



CitE & SUBM*it*

STYLE GUIDE

Recommended graphics and language
for use in *CitE*-related communication
materials produced by CTSA institutions

*This guide is produced in partnership
with CLIC and the CitE the grant
working group.*

v 20230728

STYLE GUIDE QUICK REFERENCE

All publications, press releases, or other documents that result from the utilization of any institution's CTSA resources are required to credit the institution's CTSA grant and comply with NIH Public Access Policy (submission to PubMed Central).

see: guides.lib.unc.edu/nih-public-access-policy

This guide provides recommended language and graphics for use in *CitE*-related communication materials produced by CTSA institutions. It provides *CitE* graphic style information including fonts, colors, and file types.

For questions or unique requests not covered here, please contact Michelle Maclay (michelle_maclay@med.unc.edu) or Chad Henderson (chad_henderson@med.unc.edu) for more details.

This document and content herein was created at the NC TraCS Institute:
CTSA hub at the University of North Carolina at Chapel Hill.

Cover Photo by [Adam Birkett](#) on Unsplash

PROVIDED FILES

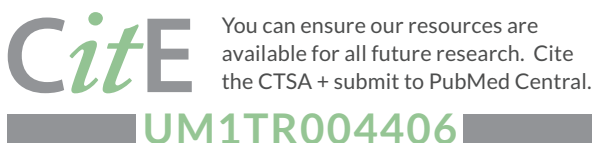
The following files are available as templates and may be used by all CTSA institutions.

TEMPLATE

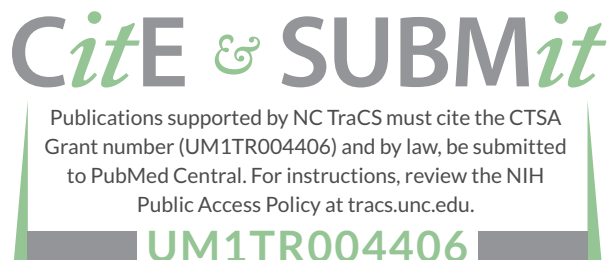
FILENAME



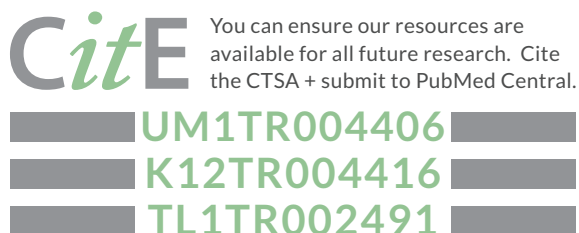
Cite_Submit_small.ai



CitE_graphic_with_text.ai



Cite_Submit_with_text.ai



CitE_graphic_with_text_3_grants.ai

EDITING THE GRAPHIC

The *CitE* graphic is created in Adobe Illustrator. For best results, use the latest version of Illustrator to edit the graphic (.ai or .eps files) to your specifications.



COLOR

The base color for the *CitE* graphic is gray in order for the graphic to be used with various color palettes across institutions. Institutions may choose colors from their own palettes to complement the gray while maintaining their own branding identities.

Primary Color



CMYK 38, 30, 29 0
HEX #929497
RGB 146, 148, 151

TYPOGRAPHY

The font used in the *CitE* graphic is **Lato** and can be downloaded at no cost from Google Fonts:
fonts.google.com/specimen/Lato

Grant number text: Lato (bold)

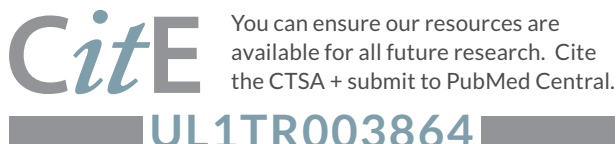
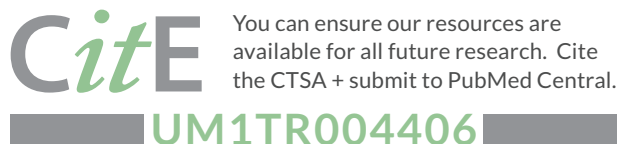
Regular text: Lato (regular)

EXAMPLE

Open the CiteE_graphic_with_text.ai file and edit the color and grant number.

Sample file provided:

Your edited version:



SAVING THE NEW VERSION

To save your new version of the file as **.eps**:

File > Save As... Format: Illustrator EPS (eps)
(check "Use Artboards" before clicking Save)

To save your new version of the file as **.png**:

File > Export... Export As... Format: PNG (png)
(check "Use Artboards" before clicking Save)

Options:

Resolution: High (300 ppi) for print work

Resolution: Medium (150 ppi) for web use (it is not recommended to use 72 ppi (screen)
due to clarity issues on retina displays)

CLEAR SPACE

To ensure the integrity and visual impact of the graphic, the appropriate "clear space" must be maintained on all sides. There should always be a distance of 1/2 the height of the graphic between any part of the graphic and any other page element or the edge of the page.

SIZE

It is important to reproduce the graphic large enough for it to be easily read. Under no circumstances should the graphic be distorted or skewed from its original proportions.

EXAMPLE LANGUAGE

Below is recommended language for use in the acknowledgements or grant support section of manuscripts based on the type of support/funding received.

RESEARCHERS AND PILOT GRANT AWARDEES

“The project described was supported by the National Center for Advancing Translational Sciences (NCATS), National Institutes of Health, through Grant Award Number UL1TRxxxxxx. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH.”

K12 SCHOLARS

“The project described was supported by the National Center for Advancing Translational Sciences, National Institutes of Health, through Grant K12TROxxxxx. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH.”

T32 AWARDEES (TL1)

“The project described was supported by the National Center for Advancing Translational Sciences, National Institutes of Health, through Grant Award Number TL1TRxxxxxx. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH.”

TO ACKNOWLEDGE SUPPORT OF A MANUSCRIPT

“We acknowledge the editorial assistance of the **institute name here**, which is supported by the National Center for Advancing Translational Sciences (NCATS), National Institutes of Health, through Grant Award Number UL1TRxxxxxx.”