

## Public Relations for Clinical DZHK Studies

**Addressees:** Chief investigator and main study centre

### Preamble

Clinical studies are an important pillar of the DZHK's research strategy and receive extensive funding. To reflect both, the internal and external presentation of clinical studies should follow the rules of the DZHK Public Relations given below.

### Study Name

Based on the decision by the board of directors of June 2016, all DZHK studies will use their acronym plus "DZHK" plus "study number." Example: TORCH-DZHK1, TransitionCHF-DZHK2. This study name must be used in this way on all documents and publications. The number is assigned by the DZHK main office's Clinical Research section.

### Study Logo

You may create and use a specific logo for a study. The logo should orientate itself towards the DZHK colours. More detailed information is available in the [DZHK Design Manual](#). When drafting your own study logo, you are not allowed to use elements of the DZHK logo or to change them without authorisation. If you do not want to develop your own logo, we will design a study logo for you that will be based on the DZHK logo.

**Important!** Please provide us with a logo developed by you for us to acknowledge before it comes into use.

Example: self-developed study logo  
(as yet without a number)



Example: DZHK study logo



### Study Website

If you want to create a website for your study, we will support you in this effort. We ask you to host your website under a [www.dzhk.de](http://www.dzhk.de) sub-domain and will provide you with a study website template bearing the DZHK design. You will be responsible for the content and you will be able to add information and update it by accessing the Content Management System Typo3. We will be glad to advise you on individual requirements. Example of a study website: <https://tomahawk.dzhk.de/>

### **Design of Documents, Speeches, Promotional Items**

Studies with a self-developed logo must also use the official DZHK logo on all documents, website, and, if applicable, on promotional items to clearly represent the connection with the DZHK. A study logo derived from the DZHK logo may be used on its own.

**Important!** This rule also and in particular applies to scientific speeches and posters. A PowerPoint template and a poster template are available for these in the download section.

### **Press Release**

The start of the study is reason for a press release. A suitable time would be the approval of the study by the Funding Management Department or also the inclusion of the first patient. The 1,000th patient or, of course, the announcement of scientific results may also be reasons for a press release. Press releases for a completely funded DZHK study are created by DZHK Public Relations in principal. We will be glad to reconcile the press releases with your institution's public relations office. Examples of press releases for DZHK studies are available here: <https://dzhk.de/en/dzhk/press/press-releases/>

### **Registering Your Study**

The study will be registered at <https://clinicaltrials.gov/> (or another public study register) by the main study centre, mentioning the DZHK: Please use the DZHK name including the acronym in brackets ("Deutsches Zentrum für Herz-Kreislauf-Forschung (DZHK)") or the English variant "German Centre for Cardiovascular Research (DZHK)" to ensure success of several search strategies within the register. If possible, all DZHK-funded studies shall be findable. (A potential note during registration on clinicaltrials.gov to omit the acronym can be ignored.)

### **Contact**

Please do not hesitate to contact me well enough in advance for all questions regarding public relations for DZHK studies:

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