

FUNDING ACKNOWLEDGEMENT GUIDE

July 2024



GUIDE CONTENTS

Introduction	3
Logo Application	4
Brand Colour Application	10
Typeface Application	11
Laboratory Signage	12
Visibility in Public Facing Spaces	14
Laboratory Coat Branding	15
Professional Email Signatures	17
Presentation Guidelines (Internal/External)	18
Publications and Media Acknowledgement	19
Engaging Your Laboratory Team	21
Social Media Engagement	21
Post Funding Responsibilities	22

INTRODUCTION

As a valued recipient of the Snow Medical Research Foundation (Snow Medical) funding, we request that you acknowledge the support from Snow Medical across various platforms, including in your laboratories, forums, presentations, and publications.

Acknowledging this support is vital in highlighting the collaborative ethos and assistance Snow Medical extends to its recipients.

Additional acknowledgement and branding requirements may be specified in the funding agreement between your organisation and Snow Medical. Please contact your research administration office for further information.

LOGO APPLICATION



Colour version on
white background



Reverse version on
Snow Medical grey background

Co-Branding

While there are no strict limits on the size of the Snow Medical logo, we suggest adjusting its scale to harmonise with acknowledgement of similar funders while keeping the correct aspect ratio.

Should you have any inquiries regarding logo sizing, please contact the team at Snow Medical.



50 %



50 %

Sizing and spacing

When applying the Snow Medical logo in narrow spaces the logo should have at least a clear space around the logo that equals the height (X) of the Snow Medical-word mark (Helix-icon not included)



Minimum logo width for signage: 100mm

Minimum logo width for paper collateral: 30 mm

Minimum logo width for digital media: 300 px



Correct usage

Examples of what to avoid when using our Snow Medical logo

Please avoid:

- Coloured backgrounds
- Tilted use
- Distortion
- Changed opacity / watermark
- Added drop shadow
- Photo or texture background



General Guidance

The Snow Medical logo and acknowledgement of funding should be prominently displayed in public or high traffic areas that are relevant to the majority of the funding application.

Specific Locations

Lobby Displays: Consider incorporating the Snow Medical logo on a board acknowledging significant funders/supporters, preferably located in the ground floor lobby area.

Digital Presence: Feature the Snow Medical logo on the host institution's profile page for the researcher or research group. Included on websites dedicated to the lab or researcher, as well as in annual or periodic reports.

Size and Placement: Ensure the size of the logo is consistent with other funders' logo or as stipulated in the funding agreement.

Acknowledgement Variations:

Position the Snow Medical logo under a heading acknowledging funders, with possible phrasing including:

'Supported by'

'Proudly supported by'

'Snow Fellow laboratory'

**'This program/project is/
was supported/
funded by Snow Medical'**

Acknowledgement

We encourage the display of the Snow Medical logo, alongside appropriate context wording to properly signify the support received.

Suitable phrases include 'Supported by', 'Proudly supported by', and/or designation as a 'Snow Fellow Laboratory'.

Preferred Placement

We ask that you place the Snow Medical logo and acknowledgement in a visible location near your primary area of work, ideally where it can attract attention in areas of high foot traffic and at eye level.

Recommended locations are:

On or near the entry door of the main research or laboratory

In hallways on the same floor as the laboratory entrance

On directional signages boards, such as near elevators or staircase landings

BRAND COLOUR APPLICATION

Primary Brand Colours

Snow Medical Grey

Pantone 432 C
C23 M2 Y0 K77
#45545F



Snow Medical White

Pantone White
C0 M0 Y0 K0
#FFFFFF



Feature Brand Colours

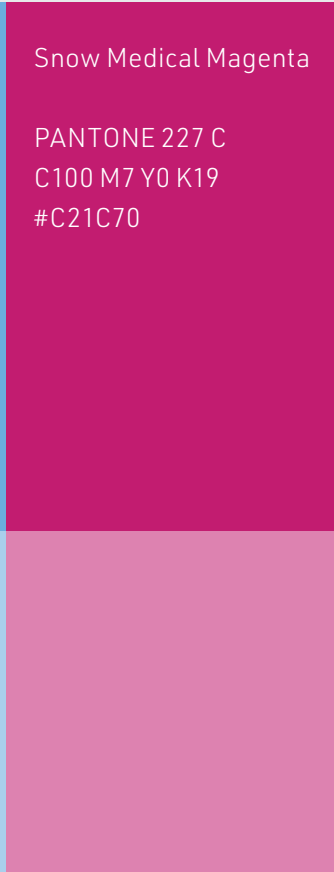
Snow Medical Blue

Pantone 284 C
C55 M19 Y0 K0
#6BADDE



Snow Medical Magenta

PANTONE 227 C
C100 M7 Y0 K19
#C21C70



Snow Medical Yellow

PANTONE 110 C
C0 M12 Y100 K7
#F0CA00



Snow Medical Green

PANTONE 7742 C
C74 M32 Y96 K19
#47763B



TYPEFACE APPLICATION

THE SNOW MEDICAL RESEARCH FOUNDATION

Heading

URW Din Medium
All-Capitals

The Snow Family has always had a commitment to excellence in the field of business and philanthropy. An entrepreneurial spirit and the ability to take sensible measured risks with a bold long-term vision.

Sub-heading

URW Din Light

Ginette, Terry, and the Snow family wanted to expand these values and entrepreneurial culture to support the next generation of biomedical medical research leaders. While the high quality of Australia's biomedical

research community is recognised globally, the family recognised that for even the best researchers and their teams, significant and long-term sustainable funding was needed to keep the country competitive globally.

Snow Medical invests in the next generation of exceptional, visionary, biomedical research leaders through the multi-million-dollar annual Snow Fellowship.

Long form copy

URW Din Light

LABORATORY SIGNAGE

Heat transfer vinyl
on walls or specially
designed panels

Examples

Logos with lines or breaks to distinctly
separate the acknowledgement text



**Name of Partner
Organisation**

**Proudly
supported by**



**Name of Partner
Organisation**

**Proudly
supported by**



Professor Name

Snow Fellow

Funded and supported
by The Snow Medical
Research Foundation

Logo - Partner
Organisation

The Snow Medical Research Foundation proudly support // placeholder text

Placeholder text Placeholder text Placeholder text Placeholder
text Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text Placeholder text Placeholder
text Placeholder text Placeholder text Placeholder text
Placeholder text Placeholder text

13

VISIBILITY IN PUBLIC FACING SPACE

Where appropriate or as agreed, the Snow Medical logo and funding acknowledgement should appear in a public or high foot traffic space where the majority of funding is being used.

Location

- Significant funders/supporters board on ground floor lobby area
- Website
 - Host institution profile page for researcher or group
 - Website dedicated to lab or researcher
- Annual or periodical reports

Size

In keeping with other funder logo sizes or as agreed in your funding agreement.

Variations

Snow Medical logo positioned under a heading acknowledging funders.

- Supported by
- Proudly support by
- Snow Fellow laboratory
- This program/project is/
was supported/funded by

LABORATORY COAT BRANDING



Embroidery Specifications

Colour: Utilise full colour embroidery in accordance with the Pantone colours outlined in our Style Guide. Please avoid heat transfer methods unless specifically approved.

Location: Embroidery should be placed on the top left or top right, ideally above the pocket area, to ensure visibility and alignment with professional standards.

Size: The size of the embroidery should not exceed that of the host institution's logo or any other funder's logo already displayed on the laboratory coat.

Variations and Considerations: The logo must be presented in colour as specified in our Style Guide, though exceptions for black and white representations may be considered upon request.

Laboratory coats embroidered with the Snow Medical logo can be for daily wear by our funded researchers and staff. However, it is mandatory for these laboratory coats to be worn during special events, including media appearances, official events, and visits by VIP guests.

PROFESSIONAL EMAIL SIGNATURE

Recipients should include a clear acknowledgement of funding from Snow Medical in their email signature

Examples for Snow Fellows

1. Snow Fellow
2. Snow Fellow [Year]
3. Snow Medical Fellow
4. Snow Medical Fellow [Year]

Examples of Other Funded Programs

5. [Program Name] funded by Snow Medical
6. [Program Name] supported by Snow Medical

Name

Snow Fellow (20XX)

Snow Medical Fellow (20XX)

Program Name funded by Snow Medical

Program Name supported by Snow Medical

M 0412 345 678

www.website.com



**Logo – Partner
Organisation**



PRESENTATION GUIDELINES (INTERNAL/EXTERNAL)

The Snow Medical logo and mention of Snow Medical as a funder should be included on a slide at the end of the presentation deck or included on a slide related to the research. In a presentation, Snow Medical should be mentioned as a funder or supporter of your research where appropriate.

Examples

A

Acknowledgement

This/Our/My research was funded partially/fully by the Snow Medical Research Foundation through the support of the Snow Fellowship program.



Example: "This/Our/My research was funded partially/fully by The Snow Medical Research Foundation through the support of The Snow Fellowship program."

B

Acknowledgement

Funded by the Snow Medical Research Foundation



Example: "Funded by The Snow Medical Research Foundation"
"Funded by The Snow Medical"

C

Acknowledgement

Funded by [Partner Organisation] and The Snow Medical Research Foundation



Example: "Funded by [Partner Organisation] and The Snow Medical Research Foundation"

PUBLICATIONS AND MEDIA ACKNOWLEDGEMENT

General

Please use the Snow Medical Research Foundation name in full, Snow Medical can be used thereafter in the publication. If you are required to include a grant reference number, please use your original grant application number or project number given to you by Snow Medical, if relevant.

Academic Publications

Funding Statement

This research was supported by the Snow Medical Research Foundation (Grant No. SMRF2024-1234). The funders were not involved in the design of the study, collection, analysis, and interpretation of the data, the writing of this report, or the decision to submit the article for publication.

Acknowledgments

The authors express their sincere appreciation to the Snow Medical Research Foundation for their generous support of this work. We also extend our gratitude to [Name of any institutions, colleagues, or individuals] for their invaluable contributions to this research.

Author-Specific Acknowledgements

In cases where this manuscript is co-authored and the corresponding author is not a Snow Fellow, the relevant acknowledgment would be: [Snow Fellow Initials] acknowledges the support of a Snow Medical Research Foundation Fellowship, Grant No. SMRF2024-1234.

Other Areas

Posters

Posters, can be done verbally at the beginning or end of a presentation (due to space limitations on posters) and visually on posters.

Books

Books and Chapters, if the funding contributed to the publication of a book or book chapters, the support should be acknowledged in the preface or acknowledgements section of the publications.

Patents

Patents, when filing for patents for inventions or processes developed from the funded research, acknowledge the financial support of the grant in the patent application document.

Theses

Theses, graduate students should acknowledge their funding sources in their theses or dissertation if their research was supported by Snow Medical.

ENGAGING YOUR LABORATORY TEAM

Using the guidelines from the previous page, your lab team members or research partners are encouraged to mention the Snow Medical when referring to work that was directly funded by Snow Medical Research Foundation.

SOCIAL MEDIA ENGAGEMENT

Recipients of Snow Medical funding are encouraged to use social media to share updates on their program and incorporating the below tags to acknowledge Snow Medical as a funder.

Twitter	@snowmedical	twitter.com/SnowMedical
LinkedIn	@snow-medical	linkedin.com/company/snow-medical
Instagram	@snowmedical	instagram.com/snowmedical
Facebook	@SnowMedicalFoundation	facebook.com/SnowMedicalFoundation

POST FUNDING RESPONSIBILITIES

After Acquittal

Ensure that any ongoing research, publications, or presentations stemming from the funded work continue to credit Snow Medical appropriately. This includes using the correct logo and acknowledgment phrasing in line with our style guide, such as 'Supported by Snow Medical' or 'Research conducted as a Snow Fellow'.

Alumni Engagement

As part of the Snow Fellows alumni, you are encouraged to participate in our community actively. Sharing your achievements, ongoing work, and the impact of Snow Medical's support helps inspire future applicants and strengthens the fellowship program's brand.

CONTACT

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