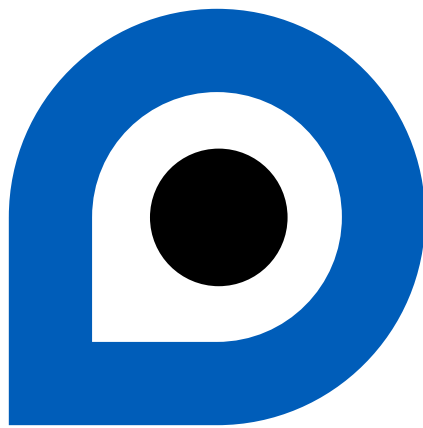


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# NICE accreditation



# Brand guidelines for accredited organisations

## Introduction

The NICE Accreditation Programme assesses the quality of the processes followed by guidance producers so that users can recognise sources of quality information, and to raise guidance standards in the longer term.

The following guideline sets out how organisations which have been awarded NICE accreditation can publicise the award in their own publications and online.

## NICE Accreditation Statement

Organisations that have received NICE accreditation for their guidance production processes can use a NICE Accreditation Statement (“Accreditation Statement”) on publications and online.

The statement consists of the Accreditation Mark graphic (**see Annex A**), the words “NICE accredited” and the URL address [www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation).



# Use of the Accreditation Statement

The Accreditation Statement can only be used by organisations that have received NICE accreditation.

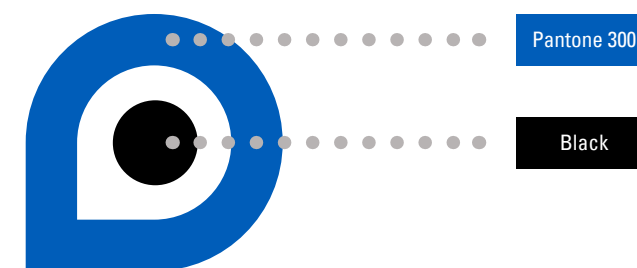
When using the Accreditation Statement it is important to follow the specification shown in this guideline.

The Accreditation Statement can only be used on company stationery, the organisation's website and guidelines that follow the organisation's accredited processes. If an organisation wishes to use the Accreditation Statement on any other promotional material, they must seek prior approval from NICE.

The use of the Accreditation Mark and the Accreditation Statement is subject to the Conditions of Accreditation document that successful guidance producers are required to sign.

## Colour

Wherever possible the Accreditation Statement should be reproduced in full colour using Pantone 300 (NHS blue) and black.



The exceptions are:

- If using the Accreditation Statement in monochrome documents, then the black version of the Accreditation Statement should be used.
- If using the Accreditation Statement against a coloured background (that is similar to or darker than NHS blue), then the white version of the Accreditation Statement should be used.



# Size of the Accreditation Statement

- The maximum recommended size for print is 20 mm (width of the Accreditation Mark).



- The minimum recommended size for print is 10 mm (width of the Accreditation Mark).



- The maximum recommended size for electronic use is 14 mm (width of the Accreditation Mark).



- The minimum recommended size for electronic use is 10 mm (width of the Accreditation Mark).



## Protecting the Accreditation Statement – exclusion zone

The Accreditation Statement should always be protected by a 3mm exclusion zone.



# Positioning the Accreditation Statement

## Printed guidelines (including PDFs and HTML versions)

The Accreditation Statement should always be positioned in the bottom left hand corner of the contents page and obey the exclusion zone rules. The Accreditation Statement should always appear in conjunction with the supportive statement which can be seen below.

## Supportive statement

NICE has accredited the process used by [insert organisation name] to produce its [insert title of guidance product] guidance. Accreditation is valid for 5 years from [insert date]. More information on accreditation can be viewed at [www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation).

For full details on our accreditation visit: [www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation).

If an organisation has multiple accreditations then it should ensure that the correct statement is displayed on the relevant guidance product(s).

### The development process

Any Clinical Organisation  
Clinical House, 105 Any Street  
Any Town, AB1 2CD  
Tel: 01234 537890 Fax: 01234 537890  
email: info@anyclinicalorganisation.co.uk  
website: www.anyclinicalorganisation.co.uk

### Content

1	Introduction	5
1.1	Background	6
1.2	The Development Process	7
1.3	Our Facilities	8
1.4	Our Services	10
1.5	Volunteers	12
2	Background	14
2.1	The Development Process	15
2.2	Facilities	16
2.3	Volunteers	17
3	The Development Process	18
3.1	Our Facilities	20
3.2	Our Services	21
3.3	Volunteers	23
4	Our Facilities	24
4.1	The Development Process	25
4.2	Volunteers	27
5	Our Services	28
5.1	Background	29
5.2	The Development Process	30




NICE has accredited the process used by [insert organisation name] to produce its [insert title of guidance product] guidance. Accreditation is valid for five years from [insert date]. More information on accreditation can be viewed at [www.evidence.nhs.uk](http://www.evidence.nhs.uk).  
For full details on our accreditation visit: [www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation).

### Supportive statement

Font: 7/9pt, Arial, ranged left.

### Minimum exclusion zone



NICE has accredited the process used by [insert organisation name] to produce its [insert title of guidance product] guidance. Accreditation is valid for 5 years from [insert date]. More information on accreditation can be viewed at [www.evidence.nhs.uk](http://www.evidence.nhs.uk).  
For full details on our accreditation visit: [www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation).

# Stationery

## Letterhead, headed press releases and compliments slips

The Accreditation Statement should always be positioned in the bottom left hand corner and obey the exclusion zone. The Accreditation Statement should always appear in conjunction with the following supportive statement:

For full details on our accreditation visit:  
[www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation).

Headed press release

Letterhead

Any Clinical Organisation

Notes to editor

Any Clinical Organisation

Any Clinical Organisation

Minimum exclusion zone 3mm

The Accreditation Statement Font: 7/9pt, Arial, ranged left.

Compliment slip

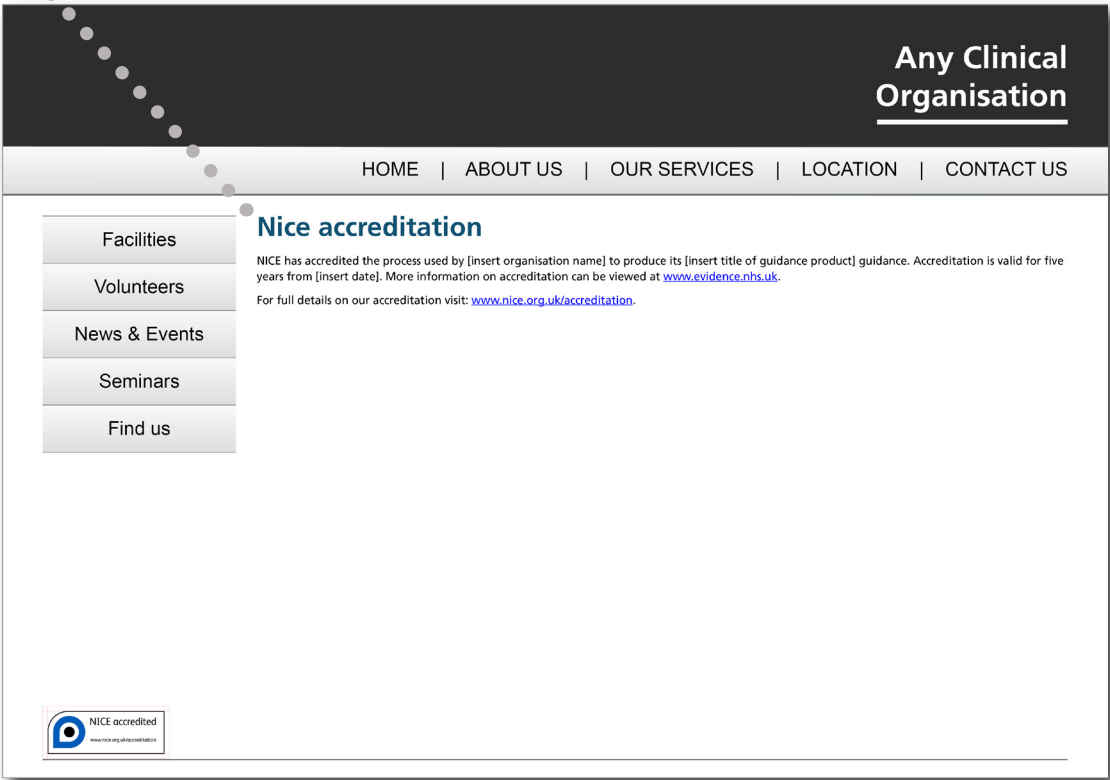
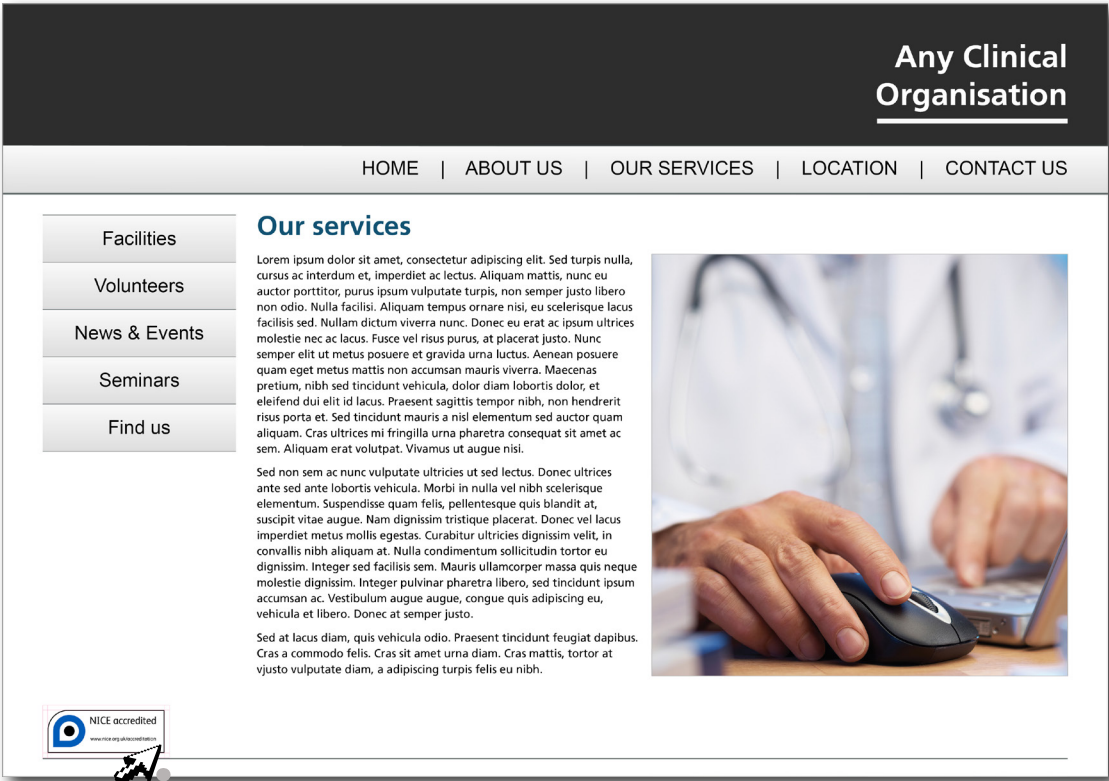
# Website

The Accreditation Statement should be positioned clearly on the organisation’s website homepage and should link through to a supporting page displaying the following supportive statement about the organisation’s accreditation:

NICE has accredited the process used by [insert organisation name] to produce guidelines. Accreditation is valid for 5 years from [insert date] and is applicable to guidance produced using the processes described in [insert reference to process handbook or manual used to produce guidelines].

For full details on our accreditation visit:  
[www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation).

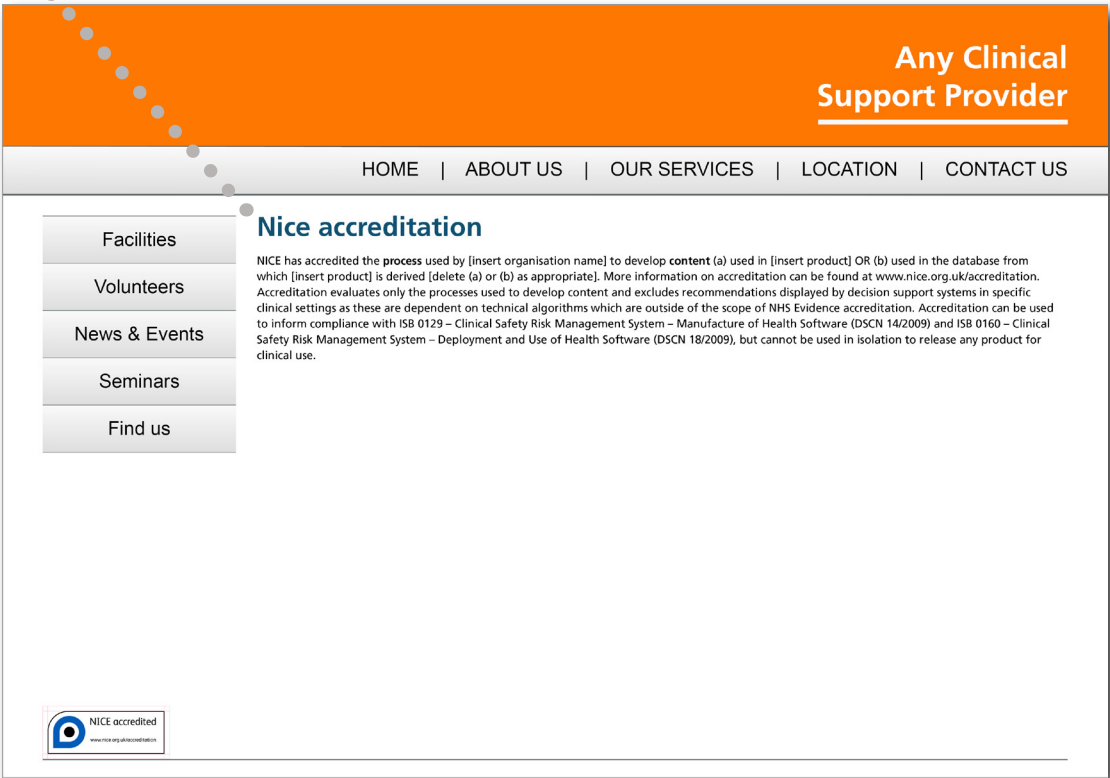
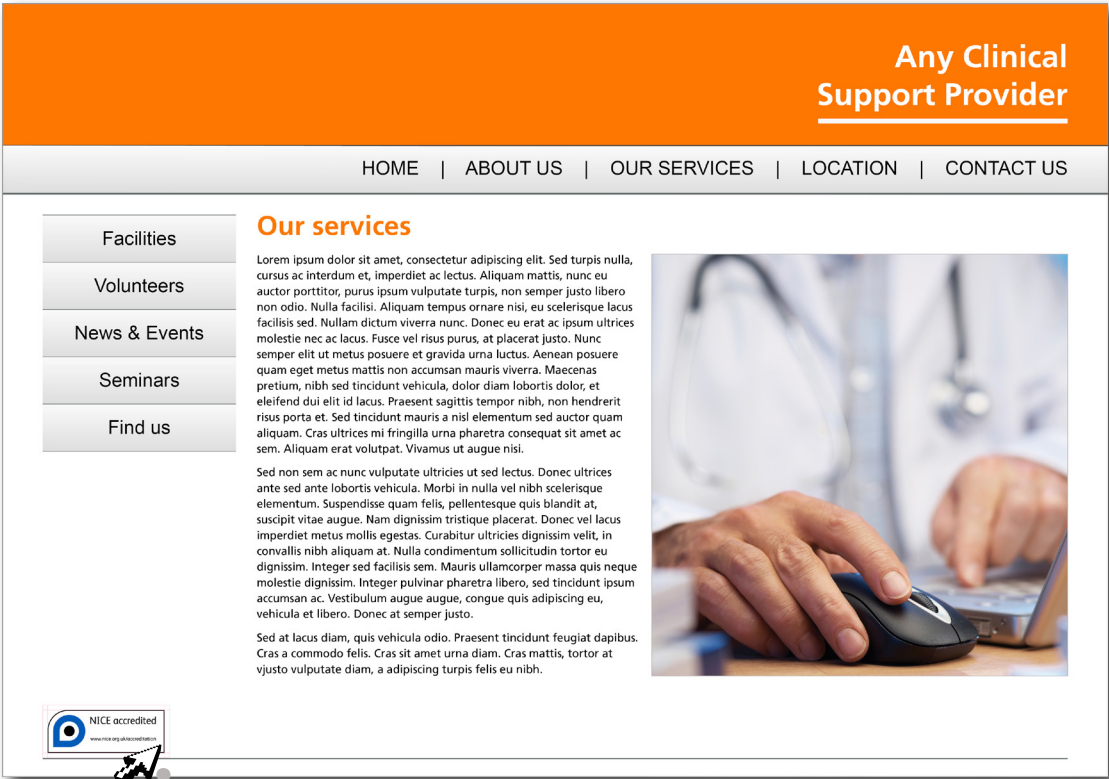
If an organisation has multiple accreditations then all relevant statements should be displayed on the supporting page and clearly labelled.



# Clinical decision support systems

The Accreditation Statement should be positioned clearly on the organisation’s website homepage and should link through to a supporting page displaying the following supportive statement about the organisation’s accreditation. Clinical decision support providers may display the Accreditation Mark only on their website, corporate and marketing literature pertaining to those products for which the content development process has been accredited, and not on other extraneous peripheral marketing items.

NICE has accredited the **process** used by [insert organisation name] to develop **content** (a) used in [insert product] OR (b) used in the database from which [insert product] is derived [delete (a) or (b) as appropriate]. More information on accreditation can be found at [www.nice.org.uk/accreditation](http://www.nice.org.uk/accreditation). Accreditation evaluates only the processes used to develop content and excludes recommendations displayed by decision support systems in specific clinical settings as these are dependent on technical algorithms which are outside of the scope of NICE accreditation. Accreditation can be used to inform compliance with ISB 0129 – Clinical Safety Risk Management System – Manufacture of Health Software (DSCN 14/2009) and ISB 0160 – Clinical Safety Risk Management System – Deployment and Use of Health Software (DSCN 18/2009), but cannot be used in isolation to release any product for clinical use.





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# Annex A

## The Accreditation Mark

The Accreditation Mark is a graphic device that appears next to guidance and advice within search results on NHS Evidence to denote to users that it is information from a source that has received NICE accreditation.

