



Participant Corporate Styleguide

Version 2 January 2016

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1: Corporate Identity

This styleguide is designed to protect the corporate identity of the Wound Management Innovation CRC brand. It is important this styleguide is followed carefully to ensure consistency and integrity across all areas of our identity and ensure brand awareness in all CRC activities as per Commonwealth Guidelines.

About the WMI CRC logo

The logomark represents a symbolic overview of a wound bandage: it is unwinding, creating a pathway to healing. It is also subtly in the shape of Australia, emphasising the unique collaboration between participants nation-wide. It is also positioned within a circle, representative of the globe: the CRC will affect the wound landscape globally as well as locally. The logo was designed in 2014 as a part of the CRC's re-brand and symbolises the change in operations and strategy. It is divided into 5 parts: 4 years of funding remaining to create impact in our current term (as at 2014), with the larger central element representing our legacy - pathways to healing and transforming wound outcomes.

Colour Palates

The WMI CRC corporate colours have been specifically chosen to reinforce the core brand messages. The logo colours of blue hues with contrasting grey reference the CRC's previous branding and comply with accessibility requirements. Blues represent trust, calmness and feel medical/sterile and corporate. The CRC's areas of activity are also represented in orange (research), green (clinical translation) and purple (development). However, for all Participant corporate communication, the logo colour palate is to be utilised. CMYK is to be used for all print applications and RGB for screen.

Iconography

The WMI CRC's strategic objectives and goals are reflected in four unique icons that the CRC uses in its promotional material.



Education



Research



Development



Clinical Translation



Stacked Logo



Inline Logo

Wound CRC Logo Dark Blue

C: 93% R: 44
M: 77% G: 81
Y: 10% B: 150
K: 1%

PANTONE 286 U
PANTONE 7685 C
#2b5196

Wound CRC Logo Dark Grey

C: 60% R: 79
M: 50% G: 82
Y: 48% B: 84
K: 41%

PANTONE Black6 U
PANTONE 7540 C
#4e5253

Wound CRC Logo Light Blue

C: 64% R: 87
M: 20% G: 166
Y: 11% B: 202
K: 0%

PANTONE 7702 U
PANTONE 7702 C
#56a6c9

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2: WMI CRC Logo usage

The logo is to be used in its inline state predominantly but can be used stacked for applications where the inline logo cannot fit. To ensure consistency in our brand identity, never separate the elements or alter the logo's position, size, colour, spatial or proportional relationships. To ensure maximum legibility and impact do not make the logo smaller in length than 50 mm for the inline logo and 30 mm for the stacked logo. The minimum white space required around both logos is 10 mm. The logo colour may in some circumstances be represented in black or white depending on the application however this is directed as per advice from WMI CRC National Office.

Acknowledgement of the WMI CRC

The WMI CRC should always be included in the author affiliation if the work was undertaken as part of a WMI CRC research project. A suitable form of acknowledgment is:

Joe Bloggs^{1,2}, and John Smith²

¹Wound Management Innovation Cooperative Research Centre

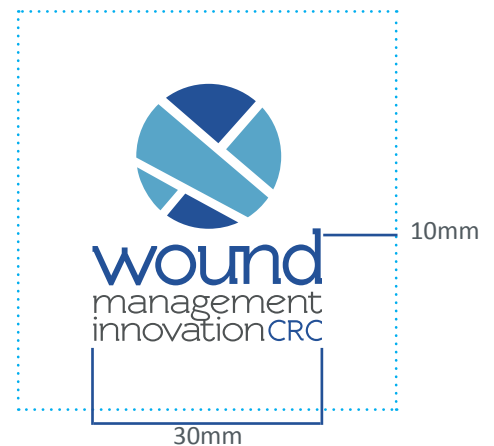
²Queensland University of Technology

In written publications, the following acknowledgement should be included:

'The authors would like to acknowledge the support of the Australian Government's Cooperative Research Centres Programme.'

When acknowledging the WMI CRC, it is important to use the word 'supported' rather than 'funded'. Although the WMI CRC may provide monetary contribution to the project, the research undertaken is 'collaborative' or 'cooperative'. Various organisations come together to form the WMI CRC project team, either by providing in-kind resources, facilities, or funding. Similarly, a PhD student studying through a WMI CRC stipend and research project becomes part of the WMI CRC's research activities.

Acknowledgement in presentations such as conferences and posters are to reference the CRC at least once by usage of the WMI CRC and CRC Programme logo. To obtain the files, send a publication clearance form with the logo request to research@woundcrc.com



Cooperative Research Centres Programme logo

Under section 21 in the Commonwealth Agreement all publications or publicity related to the activities of the WMI CRC must use the CRC Programme logo. These files must be used and not distorted or rearranged in any way. As a guide, the CRC Programme logo should be used when the CRC's logo is used.



Australian Government
Department of Industry and Science

Business
Cooperative Research
Centres Programme

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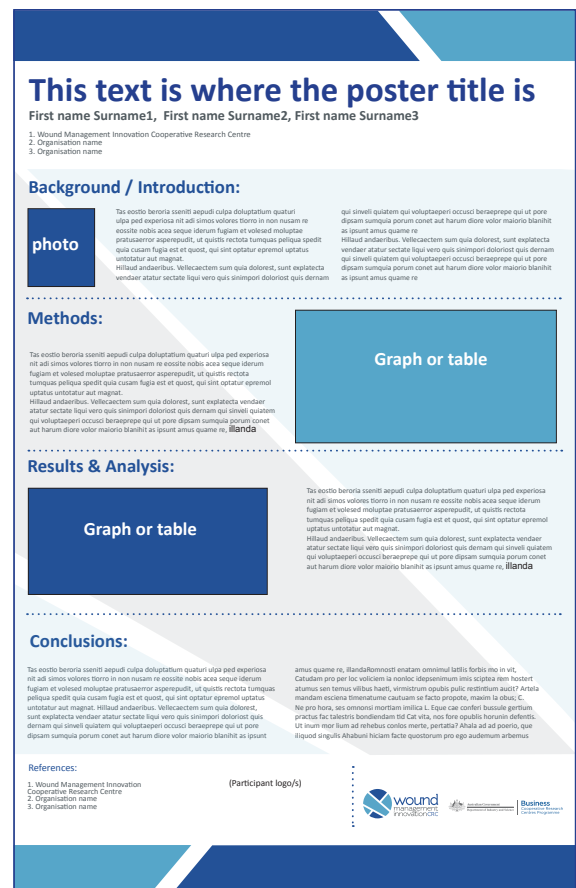
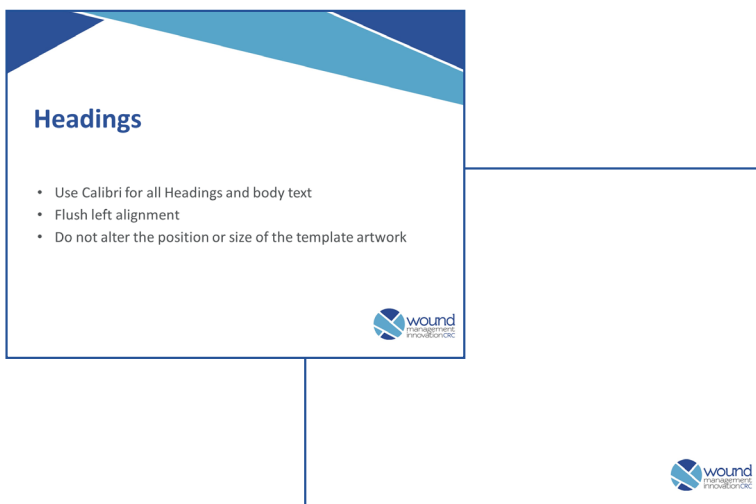
3: Corporate Templates

To ensure consistency in all communication of WMI CRC research and business activities, the WMI CRC has provided researchers with templates that may be used when presenting WMI CRC research. These templates include a PowerPoint Presentation template and the Corporate Poster Template. These templates can be accessed via the WMI CRC website www.woundcrc.com or by contacting the CRC's Branding & Communications Coordinator.

The PowerPoint template includes three slide artwork: one title page, one contents page, one data page. All colours and graphics are supplied within the template and should not be altered. The WMI CRC website also contains a guide on using the templates. Please contact the Branding & Communications Coordinator if you require different variations of the templates (i.e. landscape, wide-screen).

WMI CRC PowerPoints should be concise, informative, interesting and easy to read. It is recommended to not 'read' from the screen when presenting; the presentation should serve as a tool to reinforce your main messages. However in some cases where large charts or graphs are required to be shown, a blank page may be used.

If you have any questions about the CRC's branding or corporate identity, contact the Branding & Communications Coordinator: shelley.morris@woundcrc.com



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4: Corporate Communications

Our corporate communications must remain professional and consistent. The following page guides the correct usage of written communication. Our tone of voice conveys the attitude and demeanour of our brand. Our preferred tone stems from our values:

- Ethical, empathetic, transparent, professional
- Creative and innovative
- Knowledgeable, high level, respected and objective

Brand names and acronyms

When first using the WMI CRC in a document, spell out the name in full then follow with the acronym in brackets. For the rest of the document, use the acronym with a space between WMI and CRC. For example:

The Wound Management Innovation Cooperative Research Centre (WMI CRC) was established in 2010. The WMI CRC aims to address the burden of chronic wounds.

Always refer to Wound in the brand name as Wound, never Wounds.

Other acceptable formats

WMI CRC may also be referred to as Wound CRC in all non-formal communication.

Fonts

Typeface for all documentation is Calibri Regular set at 10 pt, black, line spacing before and after 2pts. The logo grey may also be used.

Calibri bold is to be used for headings. Calibri italic is to be used for emphasis and when appropriate to scientific publications and other uses.

Paragraphs

Singular column text boxes or two column text boxes may be used depending on the application. Ensuring readability and scan-ability is important when typesetting.

Lists and bullet points

The list and bullet hierarchy is as below:

- First bullet point
 - Second bullet point
 - » Third Bullet Point

Hyphenation

Use a hyphen when two vowels are alike:

Co-ordinator;
Re-elect;
Co-opt.

Other exceptions to the rule include:

Part-time;
Half-term;
Cooperative research centre (do not hyphenate cooperative).

5: Publication Clearance Form and Process

Background Information

An important part of the WMI CRC's outcomes is the publication of research papers. Clearly this is important for researchers' careers but also in the dissemination of information. The need to publish must always be balanced against the need to protect IP. This is especially important in the WMI CRC where commercial applications are foreshadowed. Please peruse the disclosure issues, principles and processes below before proceeding to fill out the Clearance Form.

The public release of WMI CRC information includes scientific publications, conference abstracts, newsletters, website postings, social media, magazine articles and press releases. The release of WMI CRC information is subject to clauses 47, 48 and 49 in the Participants Agreement. In summary these state:

- Participants must keep WMI CRC information confidential
- Approval for publication from the Utilisation Agent must be obtained
- If there is no Utilisation Agent then approval can be sought from the CEO, WMI CRC National Office
- The WMI CRC is responsible for public announcements

Principles

- WMI CRC Participants should seek to publish research in publications of high scientific merit and reputation
- Any release of WMI CRC information in any form requires approval from the WMI CRC, in line with agreements.
- Information release must be co-badged whenever possible to ensure recognition of the WMI CRC, the CRC Program and Participants.
- The release of any information that is judged to be contentious, politically sensitive, or that will have an adverse impact on Participants must be discussed with the WMI CRC and relevant Participant prior to release.

The WMI CRC should always be included in the author affiliation if the work was undertaken as part of a WMI CRC research project.

A suitable form of acknowledgment is:

Joe Bloggs^{1,2} and John Smith¹

1 Wound Management Innovation Cooperative Research Centre

2 Queensland University of Technology

In written publications, the following acknowledgement should be included:

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When acknowledging the WMI CRC, it is important to use the word 'supported' rather than 'funded'. Although the WMI CRC may provide monetary contribution to the project, the research undertaken is 'collaborative' or 'cooperative'. Various organisations come together to form the WMI CRC project team, either by providing in-kind resources, facilities, or funding. Similarly, a PhD student studying through a WMI CRC stipend and research project becomes part of the WMI CRC's research activities.

For more information regarding the use of the WMI CRC Branding (including logo formations, CRC Program logos, templates and guidelines for use), please refer to the Participant Corporate Style Guide.

Process

1. Project scientists and Project Leader decide that publication is warranted. This may be a submission to a journal or an abstract to a conference. A conference presentation can be based on approved material and must not include new data unless prior approval for release of that new data is sought and given.

2. A preliminary discussion with the Program Leader and WMI CRC is encouraged, especially if the disclosure of potentially valuable unprotected IP may be involved.

3. The manuscript must be submitted using the Publication Clearance Form to the WMI CRC National Office and approval sought from the CEO. The publication will be reviewed for scientific content and potential IP.

4. The CEO will advise within 10 working days the outcome of the submission.

5. Please record all details of the publication/presentation in the next project progress report.

Publication Clearance Form

Please return form to WMI CRC National Office: research@woundcrc.com

Section 1: Publication Information *Publication Author/researcher to complete*

Name:	Project number/title:
Phone:	Email:
Type of Publication/presentation/conference/media:	
Title:	
Have all appropriate authors been acknowledged?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Has the WMI CRC been appropriately acknowledged	<input type="checkbox"/> Yes <input type="checkbox"/> No
Journal/publication/conference/media in which it will be published:	
Manuscript is attached	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section 2: IP Declaration *Publication Author/researcher to complete*

I declare that no potentially valuable unprotected IP may be involved and the manuscript has been cleared by the appropriate Project and Program Leader

I declare that potentially sensitive information is contained within the manuscript and require this to be further approved

Section 3: Science and IP Recommendation *WMI CRC Research Director to complete*

I declare that this publication has been reviewed for scientific content and potential IP

Section 4: CEO Recommendation *WMI CRC CEO to complete*

I declare that this publication satisfactorily meets the requirements of the WMI CRC's publication approval process and may be sent to the proposed publication.

Signed: _____ Date: _____





Australian Government
Department of Industry and Science

Business
Cooperative Research
Centres Programme

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