

Style and Reference Guide for Communications Related to the BRCCH

This document contains practical guidance to ensure the correct acknowledgement of the Basel Research Centre for Child Health (BRCCH). The BRCCH must be referenced (via logo and/or text) in all publications, posters and media related to BRCCH-funded research.

General References to the BRCCH in Text

Please use the full name the **Basel Research Centre for Child Health** on first usage. In subsequent text references, use the **Centre** with the British spelling and a capitalised first letter or the **BRCCH** acronym. When grammatically correct, please include the article “the” before our name.

- Examples of occasions when the BRCCH can be referenced in general text: Social media, blog articles, job advertisements, publications, lab websites, project websites, etc.
- A sample sentence to reference BRCCH funding: “Funding was provided by the Basel Research Centre for Child Health (to <<Initials of Investigator>>).”
- A sample sentence to describe the BRCCH: “The Basel Research Centre for Child Health (BRCCH) focuses on translational paediatric research for improving the health and well-being of children and adolescents worldwide. The Centre enables innovative, multi-institutional research within its local partner institutions and with other Swiss and international collaborators.”

The BRCCH logo and name should only be used to acknowledge research support. The BRCCH does not endorse or recommend commercial products, processes or services. Please do not reference BRCCH in any way that suggests endorsement. If there is a question regarding appropriate reference, please contact the BRCCH Communications Manager.

Recognition of the BRCCH in Research Outputs (and as Agreed Upon in the Signed Formal Agreement Letter)

Scientific Outputs: Researchers need to acknowledge the Basel Research Centre for Child Health, Basel, Switzerland as a co-affiliation **on all scientific research outputs** (scientific publications, meeting abstracts, editorials etc.) **arising from BRCCH funding**. This is regardless of whether the output is generated during or after the funding period. For example: “Funding was provided by the Basel Research Centre for Child Health as part of the “Multi-Investigator Project/Fast Track Call for Acute Global Health Challenges” or “Funding was provided by the Basel Research Centre for Child Health (to <<Initials of Investigator>>)” in the acknowledgements/funding sections.

Additional Communications: To formally acknowledge the BRCCH on scientific communications (e.g. conference presentations, scientific meetings, seminars, etc.) related to BRCCH-funded projects, use the BRCCH logo on the title and acknowledgement slides in presentations.

Reference to the BRCCH in Press/Media Releases or Published News Articles

Should an opportunity arise to present the BRCCH in press/media releases or published news articles, **please contact the BRCCH Communications Manager**. We kindly ask to see any drafts of press/media releases or official news articles related to BRCCH-funded projects **at least 72 hours** ahead of publication.

Logo Usage

Logos for digital use (e.g. presentations, websites) are available for download here. For logos that can be used on print posters, please contact the BRCCH Communications Manager. These logos should be used **in the colour tones provided** and **with the same height-width ratio** to avoid distortion. Logos should be displayed such that they are reasonably legible. Please discontinue all use of older versions of BRCCH logos (e.g. the multi-coloured logo, the Botnar Research Centre for Child Health logo).

Social Media

Please tag the BRCCH in any social media posts related to BRCCH-funded work so we can share and celebrate it with our community. Our social media pages and handles are linked below. We invite all BRCCH researchers and collaborators to follow these pages.



LinkedIn

Basel Research Centre
for Child Health



X (Formerly Twitter)
@BRC_CH



YouTube

Basel Research Centre
for Child Health

Contact Information

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