Global Health
EDCTP3

Brand Booklet

2024

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1.0 Introduction

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Purpose of the brand guidelines

The purpose of this manual is to provide guidance to staff and contractors on how to apply the Global Health EDCTP3 brand identity in daily activities. This brand manual contains the elements that make the Global Health EDCTP3 brand identity unique and recognisable.

Each user plays a role in building and maintaining a proper and solid identity throughout all communication assets.

If you have any questions or queries, feel free to contact the Communication Team.

How to use these guidelines

Familiarise yourself with key sections: review all sections to understand the brand's essence, including its mission, tone and visual elements.

Follow the rules: adhere to the specified guidelines for logo usage, typography, colours, imagery and style guide. These rules are non-negotiable.

Refer to examples: use the examples provided as a reference for creating your materials.

2.0 Brand identity

2.1	Brand mission	Page 6
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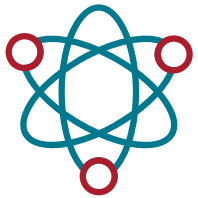
Brand mission

Global Health EDCTP3's mission is to reduce the burden of infectious diseases in sub-Saharan Africa and increase health security globally.

Brand values

Our work is guided by six values that were collectively developed by staff and members of the Governing Board.



Science

Partnership

Excellence

Diversity

Equity

Impact

Brand name

Global Health EDCTP3

- Always refer to the Joint Undertaking as ‘Global Health EDCTP3’
- Always spell out ‘Global Health’ and refrain from using the acronym ‘GH’
- Do not use the acronym ‘GH EDCTP3 JU’ in any circumstance
- There is no need to add ‘Joint Undertaking’ or the acronym ‘JU’ for external communication purposes.

Brand tag line

The African and European research partnership on infectious diseases

Our tag line expresses our organisation’s vision and mission in a few words. It can be used in combination with the logo and/or with the brand name ‘Global Health EDCTP3’.

3.0 Logo usage

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Primary logo design

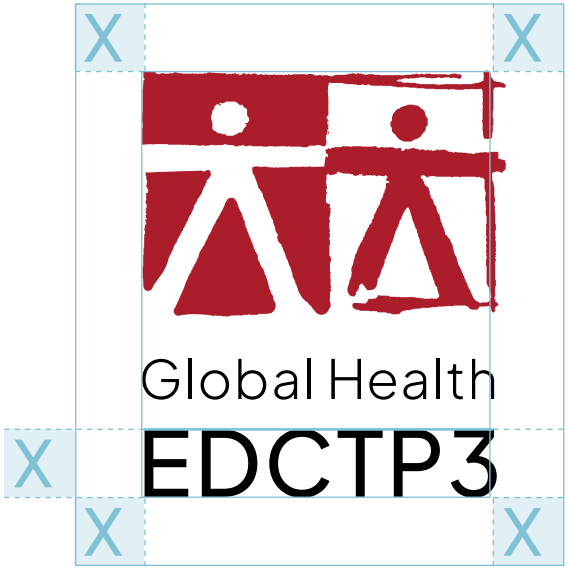
Our logo has been created to portray the cooperative nature of our organisation.

The two figures are different yet united through their hand holding to symbolise the equal partnership between Africa and Europe.

Preferably, the logo should be placed in the top left corner of the page. It can be used both in the positive and negative version, depending on its usage.

Clear space and size

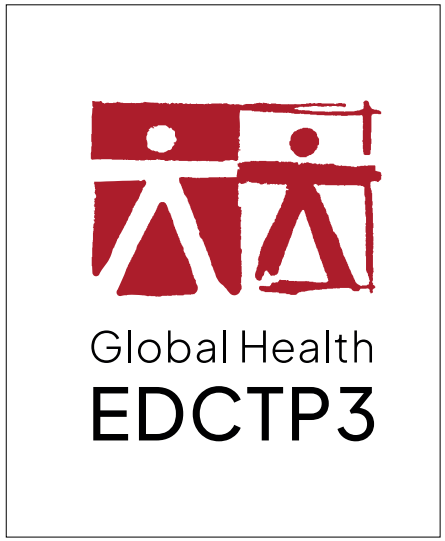
When applying the logo, it is mandatory to allow for the proper amount of space around it. This is for greater legibility and impact. The security space is defined by the height of the letters EDCTP3.



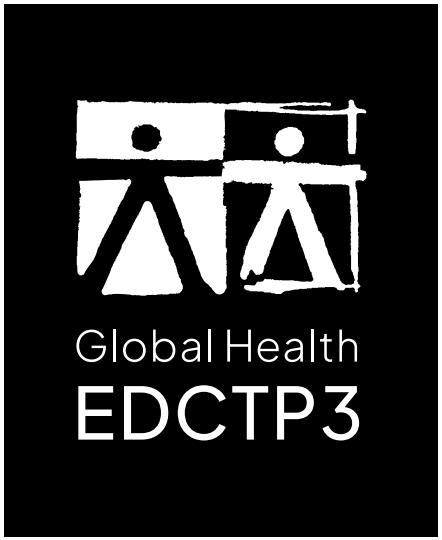
Safety zone

Minimum size

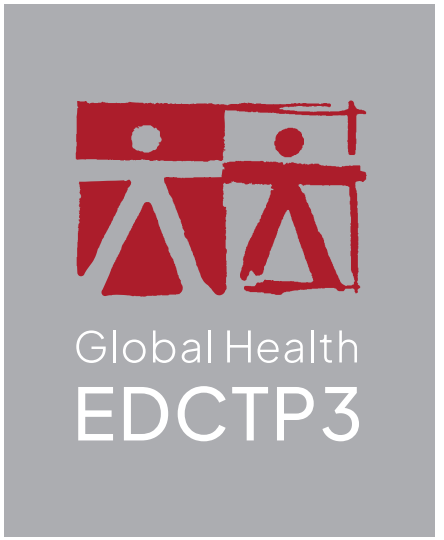
Logo colour variations



Full Colour



Monochrome



Reversed

Incorrect usage examples

It is absolutely forbidden to transform the logo. On the right are examples illustrating the kinds of changes that are not permitted.

Ex.1
Do not change the proportions of the logo

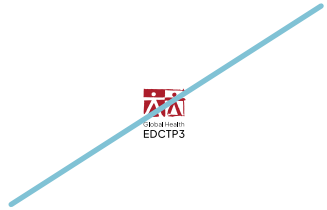
Ex.2
Do not change the composition of the logo

Ex.3
Do not distort the logo

Ex.4
Do not change the order of the logo elements

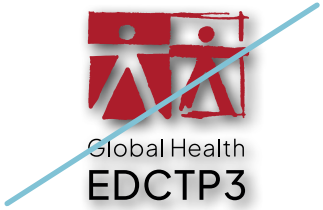
Ex.5
Do not change the colour of the logo

Ex.6
Respect the minimum size of the logo

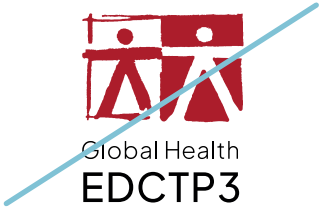


Ex.7
Do not create an outline

Ex.8
Do not add a shadow to the logo



Ex.9
Do not flip the logo

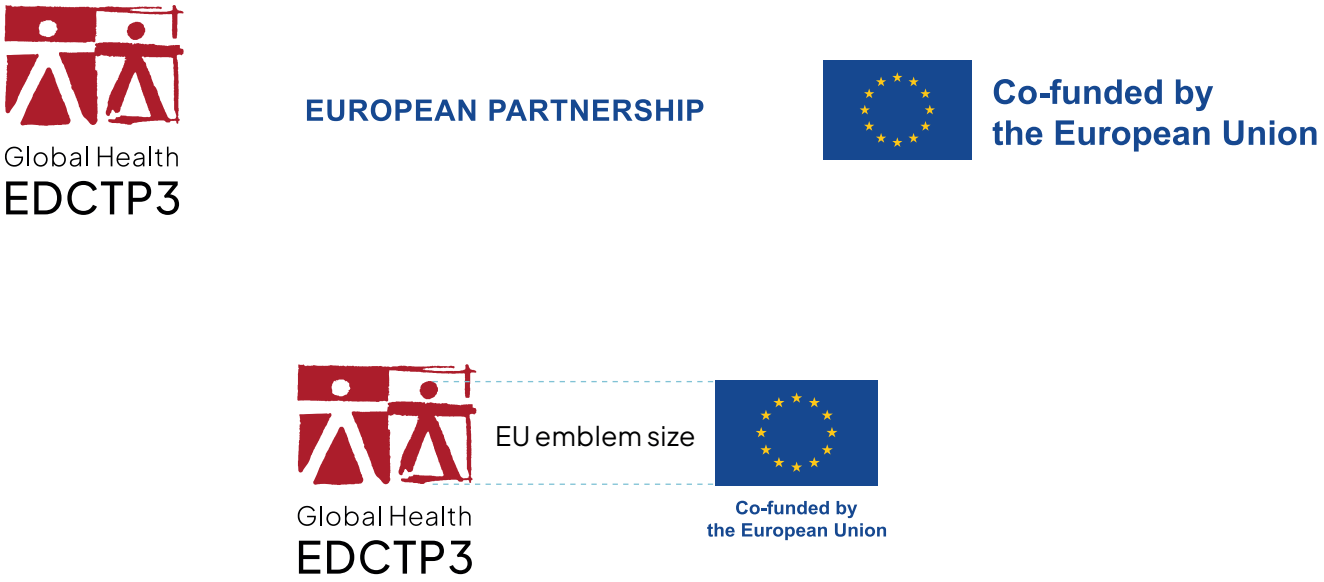


EU funding acknowledgement

As a European Partnership, we should acknowledge EU co-funding, by adding the EU emblem and co-funding statement next to our logo. The words ‘European Partnership’ can be added to communication products if the Communication Team considers it relevant.

When displayed alongside the Global Health EDCTP3 logo, the EU emblem and the phrase ‘European Partnership’ must be displayed at least as prominently and visibly as the Global Health EDCTP3 logo.

The placement of the EU emblem should not give the impression that the partner is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the partner organisation’s logo.



4.0 Colour palette

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Primary colour palette

These are the primary colours of the brand and are used consistently in all graphics, publications, signage, etc.

BLUE

CMYK
90 / 33 / 32 / 14

RGB
54 / 116 / 140

HEX
#36748C

RED

CMYK
21 / 100 / 87 / 15

RGB
148 / 20 / 37

HEX
#941425

LIGHT BLUE

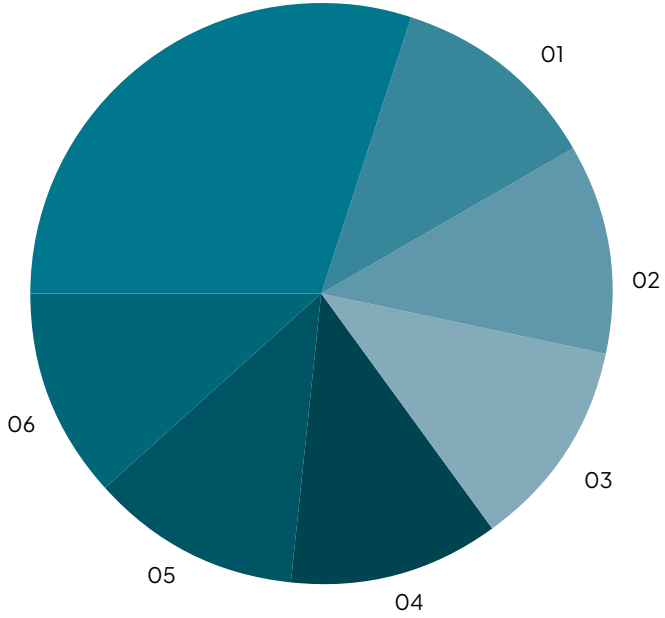
CMYK
47 / 8 / 12 / 0

RGB
161 / 197 / 217

HEX
#A1C5D9

Shades and tints

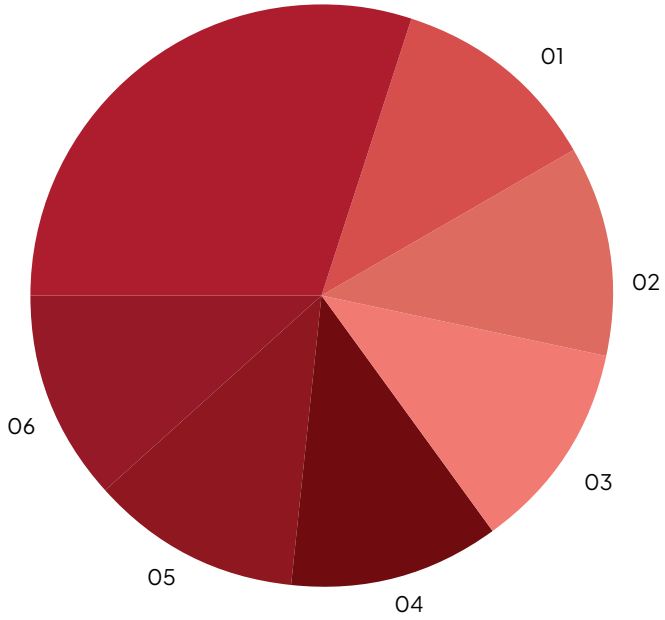
These shades and tints may be used in graphs in particular, when more colours are needed beyond the six primary/ secondary colours. They should complement, not substitute, the primary and secondary colours.



01	02	03	04	05	06
CMYK 75 / 28 / 28 / 12	**CMYK** 60 / 22 / 22 / 10	**CMYK** 45 / 16 / 16 / 0	**CMYK** 90 / 33 / 33 / 60	**CMYK** 90 / 33 / 33 / 45	**CMYK** 90 / 33 / 33 / 30
RGB 88 / 133/ 154	**RGB** 97/ 152 / 169	**RGB** 132 / 171 / 186	**RGB** 0 / 69 / 82	**RGB** 0 / 86 / 101	**RGB** 0 / 103 / 121
HEX #36879A	**HEX** #6198A9	**HEX** #84ABBA	**HEX** #65000B	**HEX** #7C0B19	**HEX** #951625

Shades and tints

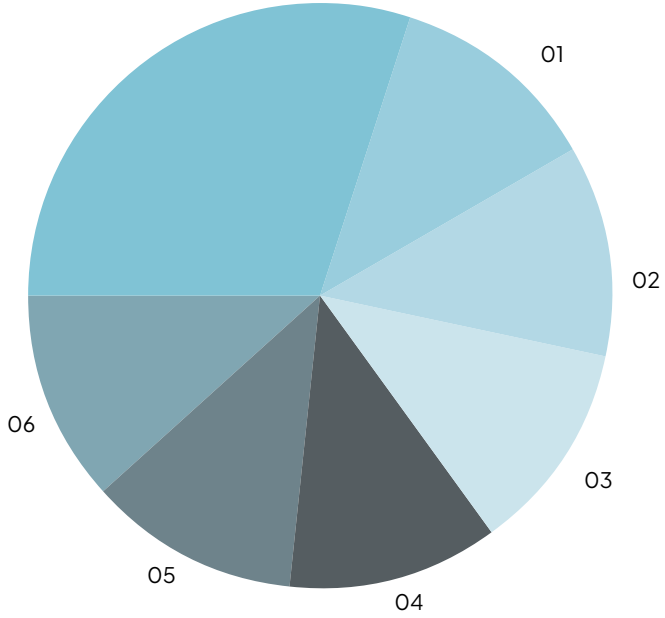
These shades and tints may be used in graphs in particular, when more colours are needed beyond the six primary/ secondary colours. They should complement, not substitute, the primary and secondary colours.



01	02	03	04	05	06
CMYK 17 / 83 / 72 / 12	**CMYK** 14 / 66 / 58 / 10	**CMYK** 14 / 64 / 50 / 0	**CMYK** 21 / 100 / 87 / 60	**CMYK** 21 / 100 / 87 / 45	**CMYK** 21 / 100 / 87 / 30
RGB 184 / 71 / 68	**RGB** 195/ 104 / 93	**RGB** 211 / 119 / 113	**RGB** 101 / 0 / 11	**RGB** 124 / 11 / 25	**RGB** 130 / 29 / 35
HEX #B84744	**HEX** #C3685D	**HEX** #D37771	**HEX** #65000B	**HEX** #7C0B19	**HEX** #951625

Shades and tints

These shades and tints may be used in graphs in particular, when more colours are needed beyond the six primary/ secondary colours. They should complement, not substitute, the primary and secondary colours.



01	02	03	04	05	06
CMYK 37 / 6 / 10 / 0	**CMYK** 28 /5 / 7 /0	**CMYK** 19 / 3 / 5 / 0	**CMYK** 12 / 2 / 3 / 75	**CMYK** 23 / 4 / 6 / 50	**CMYK** 35 / 6 / 9 / 25
RGB 156 / 204 / 220	**RGB** 180/ 215 / 227	**RGB** 204 / 226 / 235	**RGB** 86 / 93 /97	**RGB** 122 / 131 / 139	**RGB** 128 / 165 / 178
HEX #B1CEDF	**HEX** #C0D8E6	**HEX** #D0E2EC	**HEX** #414F57	**HEX** #617783	**HEX** #819EAD

Secondary colour palette

These colours act as a complimentary palette to the primary brand colours and are used in graphics, charts, infographics, publications, etc.

GREEN

CMYK
86 / 38 / 100 / 36

RGB
25 / 90 / 46

HEX
#195A2E

YELLOW

CMYK
0 / 27 / 100 / 0

RGB
254 / 190 / 16

HEX
#FEBE10

BEIGE

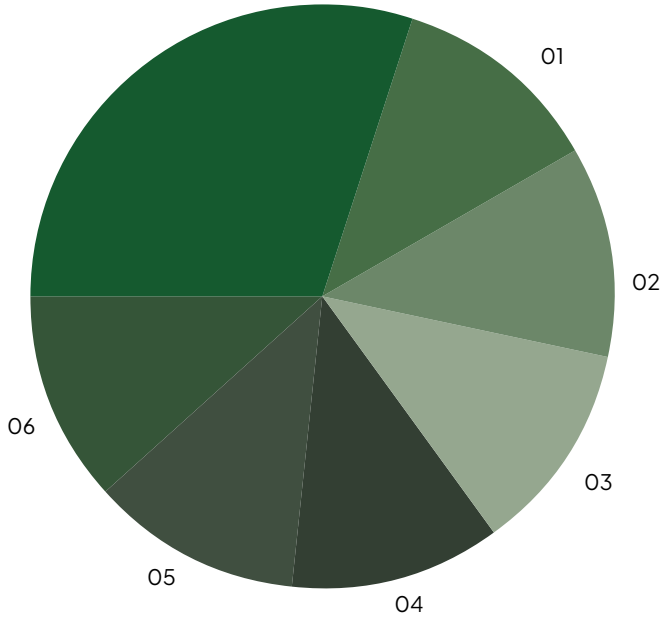
CMYK
7 / 18 / 23 / 0

RGB
232 / 214 / 197

HEX
#E8D6C5

Shades and tints

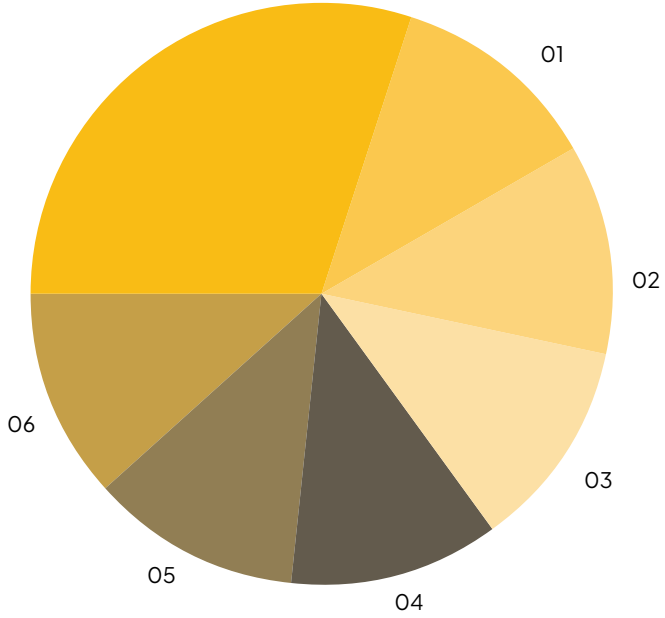
These shades and tints may be used in graphs in particular, when more colours are needed beyond the six primary/ secondary colours. They should complement, not substitute, the primary and secondary colours.



01	02	03	04	05	06
CMYK 70 / 30 / 80 / 28	**CMYK** 52 / 23 / 60 / 21	**CMYK** 34 / 15 / 40 / 4	**CMYK** 70 / 54 / 70 / 52	**CMYK** 43 / 20 / 50 / 67	**CMYK** 65 / 28 / 74 / 51
RGB 71 / 111 / 72	**RGB** 109/ 137 / 105	**RGB** 150 / 167 / 143	**RGB** 52 / 63 / 52	**RGB** 64 / 79 / 63	**RGB** 55 / 86 / 57
HEX #476F48	**HEX** #6D8969	**HEX** #96A78F	**HEX** #343F34	**HEX** #404F3F	**HEX** #375639

Shades and tints

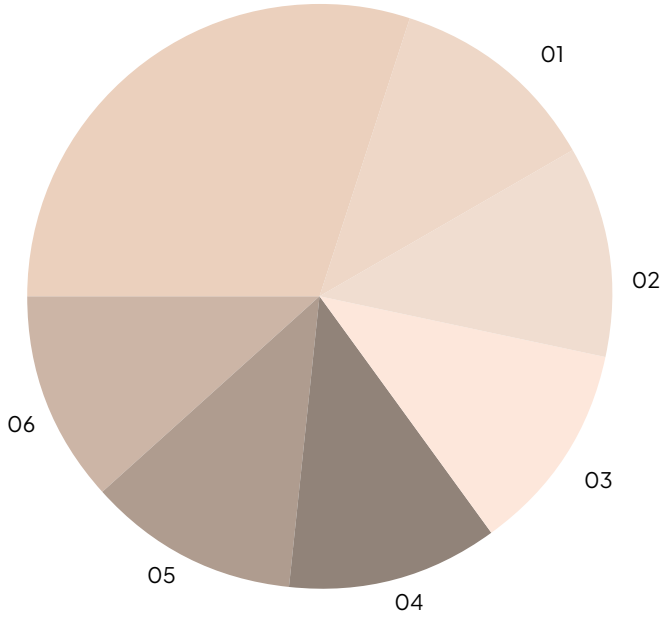
These shades and tints may be used in graphs in particular, when more colours are needed beyond the six primary/ secondary colours. They should complement, not substitute, the primary and secondary colours.



01	02	03	04	05	06
CMYK 0 / 20 / 80 / 0	**CMYK** 0 / 16 / 60 / 0	**CMYK** 0 / 10 / 40 / 0	**CMYK** 0 / 6 / 25 / 75	**CMYK** 0 / 13 / 50 / 50	**CMYK** 0 / 20 / 75 / 25
RGB 250/ 199 / 79	**RGB** 252/ 211 / 125	**RGB** 253 / 224 /165	**RGB** 98 / 91 / 77	**RGB** 146 / 128 / 85	**RGB** 196 / 160 / 72
HEX #FAC74F	**HEX** #FCD37D	**HEX** #FDE0A5	**HEX** #625B4D	**HEX** #928055	**HEX** #C4A048

Shades and tints

These shades and tints may be used in graphs in particular, when more colours are needed beyond the six primary/ secondary colours. They should complement, not substitute, the primary and secondary colours.

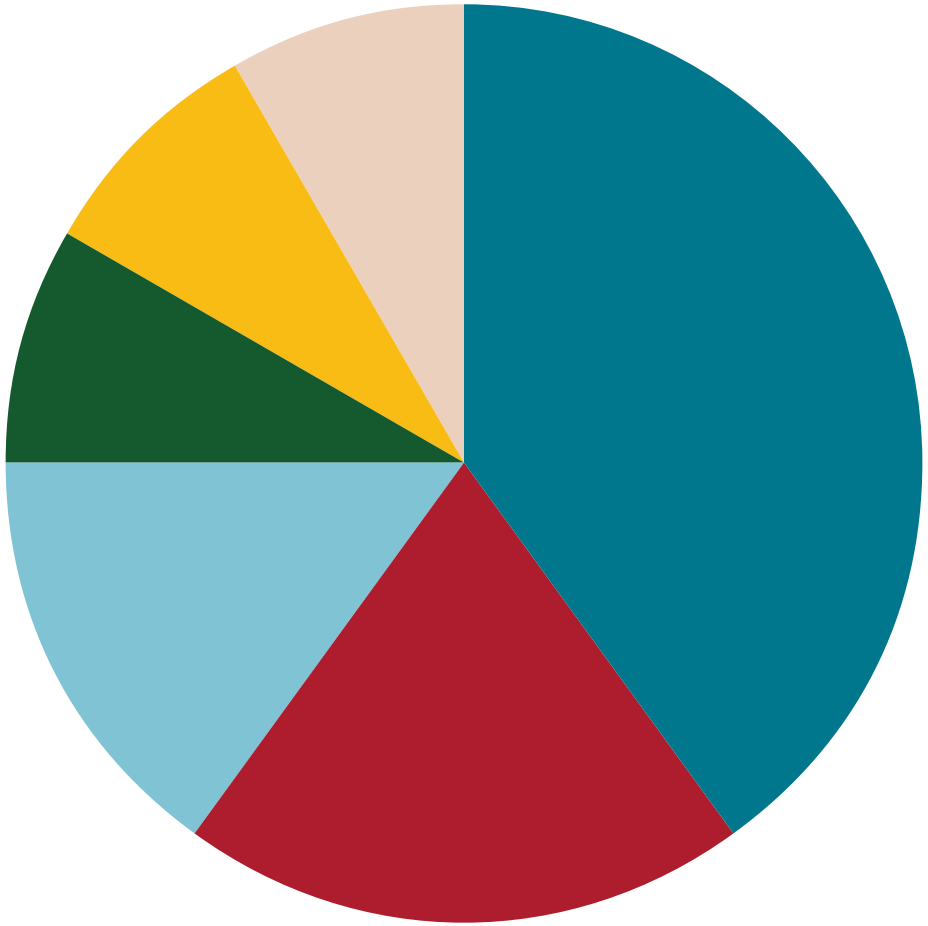


01	02	03	04	05	06
CMYK 6 / 15 / 20 / 0	**CMYK** 5 / 12 / 15 / 0	**CMYK** 0 / 10 / 10 / 0	**CMYK** 7 / 18 / 23 / 45	**CMYK** 7 / 18 / 23 / 30	**CMYK** 7 / 18 / 23 / 15
RGB 237 / 214 / 199	**RGB** 240/ 221 / 208	**RGB** 254 / 231 / 219	**RGB** 146 / 131 / 121	**RGB** 174 / 156 / 144	**RGB** 203 / 181 / 166
HEX #EDD6C7	**HEX** #F0DDD0	**HEX** #FEE7DB	**HEX** #928379	**HEX** #AE9C90	**HEX** #CBB5A6

Colour usage guidelines

The primary colours represent the brand and should be used most frequently, usually in the priority order that they are presented in the palette.

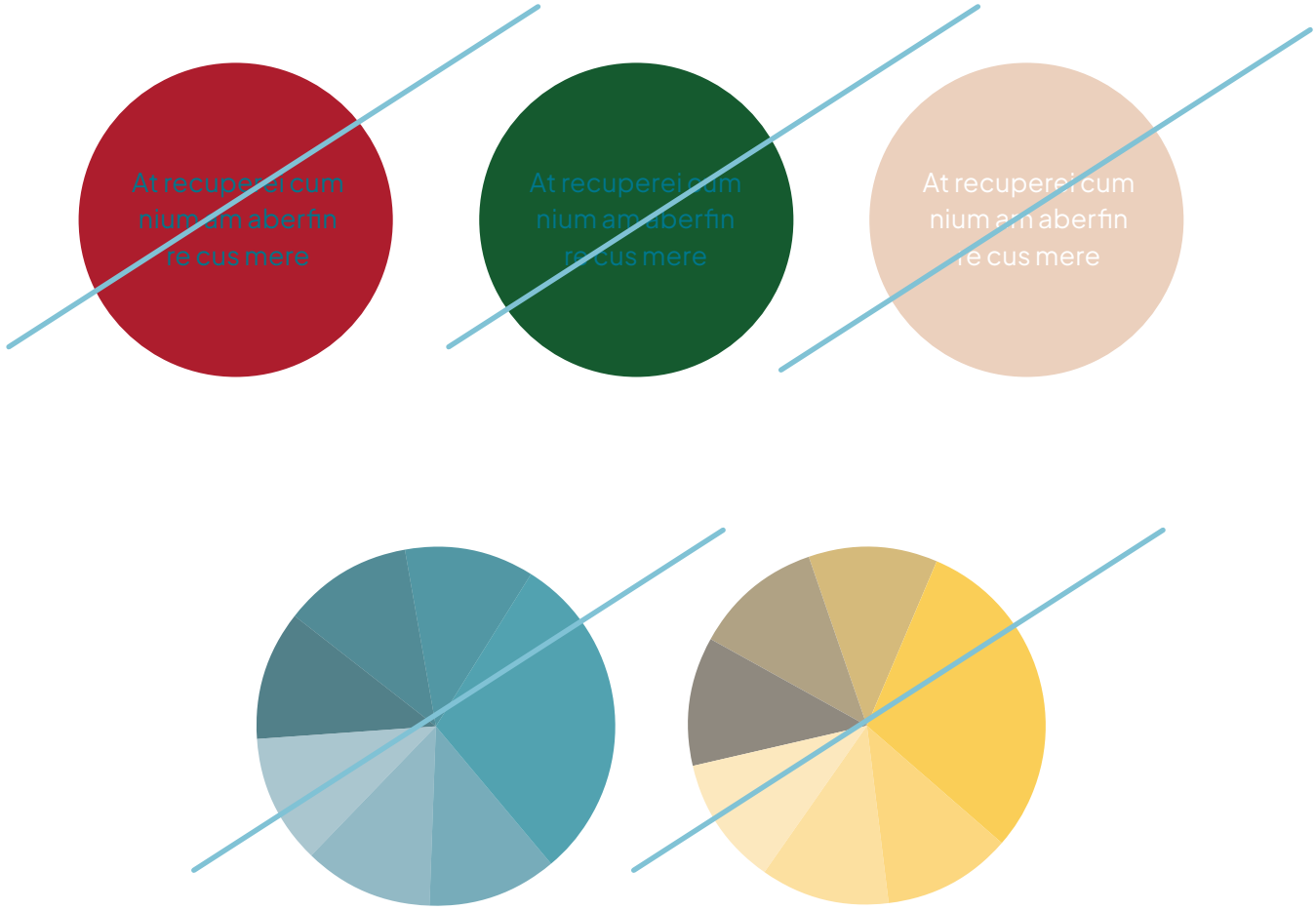
Secondary colours are used to complement the primary palette and are typically applied in supporting elements.



Incorrect usage examples

Inconsistent colour combinations: combining colours from the palette in a way that creates poor readability or visual discomfort (e.g. using low-contrast text and background combinations) can be an incorrect application.

Wrong shades or tints: deviating from the precise colour codes (e.g. using lighter or darker versions of the approved colours without approval) can weaken brand recognition.



5.0 Typography

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Primary typeface

Plus Jakarta Sans:
it expresses modernity,
professionalism, credibility.

• Tokotype Foundry- Google Fonts library

AaBb

Plus Jakarta Sans - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Plus Jakarta Sans - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

MS Office and web use

All materials created with MS Office (MS Excel, Outlook, PowerPoint and Word) and for the web (website and newsletters) use Arial.

Arial - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Arial - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Secondary typeface

Source Serif:
it carries the human side of things.

• Frank Grießhammer - Google Fonts library

AaBb

Source Serif - Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

MS Office and web use

All materials created with MS Office (MS Excel, Outlook, PowerPoint and Word) and for the web (website and newsletters) use Arial.

Arial - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Arial - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uv Vv Ww Xx Yy Zz
0123456789

Hierarchy and usage

Title

Enis am que mod utem et Source serif semibold

Subtitle

Enis am que mod utem et Plus Jakarta Sans semibold

Enis am que mod utem et Plus Jakarta Sans regular

Body text

Enis am que mod utem et Plus Jakarta Sans regular

Incorrect usage examples

Incorrect font size: using 6pt font for body text, makes text too small to read comfortably.

Incorrect font weight: using a lightweight font for headings, reduces impact and readability.

Improper use of colours: using light text (e.g. white) on a light background, causes low contrast and accessibility issues.

Body text

Iciliquo diaturibus alis acessum quibus sequi conesciam velenissunt oditaecepuda simetus estior autata nonsed quatem alit volupture volupta secus rerios rerspis imilibus et hit es porum fugianda con elibus mil es a ilit, qui sit am eictem fugitatem unt. Ut ut verspe sunt adionem. Nam, comnis verum ea volorecaes etus que inihilis rero consect iaeria autem. Iliquaecae vendaepta vel modi iderferitas resci dis dusam nos qui conseculpa deres moluptasimil ium harit ipsae con por am erchill ectotate est latquid

Collaboration and Capacity development

Iciliquo diaturibus alis acessum quibus sequi conesciam velenissunt oditaecepuda simetus estior autata nonsed quatem alit volupture volupta secus rerios rerspis imilibus et hit es porum fugianda con elibus mil es a ilit, qui sit am eictem fugitatem unt.

6.0 Imagery

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Photography style

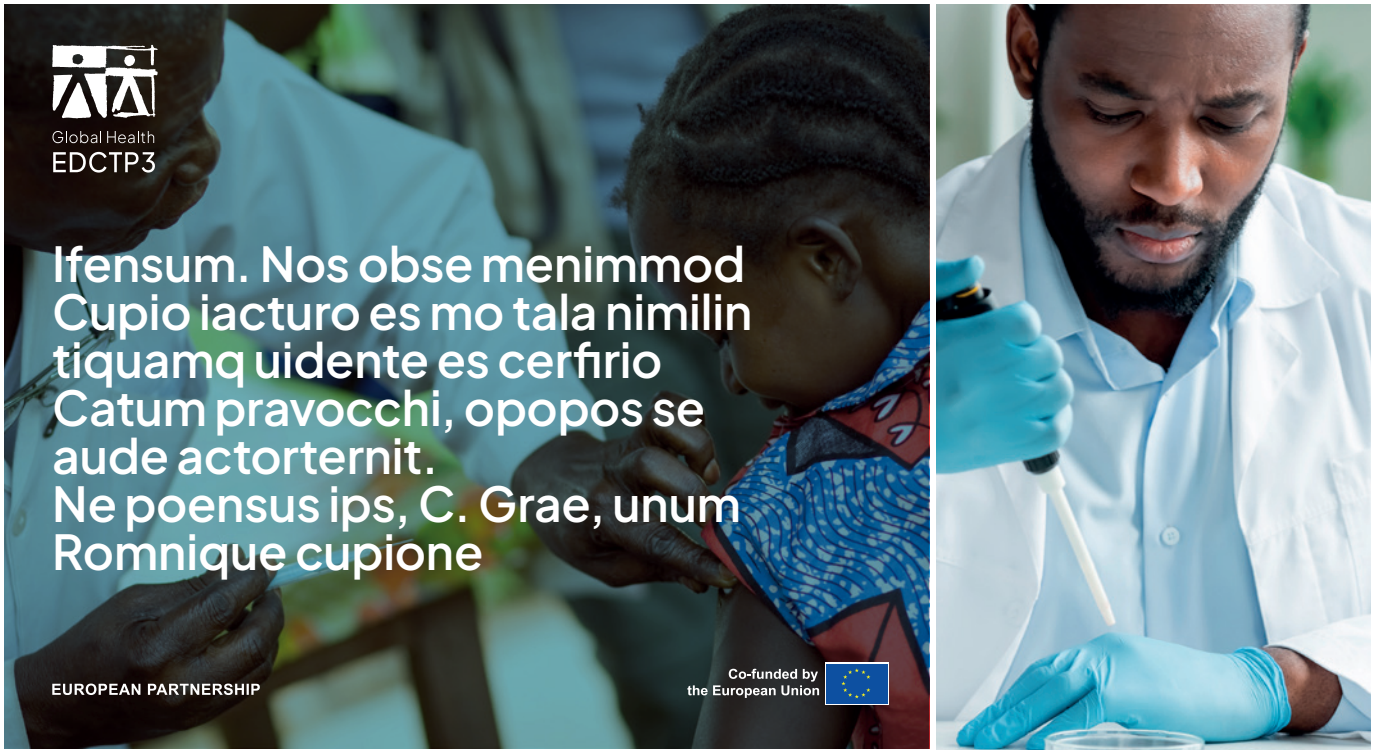
Photography displays researchers and healthcare professionals in Africa, research teams from Europe and Africa, African patients, and Global Health EDCTP3 stakeholders.

Image composition and usage

Crop images to focus on key elements or subjects. Ensure no essential part of the subject is cropped out, including key details such as the face.

Incorrect usage examples

Avoid overcrowding images with too many elements or cropping subjects too tightly.



7.0 Graphics

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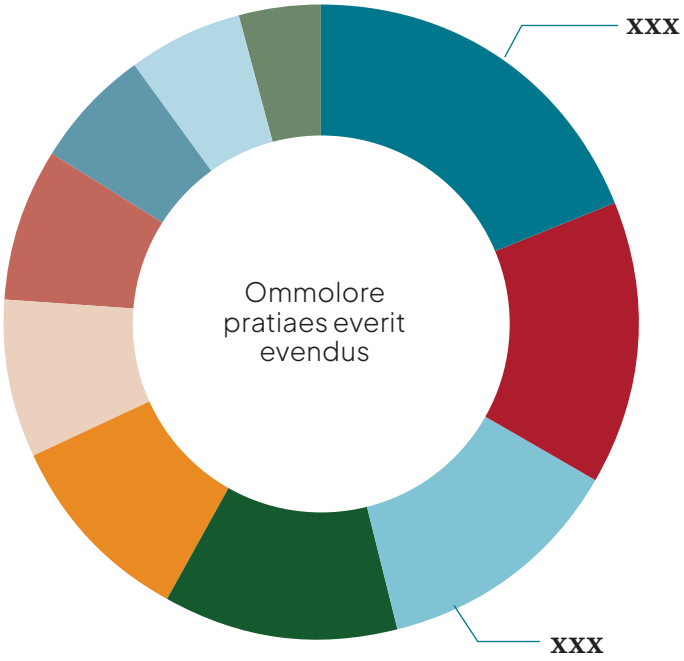
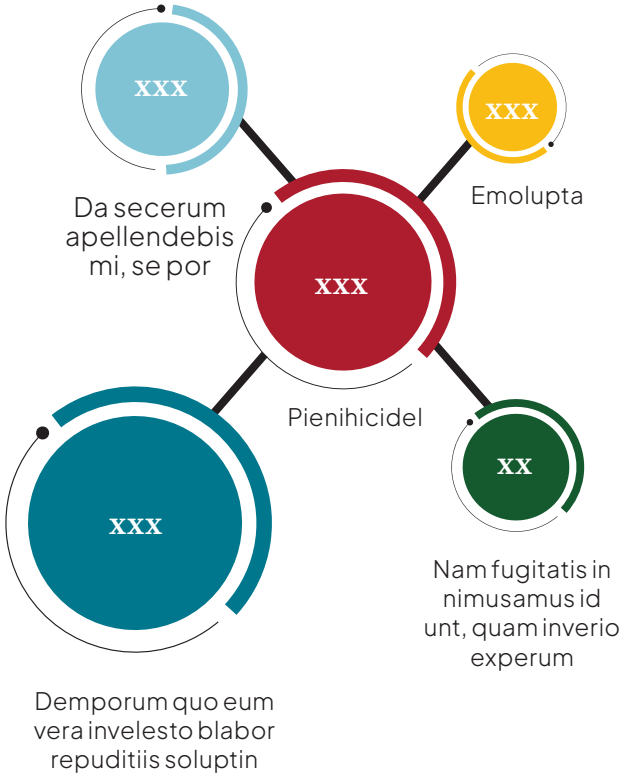
Illustrative elements

Graph guidelines and examples

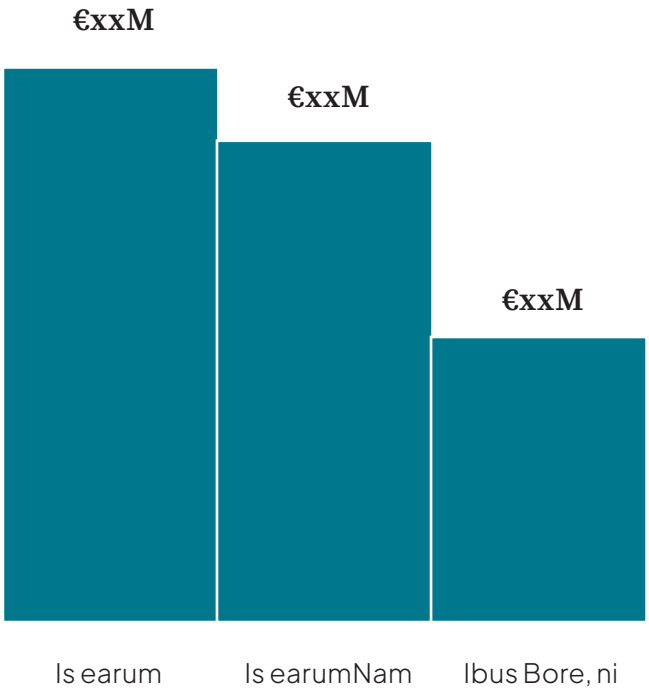
First, use primary colours, in the priority order they are presented in the palette, then secondary colours and lastly apply shades and tints.

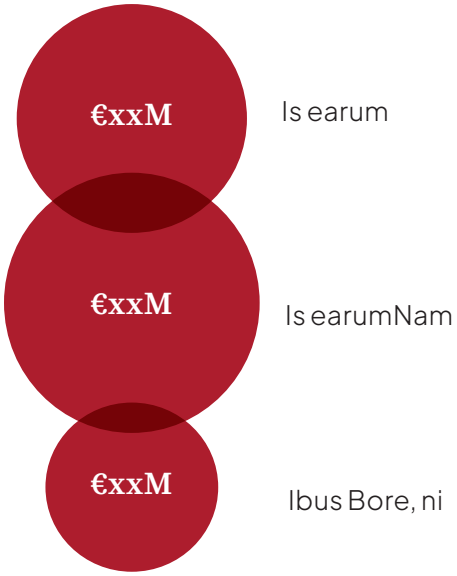




Incorrect usage examples

Avoid using only one colour on graphs.





8.0 Applications

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8.1 Stationery

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Business cards

Word template

PowerPoint template

8.2 Publications

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Annual activity report

Foreword

Dear Reader,

It is with pleasure that I present to you the Consolidated Annual Activity Report of the **Global Health EDCTP3 Joint Undertaking** (Global Health EDCTP3 JU).

Building on the previous investments of **over EUR 1 billion** in the first and second EDCTP programmes, the **new EUR 1.6 billion Global Health EDCTP3 programme** has reignited the momentum in the fight against infectious diseases. With a fresh investment of **over EUR 103 million** in its first year of implementation in 2022, 28 new projects are already underway.

In 2023, we continued to support key research in infectious diseases and expanded our activities to ensure a stronger, longer-lasting impact. We launched additional funding opportunities to expand our portfolio of investments. With a **total budget of over EUR 130 million**, seven new calls for proposals were launched in 2023 to support activities aiming at tackling the Ebola outbreaks in sub-Saharan Africa, improving the health of women and children, and improving the delivery and uptake of vaccines, among others.

On 16 November, I started my tenure as the new Executive Director and, following my appointment, on 23 November, the Global Health EDCTP3 JU became financially autonomous from the European Commission, which had supported the establishment and initial operation of the programme until it reached the operational capacity to implement its own budget. Moreover, we finalised the institutional framework by establishing the Stakeholders Group, a new body working to provide input on the scientific, strategic and technological priorities to be addressed by the Global Health EDCTP3, as well as to ensure synergies between the partnership and adjacent sectors. These events marked significant milestones and kick-started the new implementation phase of the Global Health EDCTP3 programme.

DR MICHAEL MAKANGA
GLOBAL HEALTH EDCTP3 JOINT UNDERTAKING EXECUTIVE DIRECTOR.

In December 2023, the **Work Programme 2024** was published with **over EUR 140 million in funding opportunities**, the highest annual budget since the Global Health EDCTP3 JU was established. This annual programme will support a range of activities aimed at tackling diseases such as malaria, HIV/AIDS or Neglected Tropical Diseases (NTDs), as well as building research capacity in Africa through academic-industry fellowships for researchers.

Our investments reflect our ambition to become the leading research partnership on infectious diseases and we expect the new projects supported through these calls for proposals to directly contribute to our objectives.

This ambition was demonstrated during the Eleventh EDCTP Forum held in Paris. With almost 1,000 participants, this special event allowed us to celebrate the EDCTP's 20th anniversary, highlight the excellent work being carried out by researchers, policy makers and health research stakeholders in the fight against infectious diseases, and look forward to the challenges and opportunities ahead.

In addition, the JU Programme Office has continued to grow and deliver on its core functions of launching and evaluating calls for proposals, supporting beneficiaries to achieve impressive results, and ensuring synergies with like-minded partners, with the overall aim of strengthening the research ecosystems in Africa and Europe and contributing to the global fight against infectious diseases.

Finally, I would like to take this opportunity to thank everyone involved in the Global Health EDCTP3 programme, colleagues, beneficiaries, partners and many more, for their efforts and contributions to our common goals. I look forward to continuing working with you to provide solutions to those who need them most.

Fact sheet

Global Health
EDCTP3
Highlights of 2023
in numbers
EUROPEAN PARTNERSHIP
Co-funded by the European Union
Investments portfolio 2022-2023
(in million EUR)
Participation
in grants

8.3 Digital

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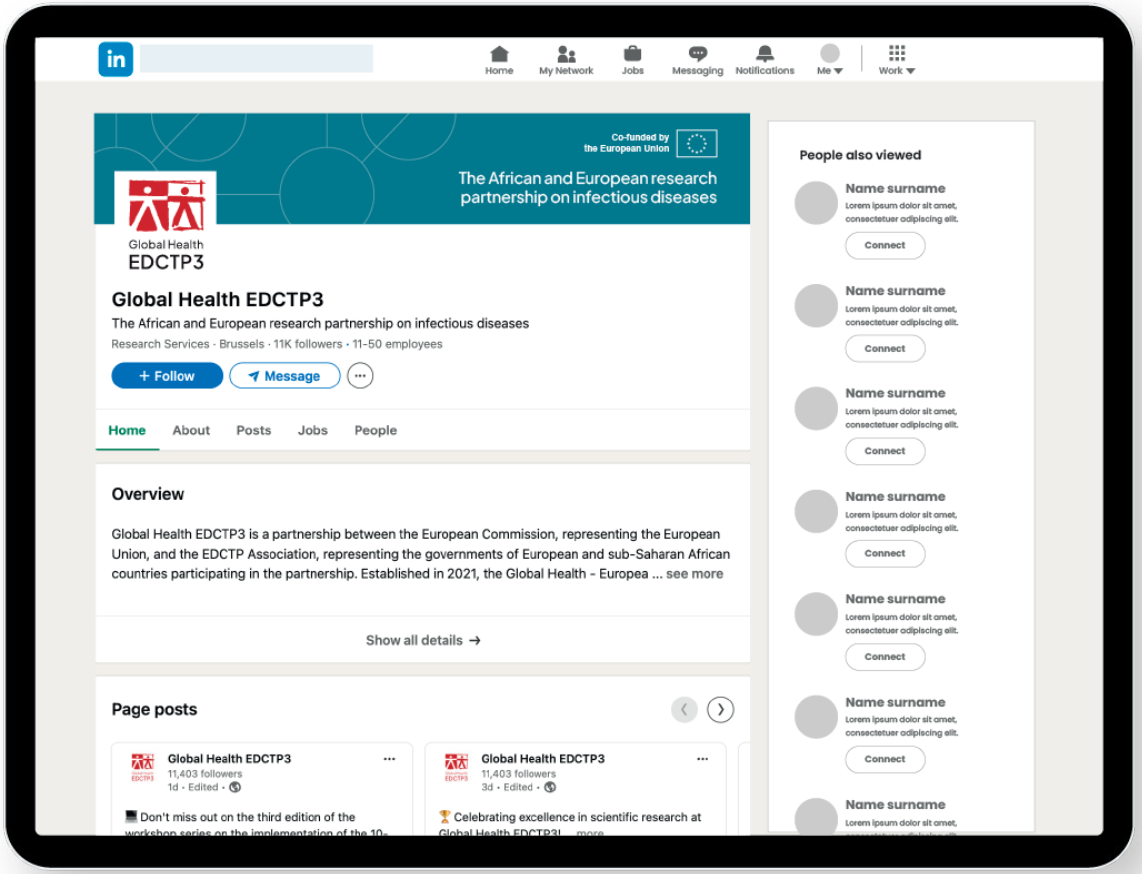
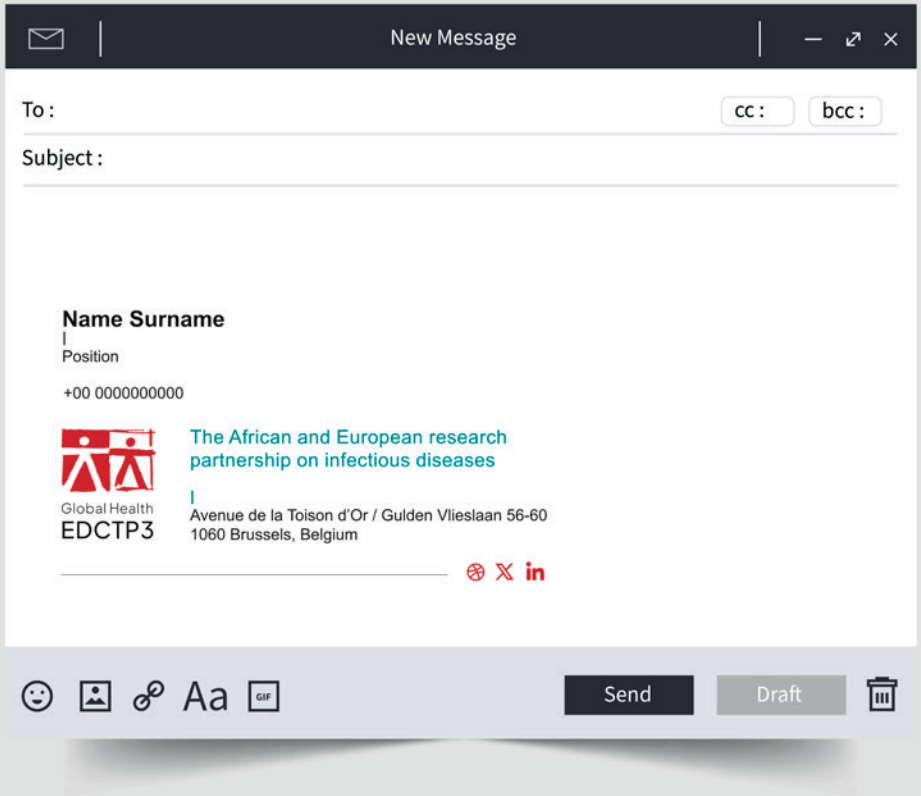
Website

An official website of the European Union How do you know?
Global Health
EDCTP3
English
Search
Home
About us
Projects
Funding
News and Events
The African and European research partnership on infectious diseases

Social media



Email signature



Teams backgrounds

9.0 Style guide

Common usage guidelines

Global Health EDCTP3 follows the English Style Guide of the European Commission.

You will find here some common usage guidelines for your convenience.

Abbreviations
It is best to write out the full term followed by the abbreviation in parentheses the first time the abbreviation appears in a document: *The Strategic Research and Innovation Agenda (SRIA) presents the scope of strategy of the Joint Undertaking.*

If your document contains a lot of abbreviations, consider including a list of them and their meanings at the beginning or end of the document.

Abbreviations should not be used needlessly. If an abbreviation occurs only once or twice, it is best to dispense with it altogether and use the full form.

Abbreviations of titles
Dr
Prof. (With a full stop because Prof. is a truncation.)
Mr/Mrs/Ms

Abbreviations of titles are to be used in emails, letters of invitation, publications but not on social media, unless duly justified.

Alignment of text
All text should be left aligned, avoid justification.

Alphabetical order
Names of organisations/institutions and countries should always be in alphabetical order when listed in a sentence.

Ampersand (&)
Unless used as part of a name of a company/institution *(e.g. Bill & Melinda Gates Foundation; European & Developing Countries Clinical Trials Partnership), the ampersand should be avoided*.

Common usage guidelines

Capitalisation
Use title case (capital letter on the first letter of each word) for:

- names of institutions and departments *(e.g. University of Cape Town)*
- title of documents, reports, or publications *(e.g. Interim Technical Report)*
- proper names/nouns and titles *(e.g. Executive Director)*.

Use sentence case
(capital letter on first word only) for:

- headlines, headings, and sub-headings in documents or publications
- titles of projects
- titles of books
- titles of calls for proposals.

Currency
Currency abbreviations:
EUR 2,400; USD 2 billion
€120,000; £78,000; $100 m

Units and subunit
Use a point to separate units from subunits:
€7.20; $50.75; EUR 2.4 billion; USD 1.8 billion

The euro. Like 'pound', 'dollar' or any other currency name in English, the word 'euro' is written in lower case with no initial capital. Where appropriate, it takes the plural 's' (as does 'cent'): *This book costs ten euros and fifty cents.*

However, in documents and tables where monetary amounts are used frequently, make maximum use of the € symbol or the abbreviation EUR. In tables use the shorthand M for million *(e.g. €1.25M; EUR 1.25M)*.

Date and time
Dates are written as Day Month Year *(e.g. 06/01/2025; 6 January 2025)*.

Common usage guidelines

Do not use ordinal numbers *(e.g. 1st, 2nd, 3rd, 4th)*.
On 6 January 2025
From 6-9 January 2025
Between 6 and 9 January 2025
Use the 24-hour clock for time with minutes separated by a colon *(e.g. 15:00)*.

Emphasis
Emphasis should be used sparingly to have maximum impact. If a word or phrase needs to be emphasised, use bold, not italic or underline. CAPITALISED text should be avoided.

En rule
An en rule or en dash (–) is wider than a hyphen (-) and narrower than em dash (–).
Use the en rule between figures to show a range, in replacement of the word 'to' *(for example, 1939–45; pages 13–13; 6–9 January 2025)*.

Hyphens
Use hyphens sparingly or only for compound adjectives, to avoid ambiguities, or when writing numbers *(e.g. twenty-one, fifty-two)*.

Hyperlinks
Use active hyperlinks in all electronic documents and publications. Embedded hyperlinks are allowed and encouraged.

Italics
Use italics (in written documents) for:

- titles of books, newspapers, and other publications *(e.g. The Lancet)*
- foreign words that are not common usage *(e.g. carte blanche)*. If a word is used repeatedly, define the word the first time and thereafter use it without italics
- scientific names of organisms with genus (capitalised) and species *(e.g. Plasmodium falciparum)*.

Common usage guidelines

Lists
Bullet points in Word documents are used as a means of breaking text into an easily readable list:

- bullets are round
- indentation of the bullet is 0 cm
- space between the bullet and text (hanging) is 0.7 cm
- add a 6-point space before and after the bullet list .

Numbered lists should only be used when a specific order is needed:

- do not use letters or Roman numerals to order a list
- indentation of the bullet is 0 cm
- space between the bullet and text (hanging) is 0.7 cm
- add a 6-point space before and after the bullet list 23.

Lists of short items (without main verbs) should be introduced by a full sentence and have the following features:

- introductory colon
- no initial capitals
- no punctuation (very short items) or comma after each item
- a full stop at the end.

Where each item completes the introductory sentence, you should:

- begin with the introductory colon;
- label each item with the appropriate bullet or number;
- end each item with a semicolon;
- close with a full stop.

If all items are complete statements without a grammatical link to the introductory sentence, proceed as follows:

Common usage guidelines

- introduce the list with a colon;
- label each item with the appropriate bullet or number;
- start each item with a lower-case letter;
- end each one with a semicolon;
- put a full stop at the end.

If any one item consists of several complete sentences, announce the list with a complete sentence and continue as indicated below:

- Introduce the list with a colon.
- Label each item with the appropriate bullet or number.
- Begin each item with a capital letter.
- End each statement with a full stop. This allows several sentences to be included under a single item without throwing punctuation into confusion.

Lists in sentences
In a list of three or more items, a comma is used to separate them, with an additional comma (for clarity) before the final item separated by 'and' or 'or'.
X may not be added to beef, ham or processed meat and milk products. [unclear]
The use of X is forbidden in beef, ham or processed meat, and milk products. [clear]

When items in a series are long and complex or involve internal punctuation, they should be separated by semicolons for the sake of clarity:
The membership of the international commission was as follows:
France: 4, which had 3 members until 2010; Germany: 5, whose membership remained stable; and Italy: 3, whose membership increased from 1 in 2001.

Names of foreign institutions
If an institution or organisation has an official name in English, always use that:

Common usage guidelines

Dutch. Instituut voor Tropische Geneeskunde (ITG)
English. Institute of Tropical Medicine (ITM).

Elsewhere, if a body's name is essentially a description of what it does (e.g. the name of a ministry or university), you should translate it, preferably with a commonly accepted or previously used term:
The Bundesministerium für Gesundheit (Federal Ministry of Health)
Universität Tübingen (University of Tübingen)

If an institution's or organisation's name is familiar to the intended readership, use the original rather than the translation: *Médecins Sans Frontières has long been active in this region.*

Numbers
Spell out the numbers one to nine, use digits thereafter; however, where numbers in a range fall above and below this limit use digits for both: '9 to 11', not 'nine to 11'.

When a sentence contains three or more numbers, or when the sentence contains both digits and written numbers, use digits for all numbers, but always write out the number if it begins the sentence.
Twenty-six clinical trials projects have been funded: 9 on HIV, 8 on tuberculosis, and 16 on malaria.

For grant agreements and other legal documents, consistently write the numbers in digits followed by the word of the number in parenthesis, e.g. *14 (fourteen) days*.

When writing large amounts, use a comma (,) to separate thousands and millions and write out the number the same way you would say it out loud.
Three million, two hundred and fifty-two thousand, three hundred and eighty-one euros (€3,252,381).

Common usage guidelines

Salutation
Letter or email:
Dear Professor Ransome-Kuti
Dear Dr Robert Koch
Dear Mr Bog

Slash
The forward slash (/) replaces 'and' in compound terms *(e.g. the January/February issue)* and 'or' to suggest alternatives *(e.g. bigger/smaller)*.

Use a slash to separate date elements and to represent fractions:
16/07/2012
The new drug was successful in 1/3 of trial participants.
Do not add spaces before or after the slash.

Spelling
British spelling should always be used.
Names of institutions or organisations in other English-speaking countries retain the original spellings, *e.g. World Health Organization*.

Table of contents
Consider a table of contents for any document longer than 10 pages. This can automatically be generated in Microsoft Word, in the 'References' ribbon > Table of contents box. Only include 3 heading levels.

If you have questions regarding these guidelines,
please contact the Communication Team.