



Guidelines for Use of the PCORnet® Name and Logos

The Patient-Centered Outcomes Research Institute (PCORI) is an independent, nonprofit organization authorized by federal law in 2010. PCORI's mission is to fund research that will provide patients, their caregivers, and clinicians with evidence-based information needed to make better-informed healthcare decisions. PCORI is committed to supporting research, patient engagement, and other mission-related programs. To ensure that PCORI and its PCORnet name and logos are properly represented, we have issued these Guidelines and other related guidelines for proper usage.

Among the initiatives that PCORI has funded is the development of an ecosystem called PCORnet, the National Patient-Centered Clinical Research Network (PCORnet), which is designed to improve the nation's capacity to conduct health research, particularly comparative effectiveness research (CER), efficiently, and to learn from the healthcare experiences of millions of Americans to allow for large-scale research to be conducted with enhanced accuracy and efficiency. To promote the visibility and identity of this important and unique initiative, and to recognize the quality of and the values under which the network was developed and operates, PCORI developed the name PCORnet® and special PCORnet logos in Appendix A (PCORnet Marks), which are registered trademarks owned by PCORI.

GENERAL RULES

PCORI is the owner of all rights in the PCORnet Marks and reserves all rights except to the extent PCORI grants a license for their use. PCORI's reputation is extremely important to us and PCORI seeks to safeguard the reputation and strength of the PCORnet Marks. The nature and quality of the activities and deliverables of those who use the PCORnet Marks and the uses of the PCORnet Marks must conform to standards in line with the reputation of PCORI.

Through these Guidelines PCORI grants a limited license for certain parties to use certain PCORnet Marks, as long as consistent with these Guidelines. These Guidelines outline appropriate uses of the PCORnet Marks and associated language in frequently occurring categories of use relating to PCORnet, including how a network or a study describes its relationship to PCORnet.¹ Other uses (including by licensees and sublicensees) of the PCORnet Marks not specifically addressed in these Guidelines require written approval by PCORI or by other party(ies) as designated by PCORI, which PCORI may provide in a number of ways, including through review and approval processes developed by PCORI, through agreements between PCORI and other parties, and/or through arrangements with other parties. These Guidelines may be updated by PCORI from time to time, including to reflect the evolution of PCORnet.

Notwithstanding these Guidelines, PCORI may grant or decline permission to use PCORnet Marks and may at its discretion revoke permission to use PCORnet Marks, including as provided through agreements between PCORI and

¹ PCORI has adopted separate Guidelines for the Use of PCORI Names and Logos, including the names Patient-Centered Outcomes Research Institute, PCORI, and PCORI logos, which are available on PCORI's website.

other parties and/or through arrangements with other parties. To ensure the quality and value of the PCORnet Marks, PCORI may evaluate use of the PCORnet Marks on a case-by-case basis. For efficiency, these Guidelines also address how PCORI funding should be acknowledged when networks or research studies conducted using PCORnet have received funding from PCORI.²

When using the PCORnet Marks, (i) always use the correct spelling/punctuation/capitalization and (ii) use the trademark registration symbol (®), especially in headlines, in the first occurrence in text, and in all attribution/acknowledgement notices and disclaimers.

**I. RULES FOR PROPER USAGE OF PCORnet MARKS:
PARTIES AND STUDIES AFFILIATED WITH PCORnet®**

A. Use by Organizations and Networks to Acknowledge their Relationship to PCORnet®

Organizations and networks involved in PCORnet should accurately and appropriately acknowledge their relationship to PCORnet as reflected in PCORnet governance policies, and should ensure that PCORI's unique role as the initial funder of the PCORnet infrastructure, and its constituent partner networks, is clear and understood. To support appropriate and accurate acknowledgment, the PCORnet Marks may be used by networks and organizations who are participating or have participated in PCORnet, e.g. on websites, publications, presentations, etc., as outlined below.

1. Use by Partner Networks (Clinical Research Networks (CRNs) and Health Plan Research Networks (HPRNs)) Fully Participating in PCORnet®

Any Partner Networks, including Clinical Research Networks (CRN) or Health Plan Research Network (HPRN) (including any of their formally participating network components), that are formally approved to be a fully participating network in PCORnet according to the PCORnet governance policies is *strongly encouraged* to use the PCORnet name to properly acknowledge its participation in PCORnet as specified below.

In addition, use of the PCORnet logo is strongly encouraged when accompanying the statement below, provided that such use complies with these Guidelines, including the design standards outlined in [Appendix A](#). Any such use should adhere to the design specifications provided by PCORI or provided by a third party under an agreement with PCORI.

[Name of CRN/HPRN] is a Partner Network [or Clinical Research Network or Health Plan Research Network] in PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

Add the following text if the CRN/HPRN received infrastructure funding from PCORI: [Name of CRN/HPRN]'s participation in PCORnet® [is/has been/was] [partially³] funded through PCORI® Award (##-

² For additional Guidelines on the appropriate acknowledgment of PCORI in publications and presentations relating to PCORI's infrastructure funding of CRNs, CDRNs, PPRNs, Health Plan Research Networks, and others relating to PCORnet infrastructure development and other PCORI funding, see PCORI's "Guidelines for Use of PCORI Names and Logos."

³ Sample text is provided in each section. References to "partially" can be used as appropriate when there are multiple sources of funding.

###-###)]. [If applicable: a simple statement referencing additional or other source(s) of funding may be added].

2. Use by the Coordinating Center Fully Participating in PCORnet®

Any organization that is formally approved to be fully participating in PCORnet as part of the Coordinating Center according to the PCORnet governance policies is strongly encouraged to use the PCORnet name to properly acknowledge its participation in PCORnet as specified below.

In addition, use of the PCORnet logo is strongly encouraged when accompanying the statement below, provided that such use complies with the design standards outlined in these Guidelines, including [Appendix A](#). Any such use should adhere to the design specifications provided by PCORI or provided by a third party under an agreement with PCORI.

[Name of Organization] is part of the Coordinating Center for PCORnet®, the National Patient-Centered Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

Add the following text if the Coordinating Center organization received infrastructure funding from PCORI: [Name of organization]'s participation in PCORnet® [is/has been/was] [partially] funded through PCORI® Award (##-###-#####). [If applicable: a simple statement referencing additional or other source(s) of funding may be added].

3. Use by Legacy PCORnet® Network Partners

Legacy PCORnet Network Partners are networks or organizations that formerly participated as full participating network members of PCORnet or as part of the PCORnet Coordinating Center in PCORnet Phase I and/or Phase II but are no longer participating in PCORnet. Any Legacy PCORnet Network Partner (including Clinical Data Research Network (CDRN), Clinical Research Network (CRN), Patient-Powered Research Network (PPRN), Health Plan Research Network (HPRN) or Coordinating Center organization) *may* use the PCORnet name and logo to properly acknowledge their past participation in PCORnet. The PCORnet logo *may* accompany the acknowledgement statement provided that such use complies with the design standards outlined in these Guidelines, including [Appendix A](#).

[Name of CRN/CDRN/PPRN/HPRN or organization] formerly was a Network Partner in PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

Add the following text if the Legacy Network Partner received infrastructure funding from PCORI: [Name of Network]'s past participation in PCORnet® was [partially] funded through PCORI® Award (##-###-#####). [If applicable: a simple statement referencing additional or other source(s) of funding may be added].

B. Use Related to Studies Conducted Using PCORnet®

Appropriate use of the PCORnet Marks relating to studies that are conducted using the PCORnet infrastructure varies depending on whether the study has been designated a “PCORnet Study” according to the PCORnet governance policies to support the value and significance of the PCORnet Study designation.

1. **Study that is Designated as a PCORnet® Study**

Publications/Presentations. Any scientific publications (e.g., peer-reviewed journal articles), scientific posters, slide presentations, newsletters, reports and other non-commercial publications relating to a study designated as a PCORnet Study according to the PCORnet governance policies *must* include the acknowledgement statement and disclaimer below.

The PCORnet logo *may* accompany the acknowledgement statement in publications/presentations provided that such use complies with the design standards outlined in these Guidelines, including [Appendix A](#).

The PCORnet® Study reported in this [work, publication, article, report, presentation, etc.] was conducted using PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

Add simple statement referencing source of funding for the study. [If applicable: The study was [partially] funded by PCORI® through PCORI Award (##-###-####)]. [If applicable, a simple statement referencing additional or other source(s) of funding for the study may be added]. [If applicable, add simple statement referencing the network-level funding from PCORnet].

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of other organizations participating in, collaborating with, or funding PCORnet® or of the Patient-Centered Outcomes Research Institute® (PCORI®).

Websites. Any website or webpage relating to a study that is designated as a PCORnet Study according to the PCORnet governance policies *must* include the applicable acknowledgement statement and disclaimer below.

The PCORnet logo *may* accompany the acknowledgement statement on websites provided that such use complies with these Guidelines, including the design standards outlined in [Appendix A](#).

The [insert name of study] [study/trial] is a PCORnet® Study conducted using PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®). More information about PCORnet® can be found here <hyperlink to pcor.net.org>.

Add simple statement referencing source of funding for the [study/trial]. [If applicable: The [study/trial] was [partially] funded by PCORI® through PCORI Award (##-###-####)]. [If applicable, a simple statement referencing additional or other source(s) of funding for the study/trial may be added].

The [views, statements, opinions] presented on this website are solely the responsibility of the author(s) and do not necessarily represent the views of other organizations participating in, collaborating with, or funding PCORnet® or of the Patient-Centered Outcomes Research Institute® (PCORI®).

Study Recruitment and Enrollment Related Materials. Any study recruitment and enrollment-related materials relating to a study designated as a PCORnet Study according to the PCORnet governance policies *may* include the applicable

acknowledgement statement below, but it is not required. The PCORnet logo *may* accompany the acknowledgement statement on such study recruitment and enrollment materials.

All uses of the PCORnet Marks in study recruitment and enrollment related materials are subject to the review and approval of applicable Institutional Review Board(s) (IRBs) and/or other applicable bodies overseeing the study.

All uses of PCORnet logos must comply with these Guidelines, including the design standards outlined in [Appendix A](#). Permission to use the PCORnet logo may be revoked if the study loses designation as a PCORnet Study or does not remain in good standing with the IRB or other applicable oversight bodies.

The [insert name of study] study/trial is a PCORnet® Study conducted using PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

2. Study that is Conducted Using PCORnet® but is Not Designated as a PCORnet® Study

Publications/Presentations. Any scientific publications (e.g., peer reviewed journal articles), scientific posters, slide presentations, newsletters, reports and other non-commercial publications relating to a study that was conducted using the PCORnet infrastructure, but that has not been designated as a PCORnet Study according to the PCORnet governance policies, *may* include the acknowledgement statement below. If an acknowledgment statement is included, it *must* be accompanied by the disclaimer statement found below. The PCORnet logo may not be used.

The research reported in this [work, publication, article, report, presentation, etc.] was conducted using PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

Optional: Add simple statement referencing source of funding for the study.

The [views, statements, opinions] presented in this [work, publication, article, report, etc.] are solely the responsibility of the author(s) and do not necessarily represent the views of organizations participating in, collaborating with, or funding PCORnet® or of the Patient-Centered Outcomes Research Institute® (PCORI®).

Websites. Any website or webpage relating to a study that was conducted using the PCORnet infrastructure, but that has not been designated as a PCORnet Study according to the PCORnet governance policies, *may* include the acknowledgement statement below. If an acknowledgement is included, it *must* be accompanied by the disclaimer statement below. The PCORnet logo may not be used.

The [insert name of study] was conducted using PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

Optional: Add simple statement referencing source of funding for the study.

The [views, statements, opinions] presented on this website are solely the responsibility of the author(s) and do not necessarily represent the views of the other organizations participating in, collaborating with, or funding PCORnet® or of the Patient-Centered Outcomes Research Institute® (PCORI®).

Study Recruitment and Enrollment Related Materials. Any study recruitment- and enrollment-related materials relating to a study that is being conducted using the PCORnet infrastructure, but that has not been designated as a PCORnet Study according to the PCORnet governance policies, *may* include the applicable acknowledgement statement below, but it is not required. All uses of the PCORnet name in study recruitment and enrollment related materials are subject to the review and approval of applicable Institutional Review Board(s) (IRBs) and/or other applicable bodies overseeing the study. The PCORnet logo may not be used.

The [insert name of study] study was conducted using PCORnet®, the National Patient-Centered Clinical Research Network. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

C. Use Related to the Website PCORnet.org

To advance the visibility of PCORnet, PCORI has granted the right to develop and host a website for PCORnet, known as PCORnet.org, to third party(ies). Use of the PCORnet.org URL and the PCORnet name and logos on PCORnet.org must comply with these Guidelines, including the design standards outlined in [Appendix A](#), and any other terms and conditions that may be set forth under an agreement with PCORI. The PCORnet.org website must use the PCORnet name as specified below:

PCORnet®, the National Patient-Centered Clinical Research Network, is intended to improve the nation’s capacity to conduct health research, particularly comparative effectiveness research (CER), efficiently by creating a large, highly representative network for conducting clinical outcomes research. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

D. Factual References

To support accurate references to PCORnet, the following sample statement may be used as needed by any party to describe or refer to PCORnet:

PCORnet®, the National Patient-Centered Clinical Research Network, is intended to improve the nation’s capacity to conduct health research, particularly comparative effectiveness research (CER), efficiently by creating a large, highly representative network for conducting clinical outcomes research. PCORnet® has been developed with funding from the Patient-Centered Outcomes Research Institute® (PCORI®).

E. News Releases/Public Announcements.

To assist PCORI awardees in public communications about their PCORnet-related projects and PCORI funding, PCORI has developed news release/public announcement and social media templates that may be used by institutions to announce receipt of a PCORI award for research using PCORnet and for PCORnet infrastructure development. Awardees are urged to use these templates as a way to ensure accurate and consistent references to PCORnet, PCORI and its awards.

To the greatest extent possible, such public announcements should be coordinated with PCORI and other parties as identified by PCORI to support consistent branding and communication and to provide communications resources in appropriate circumstances. PCORI-funded awardees, or other networks, organizations, products, or services, are encouraged to provide notice to PCORI by sharing the public announcement and intended distribution date(s) via email to fundedpfa@pcori.org or available as otherwise directed by PCORI to enable proper coordination and tracking of resulting coverage.

II. OTHER REQUESTS FOR USE OF PCORnet MARKS

From time to time, there may be other requests to use the PCORnet name and/or logos, including from third parties. Generally, PCORI does not permit use of the PCORnet name or logos by third parties not affiliated in any way with PCORnet or for marketing, advertising or promotion of a network or organization's products or services other than those of PCORnet. There are very limited exceptions to this general rule that PCORI or a third party under an agreement with PCORI may grant in an agreement or on a case-by-case basis, with prior approval.

Unless already addressed in these Guidelines, in an agreement with PCORI, or otherwise directed by PCORI, please submit any requests for use of any of the PCORnet Marks to PCORI via email to branding.PCORnet@pcori.org, or available as otherwise directed by PCORI. The request should include the following information:

- Requester: Organization
Contact Person
Address 1
Address 2
City, State, Zip
Phone
Email
- Specific description of work/materials in which the PCORnet name and/or logos is proposed to appear. Please be as specific as possible and include a sample if possible.
- Specific purpose for use of the PCORnet name and/or logos including justification for why the name and/or logos is believed to be necessary to achieve the intended purpose.
- Dissemination plans for work/materials in which the PCORnet name and/or logos is envisioned to appear including intended audience, proposed modes of dissemination (e.g., print, online), how long it will be offered for dissemination.
- Any other information or questions concerning your request.

Any person with permission to use the PCORnet Marks must do so in accordance with these Guidelines, including the design standards outlined in [Appendix A](#), and agree to any other PCORI terms and conditions of use.

III. RESTRICTIONS ON USE OF PCORnet® MARKS

The PCORnet Marks must NOT be used or displayed by any party:

- In a manner that violates any law or regulation
- In a manner that is false or misleading
- In any way that reasonably could be construed as authorship or endorsement by PCORI, PCORI personnel, or PCORnet of any editorial content in a publication or presentation
- In any fundraising initiatives or events or any materials related to such initiatives or events
- In any way that reasonably could be construed as PCORI sponsorship, approval or endorsement of any organization, company, product, service, or event
- In any way that reasonably could suggest that PCORI has a role in soliciting participation or recruitment in any program, project or event such as a research study, forum, roundtable, or conference

- In a manner that is in PCORI's sole opinion unfair, disparaging, misleading, infringing, libelous, obscene, or otherwise objectionable to PCORI
 - On any materials that contain or promote adult content, promote gambling, or involve the sale of tobacco or alcohol
 - On any goods or products intended for promotional purposes, including but not limited to such items as pens, notepads, apparel, t-shirts, water bottles, bags, or other giveaways
 - In a manner that infringes, derogates, dilutes, or impairs the rights of PCORI.
-

History:

Approved by PCORI on December 20, 2016

Amended and approved by PCORI on April 17, 2019

Amended and approved by PCORI on April 22, 2020

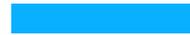
Appendix A

PCORnet® Logos: Design Standards

PCORnet® Logo Guidelines

FONT NAME: MetaOT

COLORS:



Lime green

Cyan/blue

Dark blue

Hex: #7abf35

Hex: #3396bb

Hex: #0f1866

RGB: 122, 191, 53

RGB: 8, 176, 255

RGB: 15, 24, 102

LOGO

The PCORnet logo includes logo/wordmark combinations and the PCORnet symbol.

MINIMUM CLEAR SPACE

The clear space around the logo is 18px or 1/4 inch. The **solid blue lines** below indicate the required 18px clear space to be maintained.

PCORnet logo



PCORnet logo-alternate



WEB PAGE LOGO USAGE

The minimum allowed logo sizes are:

PCORnet logo: 201 (width) x 48 pixels (height) with a clear space of 18px

PCORnet logo-alternate: 209 x 28 pixels with a clear space of 18px

There are no maximum size limits; however, all design elements of logo must appear intact and unaltered per usage terms.

INCORRECT LOGO USAGE

- Outlining / Inlining
- Distorting or applying special effects
- Changing the relative size or positioning of the elements
- Scanning the logo from printed documents
- Filling the logo with a pattern or photo element
- Using the logo as a watermark
- Using the logo as part of a sentence or phrase
- Reproducing the logo in colors other than the official approved colors
- Using the PCORnet symbol alone
- Placing the logo on a background that distracts or overpowers the logo

