



**Medical
Research
Council**

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). The [X] is limited to three single lay-friendly words
- this can be shortened to 'MRC Centre of Research Excellence in X' or 'MRC CoRE in X' thereafter
- following the use of the full centre name, it is acceptable to use the terms 'the centre' or 'our centre' in public facing communications and materials
- the MRC prefix must always be used, never just 'CoRE'
- the host organisation name must not be included in the MRC CoRE name or branding
- the centre's name may be abbreviated using the initials of the three-word name, e.g., MRC CoRE in Restorative Neural Dynamics is MRC CoRE RND, in internal, scientific and partner facing communications only. Any other full centre acronyms are not permitted
- 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 the MRC CoRE identifier (i.e., logo), typography and colour palette
- use the MRC branded templates provided, e.g., email signature, Word doc, PowerPoint, poster
- develop, manage and resource a dedicated, standalone website using agreed domain name and MRC branding
- have social media presence using agreed branding
- have prominent interior and exterior building signage, including the MRC CoRE identifier (i.e., logo) wherever possible and be included in host site wayfinding signage
- appoint a brand champion to ensure correct use of MRC branding

* MRC CoRE 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

Version	Date implemented	Changes
1.0	17/02/2025	
2.0	13/08/2025	Aligned to the refreshed UKRI branding and the updated MRC CoRE Brand Guidelines, including: • following the use of the full centre name, it is acceptable to use the terms 'the centre' or 'our centre' in public facing communications and materials • the centre's name may be abbreviated using the initials of the three-word name in internal, scientific and partner facing communications only • full centre acronyms are not permitted