



Brand Style Guide

NOVEMBER 2023

Table of Contents

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.

1 - BRAND LOGO & TAGLINE

Logo	4
Logo Responsiveness.....	5
Logo Clearspace	6
Logo Usage	7
Tagline	11
Tagline Usage.....	12

2 - BRAND SYSTEM

Brand Messaging.....	14
NORC Look & Feel.....	15
Stationery	16
Color.....	17
Typography	19
Spark Usage	21
Iconography	26
Visualizations.....	27
Textures & Graphics.....	28
Photography	29

3 - BRAND EXPRESSIONS

Publications	32
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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

DOWNLOAD LOGOS & TAGLINES

< Table of Contents

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

FULL LOGO

Use 95% if 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

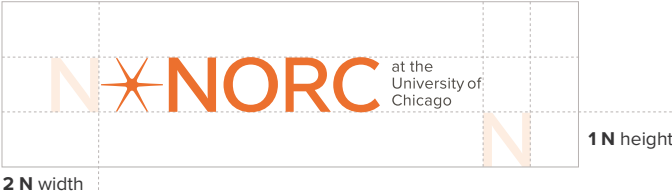


Logo Clearspace

< Table of Contents

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

FULL LOGO CLEAR SPACE IDEAL



FULL LOGO CLEAR SPACE MINIMUM



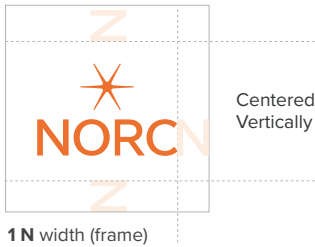
SHORT LOGO CLEAR SPACE IDEAL



SHORT LOGO CLEAR SPACE MINIMUM



STACKED LOGO CLEAR SPACE



How not to use

Do not set logo edge-to-edge with margin or graphic artwork



Do not crowd the logo with text



Logo Usage: Full

< Table of Contents

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

COLOR



DARK GREY



WHITE



Suggested usage

Use Color logo on White only



Dark Grey logo can be used when cobranding client work



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



How not to use

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



Logo Usage: Short

< Table of Contents

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

COLOR



DARK GREY



WHITE

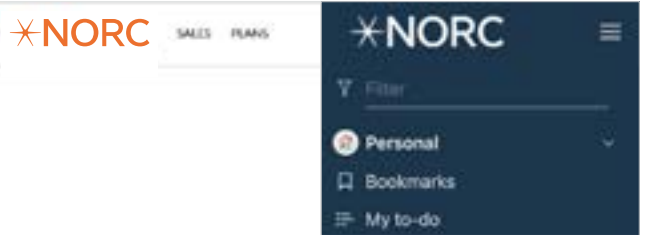


Suggested usage

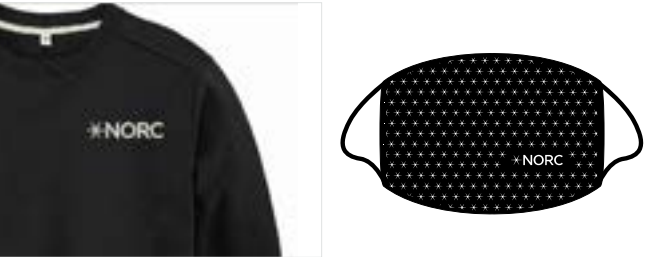
Use Short logo on small swag and promotional items



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

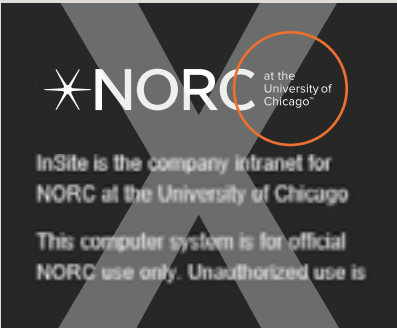


Use Short Logo when printing techniques prohibit the reproduction of small type

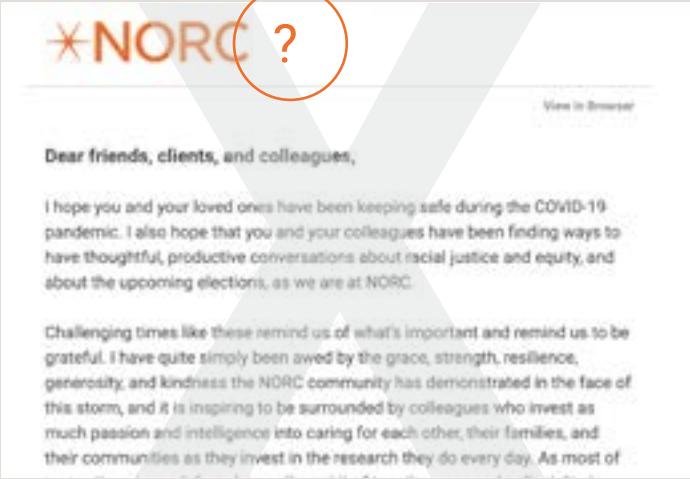


How not to use

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



Logo Usage: Stacked

< Table of Contents

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

COLOR



DARK GREY



WHITE



Suggested usage

Use Stacked Logo in square or circle image areas

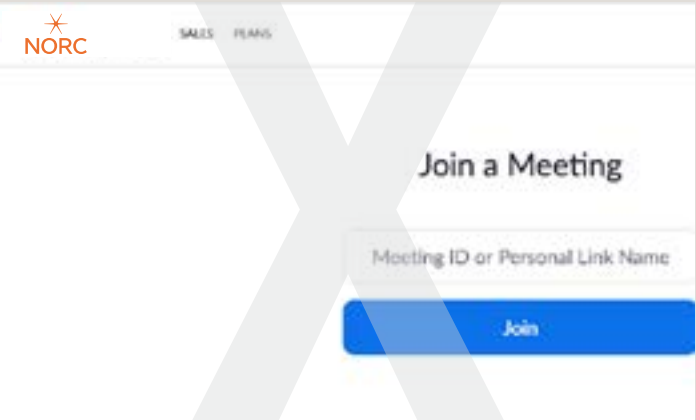


Use Stacked Logo in vertical orientations

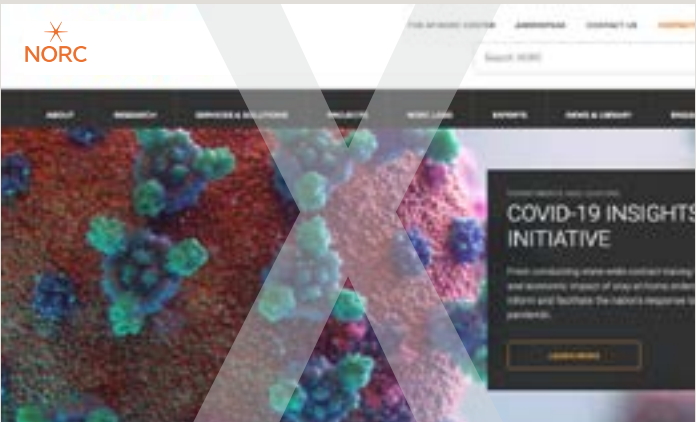


How not to use

Do not use Stacked Logo when Short Logo can be used



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

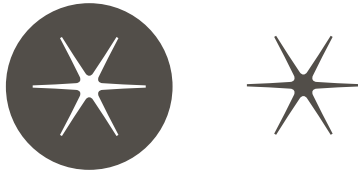


Use the Spark Logo in extremely limited spaces and within proximity to “NORC at the University of Chicago” language.

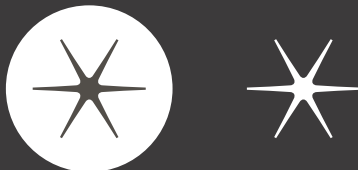
COLOR



DARK GREY



WHITE



Suggested use for image areas

Use Stacked Logo in square or circle image area

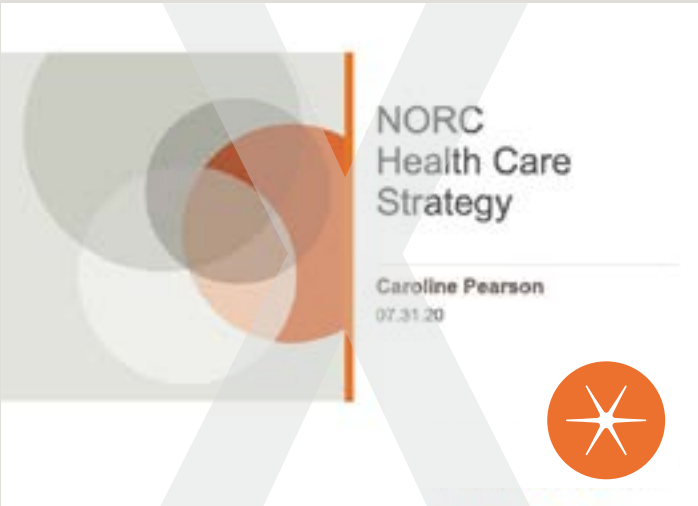


Use Spark as a signature on branded media and video



How not to use

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



Tagline

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.

< Table of Contents

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

COLOR



DARK GREY



WHITE

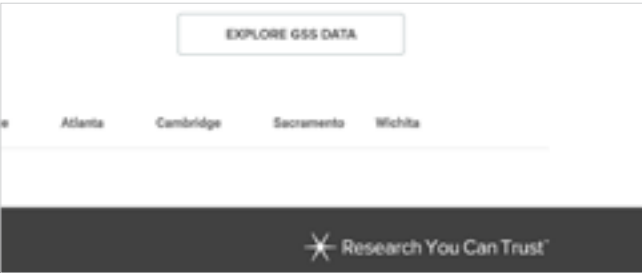


Suggested usage

Used as a signature on digital communications



Used as a signature on online communications



How not to use

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



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.

BOLD ORANGE





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@NORCnews f/NORCatUofC in/company/NORC



FRESH WHITE, GREYS & ORANGE ACCENTS





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 –

DATA AS ART



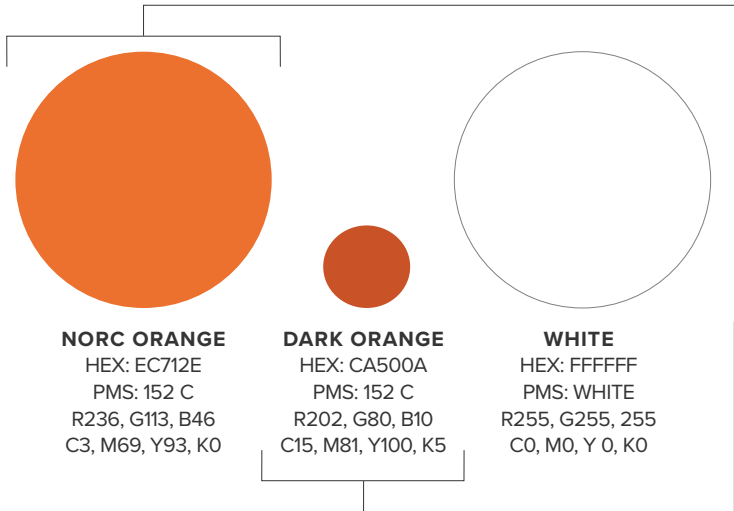
LETTERHEAD, BUSINESS CARD & ENVELOPE



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

Bold: <14pt
Regular: <14pt

AA COMPLIANT:
508 compliant background colors for black or Grey 6 colored text.



Color: NORC Divisions

< Table of Contents

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

These division-specific accent colors are meant to be used in conjunction with, not isolated from NORC's primary orange and family of greys.

NORC DIVISIONS COLOR PALETTES

Division Palettes are made up of a division color, tints and shades of the division color (that are natively available in PowerPoint, Word, and Excel after applying the NORC Color Template), plus NORC's Primary Orange and family of Greys.

POLITICAL RED & BLUE (PUBLIC AFFAIRS ONLY)

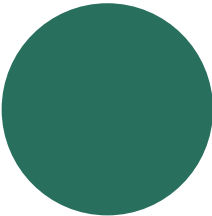
These two colors are to only be used as political accent colors within the Public Affairs division.



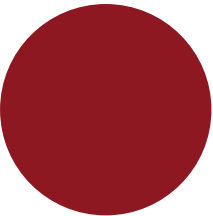
HEX: C13A2B
R193, G58, B43
C17, M91, Y96, K7



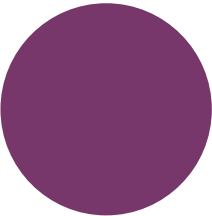
HEX: 4772AB
R71, G114, B171
C78, M54, Y9, K0



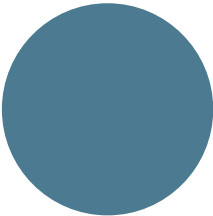
ECONOMICS
HEX: 286F5D
PMS: 3295
R40, G111, B93
C83, M36, Y67, K20



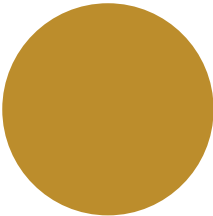
EDUCATION
HEX: 8D1821
PMS: 1815
R141, G24, B33
C27, M100, Y92 K30



GLOBAL
HEX: 76376B
PMS: 7657
R119, G55, B107
C57, M90, Y30 K14



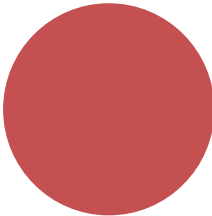
HEALTH
HEX: 4C7B91
PMS: 7698
R76, G123, B145
C74, M42, Y32, K6



PUBLIC AFFAIRS
HEX: BC8C2C
PMS: 7556
R188, G140, B44
C25, M43, Y100, K5



RESEARCH SCIENCE
HEX: EC712E
PMS: 152
R236, G113, B46
C3, M69, Y93, K0



SOCIETY & CULTURE
HEX: C55051
PMS: 7619
R197, G80, B81
C18, M82, Y67, K4



Gr1
HEX: D9E7E3
R217, G231, B227
C14, M3, Y10, K0



R1
HEX: F5C4C8
R245, G196, B200
C1, M27, Y11, K0



P1
HEX: EAD1E5
R234, G209, B229
C6, M19, Y0, K0



B1
HEX: D9E5EB
R217, G229, B235
C14, M4, Y4, K0



Y1
HEX: F4E9D2
R244, G233, B210
C4, M6, Y18, K0



O1
HEX: FBE3D5
R251, G227, B213
C1, M11, Y13, K0



S1
HEX: F3DCDC
R243, G220, B220
C3, M14, Y8, K0



Gr2
HEX: B3CEC8
R179, G206, B200
C30, M9, Y21, K0



R2
HEX: EB8991
R235, G137, B145
C4, M57, Y29, K0



P2
HEX: D5A3CB
R213, G163, B203
C14, M40, Y0, K0



B2
HEX: B3CCD7
R179, G204, B215
C29, M11, Y11, K0



Y2
HEX: EAD3A5
R234, G211, B165
C8, M15, Y38, K0



O2
HEX: F7C6AB
R247, G198, B171
C1, M25, Y30, K0



S2
HEX: E8B9B9
R232, G185, B185
C7, M30, Y18, K0



Gr3
HEX: 8DB6AC
R141, G182, B172
C46, M15, Y34, K0



R3
HEX: E14E59
R225, G78, B89
C7, M85, Y60, K0



P3
HEX: BF75B1
R191, G117, B177
C24, M64, Y0, K0



B3
HEX: 8DB2C3
R141, G178, B195
C45, M19, Y17, K0



Y3
HEX: DFBD78
R233, G189, B120
C13, M24, Y62, K0



O3
HEX: F4AA82
R244, G170, B130
C2, M38, Y49, K0



S3
HEX: DC9697
R220, G150, B151
C11, M47, Y30, K0



Gr4
HEX: 286F5D
R58, G911, B83
C76, M46, Y62, K31



R4
HEX: 6A1219
R106, G18, B25
C33, M98, Y86, K48



P4
HEX: 592950
R89, G41, B80
C63, M91, Y40, K33



B4
HEX: 395C6D
R57, G92, B109
C81, M55, Y43, K20



Y4
HEX: 8D6921
R141, G105, B33
C38, M53, Y100, K21



O4
HEX: CA500A
R202, G80, B10
C15, M81, Y100, K5



S4
HEX: 9C3435
R156, G52, B53
C26, M90, Y80, K21



Gr5
HEX: 263C37
R38, G60, B55
C79, M55, Y66, K54



R5
HEX: 470C10
R71, G12, B16
C44, M87, Y75, K69



P5
HEX: 3C1B35
R60, G27, B53
C67, M87, Y48, K57



B5
HEX: 263E48
R38, G62, B72
C84, M63, Y53, K44



Y5
HEX: 5E4616
R94, G70, B22
C47, M60, Y100, K44



O5
HEX: 81350C
R129, G53, B12
C31, M83, Y100, K35



S5
HEX: 682223
R104, G34, B35
C35, M89, Y78, K48

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

Headlines, Body Copy and Online

Roboto

* Primary Roboto font styles

*

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-!@#\$%^&*()-_{}:"'<>?

Big Title Headlines

Thin
Use with type 34pt+



Primary Headlines

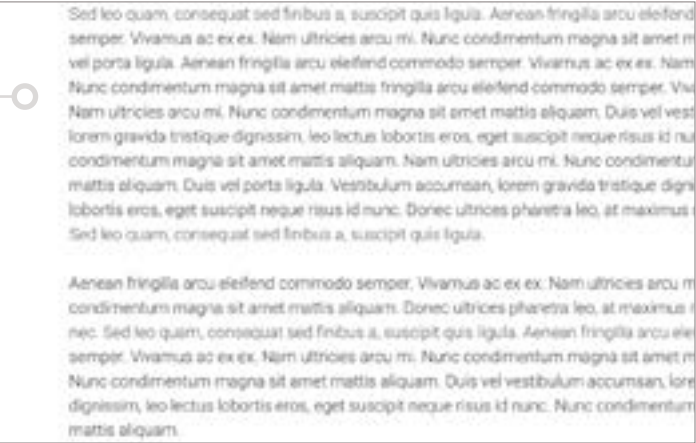
Light
Use with type 18pt+



Body Copy

Regular
Use with type 10pt

Light
Use with type 11pt+



Subheads, Labels and Alternate Headlines

Proxima Nova

*Primary Proxima Nova font styles

Aa

Proxima Nova Thin
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

Aa

Proxima Nova Light
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

*Aa

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

Aa

Proxima Nova Medium
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

Aa

Proxima Nova Semibold
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

*Aa

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

Aa

Proxima Nova Extra Bold
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

Aa

Proxima Nova Black
abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!@#\$%^&*()_~:”<>?

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



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

PRIMARY SPARK PATTERN

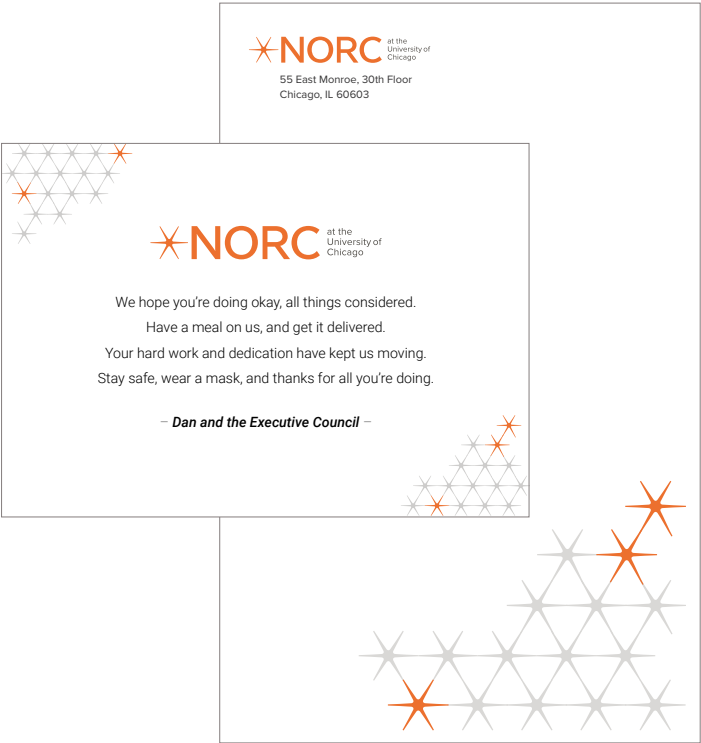
Grey Sparks touch with select, random highlights of NORC Orange— pattern’s edge is always organic/incomplete.

SPARSE USE OF ORANGE ACCENTS

INCOMPLETE PATTERN EDGE



NORC promotion card and envelope



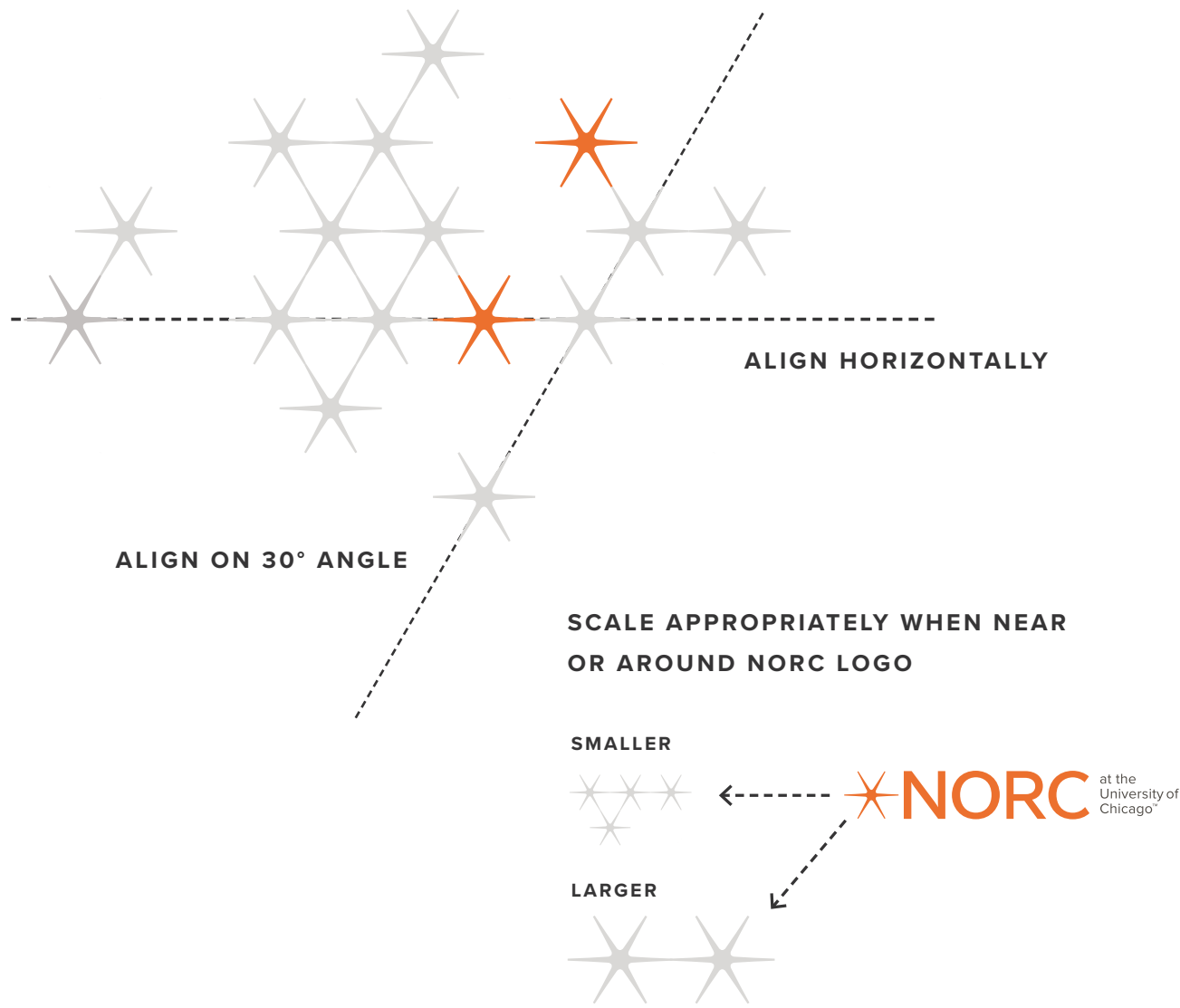
Use these Greys for Sparks









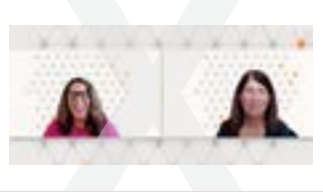

SPARK GREY ON WHITE
hex: d9d8d6
pms: 15% of Black 3
r217, g216, b214
c14, m11, y12, k0

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.



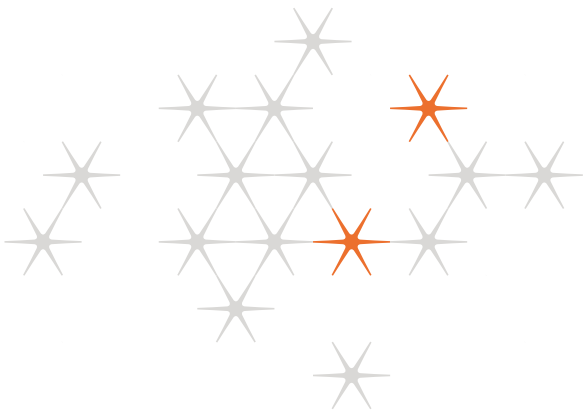
How not to use

<p>Do not tilt</p> 	<p>Do not rotate</p> 
<p>Do not align incorrectly</p> 	<p>Do not stack</p> 
<p>Use Orange sparingly</p> 	<p>Do not scatter or outline</p> 
<p>Avoid using too much pattern</p> 	<p>Do not overlap</p> 

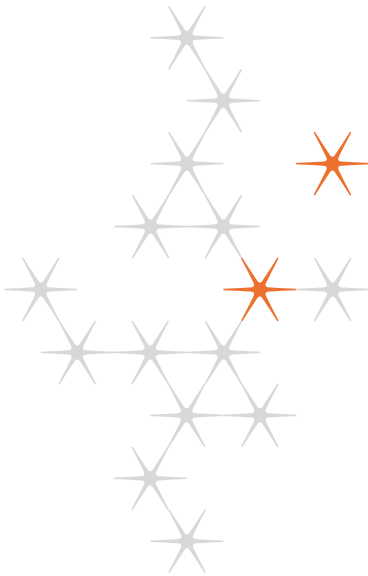
Use pre-designed Primary Spark templates on postcards, envelopes, invitations, zoom backgrounds and social media materials.

SILHOUETTES

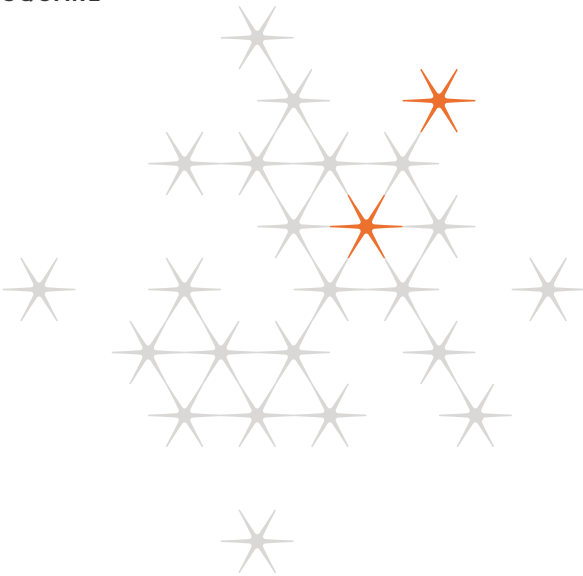
HORIZONTAL



VERTICAL



SQUARE



CORNERS

LARGE



MEDIUM

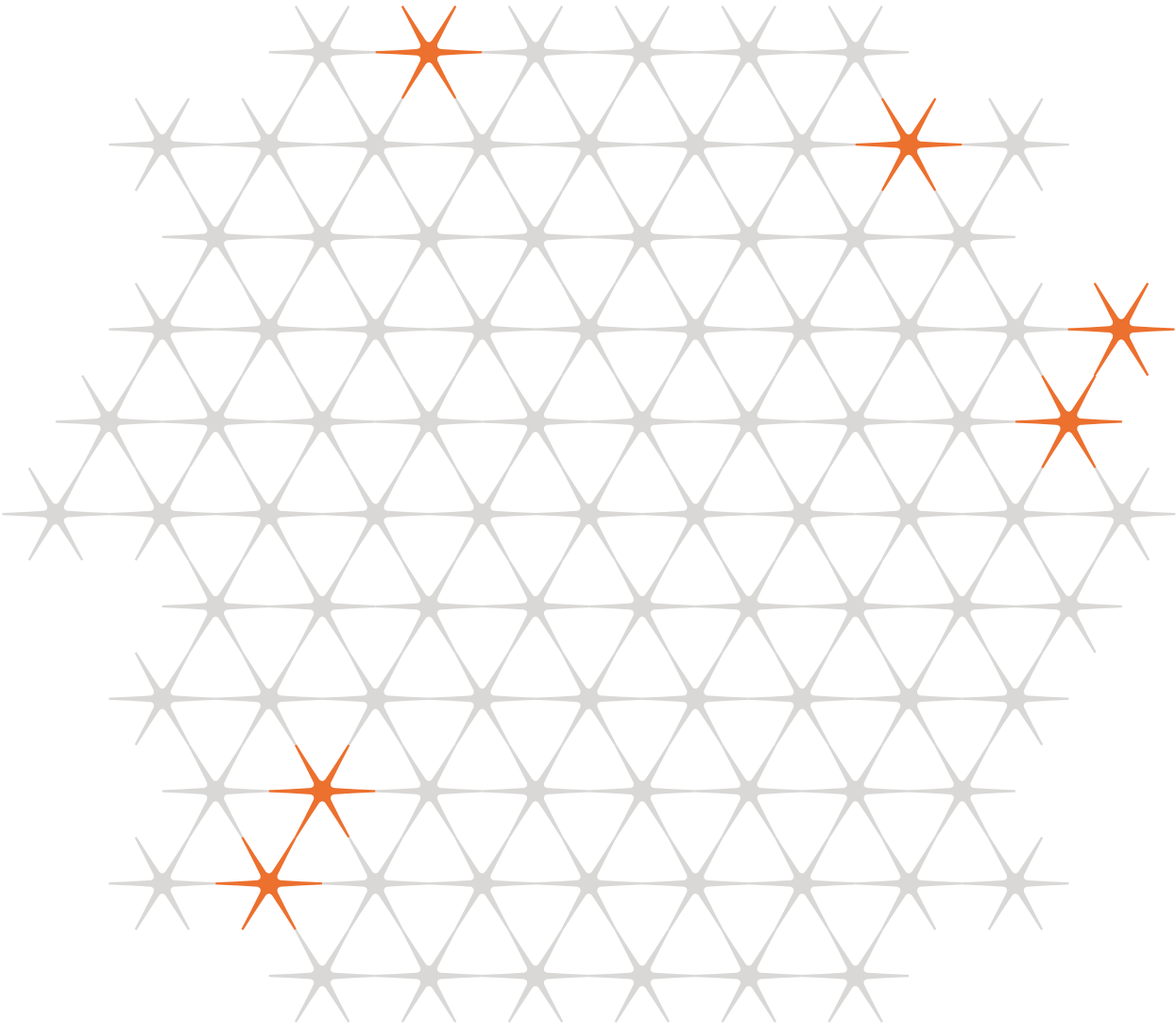


SMALL

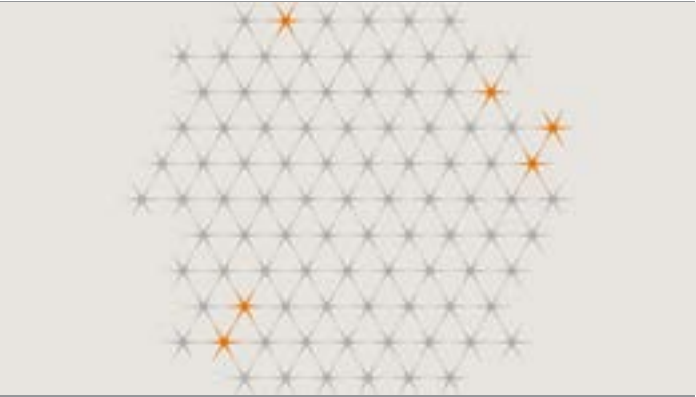


HALO PATTERN

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



Zoom background



LinkedIn background



Use these Greys for Sparks



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

ALTERNATIVE SPARK PATTERNS

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

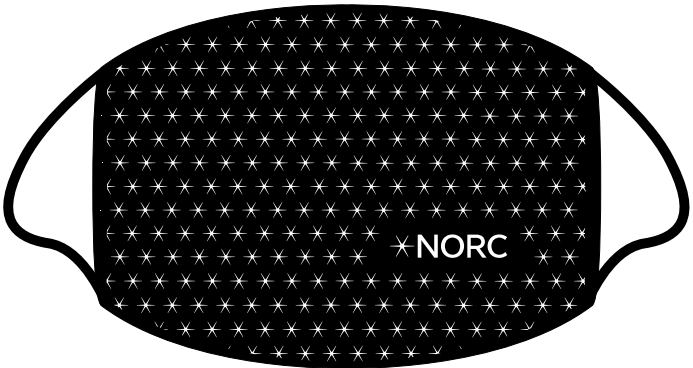
SPACED SPARK PATTERN



EXTRA SPACED SPARK PATTERN



Mask pattern



Digital Announcements



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

PRIMARY PALETTE

O

W

G1

G2

G3

G4

G5

G6

UTITLITY 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

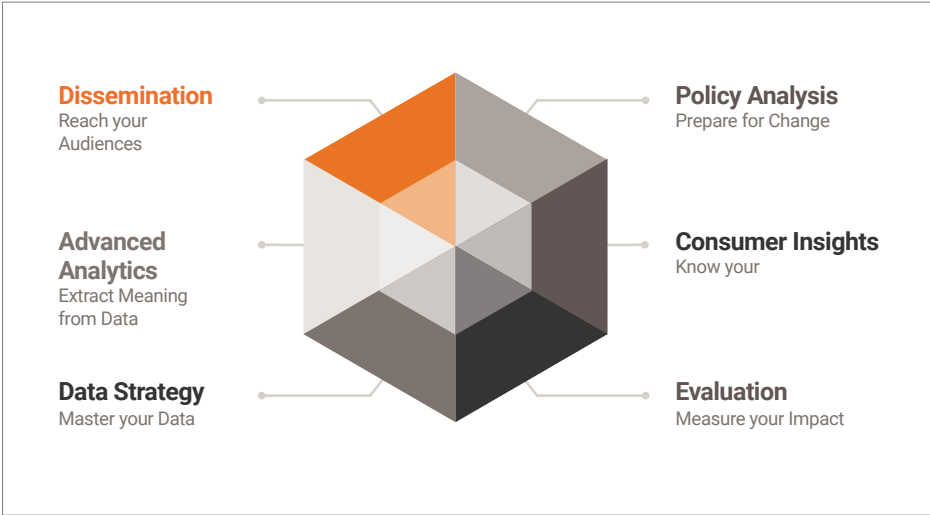
Strategic icons are made up of Greys with a NORC Orange accent and used for more conceptual storytelling.

VARIOUS SHADES OF GREY WITH NORC ORANGE ACCENT

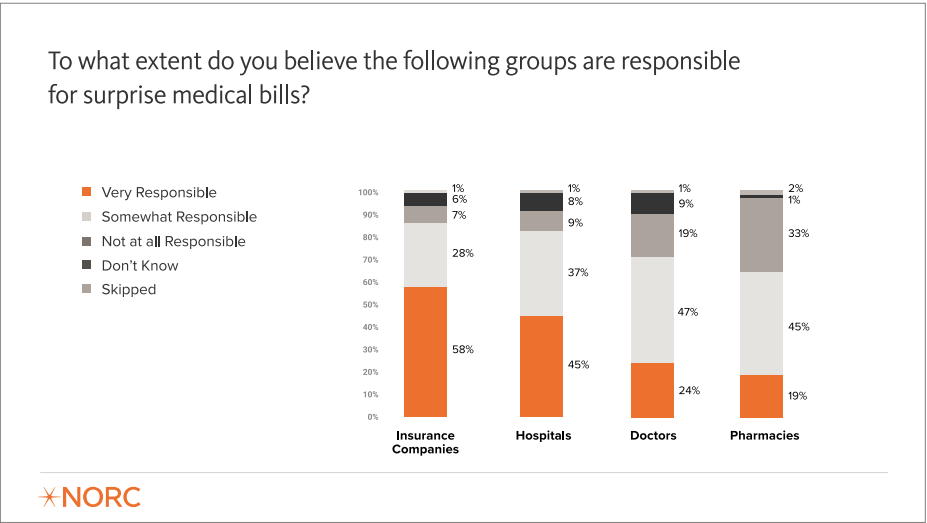
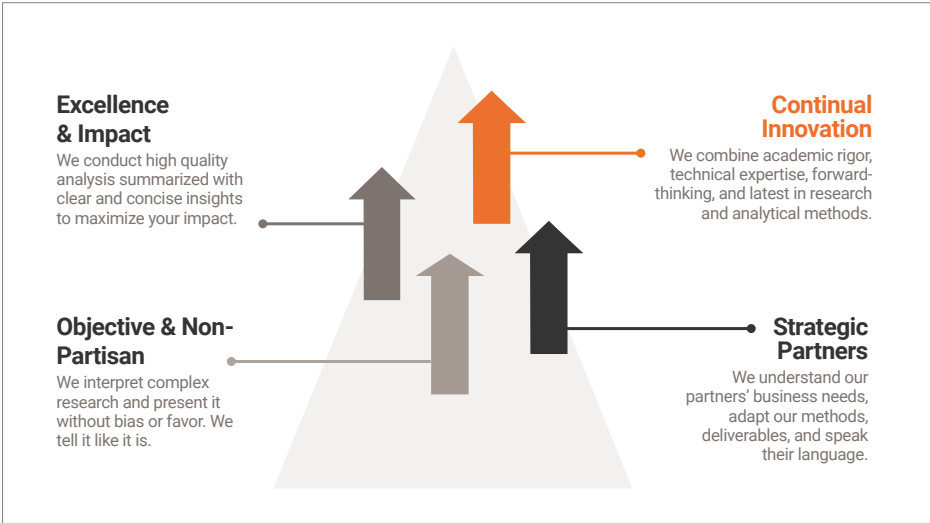


Use a combination of NORC Orange with multiple Greys and the typeface Roboto while creating various types of visualizations.

PROCESS GRAPHICS



CHARTS AND GRAPHS



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

PRIMARY PALETTE

O

W

G1

G2

G3

G4

G5

G6

TEXTURES

SCATTERPLOT



VENN



RADIAL



PIES



ZOOM BACKGROUNDS

PIES



ARC



[< Table of Contents](#)**VARIOUS SUBSETS OF POPULATIONS****REAL LIFE- PERSONAL MOMENTS**

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