

# Style Guide



**Naming the Institute:** Always refer to The Rosalind Franklin Institute in full in the first instance. Acceptable shortened versions are 'The Franklin' and 'The Rosalind Franklin' (in order of preference). The Rosalind Franklin is preferred in international context where The Franklin may be confused with Benjamin Franklin. RFI is not to be used in external communications, but is used internally by staff and for informal purposes. No other shortening of the title should be used in any circumstances.

e.g. 'At The Rosalind Franklin Institute, work is ongoing to produce world leading technologies in electron microscopy. Franklin researchers working with researchers from Oxford University are...'

**Themes names:** Theme names should be capitalised in text (e.g. Next Generation Chemistry). Theme names should be referred to in full by preference, with acronyms never being used without description in any circumstance.

**Basic funding:** We are funded by the UK Government through UK Research and Innovation. This statement is sufficient for most general communications.

**Detailed funding:** The Rosalind Franklin Institute is funded by UK Research and Innovation through the Engineering and Physical Sciences Research Council. If describing a project with multiple streams of funding, check grant guidance for appropriate references.

**Our partners:** Refer to member Universities as 'members' in general. E.g. Dr Bardem is a postdoctoral research assistant at the University of Birmingham, a member of the Rosalind Franklin Institute. Always refer to our member Universities or industrial partners by their preferred name (e.g. University of Oxford rather than Oxford). If unsure please check.

**The building:** The building should be referred to as the Hub (capitalised). We are resident on the Harwell Campus. Informal references to the Hub at Harwell are permitted.

**Numbers:** Numbers one to ten should be written in text, with 11 onward as numbers

**Rosalind Franklin:** If referring to the work of Rosalind Franklin, it is acceptable to refer to Dr Rosalind Franklin, Rosalind Franklin, or Franklin (if her full name has already been given). Never shorten or abbreviate Rosalind. Be cautious using images of Franklin in presentations – the Institute does not own her image rights. Always ensure that any material on the life and work of Franklin has been checked for accuracy.

**Acronyms and abbreviations:** Avoid acronyms where possible, and never use without explanation unless they are commonly understood (e.g. refer to Cryo Electron Microscopy in the first instance, and cryo-EM thereafter). Where a term is to be abbreviated, refer to it in full, followed by the preferred abbreviation in brackets, e.g. The Industrial Strategy Challenge Fund (ISCF) is vital to UK science.

**Images:** We encourage the use of images in all publications. If using images of people, please make sure that where possible, we represent diversity (so including a mixture of men, women, races, ages). Always ensure that appropriate permissions for image use have been obtained.

**E-mail signatures:** Keep these short and helpful, with your name, contact details, and location. You should also include a website link [www.rfi.ac.uk](http://www.rfi.ac.uk) and the information 'The Rosalind Franklin Institute is a registered charity in England and Wales, No. 1179810 Company Limited by Guarantee Registered in England and Wales, No.11266143. Funded by UK Research and Innovation through the Engineering and Physical Sciences Research Council.'

**Emphasis and quotes:** Use bold to emphasise important text, and italics for quotes. E.g. "The development of the electron imaging vision is a flagship project for the UK", said Professor James Naismith.

**Colour:** Use colours from the corporate palette in communications, with body text in black. Use corporate fonts in correspondence – preferred fonts for business documents are Calibri or Ariel. If design work is required, contact the communications team.

If you have any style or branding questions, please contact Laura Holland at [laura.holland@rfi.ac.uk](mailto:laura.holland@rfi.ac.uk)