



Health Innovation Challenge Fund Identity Guidance

The Health Innovation Challenge Fund (HIC Fund) is a joint funding partnership between the Department of Health (DH) and Wellcome Trust. All announcements and research outputs arising from HIC Fund awards should be notified and publicised in accordance with the provisions of the HIC Fund Grant Conditions and Funding Agreement. This guidance document supplements these documents when considering publication of research outputs.

In summary, researchers should:

- always acknowledge the DH and Wellcome Trust as joint partners for the funding and include a disclaimer when findings are reported
- notify the HIC Fund secretariat at the Central Commissioning Facility (CCF) and Wellcome Trust a minimum of 28 days prior to publication or press release (14 days for sight of press release and approval)

CONTENTS

1. Introduction	page 2
2. Notification of outputs	page 2
3. Use of logos	page 2
4. Acknowledgement	page 3
5. Disclaimer	page 3
6. Note to editors	page 3
7. Applications	page 4
7.1 Publications	
7.2 Presentations	
7.3 Posters	
7.4 Press releases	
7.5 Websites	
7.6 Videos	
8. Events and conferences	page 4
9. Contacts	page 4

1. Introduction

Researchers funded through the HIC Fund Programme are representative of substantial investment by the DH and Wellcome Trust, and are ideally placed throughout the health research community to make a major contribution to making the HIC Fund more visible to the NHS, academic leaders, patients, the public, and the life sciences industry. This should be achieved by both promoting the HIC Fund as a whole as well as DH and Wellcome Trust by:

- applying the DH and Wellcome Trust visual identity
- using appropriate standard acknowledgements, disclaimers and Notes to Editors
- flagging good news stories on health research, clinical breakthroughs, new and developing devices and benefits for patients
- showcasing research delivered through the HIC Fund, which has the potential to improve treatments and interventions and raise the quality of patient care.

2. Notification of outputs

Your notification route for news announcements, press releases and findings from the above programmes is via the HIC Fund secretariat (details in the [Contacts](#) section).

3. Use of logos

Communications and publicity materials for HIC Fund projects should always include both the DH logo and the Wellcome Trust logo, alongside logos for any other funders. Both logos should appear of proportionate size alongside each other at the top left of the document.

The DH has recently undergone a re-brand and has produced a new logo which is consistent across all the Government departments, illustrated below. This logo should be positioned 12mm from the top of the page and 15mm from the left of the page which includes the exclusion zone. The recommended usage size for common format are: A3; Royal Coat of Arms should be 17mm in width, A4; 11mm and DL/A5; 10mm. Further guidance and copies of the logo, in various formats, are available from the HIC Fund team at CCF.



The Wellcome Trust logo, along with full details of how to apply it, can be downloaded from www.wellcome.ac.uk/logo. The standard Wellcome Trust logo should be used, as illustrated below. To maintain legibility of the Wellcome Trust logo, it should never appear smaller than 30mm. The recommended width for common formats are: A3 – 60mm with 15mm margin; A4 – 50mm with 12mm margin; DL/A5 – 40mm with 10mm margin. Further guidance on logo usage can be downloaded [here](#).



The [Applications](#) section highlights when and where the logos need to be used.

4. Acknowledgement

Publications and press releases must acknowledge the HIC Fund by including a funding statement in the first or second paragraph ideally.

Example:

'with support from the Department of Health and Wellcome Trust through the Health Innovation Challenge (HIC) Fund.'

NB: The acknowledgement **must** mention all three; Department of Health, Wellcome Trust and the Health Innovation Challenge Fund. Links to the [HIC Fund website](#) and [Wellcome Trust website](#) should also be included.

5. Disclaimer

The disclaimer below should be used in publication papers and when discussing findings.

'This publication presents independent research supported by the Health Innovation Challenge Fund (*insert both DH and Wellcome Trust grant reference numbers here*), a parallel funding partnership between the Department of Health and Wellcome Trust. The views expressed in this publication are those of the author(s) and not necessarily those of the Department of Health or Wellcome Trust.'

6. Notes to editors

All of the following notes **must** be include in the Notes to Editors for any press release deriving from a HIC Fund project.

About the Health Innovation Challenge Fund

The Health Innovation Challenge Fund is a parallel funding partnership between the Wellcome Trust and the Department of Health to stimulate the creation of innovative healthcare products, technologies and interventions and to facilitate their development for the benefit of patients in the NHS and beyond.

www.hicfund.org.uk

About the Department of Health

The Department of Health (DH) helps people to live better for longer. The Department leads, shapes and funds health and care in England, making sure people have the support, care and treatment they need, with the compassion, respect and dignity they deserve.

The Department funds health research and encourages the use of new technologies because it's important to the development of new, more effective treatments for NHS patients. Innovation is needed so that decisions about health and care are based on the best and latest evidence.

www.dh.gov.uk

About the Wellcome Trust

The Wellcome Trust is a global charitable foundation dedicated to achieving extraordinary improvements in human and animal health. It supports the brightest minds in biomedical research and the medical humanities. The Trust's breadth of support includes public engagement, education and the application of research to improve health. It is independent of both political and commercial interests. www.wellcome.ac.uk

7. Applications

7.1 Publications

Articles and conference abstracts must have a disclaimer but should not use the DH or Wellcome Trust logos.

7.2 Presentations

Conference presentations **must** include DH and Wellcome Trust logos in proportionate size. Both logos should sit alongside each other at the top left on the first slide (measurements can be found in the 'Use of logo' section). If discussing findings then the disclaimer should also be used. Institution logos can be placed at the bottom of the first slide or on the final slide.

7.3 Posters

Posters **must** include DH and Wellcome Trust logos in proportionate size. Both logos should sit alongside each other at the top left (measurements can be found in the 'Use of logo' section). If discussing findings then the disclaimer should also be used. Institution logos can be placed at the bottom of the poster.

7.4 Press releases

Press releases must **not** carry the DH logo or the Wellcome Trust logo but should include an acknowledgement of HIC Fund (including DH and Wellcome Trust support) in the body of the release. **All** Notes to Editors and the disclaimer should be included in the notes to editors at the end.

7.5 Websites

All online references to HIC Fund must have full funding acknowledgement and, where practical, must carry links to the relevant websites (www.hicfund.org.uk and www.wellcome.ac.uk/HICF).

7.6 Videos

Videos can be an effective way of communicating with target audiences. Videos about HIC Fund projects should be correctly branded (with the DH and Wellcome Trust logo's on the opening screen with the appropriate acknowledgement). The disclaimer should be used on the closing slide. Advice and approval should be sought from the HIC Fund team.

8. Events and conferences

If you are holding or attending an event or conference that is publicising HIC Fund projects then notification must be given to the HIC Fund secretariat. You will need to refer to the [Applications](#) section to ensure the appropriate acknowledgements are made and logos are used correctly. Please contact the HIC Fund secretariat for further advice on branding of any promotional material for the event and to seek branding approval.

9. Contacts

If you have any queries relating to anything discussed in this document then please contact the HIC Fund secretariat at the CCF comms@nih-ccf.org.uk and at Wellcome Trust media.office@wellcome.ac.uk

HIC FUND: www.hicfund.org.uk
WELLCOME TRUST: www.wellcome.ac.uk/HICF