



Guidelines for Use of the PCORnet® Name and Logos

The Patient-Centered Outcomes Research Institute (PCORI) is an independent, non-profit organization authorized by Congress in 2010. PCORI’s 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 supporting research, patient engagement and other mission-related programs.

Among the initiatives that PCORI is funding is the development of PCORnet, the National Patient-Centered Clinical Research Network, which is designed to improve the nation’s capacity to conduct health research, particularly comparative effectiveness research (“CER”), efficiently and to learn from the healthcare experiences of millions of Americans to allow for large-scale research to be conducted with enhanced accuracy and efficiency. To promote the visibility and identity of this important and unique initiative, and to recognize the quality of and the values under which the network was developed and operates, PCORI developed the name “PCORnet®” and special PCORnet logos (“PCORnet Marks”), which are registered trademarks owned by PCORI.

PCORI seeks to support PCORnet’s governance structure, advance the strategic and efficient evolution of the PCORnet initiative, ensure appropriate and transparent acknowledgement of the financial support provided in the development of PCORnet, and support enhanced and consistent visibility and branding that can benefit both PCORnet and PCORI. Thus, PCORI has developed these Guidelines outlining appropriate uses of the PCORnet Marks and associated language in frequently occurring categories of use relating to PCORnet, including how a network or a study describes its relationship to PCORnet.¹

Through these Guidelines, PCORI grants permission for the use of the PCORnet Marks when consistent with these Guidelines. Other uses of the PCORnet Marks not specifically addressed in these Guidelines require approval by PCORI, which PCORI may provide in a number of ways, including through review and approval processes developed by PCORI, through agreements between PCORI and other parties, and/or through arrangements with other parties. These Guidelines may be updated by PCORI to reflect the evolution of PCORnet.

Notwithstanding these Guidelines, PCORI may grant or decline permission to use PCORnet Marks and may at its discretion revoke permission to use PCORnet Marks. To ensure the quality and value of the PCORnet Marks, PCORI may evaluate use of the PCORnet Marks on a case-by-case basis. PCORI will work

¹ PCORI has adopted separate Guidelines for the Use of PCORI Names and Logos, including the names Patient-Centered Outcomes Research Institute, PCORI, and the PCORI logo, which are available on PCORI’s website.

with PCORnet leadership to develop additional models found in Appendix A for ease and implementation of models.

For efficiency, these Guidelines also address how PCORI funding should be acknowledged when networks or research studies conducted using PCORnet have received funding from PCORI.

**I. RULES FOR PROPER USAGE OF PCORnet® NAME AND LOGOS:
PARTIES AND STUDIES AFFILIATED WITH PCORnet®**

A. Use by Organizations and Networks to Acknowledge their Relationship to PCORnet®²

For the reasons noted above, organizations and networks involved in PCORnet should accurately and appropriately acknowledge their relationship to PCORnet as reflected in [PCORnet governance policies](#) and should ensure that PCORI's unique role as the initial funder of the PCORnet infrastructure, and its constituent partner networks, is clear and understood. To support appropriate and accurate acknowledgment, the PCORnet Marks may be used by networks fully participating in PCORnet and by networks affiliated with PCORnet, e.g. websites, publications, presentations, etc., as outlined below.

1. Use by Networks (Clinical Data Research Networks (“CDRNs”) and Patient Powered Research Networks (“PPRNs”)) Fully Participating in PCORnet®

Any Clinical Data Research Networks (CDRN) or Patient-Powered Research Network (PPRN) (including any of their formally participating network components) that is a fully participating network in PCORnet according to the PCORnet governance policies is *strongly encouraged* to use the PCORnet name to properly acknowledge its participation in PCORnet as specified below.

In addition, use of the PCORnet logo is strongly encouraged when accompanying the statement below, provided that such use complies with the design standards outlined in [Appendix A](#) and is subject to PCORI terms and conditions of use. Any such use should adhere to the design specifications provided by PCORI.

[Name of CDRN/PPRN] is a Partner Network [or Clinical Data Research Network or Patient-Powered Research Network] in PCORnet®, the National Patient-Centered Clinical Research Network, an initiative funded by the Patient-Centered Outcomes Research Institute (PCORI).

***Add the following text if the CDRN/PPRN received infrastructure funding from PCORI:
[Name of CDRN/PPRN]'s participation in the development of PCORnet® was [partially³]***

² For additional Guidelines on the appropriate acknowledgment of PCORI for publications and presentations relating to PCORI's infrastructure funding of CDRNs, PPRNs, Health Plans, and others under Phase I and Phase II of PCORI's funding of PCORnet infrastructure development, see PCORI's "Guidelines for Use of PCORI Names and Logos," particularly the section on Uses by Awardees; PCORnet Infrastructure Funding (Phase I/II Awardees).

³ Sample text is provided in each section. References to "partially" can be used as appropriate when there are multiple sources of funding.

funded through a PCORI Award (##-###-####)]. [If applicable: a simple statement referencing additional or other source(s) of funding may be added].

2. Use by Networks Granted “Affiliate Network” Status with PCORnet®

Any network that has been granted “Affiliate Network” status according to the PCORnet governance policies *may* use the PCORnet logo, to properly acknowledge their status as an Affiliate Network of PCORnet as specified below. The PCORnet logo *may* accompany the acknowledgement statement provided that such use complies with the design standards outlined in [Appendix A](#) and is subject to PCORI terms and conditions of use.

[Name of Affiliate Network] is an affiliate of PCORnet®, the National Patient-Centered Clinical Research Network, an initiative funded by the Patient-Centered Outcomes Research Institute (PCORI).

Add the following text if the Affiliate Network received infrastructure funding from PCORI: [Name of Affiliate Network]’s capacity to be an affiliate network of PCORnet® was [partially] funded through a PCORI Award (##-###-####)]. [If applicable: a simple statement referencing additional or other source(s) of funding may be added].

B. Use Related to Studies Conducted Using PCORnet®

Appropriate use of the PCORnet Marks relating to studies that are conducted using the PCORnet infrastructure varies depending on whether the study has been designated a “PCORnet Study” according to the PCORnet governance policies to support the value and significance of the PCORnet Study designation.

1. Study that is Designated as a PCORnet® Study

Publications/Presentations. Any scientific publications (e.g., peer-reviewed journal articles), scientific posters, slide presentations, newsletters, reports and other non-commercial publications relating to a study designated as a PCORnet Study according to the PCORnet governance policies *must* include the acknowledgement statement and disclaimer below.

The PCORnet logo *may* accompany the acknowledgement statement in publications/presentations provided that such use complies with the design standards outlined in [Appendix A](#) and is subject to PCORI terms and conditions of use.

The PCORnet® Study reported in this [work, publication, article, report, presentation, etc.] was conducted using PCORnet®, the National Patient-Centered Clinical Research Network, an initiative funded by the Patient-Centered Outcomes Research Institute (PCORI).

Add simple statement referencing source of funding for the study. [If applicable: The study was [partially] funded by PCORI through PCORI Award (##-###-####)]. [If applicable, a simple statement referencing additional or other source(s) of funding for the study may be added]. [If applicable, add simple statement referencing the network-level funding from PCORnet].

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 other organizations participating in or collaborating with PCORnet® or of the Patient-Centered Outcomes Research Institute (PCORI).

Websites. Any website or webpage relating to a study that is designated as a PCORnet Study according to the PCORnet governance policies *must* include the applicable acknowledgement statement and disclaimer below.

The PCORnet logo *may* accompany the acknowledgement statement on websites provided that such use complies with the design standards outlined in [Appendix A](#) and is subject to PCORI terms and conditions of use.

The [insert name of study] study is a PCORnet® Study conducted using PCORnet®, the National Patient-Centered Clinical Research Network, an initiative funded by the Patient-Centered Outcomes Research Institute (PCORI). More information about PCORnet® can be found here <hyperlink to pcornet.org>.

Add simple statement referencing source of funding for the study. [If applicable: The study was [partially] funded by PCORI through PCORI Award (##-###-####)]. [If applicable, a simple statement referencing additional or other source(s) of funding for the study may be added].

The [views, statements, opinions] presented on this website are solely the responsibility of the author(s) and do not necessarily represent the views of the other organizations participating in or collaborating with PCORnet® or of the Patient-Centered Outcomes Research Institute (PCORI).

Study Recruitment and Enrollment Related Materials. Any study recruitment and enrollment-related materials relating to a study designated as a PCORnet Study according to the PCORnet governance policies *may* include the applicable acknowledgement statement below, but it is not required. The PCORnet logo *may* accompany the acknowledgement statement on such study recruitment and enrollment materials.

All uses of the PCORnet name and logos in study recruitment and enrollment related materials are subject to the review and approval of applicable Institutional Review Board(s) (IRBs) and/or other applicable bodies overseeing the study.

All uses of PCORnet logos must comply with the design standards outlined in [Appendix A](#), and are subject to PCORI terms and conditions of use. Permission to use the PCORnet logo will be revoked if the study loses designation as a PCORnet Study or does not remain in good standing with the IRB or other applicable oversight bodies.

This study [INSERT NAME OF STUDY] has been designated as a PCORnet® Study and is being conducted using PCORnet®, the National Patient-Centered Clinical Research Network.

2. Study that is Conducted Using PCORnet® but is Not Designated as a PCORnet® Study

Publications/Presentations. Any scientific publications (e.g., peer reviewed journal articles), scientific posters, slide presentations, newsletters, reports and other non-commercial publications relating to a study that was conducted using the PCORnet infrastructure, but that has not been designated as a PCORnet Study according to the PCORnet governance policies, *may* include the acknowledgement statement below. If an acknowledgment statement is included, it *must* be accompanied by the disclaimer statement found below. The PCORnet logo may not be used.

The research reported in this [work, publication, article, report, presentation, etc.] was conducted using PCORnet®, the National Patient-Centered Clinical Research Network, an initiative funded by the Patient-Centered Outcomes Research Institute (PCORI).

Optional: Add simple statement referencing source of funding for the study.

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 organizations participating in or collaborating with PCORnet® or of the Patient-Centered Outcomes Research Institute (PCORI).

Websites. Any website or webpage relating to a study that was conducted using the PCORnet infrastructure, but that has not been designated as a PCORnet Study according to the PCORnet governance policies *may* include the acknowledgment statement below. If an acknowledgement is included, it *must* be accompanied by the disclaimer statement below. The PCORnet logo may not be used.

The [insert name of study] was conducted using PCORnet®, the National Patient-Centered Clinical Research Network, an initiative funded by the Patient-Centered Outcomes Research Institute (PCORI).

Optional: Add simple statement referencing source of funding for the study.

The [views, statements, opinions] presented on this website are solely the responsibility of the author(s) and do not necessarily represent the views of the other organizations participating in or collaborating with PCORnet® or of the Patient-Centered Outcomes Research Institute (PCORI).

Study Recruitment and Enrollment Related Materials. Any study recruitment and enrollment related materials relating to a study that is being conducted using the PCORnet infrastructure, but that has not been designated as a PCORnet Study according to the PCORnet governance policies, *may* include the applicable acknowledgement statement below, but it is not required. All uses of the PCORnet name in study recruitment and enrollment related materials are subject to the review and approval of applicable Institutional Review Board(s) (IRBs) and/or other applicable bodies overseeing the study. The PCORnet logo may not be used.

This study [INSERT NAME OF STUDY] is being conducted using PCORnet®, the National Patient-Centered Clinical Research Network.

C. Factual References

To support accurate references to PCORnet, PCORI has developed the following sample statement that may be used as needed by any party to describe or refer to PCORnet:

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

D. News Releases/Public Announcements.

To assist PCORI awardees in public communications about their PCORnet-related projects and PCORI funding, PCORI and the PCORnet Coordinating Center have developed news release/public announcement and social media templates that may be used by institutions to announce receipt of a PCORI award for research using PCORnet and for PCORnet infrastructure development. Awardees are urged to use these templates as a way to ensure accurate and consistent references to PCORnet, PCORI and its awards.

To the greatest extent possible, such public announcements should be coordinated with PCORI and the PCORnet Coordinating Center to support consistent and collaborative communication and to allow awardees to take advantage of PCORI’s communications resources in appropriate circumstances. PCORI-funded awardees, or other networks, organizations, products, or services, are encouraged to provide notice to PCORI by sharing the public announcement and intended distribution date(s) via email to fundedpfa@pcori.org to enable proper coordination and tracking of resulting coverage.

II. OTHER REQUESTS FOR USE OF PCORnet® NAME AND LOGOS

From time to time, PCORI receives other requests to use the PCORnet name and/or logos, including from third parties. Generally, PCORI does not permit use of the PCORnet name or logos, including for marketing, advertising or promotion of a network or organization’s products or services or of PCORnet by other third parties not affiliated in any way with PCORnet. There are very limited exceptions to this general rule that PCORI may grant in an agreement or on a case-by-case basis, with prior approval.

Unless already addressed in these Guidelines, in an agreement with PCORI, or otherwise directed by PCORI, please submit any requests for use of any of the PCORnet Marks to PCORI via email to branding.PCORnet@pcori.org, or as otherwise directed by PCORI. The request should include the following information:

- Requester: Organization
 Contact Person
 Address 1
 Address 2
 City, State, Zip
 Phone
 Email

- Specific description of work/materials in which the PCORnet name and/or logos is proposed to appear. Please be as specific as possible and include a sample if possible;

- Specific purpose for use of the PCORnet name and/or logos including justification for why the name and/or logos is believed to be necessary to achieve the intended purpose;
- Dissemination plans for work/materials in which the PCORnet name and/or logos is envisioned to appear including intended audience, proposed modes of dissemination (e.g., print, online), how long it will be offered for dissemination; and
- Any other information or questions concerning your request.

Any person with permission to use the PCORnet Marks must do so in accordance with these Guidelines, including the design standards outlined in [Appendix A](#), and agree to PCORI terms and conditions of use.

III. RESTRICTIONS ON USE OF PCORnet® MARKS

The PCORnet 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 or PCORnet 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;
- 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;
- In a manner that infringes, derogates, dilutes or impairs the rights of PCORI.

History:

Approved by PCORI December 20, 2016

Appendix A

PCORnet® Logos** Design Standards

PCORnet® Logo Guidelines

LOGO

The PCORnet logo includes logo/wordmark combinations and the PCORnet 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.

PCORnet logo



PCORnet logo-alternate



WEB PAGE LOGO USAGE

The minimum allowed logo sizes are:

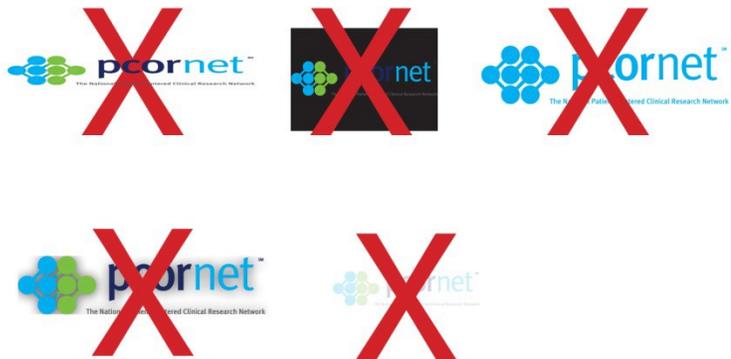
PCORnet logo: 201 (width) x 48 pixels (height) with a clear space of 18px

PCORnet logo-alternate: 209 x 28 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 PCORnet symbol alone
- Placing the logo on a background that distracts or overpowers the logo



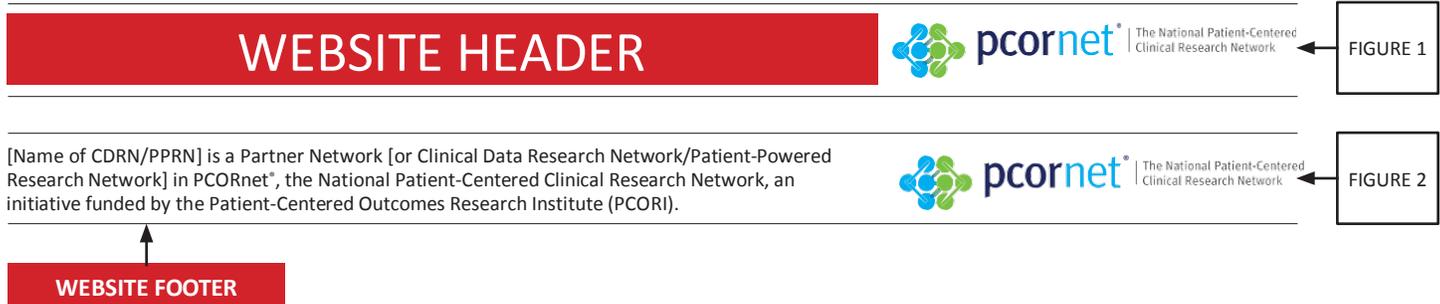
PCORnet® Branding Visual Guidance

Version 1.1
Updated March 14, 2017

IA. Guidance for Fully Participating CDRNs/PPRNs

PCORnet logo usage is strongly encouraged on the website (figure 1).

PCORnet participation and PCORI funding announcement may appear in combination with the logo on the website (figure 2).

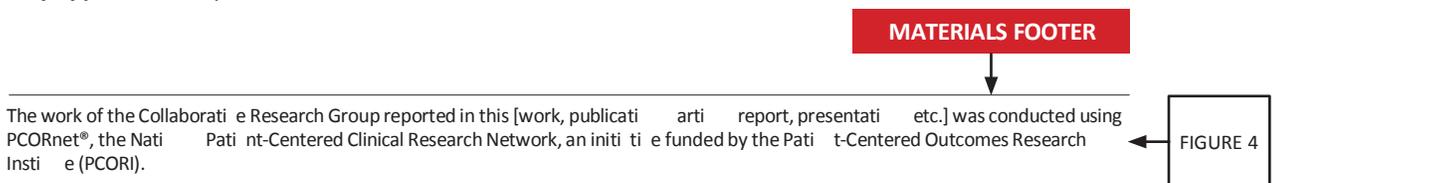


IB. Guidance for Collaborative Research Groups within Fully Participating CDRN ;/PPRNs



PCORI grants the Collaborative Research Groups (CRGs) permission to use the PCORnet name and logo, in conjunction with their CRG logo, as long as used consistent with the template. **PCORnet logo may appear** on publications, website, posters, or study recruitment. If used in any instance, it must be placed on the upper-right (header). (See figure 3)

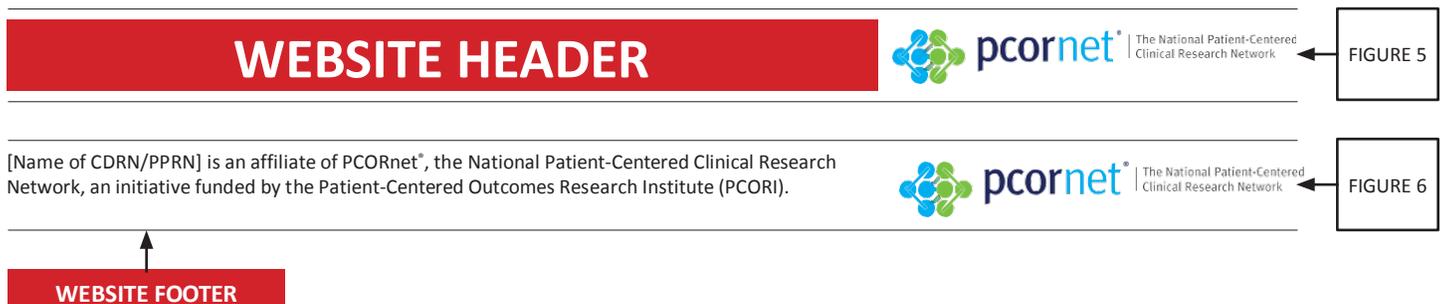
PCORnet participation and PCORI funding announcement must appear on websites, publications, slides, and posters (see figure 4), and **may appear** on study recruitment materials.



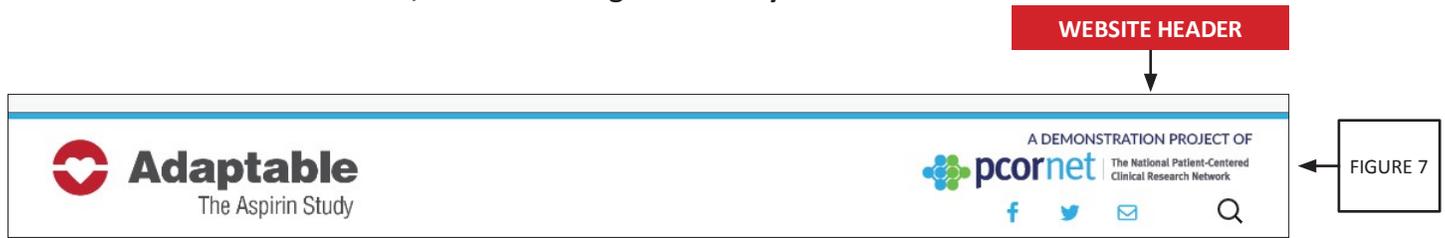
II. Guidance for Affiliate Network

PCORnet logo usage may appear on the website (figure 5).

PCORnet participation and PCORI funding announcement may appear in combination with the logo on the website (figure 6).

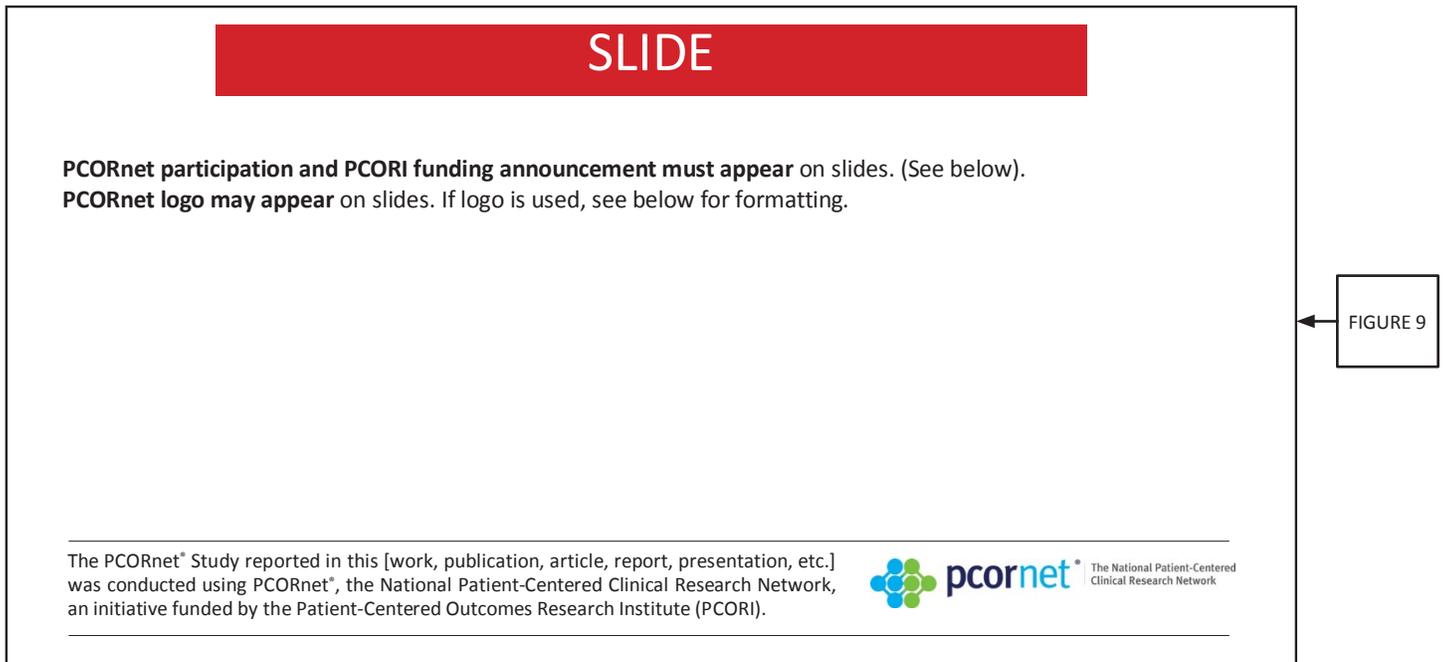
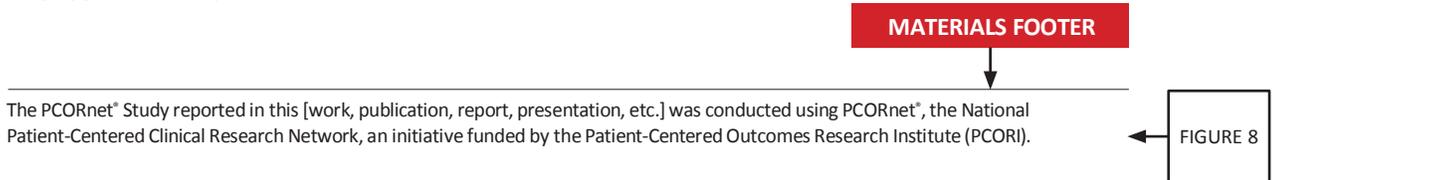


III. Guidance for PCORI-Funded, PCORnet-Designated Study



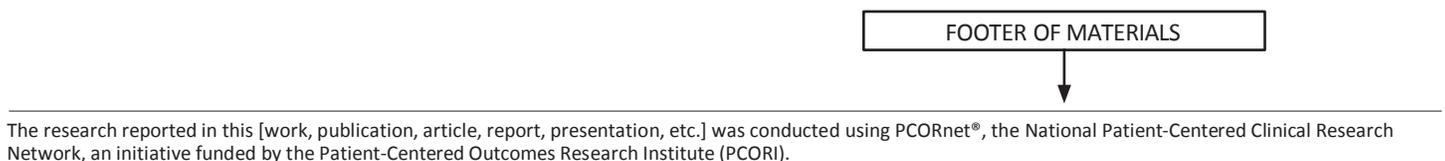
PCORnet logo may appear on publications, website, posters, or study recruitment. If used in any instance, it must be placed on the upper-right (header). (See figure 7)

PCORnet participation and PCORI funding announcement must appear on websites, publications, slides, and posters (see figure 8), and **may appear** on study recruitment materials.



IV. Guidance for Non-PCORnet-Designated Study

PCORnet logo usage is not allowed in any instance. Funding acknowledgment **may** appear on publications, website, or study recruitment. If used, acknowledgment statement **must** be accompanied by disclaimer statement.



V. Additional Guidance

PCORI-funded awardees, or other networks, organizations, products, or services, are encouraged to provide notice to PCORI by sharing the public announcement and intended distribution date(s) via email to fundedpfa@pcori.org to enable proper coordination and tracking of resulting coverage.

Other Requests

Unless already addressed in these Guidelines, in an agreement with PCORI, or otherwise directed by PCORI, please submit any requests for use of any of the PCORnet Marks to PCORI via email to branding.PCORnet@pcori.org, or as otherwise directed by PCORI.

The request should include the following information:

* Requester: Organization

Contact Person

Address 1

Address 2

City, State, Zip

Phone

Email

* Specific description of work/materials in which the PCORnet name and/or logos is proposed to appear. Please be as specific as possible and include a sample if possible;

* Specific purpose for use of the PCORnet name and/or logos including justification for why the name and/or logos is believed to be necessary to achieve the intended purpose;

* Dissemination plans for work/materials in which the PCORnet name and/or logos is envisioned to appear including intended audience, proposed modes of dissemination (e.g., print, online), how long it will be offered for dissemination; and

* Any other information or questions concerning your request.