



Guidelines for Use of PCORI® Names and Logos

The Patient-Centered Outcomes Research Institute (PCORI) is an independent, non-profit organization authorized by Congress in 2010. Our mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. We are committed to supporting research, patient engagement and other mission-related programs and we value our relationship with our funding recipients. To ensure that PCORI's role is properly represented, we have issued these Guidelines and other related guidelines for proper usage of our names and logos.

I. GENERAL RULE

The PCORI names and logos including "Patient-Centered Outcomes Research Institute®," "PCORI®," and the PCORI logo (together the "PCORI Marks") are trademarks owned by PCORI.¹ Our reputation is extremely important to us and PCORI seeks to safeguard the reputation of the PCORI Marks. PCORI is the owner of all rights in the PCORI Marks and reserves all rights except to the extent PCORI grants a license for their use. Through these Guidelines PCORI grants a limited license for the use of certain PCORI Marks, as long as consistent with the Guidelines. Uses not specifically addressed in these Guidelines require specific written approval by PCORI. Permission to use the PCORI Marks is in the sole discretion of PCORI. Notwithstanding these Guidelines, PCORI may grant or refuse permission to use PCORI Marks and may in its discretion revoke permission to use PCORI Marks.

When using a PCORI Mark, (i) always use the correct spelling/punctuation and (ii) always use the proper trademark symbol (® or ™ as applicable), especially in headlines, in the first occurrence in text, and in all attribution/acknowledgement notices and disclaimers.

¹ "PCORnet®", "PCORNET THE NATIONAL PATIENT-CENTERED CLINICAL RESEARCH NETWORK®" and PCORnet® logos (together the "PCORnet Marks") and "Research Done Differently®" are also trademarks owned by PCORI. For specific guidelines on use of the PCORnet Marks, see "Guidelines for Use of the PCORnet Name and Logos," which are available on PCORI's website. PCORI does not permit use of the PCORI Mark, "Research Done Differently®".

II. RULES FOR PROPER USAGE OF PCORI NAME

A. USES BY AWARDEES.

Any agency, organization, entity or institution that has received research or other programmatic funding from PCORI, either through contract or memorandum of understanding (an “Awardee”) may use the PCORI names (without logo) to properly acknowledge PCORI-funded research and programs in a manner that accurately reflects PCORI’s role as a funder, subject to: (i) the limitations described below and (ii) prior review and approval of the work or materials in which the PCORI name(s) will be used from the assigned PCORI Program Officer. Awardees must submit requests for use of PCORI names via email to the designated address for each award type as follows: fundedpfa@pcori.org (for Research Awardees and PCORnet Phase I/II Awardees); fundedeaa@pcori.org (for Eugene Washington Engagement Awardees); or p2p@pcori.org (for Pipeline-to-Proposal Awardees).

1. Research Awardees

Publications/Presentations – Research Awardees must acknowledge PCORI® funding in scientific publications (e.g., peer-reviewed journal articles), scientific posters, slide presentations, study newsletters or brochures, study websites, reports and other non-commercial publications that relate to the PCORI-funded research project by including the following acknowledgement statement and disclaimer statement (as applicable). These statements should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

Acknowledgement.

Research reported in this [work, publication, article, report, presentation, etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Award (##-###-####).

Disclaimer. The following disclaimer must accompany the acknowledgement statement in any substantive works that present research findings, conclusions or other editorial content (e.g., journal publication, scientific poster).

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee.

Any discussion of PCORI beyond these required statements in publications/presentations must be limited to the following factual reference.

The Patient-Centered Outcomes Research Institute® (PCORI®) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make

better-informed healthcare decisions. PCORI is committed to continually seeking input from a broad range of stakeholders to guide its work.

Study Recruitment Materials – Research Awardees may include the acknowledgement statement listed above in study recruitment materials relating to the PCORI-funded research project. Any other discussion of PCORI in study recruitment materials is not permitted because participant outreach and recruitment are solely the responsibility of the Awardee.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award or any research findings that relate to a PCORI award by a Research Awardee requires coordination with PCORI. Awardees must provide notice to PCORI by sharing the public announcement and intended distribution date(s) via email to fundedpfa@pcori.org with a copy to the assigned Program Officer to enable proper coordination.

2. Eugene Washington PCORI Engagement Awardees

Publications/Presentations – Eugene Washington PCORI Engagement Awardees must acknowledge PCORI funding in publications, presentations, program newsletters or brochures, program websites, reports, whitepapers and other similar non-commercial publications that relate to the PCORI-funded Engagement project by including the following acknowledgement statement and disclaimer (as applicable). These statements should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

Acknowledgement.

This [program, series, training, roundtable, etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Eugene Washington PCORI Engagement Award (##-###-####).

Disclaimer. The following disclaimer must accompany the acknowledgement statement in any substantive works that present findings, conclusions or other editorial content (e.g., report on consensus from a stakeholder focus group).

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee.

Any discussion of PCORI beyond these required statements in publications/presentations must be limited to the following factual reference.

The Patient-Centered Outcomes Research Institute® (PCORI®) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to continually seeking input from a broad range of stakeholders to guide its work.

Solicitation Materials - Eugene Washington PCORI Engagement Awardees may include the acknowledgement statement listed above in program solicitation materials, email invitations, survey tools and other collateral used to solicit participation in the program funded under the Eugene Washington PCORI Engagement Award. Any other discussion of PCORI in program solicitation materials is not permitted because stakeholder outreach is solely the responsibility of the Awardee.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award by a Eugene Washington PCORI Engagement Awardee requires prior approval by PCORI. Awardees must submit draft public announcements at least five (5) days in advance of distribution to PCORI via email to fundedeaa@pcori.org with a copy to the assigned Program Officer to obtain approval and enable proper coordination.

3. Eugene Washington PCORI Engagement Awardees – Patient-Centered Outcomes Research /Clinical Comparative-Effectiveness Research Meeting and Conference Support

Meeting/Event Materials –Eugene Washington PCORI Engagement Awardees of Meeting and Conference Support must include the acknowledgement and disclaimer statement listed below on event signs, meeting programs, attendee handouts, training materials and other substantive meeting materials that relate to the PCORI-funded program. The statement should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

This [meeting, conference, event etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Engagement Award Initiative (##-###-####). The content does not necessarily represent the views of the Patient-Centered Outcomes Research Institute (PCORI), its Board of Governors, or Methodology Committee.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award by an Engagement Awardee of Meeting and Conference Support requires prior approval by PCORI. Awardees must submit draft public announcements at least five (5) days in advance of distribution to PCORI via email to fundedeaa@pcori.org with a copy to the assigned Program Officer to obtain approval and enable proper coordination.

4. Pipeline-to-Proposal Awardees

Solicitation Materials – Pipeline-to-Proposal Awardees may include the acknowledgement statement listed below in solicitation materials, email invitations, survey tools and other outreach collateral relating to the project to be developed with Pipeline-to-Proposal Award funding. The statement should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable. Any other discussion of PCORI in solicitation materials is not permitted because outreach is solely the responsibility of the Awardee.

This [project, forum, committee] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Pipeline-to-Proposal Award (##-###-####), administered on behalf of PCORI by [Insert applicable Pipeline Award Program Office (e.g., xx Foundation)].

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of Pipeline-to-Proposal funding requires prior approval by PCORI. Awardees must submit draft public announcements at least five (5) days in advance of distribution to PCORI via email to p2p@pcori.org to obtain approval and enable proper coordination.

5. PCORnet® Infrastructure Funding (Phase I/II) Awardees (Clinical Data Research Networks (“CDRNs”) and Patient Powered Research Networks (“PPRNs”))

Publications/Presentations – PCORnet® Phase I/II Awardees (CDRNs/PPRNs) must acknowledge PCORI funding in scientific publications (e.g., peer-reviewed journal articles), scientific posters, slide presentations, newsletters or brochures, CDRN/PPRN websites, reports and other non-commercial publications that relate to PCORI’s infrastructure funding of CDRNs and PPRNs for development of PCORnet by including the following acknowledgement statement and disclaimer statement (as applicable). These publications and presentations relating to infrastructure funding are distinct from those arising out of or related to research that is conducted using the PCORnet infrastructure, whether funded by PCORI or another funder. Use of PCORI Marks for such research-related publications are subject to different requirements. The following statements should appear in legible size font in either introductory text or a footer and bracketed terms should be used only as applicable.

Acknowledgement.

This [work, publication, article, presentation, etc.] was [partially] funded through a Patient-Centered Outcomes Research Institute® (PCORI®) Award (##-###-####) for development of the National Patient-Centered Clinical Research Network, known as PCORnet®.

Disclaimer. The acknowledgment statement should be accompanied by the following disclaimer in any substantive works that present findings, conclusions or other editorial content (e.g., journal publication, scientific poster).

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee or other participants in PCORnet®.

Any discussion of PCORI or PCORnet beyond these required statements in publications/presentations must be limited to the following factual reference(s).

The Patient-Centered Outcomes Research Institute® (PCORI®) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide patients, their caregivers, and clinicians with the evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to continually seeking input from a broad range of stakeholders to guide its work.

PCORnet®, the National Patient-Centered Clinical Research Network, is an innovative initiative of the Patient-Centered Outcomes Research Institute® (PCORI®). The goal of PCORnet® is to improve the nation’s capacity to conduct comparative effectiveness research efficiently by creating a large, highly representative network for conducting clinical outcomes research.

Press Releases/Public Announcements – Any public announcement intended to be distributed to media outlets (i.e., press release) announcing receipt of a PCORI award by a PCORnet Phase I/II Awardee requires coordination with PCORI. Awardees must provide notice PCORI by sharing the public announcement and intended distribution date(s) via email to fundedpfa@pcori.org with a copy to the assigned Program Officer to enable proper coordination.

B. USES BY AWARDEE SUB-CONTRACTORS/AFFILIATES.

PCORI recognizes that Awardees may from time to time have subcontractors and affiliates that carry out work related to the project or program that is the subject of the PCORI-funded award. Awardee subcontractors and affiliates may not use PCORI's name in a manner that suggests they are direct recipients of a PCORI award. All requests to use the PCORI name by Awardee subcontractors and affiliates must be submitted for approval through the applicable Awardee. Awardees should submit any such requests for approval via email to their respective Program Officer.

C. USES BY PCORI® SERVICES CONTRACTORS/VENDORS.

Any entity that is a services contractor or vendor of PCORI (e.g., consultant, Pipeline Award Program Office) may use PCORI's name: (i) in PCORI-commissioned works; (ii) in any materials created for and on behalf of PCORI; and (ii) when conducting work on behalf of PCORI (e.g., in training materials), as directed for the particular engagement and all in accordance with the terms of the applicable contract with PCORI. Please reference applicable contract terms for requirements.

D. USES BY OTHER THIRD PARTIES/PURPOSES.

Requests for use of the PCORI name by all other third parties and by Awardees for any purposes not addressed above require prior written approval by PCORI. Please submit requests for approval to PCORI via email to fundedpfa@pcori.org.

III. RULES FOR PROPER USAGE OF PCORI LOGO

A. USES BY PCORI® SERVICES CONTRACTORS/VENDORS.

Any entity that is a services contractor or vendor of PCORI (e.g., consultant, Pipeline Award Program Office) may use PCORI's logo: (i) in PCORI-commissioned works; (ii) in any materials created for and on behalf of PCORI; and (ii) when conducting work on behalf of PCORI (e.g., in training materials), as directed for the particular engagement and all in accordance with the terms of the applicable contract with PCORI. Please reference applicable contract terms for requirements.

B. ALL OTHER THIRD PARTY REQUESTS.

From time to time, PCORI receives requests to use the PCORI logo by other third parties such as Awardees, media outlets in connection with news publications, and other organizations contracting or collaborating with PCORI. Generally, PCORI does not permit use of our logo including for marketing, advertising or promotion of PCORI-funded research or programs. There are very limited exceptions to

this general rule that PCORI may grant on a case-by-case basis, with prior approval. Please submit any exception requests to PCORI via email to fundedpfa@pcori.org. The request should include the following information:

- Requester: Organization
 Contact Person
 Address 1
 Address 2
 City, State, Zip
 Phone
 Email
- Affiliation (if any) to PCORI (e.g. research awardee, engagement awardee);
- Specific description of work/materials in which PCORI logo will appear. Please be as specific as possible and include a sample if possible;
- Specific purpose for use of the PCORI logo including justification for why the standard PCORI acknowledgement statement is insufficient for the intended purpose;
- Dissemination plans for work/materials in which the PCORI logo will appear including intended audience, proposed modes of dissemination (e.g., print, online), how long it will be offered for dissemination; and
- Any other questions concerning your request.

If we grant permission for use of our logo, you will be required to agree to PCORI terms and conditions of use. In addition, the permission is subject to the PCORI design standards outlined in [Appendix A](#) and these Guidelines, including the restrictions on use set forth below.

IV. RESTRICTIONS ON USE OF PCORI® MARKS

The PCORI Marks must NOT be used or displayed by any third party:

- In a manner that violates any law or regulation;
- In a manner that is false or misleading;
- In any way that reasonably could be construed as authorship or endorsement by PCORI or PCORI personnel of any editorial content in a publication or presentation;
- In any fundraising initiatives or events or any materials related to such initiatives or events.
- In any way that reasonably could be construed as PCORI sponsorship, approval or endorsement of any organization, company, product, service or event;
- In any way that reasonably could suggest that PCORI has a role in soliciting participation or recruitment in any program, project or event such as a research study, forum, roundtable or conference;
- In a manner that is in PCORI's sole opinion unfair, disparaging, misleading, infringing, libelous, obscene or otherwise objectionable to PCORI;
- On any materials that contain or promote adult content, promote gambling, or involve the sale of tobacco or alcohol;

April 12, 2018

- On any goods or products intended for promotional purposes, including but not limited to such items as pens, notepads, apparel, t-shirts, water bottles, bags, or other giveaways; or
- In a manner that infringes, derogates, dilutes or impairs the rights of PCORI in PCORI's Marks.

History:

As of June 24, 2015; Revised April 12, 2018

Appendix A

Logo Design Standards

For permitted users of the PCORI logo, the following design standards must be followed.

LOGO

The PCORI logo includes logo/wordmark combinations and the PCORI symbol.

MINIMUM CLEAR SPACE

The clear space around the logo is 18px or 1/4 inch. The [solid blue lines](#) below indicate the required 18px clear space to be maintained.

PCORI (R) logo-tagline left



PCORI (R) logo-tagline right



WEB PAGE LOGO USAGE

The minimum allowed logo sizes are:

PCORI (R) logo-tagline left: 250 x 169 pixels with a clear space of 18px

PCORI (R) logo-tagline right: 250 x 136 pixels with a clear space of 18px

There are no maximum size limits; however, all design elements of logo must appear intact and unaltered per usage terms.

INCORRECT LOGO USAGE

- Outlining / Inlining
- Distorting or applying special effects
- Changing the relative size or positioning of the elements
- Scanning the logo from printed documents
- Filling the logo with a pattern or photo element
- Using the logo as a watermark
- Using the logo as part of a sentence or phrase
- Reproducing the logo in colors other than the official approved colors
- Using the PCORI symbol alone
- Placing the logo on a background that distracts or overpowers the logo



History:

As of April 12, 2018