NORC strives to send clear messages—written and visual—to both our external and internal audiences. This visual style manual was created to help NORC develop consistent brand recognition through printed and online publications and other graphic assets.

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Brand Logo & Tagline
Our iconic Spark symbolizes the insights that drive the trusted research NORC is known for.

A symmetric use of streamline, humanistic letter-forms and Spark aid to the pronunciation of NORC as a word rather than an acronym.

Orange is NORC’s primary color and a significant part of our brand logo and system.

The University of Chicago descriptor is an integral part of our logo and reinforces NORC’s alignment with the institution.
Logo Responsiveness

Alternate options of the logo were created to accommodate space and scale limitations while retaining design integrity.

FULL LOGO
Use 95% of the time

SHORT LOGO
Use when “at the U of C” descriptor is illegible or when circumstances require it to be removed

STACKED LOGO
Needs permission to use

SPARK LOGO
Needs permission to use

DOWNLOAD LOGOS & TAGLINES
Logo Clearspace

Logo clear space is an essential style requirement for NORC’s logo integrity and consistency across all materials.

**FULL LOGO CLEAR SPACE IDEAL**

<table>
<thead>
<tr>
<th>Logo Size</th>
<th>Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 N width</td>
<td>1 N height</td>
</tr>
</tbody>
</table>

**FULL LOGO CLEAR SPACE MINIMUM**

<table>
<thead>
<tr>
<th>Logo Size</th>
<th>Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 N width</td>
<td>1/2 N height</td>
</tr>
</tbody>
</table>

**SHORT LOGO CLEAR SPACE IDEAL**

<table>
<thead>
<tr>
<th>Logo Size</th>
<th>Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 N width</td>
<td>1 N height</td>
</tr>
</tbody>
</table>

**SHORT LOGO CLEAR SPACE MINIMUM**

<table>
<thead>
<tr>
<th>Logo Size</th>
<th>Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 N width</td>
<td>1/2 N height</td>
</tr>
</tbody>
</table>

**STACKED LOGO CLEAR SPACE**

<table>
<thead>
<tr>
<th>Logo Size</th>
<th>Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 N width (frame)</td>
<td></td>
</tr>
</tbody>
</table>
Logo Usage: Full

Use Full Logo whenever possible and ensure that "at the U of C" descriptor is legible.

**COLOR**

Use Color logo on White or NORC Light Grey only

*Do not distort, change proportion, or manipulate logo*

*Do not change color or use on incorrect background color*

*Do not place on competing or inappropriate backgrounds*

**DARK GREY**

Dark Grey logo can be used when co-branding client work

**WHITE**

Use White Logo on a saturated Orange, Dark Grey or Branded Background colors. Contrast must equal or be greater than 3:1 ratio
Logo Usage: Short

Use Short Logo only when size of image area does not allow for "at the U of C" descriptor to be legible.

**COLOR**

![Overview of Short Logo in color]

**DARK GREY**

![Overview of Short Logo in dark grey]

**WHITE**

![Overview of Short Logo in white]

**Suggested usage**

Use Short logo on small swag and promotional items

Use Short Logo when digital interface restraints prohibit the reproduction of small type

Use Short Logo when printing techniques prohibit the reproduction of small type

**How not to use**

Do not use Full Logo when "at the U of C" descriptor is illegible

Do not use Short Logo when space allows for Primary Logo usage

---

Dear friends, clients, and colleagues,

I hope you and your loved ones have been keeping safe during the COVID-19 pandemic. I also hope that you and your colleagues have been finding ways to have thoughtful, productive conversations about racial justice and equity, and about the upcoming elections, as we are at NORC.

Challenging times like these remind us of what's important and remind us to be grateful. I have quite simply been awed by the grace, strength, resilience, generosity, and kindness the NORC community has demonstrated in the face of this storm, and it is inspiring to be surrounded by colleagues who invest as much passion and intelligence into caring for each other, their families, and their communities as they invest in the research they do every day. As most of
Logo Usage: Stacked

Use Stacked Logo in vertical orientations and square or circle image areas.

**Suggested usage**

Use Stacked Logo in square or circle image areas

**How not to use**

Do not use Stacked Logo when Short Logo can be used

Do not use Stacked Logo when space allows for Primary Logo usage
Logo Usage: Spark

Use the Spark Logo in extremely limited spaces and within proximity to "NORC at the University of Chicago" language.

**COLOR**

![Spark Logo in color](image1)

**DARK GREY**

![Spark Logo in dark grey](image2)

**WHITE**

![Spark Logo in white](image3)

**Suggested use for image areas**

Use Stacked Logo in square or circle image area

![Stacked Logo image](image4)

Use Spark as a signature on branded media and video

![Spark as a signature](image5)

**How not to use**

Do not use Spark Logo when space allows for Primary Logo usage

![Primary Logo](image6)
Our iconic Spark, symbolizing the insights that drive trusted research, carries over into our tagline.

Research You Can Trust font style embodies the same humanistic letter-forms found in our logo and is set in NORC’s proprietary Dark Grey.

Orange is NORC’s primary color and a significant part of our brand logo and system.

Research You Can Trust is always trademarked when presented as the official Tagline.
Tagline Usage

Our Tagline is an integral and strategic brand component and is used sparingly, typically as a signature to print and online communications.

**COLOR**

Research You Can Trust™

**DARK GREY**

Research You Can Trust™

**WHITE**

Research You Can Trust™

### Suggested usage

**Used as a signature on digital communications**

Research You Can Trust™

NORC at the University of Chicago is an objective, non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.

Do not use the Tagline directly under or next to the logo.

Do not crowd the Tagline by placing it directly above or below copy or graphics.

### How not to use

**Used as a signature on online communications**

Research You Can Trust™

NORC at the University of Chicago is an objective and non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.

DOWNLOAD LOGOS & TAGLINES
Brand System
ELEVATOR SPEECH

NORC at the University of Chicago is an objective, nonpartisan research organization that delivers insights and analysis decision-makers trust.

BOILERPLATE

NORC at the University of Chicago conducts research and analysis that decision-makers can trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.
We hope you're doing okay, all things considered. Have a meal on us, and get it delivered.
Your hard work and dedication have kept us moving. Stay safe, wear a mask, and thanks for all you're doing.

– Dan and the Executive Council –
LETTERHEAD, BUSINESS CARD & ENVELOPE

Date

Dear (Name)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

Name

Title

Janet Smith
Research Scientist, Education & Child Development

smith-janet@norc.org

Office: 312.357.6043  |  Mobile: 312.357.6043

@NORCnews  |  NORCatUofC  |  company/NORC

Research You Can Trust | NORC.org
Color

Color is an important branding system component and correct use allows for maximum brand recognition and consistency across all communication vehicles.

**NORC PRIMARY PALETTE**

The Primary Palette is made up of NORC Orange in combination with white and a family of Grey's across all communication materials.

**AA COMPLIANT:**

508 compliant for text on white and background color for white text.

**Bold=14pt+**

**Regular=18pt+**

Research areas have their own signature color to help differentiate NORC's multiple areas of expertise while building brand consistency between communication materials.

**RESEARCH AREA COLOR PALETTES**

Research Area Palettes are made up of a signature area color plus NORC’s Primary Orange and family of Greys.

**HEALTH**
- hex: 4c7b91
- pms: 7698
- r76, g123, b145
- c74, m42, y32, k6

**ECONOMICS**
- hex: 286f5d
- pms: 3295
- r40, g111, b93
- c83, m36, y67, k20

**EDUCATION**
- hex: 8d1821
- pms: 1815
- r141, g24, b33
- c27, m100, y92, k30

**GLOBAL**
- hex: 76376b
- pms: 7657
- r119, g55, b107
- c57, m90, y30, k14

**SOCIETY, MEDIA, AND PUBLIC AFFAIRS**
- hex: c55051
- pms: 7619
- r197, g80, b81
- c18, m82, y67, k4

**AA COMPLIANT:**

508 compliant for text on white and background color for white text.
Typography

Typography is also an important branding system component. NORC’s typography family consists of two primary fonts—Roboto and Proxima Nova.

Headsines, Body Copy and Online

Roboto

* Aa

Roboto Thin
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#$%^&*()_{}:"<>?

* Aa

Roboto Light
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#$%^&*()_{}:"<>?

* Aa

Roboto Regular
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#$%^&*()_{}:"<>?

* Aa

Roboto Medium
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#$%^&*()_{}:"<>?

* Aa

Roboto Bold
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#$%^&*()_{}:"<>?

* Aa

Roboto Extra Bold
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#$%^&*()_{}:"<>?
Typography

Subheads, Labels and Alternate Headlines

Proxima Nova

*Primary Proxima Nova font styles

Proxima Nova Thin

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Medium

Proxima Nova Semibold

Proxima Nova Bold

Proxima Nova Extra Bold

Proxima Nova Black

Alternative/Secondary Headlines

Bold all caps – spaced 100-150
Use at 22pt

Special Number Treatments

Light

Labels

Regular and Bold all caps – spaced 100-150
Use 10pt

Footnotes

Regular and Bold all caps – spaced 100-150
Use at 8pt

Board of Trustees Committees*

2020-2021 Proposed

Norc Board of Trustees : Fall 2020
Spark Usage

The Spark is the most recognizable aspect of our logo. Using the Spark in various formats builds brand awareness and consistency.

**PRIMARY SPARK PATTERN**
Grey Sparks touch with select, random highlights of NORC Orange—pattern’s edge is always organic/incomplete.

**SPARSE USE OF ORANGE ACCENTS**

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**Incomplete Pattern Edge**

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**SPARK GREY ON WHITE**
- hex: d9d8d6
- pms: 15% of Black 3
- r:217, g:216, b:214
c:14, m:11, y:12, k:0

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NORC promotion card and envelope

We hope you’re doing okay, all things considered.
Have a meal on us, and get it delivered.
Your hard work and dedication have kept us moving.
Stay safe, wear a mask, and thanks for all you’re doing.

Dan and the Executive Council
HOW TO USE PRIMARY SPARK PATTERN
Grey Sparks touch with select, random highlights of NORC Orange. Align tip-to-tip horizontally and on a 30° angle. When using near logo, scale larger or smaller than logo Spark.

ALIGN HORIZONTALLY

ALIGN ON 30° ANGLE

SCALE APPROPRIATELY WHEN NEAR OR AROUND NORC LOGO

SMALLER

LARGER

How not to use

Do not tilt    Do not rotate

Do not align incorrectly    Do not stack

Use Orange sparingly    Do not scatter or outline

Avoid using too much pattern    Do not overlap

DOWNLOAD SPARK PATTERNS
Spark Usage

Use pre-designed Primary Spark templates on postcards, envelopes, invitations, zoom backgrounds and social media materials.
Spark Usage

HALO PATTERN
Use pre-designed Primary Spark template on postcards, envelopes, invitations, zoom backgrounds and social media materials.

Use these Greys for Sparks

SPARK GREY ON BACKGROUND
hex: b1aea9
pms: 40% of Black 7
r177, g174, b169
c32, m27, y30, k0
Spark Usage

ALTERNATIVE SPARK PATTERNS
Grey Sparks spaced with a formal/complete edge. Use as full bleed artwork with not accent color.

SPACED SPARK PATTERN

EXTRA SPACED SPARK PATTERN

Digital Announcements

Innovation Merit Award Winner

Congratulations Alix for leading exceptional innovation for NORC and our clients. This year’s winner receives $2,500 in professional development funds and a mentorship meeting.
Iconography

Icons help communicate ideas quickly while adding visual interest to layouts.

**UTILITY ICONS**
Utility icons are NORC’s preferred icon treatment. Use in various combinations of Greys and NORC Orange inside simple geometric shapes or on their own.

**NORC ORANGE**

**NORC GREY 6 AND NORC GREY 1**

**NORC GREY 4**

**STRATEGIC CONCEPT ICONS**
Strategic icons are made up of Greys with a NORC Orange accent and used for more conceptual storytelling.

**VARIOUS SHADES OF GREY WITH NORC ORANGE ACCENT**

DOWNLOAD ICON LIBRARY
Visualizations

Use a combination of NORC Orange with multiple Greys and the typeface Roboto while creating various types of visualizations.

**PROCESS GRAPHICS**

- **Dissemination**
  Reach your Audiences

- **Advanced Analytics**
  Extract Meaning from Data

- **Data Strategy**
  Master your Data

- **Policy Analysis**
  Prepare for Change

- **Consumer Insights**
  Know your

- **Evaluation**
  Measure your Impact

**Excellence & Impact**
We conduct high quality analysis summarized with clear and concise insights to maximize your impact.

**Continual Innovation**
We combine academic rigor, technical expertise, forward-thinking, and latest in research and analytical methods.

**Objective & Non-Partisan**
We interpret complex research and present it without bias or favor. We tell it like it is.

**Strategic Partners**
We understand our partners’ business needs, adapt our methods, deliverables, and speak their language.

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**CHARTS AND GRAPHS**

- **Net Promoter Score (NPS)**

  NORC’s NPS* is 56
  NPS = % promoters - % detractors

  *NPS is based on respondent answers to the question, “How likely are you to recommend NORC to a friend or colleague?”

- **To what extent do you believe the following groups are responsible for surprise medical bills?**

  - **Very Responsible**
  - **Somewhat Responsible**
  - **Not at All Responsible**
  - **Don’t Know**
  - **Seapbed**

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**PRIMARY PALETTE**

- Orange (O)
- White (W)
- Grey 1 (G1)
- Grey 2 (G2)
- Grey 3 (G3)
- Grey 4 (G4)
- Grey 5 (G5)
- Grey 6 (G6)
Textures & Graphics

Inspired by the art that data creates, textures can be used as a substitute for photography or for additional dimension.
Photography

VARIOUS SUBSETS OF POPULATIONS

REAL LIFE– PERSONAL MOMENTS
Photography

ARTFUL PHOTOJOURNALISM

IMMERSIVE & EXPERIENTIAL
Brand Expressions
NORC produces research and analysis driven digital publications for multiple audiences.

NORC NOW
Stories of insight & impact.

NORC NUMBERS (HEADER)
Data driven stories for visualization enthusiasts.