
NIHR Funding and Support Logos

SUPPORTED BY LOGO

FUNDED BY LOGO



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

FUNDED BY NIHR LOGO

Funding and Support logos have been designed to visually show funding by the NIHR either directly via the NIHR programmes and the NIHR Academy, or indirectly by providing services, equipment and facilities via the Infrastructure, including the Clinical Research Network.

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 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.

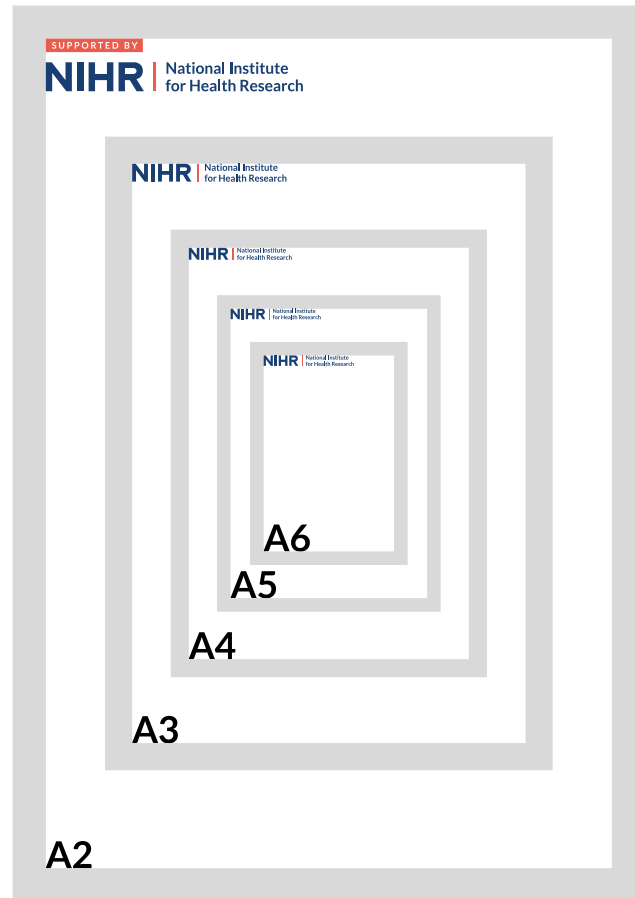
Funding and Support logos will be positioned at the bottom half of materials, with the NIHR acknowledgment in proximity. They should not be used to displace the leading brand on materials.

Using the NIHR Funding and Support logos

LOGO SIZING

To maintain full legibility, do not reproduce the logos at heights smaller than **11 mm** for print or **26 pixels** for screen.

STANDARD PRINT SIZES



MINIMUM SIZE



DIGITAL FORMATS



Using the NIHR Funding and Support logos

LOGO SIZING

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 35mm.

A3 (297 x 420mm)
Exclusion zone 18mm.
NIHR logo height 21mm.

A4 (210 x 297mm)
Exclusion zone 12mm.
NIHR logo height 14mm.

A5 (148 x 210mm)
Exclusion zone 9mm.
NIHR logo height 13mm.

A6 (105 x 148mm)
Exclusion zone 9mm.
NIHR logo height 13mm.

DL (99 x 210mm)
Exclusion zone 9mm.
NIHR logo height 13mm.

DL Envelope (110 x 220mm)
Exclusion zone 9mm.
NIHR logo height 13mm.

Business Card (55 x 90mm)
Exclusion zone 7mm.
NIHR logo height 11mm.

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.

Using the NIHR Funding and Support logos

LOGO SIZING

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 26px 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 Funding and Support logos is one quarter of their height.

Desktop (>1200px width) Margin 30px.
NIHR logo height 70px.

Tablet (>600px and <1200px width) ` Margin 20px.
NIHR logo height 52px.

Mobile phone (<600px width) Margin 15px.