

## Style and Reference Guide for BRCCH-related Communications

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

### Topics:

1. Fast reference guide
2. General references to the BRCCH in text
3. Recognition of the BRCCH in research outputs
4. Reference to the BRCCH in press/media releases or news articles
5. BRCCH Logo
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### 1. Fast Reference Guide

Full name (note British spelling)	Botnar Research Centre for Child Health
Acronym	BRCCH
Logo	Image files can be found <a href="#">here</a>
Website	<a href="http://www.brc.ch">www.brc.ch</a>
LinkedIn	<a href="https://www.linkedin.com/company/brcch/">https://www.linkedin.com/company/brcch/</a> #brcch
Twitter	#brcch, <a href="#">@BRC_CH</a>

## 2. General References to the BRCCH in Text

Please use the full name the **Botnar Research Centre for Child Health** and in subsequent text references, either “Centre” with the British spelling or our acronym **BRCCH**. When grammatically correct, please include the article “the” before our name (e.g., the BRCCH). Please note, the BRCCH is a separate legal entity to Fondation Botnar. Fondation Botnar is a primary donor of the BRCCH but conducts separate activities to the Centre. Therefore, please refer to the BRCCH as: the Botnar Research Centre for Child Health or the BRCCH. Fondation Botnar is not required to be referenced or quoted with respect to BRCCH-funded projects.

- A sample sentence to reference BRCCH funding (also see section 3): “Funding was provided by the Botnar Research Centre for Child Health (to <<Initials of Investigator>>).”
- A sample sentence to describe the BRCCH:  
“The Botnar Research Centre for Child Health (BRCCH) focuses on translational paediatric research for improving the health and well-being of children and adolescents worldwide. The Basel-based Centre enables innovative, multi-institutional research within its local partner institutions and with other Swiss and international collaborators.”
- A sample sentence to reference the BRCCH:  
"The team of the newly supported Botnar Research Centre for Child Health (BRCCH) <<Multi-Investigator Project/Fast Track Call for Acute Global Health Challenges>> “XYZ” is researching...."

Examples of occasions when the BRCCH can be referenced in general text: social media, blogs, job advertisements, publications, lab websites, project websites, etc.

The BRCCH logo and name should only be used in the context to acknowledge research support. The BRCCH does not endorse or recommend commercial products, processes or services. Please do not reference BRCCH in a way that suggests endorsement. If there is a question regarding appropriate reference, please contact the BRCCH Communications Manager (see Section 8 for contact details).

### 3. Recognition of the BRCCH in Research Outputs (as agreed upon in the signed Funding Agreement Letter)

- **Scientific outputs:** Researchers need to acknowledge the *Botnar 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 Botnar 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 Botnar Research Centre for Child Health (to <<Initials of Investigator>>)” in the acknowledgements/funding sections.
- **Additional communications:** To formally acknowledge the BRCCH in scientific communications (e.g. conference presentations, scientific meetings, seminars, etc.) related to the BRCCH funded project, please use the BRCCH logo on the title and acknowledgments slides in presentations.

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

Please coordinate with BRCCH Communications Manager, Dr. Maressa Takahashi. The BRCCH kindly asks to see drafts of press/media releases or official news articles related to BRCCH funded projects at least 72 hours in advance of publication.

### 5. Logo



In the link above in section 1, please find two versions of the BRCCH logo (1. blue + grey (pictured above) and 2. all white with transparent background). These logos should be used in the colour tones provided (please do not re-colour) and with the same height to width ratio to prevent distortion. Logos should be displayed such that they are reasonably legible.

## 6. Shooting Photographs and Videos

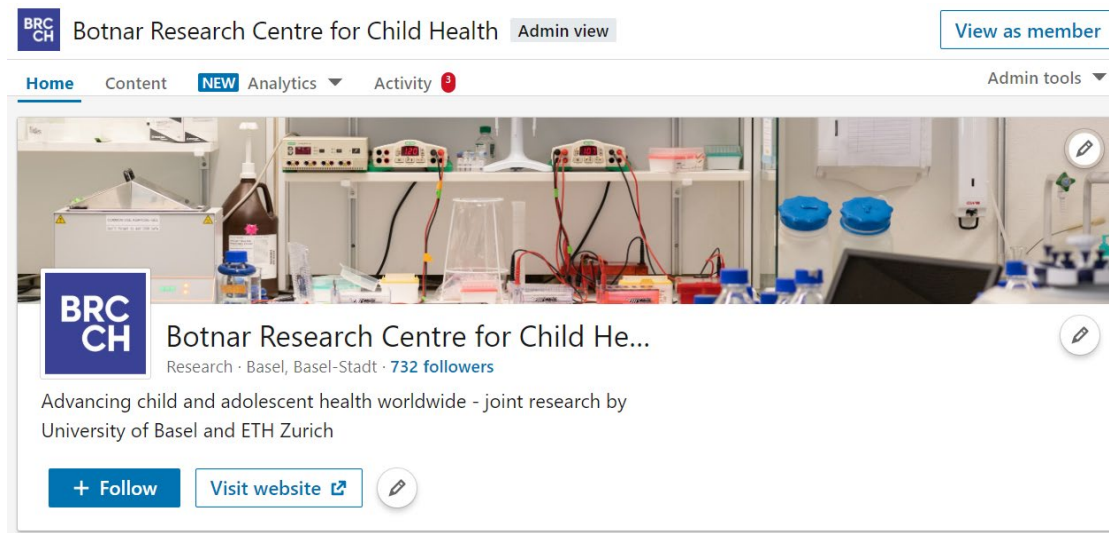
- **Imagery and consent in general:** Taking photos or videos of people, especially children, is sensitive and subject to the person's consent. Always politely ask permission before taking someone's photo. If you are taking photos to be used on Botnar Research Centre for Child Health (BRCCH) communication channels (e.g., website, social media, presentations), ensure you have had the image consent form completed and signed by each individual in the frame (**form can be downloaded [here](#)**). Please keep the signed consent form(s) for your records. Where possible, the consent form should be completed in the presence of a BRCCH employee or BRCCH-funded researcher who understands the form and can answer questions about it. The consent form must be completed before the photography/video filming takes place.
- **Imagery and consent of minors:** With regard to images of minors, it is important to note that the opinion of the child – if capable of judgment - must be taken into account. Whenever possible, involve the minor in the discussion of this consent form. The feelings of the minor should be taken into account when asking for consent.
- **Style:** The BRCCH promotes the ethical creation of image content. Images should reflect the research being conducted and never misrepresent. Images should refrain from capturing stereotypes or marginalising its subjects. "Action" images, or candid images, are preferred to posed images (e.g., a group of people standing posed side by side in front of the camera).
- **Permits:** Before filming or shooting takes place, please ensure that any necessary shoot permit requirements have been obtained.
- **Copyright:** Contracts with the photographer should ensure that the copyright for images and video footage is transferred to the Botnar Research Centre for Child Health.

## 7. LinkedIn and Twitter - Join our Community

We welcome all team and consortium members to join our online community, e.g. BRCCH Investigators, PhD students, postdoctoral researchers, senior scientists, technicians, coordinators, clinicians, collaborators and more! We are happy for you to include us in your posts.

Join our Twitter community by following our handle, [@BRC\\_CH](#) and using the hashtag #brch.

Join our LinkedIn community by clicking the blue “+Follow” button at <https://www.linkedin.com/company/brcch/> and using the hashtag #brcch.



## 8. Contact

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General questions:

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