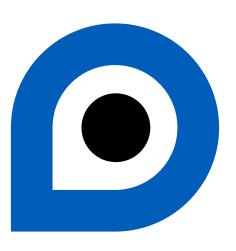
NICE accreditation



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.



Use of the Accreditation Statement

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

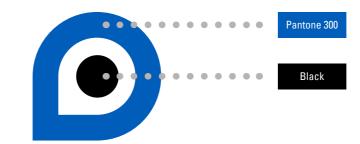
When using the Accreditation Statement it is important to follow the specification shown in this guideline.

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).
- NICE accredited

 www.nice.org.uk/accreditation

 ← 10mm →
- 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 [inserttitle 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.

For full details on our accreditation visit: 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

Content

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

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

Minimum exclusion zone

NICE accredited

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

For full details on our accreditation visit: 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.

Letterhead **Any Clinical Organi**: **Any Clinical Organisation** Notes to editor Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed turpis nulla, cursu sa cinterdum et, imperdiet ac lectus. Aliquam mattis, nunc eu auctor porttitor, purus ipsum vulputate turpis, non semper justo libero non odio. Nulla facilis. Aliquam tempus ornare nisi, eu scelerisque lacus facilisis sed. Nullam dictum viverra nunc. Donec eu erat ac ipsum ultrices molestie nec ac lacus. Eusce vel risus purus, at placerat justo. Nunc semper elit ut metus posuere et gravida urna luctus. Aenean posuere quam eget metus mattis non accumsan mauris viverra. Maecenas pretium, nibh sed tincidunt vehicula, dolor diam lobortis dolor, et eleifend dui elit id lacus. Praesent sagittis tempor nibh, non hendrerit risus porta et. Sed tincidunt mauris a nisl elementum sed auctor quam aliquam. Cras ultrices mi fringilla urna pharetra consequat sit amet ac sem. Aliquam erat volutpat. Vivamus ut augue nisi. Sed non sem ac nunc vulputate ultricies ut sed lectus. Donec ultrices ante sed ante lobortis vehicula. Morbi in nulla vel nibh scelerisque elementum. Suspendisse quam felis, pellentesque quis blandit at, suscipit vitae augue. Nam dignissim tristique placerat. Donec vel lacus imperdiet metus mollis egestas. Curabitur ultricies dignissim velit, in convallis nibh aliquam at. Nulla condimentum sollicitudin tortor eu dignissim. Integer sed facilisis sem. Mauris ullamcorper massa quis neque molestie dignissim. Integer pulvinar pharetra libero, sed tincidunt ipsum accumsan ac. Vestibulum augue augue, congue, quis adipiscing eu, vehicula et libero. Donec at semper justo. Sed at lacus diam, quis vehicula odio. Praesent tincidunt feugiat dapibus. Cras a commodo felis. Cras sit amet urna diam. Cras mattis, tortor at vulputate tincidunt, dolor lorem mollis justo, id euismod mauris nulla a lorem. Pellentesque venenatis congue nunc, vel consectetur libero gravida eu. Nulla ac nisi purus. Nullam egestas lacinia mi a laoreet. Integer a lacus id nulla sollicitudin ornare. Clinical House, 105 Any Street Any Town, AB1 2CD NICE accredited Tel: 01234 537890 Fax: 01234 537890 hail: info@anyclinicalorganisation.co.ukite: www.anyclinicalorganisation.co.uk The Accreditation Statement Minimum exclusion zone Font: 7/9pt, Arial, ranged left. Compliment slip **Any Clinical Organisation** Clinical House, 105 Any Street Any Town, AB1 2CD

Headed press release

JANUARY 2013 1

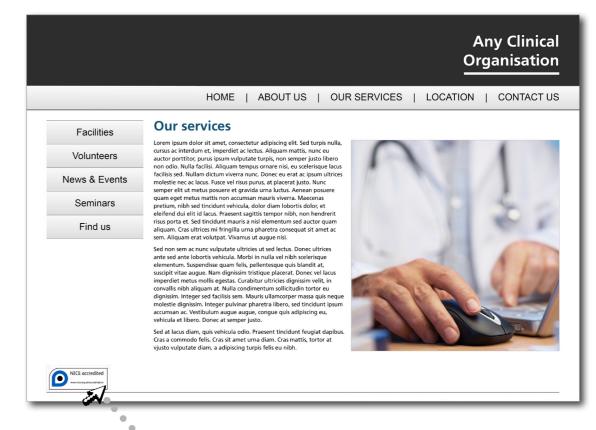
Website

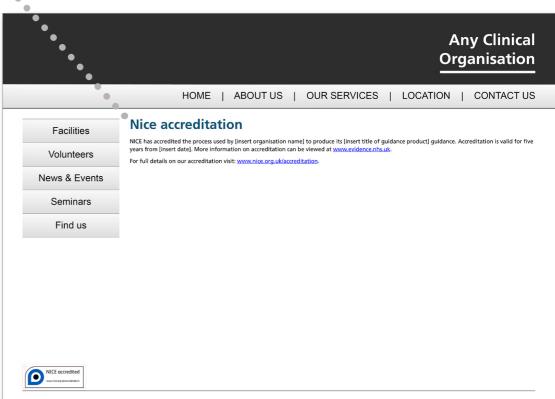
The Accreditation Statement should be positioned clearly on the organisation's website homepage and should link through to a supporting page displaying the following supportive statement about the organisation's accreditation:

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.

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



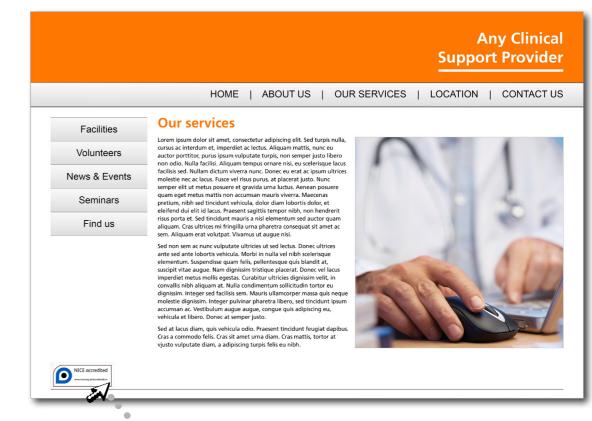


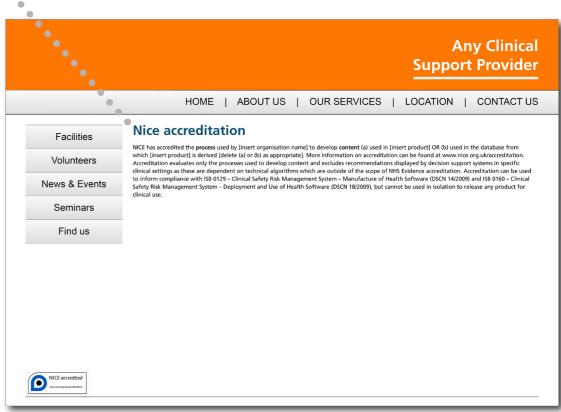
12 JANUARY 2013 13

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. 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.





14 JANUARY 2013 15

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.

