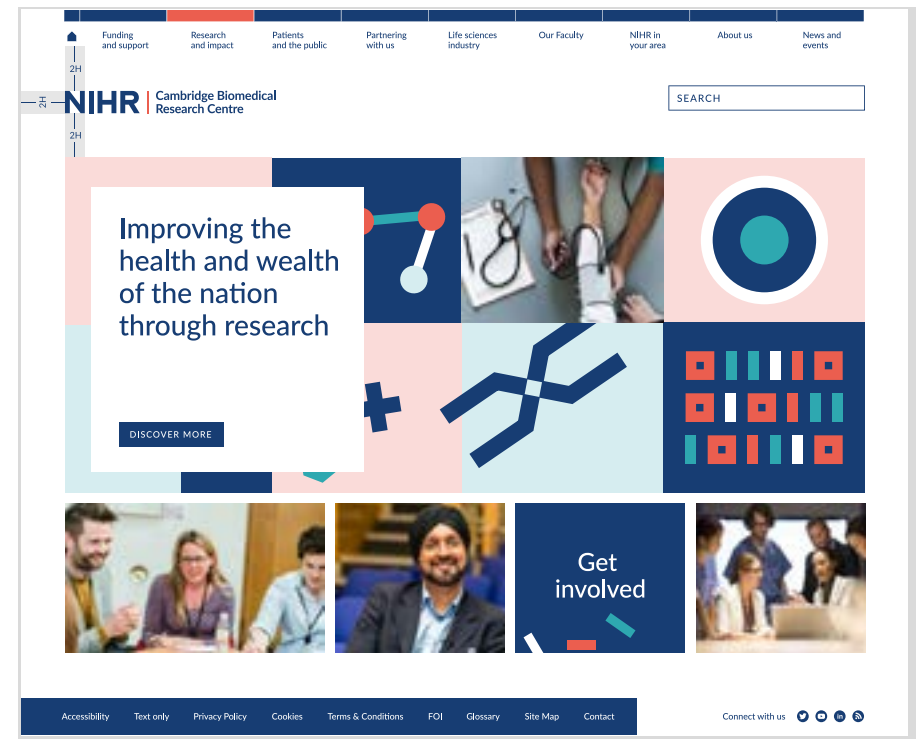
NIHR Logo Placement

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.

BROCHURE COVER



WEB PAGE



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.

IN COLOUR

NIHR | Academy

NIHR | Cambridge Biomedical
Research Centre

NIHR | Health Protection
Research Unit in Emerging
and Zoonotic Infections

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

REVERSED OUT

NIHR | Academy

NIHR | Cambridge Biomedical
Research Centre

NIHR | Health Protection
Research Unit in Emerging
and Zoonotic Infections

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 Sub-Logos

BLACK

NIHR | Academy

NIHR | Cambridge Biomedical
Research Centre

NIHR | Health Protection
Research Unit in Emerging
and Zoonotic Infections

WHITE

NIHR | Academy

NIHR | Cambridge Biomedical
Research Centre

NIHR | Health Protection
Research Unit in Emerging
and Zoonotic Infections

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.

