

Health Data Research UK Brand and Style Guide

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Introduction

This guide details our brand identity at Health Data Research UK and how it should be applied across all communications, both internal and external. Its purpose is to ensure we maintain a consistent and professional approach to our identity with the aim of building a UK brand that is nationally and internationally respected for excellence in health data research.

All communications contribute to HDR UK's reputation and can affect how the Institute is perceived. Every contact with a researcher, scientist, clinician, journalist or member of the public is as a representative of HDR UK.

It is a general rule that all communications should be clear, concise, honest and reflect our professionalism. Messages should be simple and accessible, avoiding (or at least explaining) jargon, acronyms and overly technical language.

For further details, guidance and artwork please contact Amanda White, Director of Communications and Marketing by email: Amanda.white@hdruk.ac.uk

Our name

Full name and abbreviation

Health Data Research UK should be used in full in the first instance with the acronym in brackets (HDR UK). Thereafter the acronym HDR UK can be used or 'the Institute'. It should be referred to in the singular, i.e. 'Health Data Research UK is working with academics in the field of data science.'

Acronym

HDR UK can be used where the full title appears first. It is used with a space and no dash. The UK must always be included.

Health Data Research UK Sites

The six HDR UK Sites are the Institute and to strengthen this we do not use sub brands, instead each Site uses the Health Data Research UK name and visual identity. To support local and regional engagement it is important for each Site to be defined by a name that identifies its location and regional partnerships, as follows:

- Health Data Research UK Cambridge or HDR UK Cambridge
- Health Data Research UK London or HDR UK London
- Health Data Research UK Midlands or HDR UK Midlands
- Health Data Research UK Oxford or HDR UK Oxford
- Health Data Research UK Scotland or HDR UK Scotland
- Health Data Research UK Wales and Northern Ireland or HDR UK Wales and Northern Ireland

These definitions may be used in text however not as individual logos or visual sub brands. The HDR UK logo may not be altered to incorporate the Site name.

Sites may also describe themselves as 'an HDR UK Site' or if in context 'the Site.'

Our logo

Health Data Research UK logo

Our logo is an integral part of our brand identity and must be used on all communications materials. It is comprised of the HDR UK acronym and our full name: Health Data Research UK. It is the unique visual identifier that aids brand recognition and may not be altered in any way. When using the logo always use approved artwork and do not adjust the dimensions, font or visuals.



The logo may only be applied to a document that has been created or co-created by HDR UK or one of its Sites. The logo may only be used to advertise or support any activity that is endorsed by HDR UK. The logo must not be attached to any document that risks damaging the reputation of HDR UK by its contents or inadequate professionalism.

Design guidelines are in place for professionally-produced materials, and these detail minimum size requirements and the clear space around the logo. The Communications and Marketing Team can supply these guidelines and artwork.

Co-branding with partners

As an institute built on collaboration, many of our communication materials will reflect the involvement and contribution of partners. These include academic, research and healthcare organisations; funders; charities; and industry partners.

Founding funder logos

Health Data Research UK has nine founding funders, which are to be represented by their logos in our communication materials. All nine logos, in a set lock-up, should appear on one page of presentations and reports (either as part of the introduction or end summary), to acknowledge our funders' support for HDR UK. They should be placed on a plain, light background and sizing must ensure legibility.



Logos of partner organisations

These may be displayed on our materials where there is a defined partnership in place with Health Data Research UK – e.g. universities that form part of the HDR UK Sites, or a formal partnership with a charity. If materials represent an equal partnership between HDR UK and a partner these can be co-branded with the logos aligned at the top. Where there are two or more partners, logos must be of equal size and aligned at the bottom of the page.

As a rule, if materials containing the HDR UK logo are being created by another organisation, you should advise on the guidelines above.

Job titles

Job titles may use the HDR UK name if the individual has an employment contract (honorary or salaried) with HDR UK, if they are on formal secondment to the Institute, or they have a formal role with a HDR UK Site. Upper case is used for job titles at Health Data Research UK, e.g. Chief Operating Officer, Health Data Research UK; Director, Health Data Research UK Scotland.

Affiliations

All official partners of HDR UK and HDR UK Sites may use the name when describing their affiliation. If there is a need to include the name of the individual organisation to demonstrate its relationship with the Site or the Institute, then it should be described in the following way:

'The University of Nottingham is part of Health Data Research UK Midlands.'

Other organisations with agreements and formal partnerships in place may affiliate with a HDR UK Site with the permission of the Site Director. The approach to describing these partnerships may be discussed with the HDR UK Director of Communication and Marketing, and may follow this example:

'Asthma UK is working with Health Data Research UK Midlands.'

Health Data Research UK description

The following text is used to introduce HDR UK. This is also in place as a boilerplate for press releases.

Health Data Research UK (HDR UK) is the national Institute for data science in health. Our UK team of experts develop and apply cutting-edge data science approaches to clinical, biological, genomic and other multi-dimensional health data to address the most pressing health research challenges facing the public. Our mission is to make game-changing improvements in the health of patients and populations through research and innovation.

We are funded by the Medical Research Council, the British Heart Foundation, the National Institute for Health Research, the Economic and Social Research Council, the Engineering and Physical Sciences Research Council, Health and Care Research Wales, Health and Social Care Research and Development Division (Public Health Agency, Northern Ireland), Chief Scientist Office of the Scottish Government Health and Social Care Directorates, and Wellcome.

www.hdruk.ac.uk

Fellowships

Our fellowship programmes use the HDR UK brand and visual identity.

UKRI/Rutherford Fund Fellowship

Individuals within this Fellowship may use the following descriptions to describe their role:

- For EU residents – UKRI Fellow at Health Data Research UK
- For non-EU residents – Rutherford Fund Fellow at Health Data Research UK

Attributing research to Health Data Research UK

Scientists undertaking research for HDR UK acknowledge the support of HDR UK and its funders in all relevant communications, including:

- Manuscripts submitted for publication, posters at conferences and scientific presentations
- Published materials (in print and online)
- All forms of media activity, including media appearances, press releases and press conferences
- Internal and external signage, banners and exhibition materials
- Patient and public engagement events and activities
- Social media.

The form of words to be used in scientific publications is set out in the HDR UK Terms and Conditions of Funding and is to be used by all HDR UK scientists, as follows:

*“This work was supported by Health Data Research UK (**insert award reference**), which is funded by the UK Medical Research Council, Engineering and Physical Sciences Research Council, Economic and Social Research Council, Department of Health and Social Care (England), Chief Scientist Office of the Scottish Government Health and Social Care Directorates, Health and Social Care Research and Development Division (Welsh Government), Public Health Agency (Northern Ireland), British Heart Foundation and Wellcome.”*

In other communications, a shortened version may be used:

“This work was supported by Health Data Research UK, an initiative funded by UK Research and Innovation, Department of Health and Social Care (England) and the devolved administrations, and leading medical research charities.”

Templates

Designed templates are available for letters, reports, agendas, PowerPoint slides, business cards and email signatures. The design of these templates considers the ratio of the logo to document size, and the position of the logo within the page. All document templates include set formatting, sizing and colour schemes so that users will only need to add the content.

Please contact the Communications and Marketing Team to access these templates.

Text styles

Font style

Calibri is used for all our communications, including emails, letters and reports.

Font size

The minimum font size to be used should be 11-point text. Headings for Word documents should be 13-point text and the main body should be 11-point text. For ease of use, text styles and sizes are provided in template documents.

Underlining

Avoid underlining text. It interferes with letter shapes and is not easy to read. Do not use underlining for titles or emphasis. If you need to emphasise a point, use bold.

Italics

Italics are generally used to highlight titles of publications and books referred to in a text, e.g.: *The Guardian*, *The Lancet* – or individual quotes.

Justification

Text should be aligned to the left (as in this document), not centred. Fully justified text (straight on both sides) can create odd uneven spacing between words, however this can be used where deemed to be more appropriate.

Bullet points

Where bullet points are used:

- A colon should be used at the end of the introductory phrase (as shown)
- Each item in a bullet point list should start with an upper case initial letter
- Full stops are not to be used at the end of each item in a list
- If sentences are used in the bullet point list, use a full stop at the end of the final sentence.

Writing guidance

Upper and lower case

Headings

Headings for documents and presentations should use capitals for each new word, e.g. An Introduction to Data Science. The same applies to titles of courses and programmes.

Job titles, programmes, projects and organisations

When referring to a specific person's job title or a generic role, use upper case initials for the title, e.g. Chief Operating Officer.

Where you reference a single organisation's name, use upper case initials for the title, e.g. The University of Edinburgh.

Named projects and initiatives should be written with upper case initials, e.g. UK Digital Innovation Hubs.

When referring to multiple organisations or titles, or in descriptions, use lower case, e.g. the researchers met on Friday' or 'the NHS trusts in the south east.'

Places names and locations

Place names use upper case and general references to north, south, east and west use lower case.

Dates and times

Dates should be consistently in the order of day, month, year and in written communications, should include the month written in full, e.g. 20 December 2018 or 15-18 June 2018. Year dates should always be in four digits, not two, e.g. 2012. Decades should also be in four digits and without an apostrophe, e.g. 1980s.

Only shorten the date to numerical form (25/07/12) when labelling or naming documents or in spreadsheets.

The 12-hour clock is the preferred format for times with 'am' and 'pm', e.g. 6pm or 9.30am-12.30pm. There may be cases where the 24-hour clock is more appropriate – for example if relating to a clinician's schedule for patient care (as there is less room for error).

Do not use extra numbers where they are redundant, e.g. 6am (not 06.00am).

Using numbers in text

When writing numbers please use the following:

- For the numbers one to nine, always use words
- For numbers 10 upwards, use figures
- When there is a mixture of the two in the same sentence, use all figures.

Exceptions are:

- Numbers at the start of a sentence should always be spelt out in full
- Percentages and large figures, which should be written numerically. For example, 6 billion or 8.4 per cent.

Percentages

Percent can be spelt out in full in text or used as a symbol (%). Only use the % sign for graphs and spreadsheets.

Phone numbers

The following style should be used for telephone and extension numbers:

Landline numbers – 020 7xxx xxxx or 020 3xxx xxxx

Mobile numbers – 0xxxx xxxxxx

International dialling code may be used if deemed to be appropriate, or if you have regular contacts with people overseas.

Prices

Avoid using extra numbers where they are unnecessary, e.g. £150 (not £150.00).

Punctuation

Use of the full stop

Do not use full stops:

- After headings
- After subheadings
- In abbreviations in titles (including Mr, Dr)
- In acronyms (JDG, CNS)
- At the end of bullet-pointed phrases
- At the end of bullet-pointed lists (except where full sentences are used)
- After web addresses (URLs) or email addresses

Contact

For further details, guidance and artwork please contact Amanda White, Director of Communications and Marketing by email: Amanda.white@hdrug.ac.uk