

## **Annex A: MRC Centres of Research Excellence: Branding Policy**

MRC Centres of Research Excellence (MRC CoREs) must comply with the branding principles below.

### **i. Naming conventions**

#### **For each MRC CoRE:**

- The full name is 'Medical Research Council Centre of Research Excellence in X' (first mention only).
- This can be shortened to 'MRC Centre of Research Excellence in X' or 'MRC CoRE in X' thereafter
- The MRC prefix must always be used, never just 'CoRE'
- The host organisation name will not be included in the MRC CoRE name or branding
- Other funders will be recognised commensurate to their investment in the MRC CoRE, in line with the MRC CoRE Co-funding Policy

### **ii. Brand guidelines**

#### **Each MRC CoRE:**

- Must adopt MRC branding\* including MRC CoRE identifier (ie logo), typography and colour palette
- Must create and use MRC branded templates provided eg email signature, Word doc, PowerPoint, poster
- Must develop, manage and resource a dedicated, standalone website using agreed domain name and MRC branding
- Must have social media presence using agreed branding
- Must have prominent interior and exterior building signage, including MRC CoRE identifier (ie logo) wherever possible and be included in host site wayfinding signage
- Must appoint a brand champion to ensure correct use of MRC branding

\* MRC branding is determined by UKRI brand guidelines and may be updated in line with updates to UKRI brand guidelines.

### **iii. Acknowledgements**

#### **For each MRC CoRE:**

- All communications relating to MRC CoRE research must acknowledge the MRC CoRE funding

- Other funders will be recognised commensurate to their investment in the MRC CoRE, in line with the MRC CoRE Co-funding Policy

END