



# Funding Acknowledgement Guide

November 2024



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# 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

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

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**In hallways on the same floor as the laboratory entrance**

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

# Brand Colour Application

Snow Medical  
Slate

PMS 431 UP  
CMYK 70 55 35 30  
RGB 74 86 106  
Hex #4A566A

Snow Medical  
Magenta

PMS 216 UP  
CMYK 20 92 22 32  
RGB 147 36 92  
Hex #93245C

Snow Medical  
Blue

PMS 315 UP  
CMYK 100 7 23 33  
RGB 0 120 142  
Hex #00788E

Snow Medical  
Yellow

PMS 144 UP  
CMYK 0 43 90 0  
RGB 249 161 52  
Hex #F9A134

Snow Medical  
Green

PMS 7498 UP  
CMYK 48 26 79 31  
RGB 108 121 68  
Hex #6C7944

Snow Medical  
Orange

PMS 173 UP  
CMYK 0 71 94 4  
RGB 232 105 41  
Hex #E86929

# Typeface Application

## The Snow Medical Research Foundation

Heading  
Akkurat Bold

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  
Akkurat Bold

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  
Akkurat Regular

# Laboratory Signage

Heat transfer vinyl  
on walls or specially  
designed panels

Example:  
Plinth signage

## Examples

Logos with lines or breaks to distinctly  
separate the acknowledgement text

Example: Glass door signage



**Name of Partner  
Organisation**

**Proudly  
supported by**



**Name of Partner  
Organisation**

**Proudly  
supported by**



## Examples

# Professor Name

# Snow Fellow

**Funded and supported  
by The Snow Medical  
Research Foundation**

Snow Fellow name with funding  
acknowledgement following organisation  
branding style and colours



## 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

**Snow Medical**

Extended acknowledgements mentioning Snow Medical and the Snow family in detailed formats

# 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](http://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”

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.

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## 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

**Brian Murphy**

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**Snow Medical Office**

02 9064 9534

