THE UNIVERSITY OF CHICAGO
Harris Public Policy

Brand Guidelines
September 30, 2016

Contents

Introduction

For more than 25 years, the University of Chicago Harris School of Public Policy has been redefining what it means to be a public policy school, shifting the narrative on policy from an ideology, rooted in politics and experience, to a science, rooted in data and impact.

Today, we live in a transformative era for public policy, where this distinctive point of view is needed more than ever.

At a time when trust in public institutions is fragile, Harris has an opportunity to lead the way with a new generation of leaders who are driven to change the world and know that making a social impact requires fresh thinking and different approaches.

We are a school with great ambition, and how we express our purpose—our sense of identity—must evolve to reflect the fearless spirit of innovation and leadership that fuels this ambition and drives us to excel in every aspect of our mission.

This document articulates a new brand expression that more accurately reflects our identity. It has been developed by the Harris Communications team in partnership with University Communications and the Harris leadership team.

These guidelines take the guesswork out of basic decisions of brand execution and help communicators remain consistent in our use of brand elements including our logo, colors, typefaces, and positioning. Consistency is crucial to maintaining the integrity of our communications and the strength of our brand.

As with any brand project, there will be areas that we could not adequately address or even imagine in these guidelines. If you have any questions or need assistance with a branded communication, please contact Harris Communications and Marketing.

Thank you for your collaboration and ambassadorship.

—The Harris Leadership Team

Our Purpose

Why we're here—and what we seek to do.

MISSION

Developing leaders who put evidence first.

VISION

Advancing policy through the best science of our day.

PROMISE

Figuring out what's best for society and getting it done.

Our Principles

What guides us as we redefine the public policy school.

WHAT WE EMBRACE	WHAT IT MEANS
Feeling Good ≠ Doing Good	No shortcuts—policy is serious work.
~~**Status Quo**~~	Question conventional wisdom—fearlessly.
Enthusiasm→Impact	Nurture our students' passions—and guide them toward impact.
Learning+Doing	Our students don't wait for a license to practice—they seek impact from day one.
Local⇆Global	Harness the potential of our global city—and connect it to the world.

Our Manifesto
Why we care—and what we're doing about it.

**Policy is not about feeling good.
Policy is about doing good.**

Ideology, intuition, and experience alone are not proven sources for policy solutions.

Addressing today's global, interconnected challenges—and reaping the opportunities—takes rigorous inquiry.

It takes serious people, able to face the facts—to gather and understand the data of how things *are*—in order to make things *better*.

That's why we're here.

We believe there is a science to social impact.

Social science is the only proven path to better policymaking—to doing good. But not just any social science.

We work at the frontiers of data collection and analysis, using the latest technology and social science methods to design policies that work for society.

We conduct rigorous inquiry in an environment of innovation and risk taking, fearlessly questioning the status quo.

We collaborate across the private, public, and non-profit sectors, adopting new methodologies to drive better solutions.

We engage with our city, our world, and our leaders every day to evaluate and test our ideas.

And we lead with our passion for driving social change, knowing that passion alone does not equal impact.

With passion and precision, we figure out what's best for society—and get it done.

This is Harris Public Policy.
Social impact, down to a science.

Our Personality

How we look, sound, and act.

WE ARE:

Fearless, inquisitive, and driven to figure out what's best for society— and get it done.

OUR BRAND IS:	BECAUSE:
Bold	We embrace the power of public policy to make a big impact on societies.
Fearless	We know the answers aren't easy to find—and won't always be pretty.
Open	We seek the truth, and we find it in data and in partnering for impact.
Intelligent	We believe there is a science to social impact; it's not just about feeling good.
Iconoclastic	We fearlessly challenge the status quo and look for new ideas in unlikely places.
Inspiring	We are passionate about social impact—and effective at making it happen.
Optimistic	We use the best social science of the day to make the world a better place.

Basic Elements

Our Name: How to refer to us.

Use these names consistently to build brand awareness.

First reference

The University of Chicago Harris School of Public Policy

Second reference

First reference on informal communications to an established audience

Harris Public Policy

Third reference

Harris

NAMES TO AVOID

Legal Name

**The University of Chicago
Irving B. Harris Graduate School
of Public Policy Studies**

Logotypes as Names

The logotypes are visual symbols, not intended to be read literally.

**The University of Chicago
Harris Public Policy,
UChicago Harris**

Other Abbreviations

Avoid referring to Harris by these names, as they will dilute the brand.

**The Harris School
Harris School of Public Policy
the school
Harris School of Public Policy at
The University of Chicago**

Discontinue use of this name

Chicago Harris

Basic Elements
Our Language: How to describe us.

OUR DIFFERENTIATOR

Harris Public Policy is different from other policy schools because of our distinct point of view that uses data and modeling to drive measurable and meaningful impact.

This is summarized in our tagline:

Social Impact, Down to a Science.

BOILERPLATE TEXT

Driven by the belief that there's a science to social impact, Harris Public Policy is the school for fearless thinkers who want to turn their passion for doing good into proven, measurable results. We question the status quo and face the facts of the world's most complex challenges—gathering and understanding the data of how things are, in order to make things better. Combining real-world engagement in Chicago and beyond with the latest technology and social science, we empower a new generation of leaders from all sectors to make smarter, data-driven decisions and drive positive change throughout our global society.

Do not alter or reword the theme line. It should be used prominently (e.g., as a headline) or paired with the logo (see "Logo Lockup Alternatives," on page 14.)

Boilerplate text can be used as a starting point for general, "about us" text. Consider your audience and the context in which the text will appear and adapt the text accordingly.
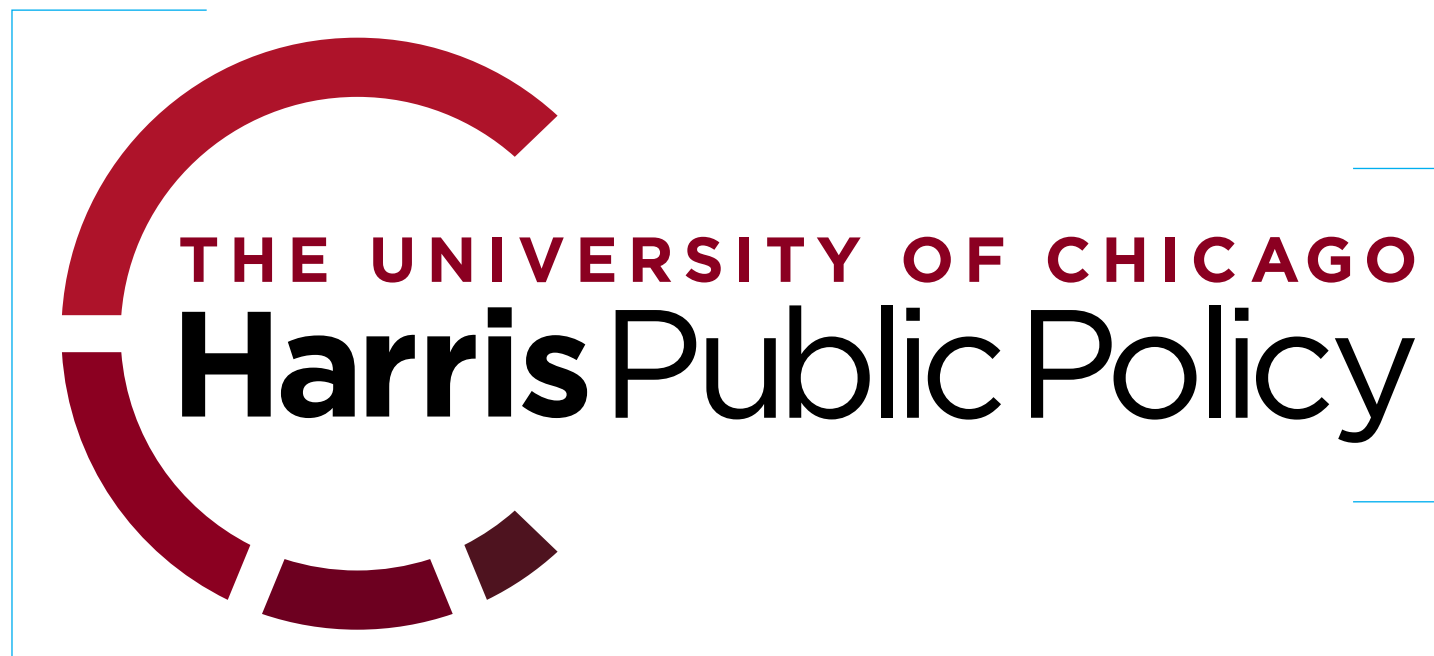
Basic Elements
Main Logo

Our brand is built on the design principles of strong typography, smart and consistent use of color, and the use of photography to tell our story.

Our logo is our primary visual signifier, it includes the wordmark combined with the logotype. Through consistent use, we can create a distinctive visual identity.

LOGOMARK

The symbol in our logo takes inspiration from data visualizations to form a C, representing the University and city of Chicago—where Harris is based and from where it extends into the world.

THE UNIVERSITY OF CHICAGO
Harris Public Policy

WORDMARK

The logotype is made up of varying weights and cases of our brand typeface, Gotham. Use the logotype files provided; do not attempt to recreate the logotype.

Basic Elements
Logo Color Options

In addition to our main color logo, the logo may appear in 3 additional color options shown on this page. 2 color (maroon + black), 1 color Black, and White or reversed. The logo must have good contrast with the background to insure maximum impact and legibility.

2 COLOR: PMS202 + BLACK

For 2-color applications

BLACK

For single-color applications on light backgrounds.

WHITE (REVERSED)

For single-color applications on dark backgrounds.

Basic Element
Logo Lockup Options

In addition to our main logo, there are two additional lockups for use. All basic guidelines described for our main logo apply to the versions shown on this page.

MAIN LOGO + TAGLINE

For use when a lockup with the tagline is desired.

COMPRESSED

For narrow applications. This version is used in instances where the full logo would appear too small or too large.

THE UNIVERSITY OF CHICAGO
Harris Public Policy
Social Impact, Down to a Science.

UCHICAGO
Harris

Do not alter or recreate.
Please use the file designated as
(Harris.Themeline.MaroonBlk)

Basic Elements
Logo Spacing & Sizing

To maximize the visual presence of our logo, we require adding sufficient clear space surrounding the logo. The minimum safe zone is equal to the circumference of our "C." Always allow for at least this amount of clear space around our logo. Size consistency is important when producing a wide range of materials. Shown here are recommended sizes for reproduction across various layouts.

SPACING
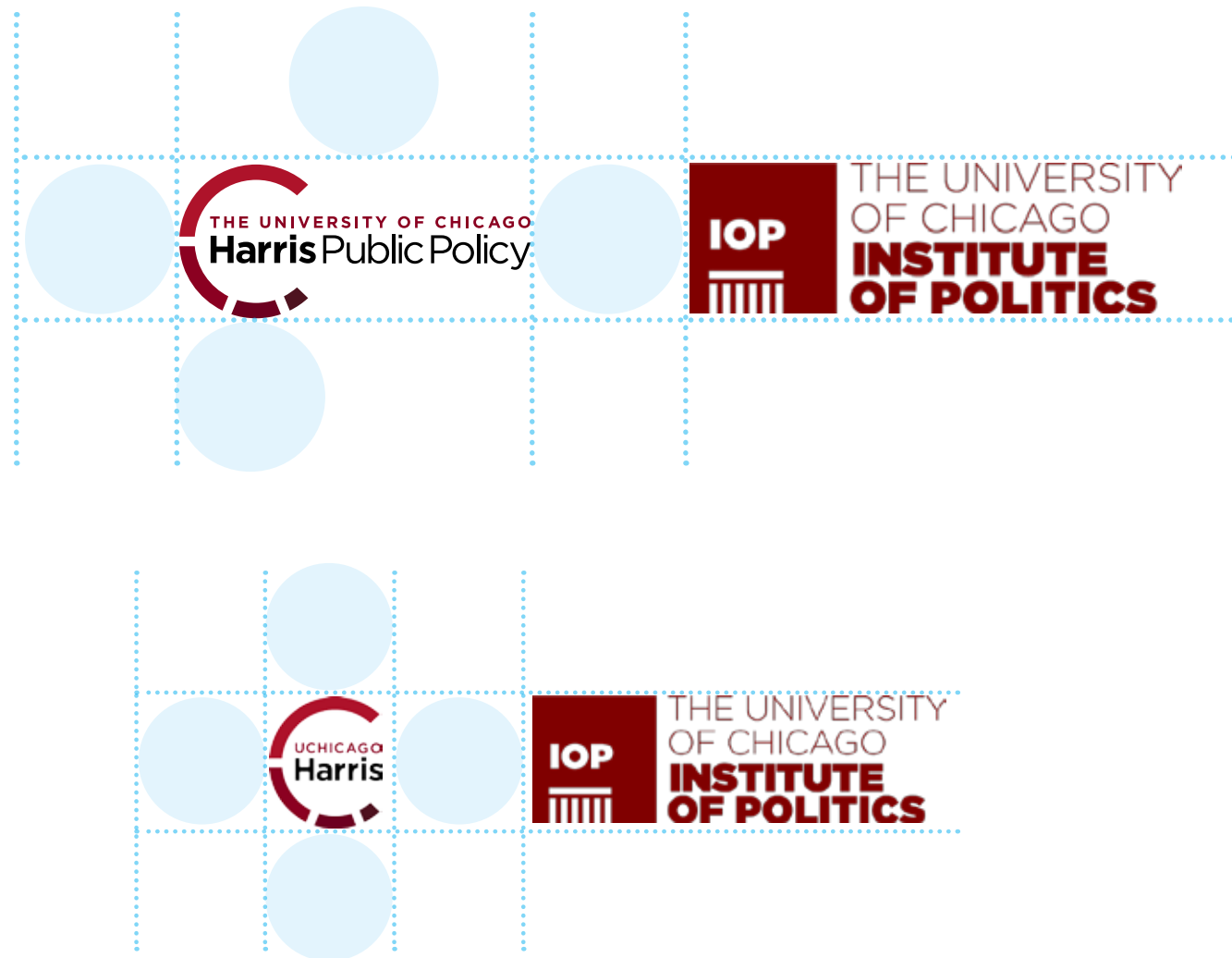
SIZE

Our logo must be clearly visible when reproduced. A minimum size 1.25" across the width of the logo is recommended when using our main logo, and a .5" size when using the compressed version.

Basic Elements
Co-branding

When using our logo alongside another institution's brand, consider placing each logo on opposite sides of the page as illustrated here. Consistent positioning of our logo is vital. The main logo can appear in set positions, either at the top or at the bottom of the page.

When the Harris logo must be placed alongside more than one partnering logo, maintain a safe space between logos as illustrated on page 13.
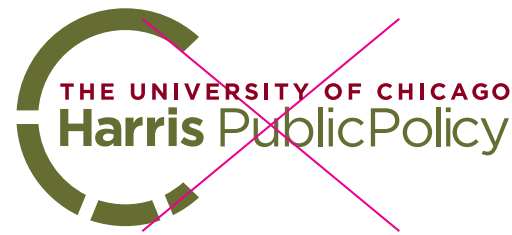

8TH ANNUAL LECTURE
Science, Technology & Society

Maya Shankar, Ph.D., Senior Policy Advisor White House Office of Science and Technology Policy presents A Government for the People: Using Behavioral Science to Design Policies that Work Better and Cost Less

APRIL 25, 2017
NOON–1 PM

THE UNIVERSITY OF CHICAGO
Harris Public Policy

8TH ANNUAL LECTURE
Science, Technology & Society

Maya Shankar, Ph.D., Senior Policy Advisor White House Office of Science and Technology Policy presents A Government for the People: Using Behavioral Science to Design Policies that Work Better and Cost Less

APRIL 25, 2017
NOON–1 PM

THE PEARSON INSTITUTE
FOR THE STUDY AND RESOLUTION OF GLOBAL CONFLICTS

THE UNIVERSITY OF CHICAGO
INSTITUTE OF POLITICS

CHICAGO **BOOTH**
The University of Chicago Booth School of Business

8TH ANNUAL LECTURE
Science, Technology & Society

Maya Shankar, Ph.D., Senior Policy Advisor White House Office of Science and Technology Policy presents A Government for the People: Using Behavioral Science to Design Policies that Work Better and Cost Less

APRIL 25, 2017
NOON–1 PM

THE UNIVERSITY OF CHICAGO
Harris Public Policy

THE UNIVERSITY OF CHICAGO
INSTITUTE OF POLITICS

CHICAGO **BOOTH**
The University of Chicago Booth School of Business

Basic Elements
Logo Usage

The Harris logo includes the logomark combined with the logotype. The logo should not be altered in any way. Use only approved versions of our logo in the files provided.
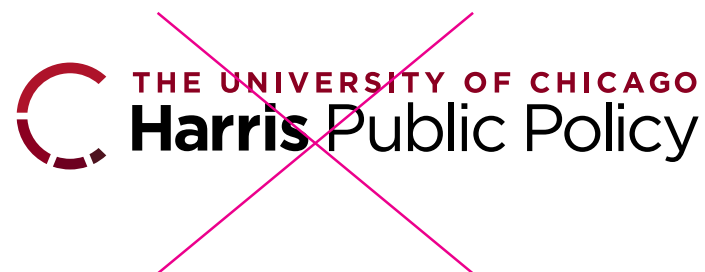
DO NOT
Use any other colors than the approved versions provided

DO NOT
Stretch or compress the logo, always size up or down in proportion

DO NOT
Change the structure or typography

DO NOT
Alter the size of any individual element

DO NOT
Place other text when the logotype would normally go
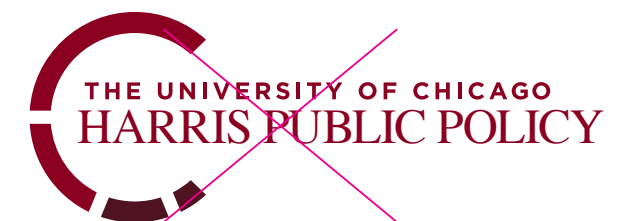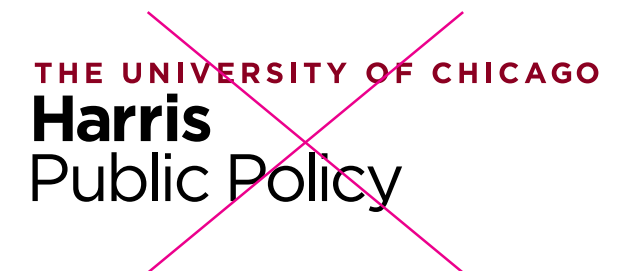
Basic Elements
Standard Signatures

Standard signatures are created by combining the main Harris name and the name and address block of the school, administrative area, academic program, or Harris affiliated Centers. These signatures are limited to use in address blocks on stationery items, business cards, forms, brochure back panels, etc. (See page 17 for examples)

GENERAL

THE UNIVERSITY OF CHICAGO
Harris Public Policy
1155 East 60th Street, Chicago, IL 60637

**The University of Chicago
Harris School of Public Policy**
1155 East 60th Street
Chicago, IL 60637

ADMINISTRATIVE AREAS

**The University of Chicago
Harris School of Public Policy
Recruiting and
Global Outreach**
1155 East 60th Street
Chicago, IL 60637

RESEARCH AND LEARNING CENTERS

**The University of Chicago
Harris School of Public Policy
Center for Human Potential
and Public Policy**
1155 East 60th Street
Chicago, IL 60637

ACADEMIC PROGRAMS/ INITIATIVES

**The University of Chicago
Harris School of Public Policy
Mentor Program**
1155 East 60th Street
Chicago, IL 60637

Basic Elements
Standard Signatures: Application Samples

Basic Elements
Display Signatures

Display signatures for the Administrative offices and affiliated Centers incorporate their respective name and the main Harris logo. The use of display signatures is dependent on the need for recognition. (see page 19 for examples)

ADMINISTRATIVE AREAS

THE UNIVERSITY OF CHICAGO
Harris Public Policy
RECRUITING AND
GLOBAL OUTREACH

**RESEARCH AND
LEARNING CENTERS**

THE UNIVERSITY OF CHICAGO
Harris Public Policy
CENTER FOR
HUMAN POTENTIAL
AND PUBLIC POLICY

**ACADEMIC PROGRAMS/
INITIATIVES**

Harris Public Policy
Mentor Program

Basic Elements
Display Signatures: Application Samples

The University of Chicago
Harris School of Public Policy
Center for Human Potential
and Public Policy
1155 East 60th Street
Chicago, IL 60637

THE UNIVERSITY OF CHICAGO
Harris Public Policy
CENTER FOR
HUMAN POTENTIAL
AND PUBLIC POLICY

Harris Public Policy
Mentor Program

HEADER

34%
Label Here

32%
Label Here

34%
Label Here

A Harris policy degree is designed to give students the tools they will need to untangle complex problems and find effective solutions. Faculty push students to think clearly and deeply, and to apply their analytic abilities not only to their chosen specialty but across a broad range of policy areas.

Master Degree Programs
Master of Public Policy (MPP) Degree

A two-year program for students interested in gaining a thorough training in analytical public policy skills and issues. The core curriculum provides a strong foundation in critical analysis, and the electives offer students an opportunity to acquiretraining both in the theoretical and applied analysis of public policy issues.

• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better
• Completion of a minimum of 12 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1149 student fees, $3432 health insurance)

Master of Science Degree in
Environmental Science and Policy
(MSESP) Degree

A two-year program offered with the Argonne National Laboratory for students interested in assessing the scientific repercussions of policy on the environment. The broad objective of the program is to provide students with a solid foundation of the science underlying important environmental policy issues, and the applied learning opportunities to deepen their understanding of various subjects.

• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better,
  in addition to Environmental
• Analysis Methods, Environmental Science and Policy,
  and three courses from the physical or biological sciences divisions
• Completion of a minimum of 10 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

work with world-class faculty at the University of Chicago, and enable them to build a high-level research portfolio.
• Completion of twelve graduate-level courses
• Completion of nine core courses with a C- or better:
• Completion of a minimum of 7 Harris courses
• Completion of MACRM summer experience
Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance) Estimated total cost for 15 month program: $62,763 ($57,037 tuition, $1,436 student fees, $4,290 health insurance.

al Degree Programs

ral program (PhD) at Chicago Harris prepares
students interested in research-oriented careers
the substantive and institutional aspects of public
e program emphasizes the acquisition of skills
o design and conduct policy-relevant research,
s students to develop individualized and innovative
f study in which they work closely withfaculty
of the School and the University. Ph.D. students
pect to complete their program of study after a
of four to five years in residence. Ph.D. students must
a minimum of 27 courses, including demonstrated
of the School's core subjects, unless they enter the
with a master's degree in the same or a related field,
case the number of required courses may be reduced
9 courses.

completion of their coursework and examinations,
dents will be able to take advantage of opportunities
financial support for their doctoral research from
internal and external sources and to participate in research projects in the School and the University. Students receiving internal financial support will also serve as course assistants beyond their first year of study.

Estimated cost per year
• First 4 years: $46,779 ($45,630 tuition, $1,149 student fees)
• 5th – 12th year: $16,971 ($15,822 tuition, $1,149 student fees)

All Master's degrees require
a cumulative grade point average
of 2.7 (based on a 4.0 scale)
for all courses used toward the
relevant degree.

Center for Human Potential and Public Policy 1155 East 60th Street, Chicago, IL 60637
773.702.8400 harrisadmissions@uchicago.edu **harris.uchicago.edu**

THE UNIVERSITY OF CHICAGO
Harris Public Policy
RECRUITING AND
GLOBAL OUTREACH

harris.uchicago.edu

THE UNIVERSITY OF CHICAGO
Harris Public Policy
CENTER FOR
HUMAN POTENTIAL
AND PUBLIC POLICY
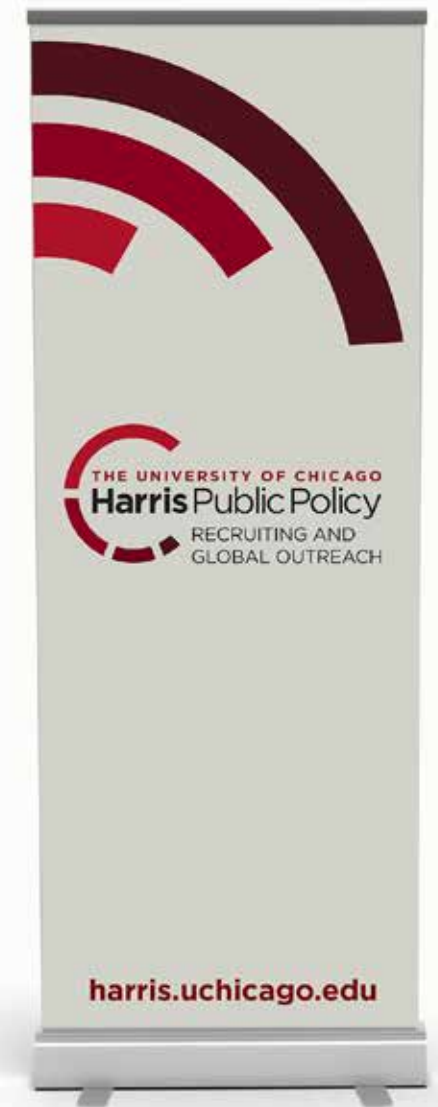
Basic Elements

Email Signature

Name O. Person
Title
Department/Area (if Needed)

Harris Public Policy
The University of Chicago
1155 E. 60th St.
Chicago, IL 60637
O: 000.000.0000 | C: 000.000.0000 | F: 000.000.0000
Facebook | Twitter | YouTube | harris.uchicago.edu

Social Impact, Down to a Science.

Basic Elements
Typography

Gotham and Sentinel fonts are part of the Harris identity and should be used in all communications. A range of weights and styles is available in the Gotham family, lending it versatility and adaptability to a variety of messaging needs.

Gotham Bold and Black is recommended for headers with a -10 leading, for body copy we recommend using Gotham book with -10 leading. Sentinel is a flexible font that complements a strong Gotham headline as a sophisticated and legible body text.

When creating data visualizations, and infographics you may explore using Gotham Black with Gotham Ultra, or Sentinel for large numbers for a bold effect.

PRIMARY FONT

Gotham Light
Gotham Book
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Ultra

1234567890
+-=*&%$#@!

1234567890
+-=*&%$#@!

SECONDARY FONT

Sentinel Book
Sentinel Medium
Sentinel Bold

1234567890
+-=*&%$#@!

ALTERNATE FONTS

Arial
Arial Bold
Arial Italic
Arial Bold Italic

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Basic Elements
Typography Best Practices

Gotham Book: 12 pt. type/16 pt. leading

When leading is set correctly, it makes the sentences easier to follow. Tracking that is set just right looks better and reads easier.

Gotham Book: 22 pt. type/26 pt. leading

When leading is set correctly, it makes the sentences easier to follow. Tracking that is set just right looks better and reads easier.

Left-justified copy

For comfortable reading, we recommend flush left body copy, which will create consistent word spacing that looks better and reduces reader eye fatigue.

Sentinel Book: 10 pt. type/13 pt. leading

When leading is set correctly, it makes the sentences easier to follow. Tracking that is set just right looks better and reads easier.

Sentinel Book: 22 pt. type/26 pt. leading

When leading is set correctly, it makes the sentences easier to follow. Tracking that is set just right looks better and reads easier.

Basic Elements
Color Palette

PRIMARY PALETTE

The primary palette is made up of colors from the University of Chicago main brand palette. They connect Harris to the University brand and create consistent color use. We recommend beginning all color explorations with the three main colors in our palette, Maroon 202, Warm Gray 11 and Cool Gray 3.

Maroon 1
Pantone® 202
C: 0 M: 100 Y: 70 K: 50
R: 128 G: 0 B: 0
HEX: #800000

Dark Gray
Pantone® Warm Gray 11
C: 0 M: 5 Y: 10 K: 60
R: 118 G: 118 B: 118
HEX: #767676

Light Gray
Pantone® Cool Gray 3
C: 0 M: 0 Y: 5 K: 20
R: 214 G: 214 B: 206
HEX: #D6D6CE

Maroon 2
Pantone® 187C
C: 7 M: 100 Y: 82 K: 26
R: 166 G: 25 B: 46
HEX: #A6192E

Maroon 3
Pantone® 188 C
C: 16 M: 100 Y: 65 K: 58
R: 118 G: 35 B: 47
HEX: #76232F

Maroon 4
Pantone® 1817C
C: 30 M: 85 Y: 59 K: 70
R: 100 G: 51 B: 53
HEX: #643335

SECONDARY PALETTE

The secondary palette is made up of three vibrant colors each with three hues: Yellow, Green, and Blue.

Yellow
C: 0 M: 40 Y: 100 K: 0
R: 248 G: 164 B: 41
HEX: #FFA319

Light Yellow
C: 0 M: 30 Y: 80 K: 0
R: 249 G: 182 B: 78
HEX: #FFB547

Dark Yellow
C: 10 M: 55 Y: 95 K: 5
R: 193 G: 102 B: 34
HEX: #C16622

Green
C: 45 M: 15 Y: 80 K: 5
R: 145 G: 171 B: 90
HEX: #8A9045

Light Green
C: 35 M: 22 Y: 60 K: 0
R: 174 G: 177 B: 126
HEX: #ADB17D

Dark Green
C: 58 M:4 0 Y: 95 K: 25
R: 101 G: 109 B: 51
HEX: #616530

Blue
C: 80 M: 40 Y: 30 K: 5
R: 21 G: 95 B: 131
HEX: #155F83

Light Blue
C: 67 M: 30 Y: 25 K: 0
R: 91 G: 150 B: 173
HEX: #5B8FA8

Dark Blue
C: 95 M: 70 Y: 40 K: 30
R: 21 G: 67 B: 95
HEX: #0F425C

ACCENT COLORS

These colors are inspired by the City of Chicago. They should be used sparingly to accent or call attention to elements of a design. Avoid using these two colors in text.

Chicago Blue
C: 63 M: 2 Y: 0 K: 0
R: 76 G: 180 B: 231
HEX: #4CB4E7

Chicago Red
C: 0 M: 93 Y: 79 K: 0
R: 228 G: 0 B: 43
HEX: #E4002B

Basic Elements
Photography

Along with our logo and typography, photography tells the Harris story.
Our imagery complements the Harris personality—it is engaging, authentic, and inspiring.
It brings sharp focus to the subject being featured.

Brett J. Goldstein, SM'05, Harris Senior Fellow;
Special Advisor for Urban Science

Photograph by Paul Elledge

When commissioning new photography, work with photographers to create imagery that tells more about a story by highlighting place, energy, and the uniqueness of your subject. Use photography that brings additional levels of meaning and feeling to the work. Choose photographs that visually describe the Harris personality: bold, fearless, open, intelligent, iconoclastic, inspiring, and optimistic. Use photographs that are journalistic, authentic, and compelling in style.

Strong photographic statements need ample space on the page or screen and natural photographic frame dimensions. Work with layouts that allow for this, and position photography so that it can best tell our story.

When adding a photo caption, include the subjects full name, full University of Chicago degree, and full title. Format caption on 7pt. (7/10) Gotham Book.

When required, include a photographer credit, following similar font guidelines. Placement is left to the designers discretion.

Basic Elements
Photography (continued)

DO LOOK FOR:

Environment
Are the subjects shown in a unique, natural environment?

Message
Is the subject's boldness, aspiration, and desire for impact evident?

Scale
Does the photo show a sense of scale? Does the photo visually allude to big visions and a greater sense of order?

Visual interest
Does the photo show the dynamic and collaborative nature of classrooms at Harris? Are all participants engaged in the material? Is the subject matter shown in the image?

DO NOT USE

• Staid, stereotypical office environments when depicting alumni, students, or faculty

• Photos with no clear focus or larger vision

Basic Elements
Photography (continued)

DO LOOK FOR:

Diversity
Does the photo show diversity of race, gender, employment sector (public/private/nonprofit), location (Chicago, US, global)?

Composition
Does the photo feel energetic? Is there depth? Would the photo be better cropped to allow the viewer to feel closer to the subjects? Is it fresh in style?

Engaging field work
Does the photo show students, alumni, and faculty in the field, engaged with leaders and community members?

Collaboration
Does the image show collaboration, mentorship, small groups, dynamic facial expressions?

DO NOT USE

- Photos that are static or overly posed
- Photos with backgrounds that are lacking in meaning

- Photos with unidentifiable action.
- Fieldwork photos should not be easily mistaken for community service photos.

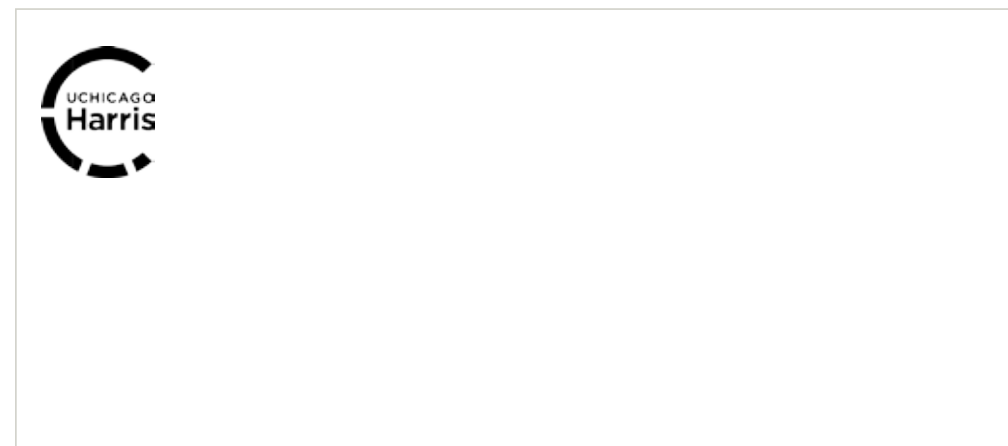# Expressing Our Brand

Stationery

All general Harris stationery is produced as a 2 color layout with our 2 color maroon and black version.

To make stationery orders visit Maximum Graphics on BuySite.

Letterhead Page 1

Letterhead Page 2

THE UNIVERSITY OF CHICAGO
Harris Public Policy

Department Line 1
Department Line 2
Department Line 3

Name
Title
1155 East 60th Street
Chicago, IL 60637

nameoperson@uchicago.edu
T 773.702.9028
F 773.702.8174

UCHICAGO
Harris

THE UNIVERSITY OF CHICAGO
Harris Public Policy

Letters A. Fourteenletter
Job title line 1
Job title line 2
Job title line 3
LFourteenletter@uchicago.edu
harris.uchicago.edu

T 123.456.7890
F 123.456.7890
C 123.456.7890

1155 East 60th Street
Chicago, IL 60637

THE UNIVERSITY OF CHICAGO
Harris Public Policy

1155 East 60th Street, Chicago, IL 60637

Business Card
3.5" x 2"

Commercial #10 Envelope
9.5" x 4.125"

The University of Chicago **Harris School of Public Policy** 1155 East 60th Street, Chicago, IL 60637

Expressing Our Brand
Stationery

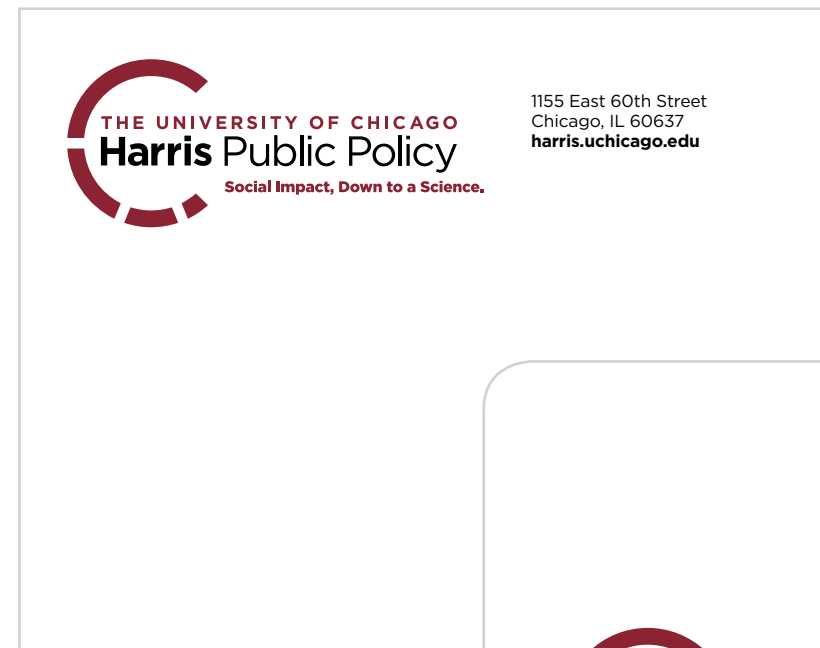All general Harris stationery is produced as a 2 color layout with our 2 color maroon and black version.

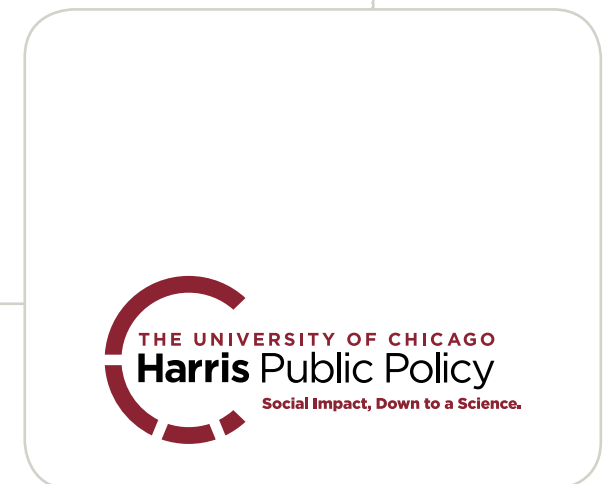To make stationery orders visit Maximum Graphics on BuySite.

A2 Envelope
4.375" x 5.75"

Memo Pad
5.5"x 8.5"

Mailing label
4"x 5"

Name tag
4"x 3.375"

Expressing Our Brand
Print Templates: One-sheets

Template 1 (left):

THE UNIVERSITY OF CHICAGO
Harris Public Policy

A Harris policy degree is designed to give students the tools they will need to untangle complex problems and find effective solutions. Faculty push students to think clearly and deeply, and to apply their analytic abilities not only to their chosen specialty but across a broad range of policy areas.

Master Degree Programs
Master of Public Policy (MPP) Degree

A two-year program for students interested in gaining a thorough training in analytical public policy skills and issues. The core curriculum provides a strong foundation in critical analysis, and the electives offer students an opportunity to acquiretraining both in the theoretical and applied analysis of public policy issues.
• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better
• Completion of a minimum of 12 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

Master of Science Degree in Environmental Science and Policy (MSESP) Degree

A two-year program offered with the Argonne National Laboratory for students interested in assessing the scientific repercussions of policy on the environment. The broad objective of the program is to provide students with a solid foundation of the science underlying important environmental policy issues, and the applied learning opportunities to deepen their understanding of various subjects.
• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better, in addition to Environmental
• Analysis Methods, Environmental Science and Policy, and three courses from the physical or biological sciences divisions
• Completion of a minimum of 10 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

allow stude nts the opportunity to take PhD-level coursework at Chicago Harris, afford them the opportunity to research and work with world-class faculty at the University of Chicago, and enable them to build a high-level research portfolio.
• Completion of twelve graduate-level courses
• Completion of nine core courses with a C- or better:
• Completion of a minimum of 7 Harris courses
• Completion of MACRM summer experience

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance) Estimated total cost for 15 month program: $62,763 ($57,037 tuition, $1,436 student fees, $4,290 health insurance.

All Master's degrees require a cumulative grade point average of 2.7 (based on a 4.0 scale) for all courses used toward the relevant degree.

The University of Chicago Harris School of Public Policy Center for Human Potential and Public Policy
1155 East 60th Street, Chicago, IL 60637 | 773.702.8400 harrisadmissions@uchicago.edu **harris.uchicago.edu**

Template 2 (center):

CENTER FOR HUMAN POTENTIAL AND PUBLIC POLICY

HEADER
34%
Label Here

32%
Label Here

34%
Label Here

A Harris policy degree is designed to give students the tools they will need to untangle complex problems and find effective solutions. Faculty push students to think clearly and deeply, and to apply their analytic abilities not only to their chosen specialty but across a broad range of policy areas.

Master Degree Programs
Master of Public Policy (MPP) Degree

A two-year program for students interested in gaining a thorough training in analytical public policy skills and issues. The core curriculum provides a strong foundation in critical analysis, and the electives offer students an opportunity to acquiretraining both in the theoretical and applied analysis of public policy issues.
• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better
• Completion of a minimum of 12 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

Master of Science Degree in Environmental Science and Policy (MSESP) Degree

A two-year program offered with the Argonne National Laboratory for students interested in assessing the scientific repercussions of policy on the environment. The broad objective of the program is to provide students with a solid foundation of the science underlying important environmental policy issues, and the applied learning opportunities to deepen their understanding of various subjects.
• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better, in addition to Environmental
• Analysis Methods, Environmental Science and Policy, and three courses from the physical or biological sciences divisions
• Completion of a minimum of 10 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

other social sciences, policy, andbusiness. This program will allow stude nts the opportunity to take PhD-level coursework at Chicago Harris, afford them the opportunity to research and work with world-class faculty at the University of Chicago, and enable them to build a high-level research portfolio.
• Completion of twelve graduate-level courses
• Completion of nine core courses with a C- or better:
• Completion of a minimum of 7 Harris courses
• Completion of MACRM summer experience
Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance) Estimated total cost for 15 month program: $62,763 ($57,037 tuition, $1,436 student fees, $4,290 health insurance.

All Master's degrees require a cumulative grade point average of 2.7 (based on a 4.0 scale) for all courses used toward the relevant degree.

THE UNIVERSITY OF CHICAGO
Harris Public Policy
Center for Human Potential and Public Policy 1155 East 60th Street, Chicago, IL 60637
773.702.8400 harrisadmissions@uchicago.edu **harris.uchicago.edu**

Template 3 (right):

Harris Public Policy
Degree Programs

A Harris policy degree is designed to give students the tools they will need to untangle complex problems and find effective solutions. Faculty push students to think clearly and deeply, and to apply their analytic abilities not

Master Degree Programs
Master of Public Policy (MPP) Degree

A two-year program for students interested in gaining a thorough training in analytical public policy skills and issues. The core curriculum provides a strong foundation in critical analysis, and the electives offer students an opportunity to acquiretraining both in the theoretical and applied analysis of public policy issues.
• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better
• Completion of a minimum of 12 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

Master of Science Degree in Environmental Science and Policy (MSESP) Degree

A two-year program offered with the Argonne National Laboratory for students interested in assessing the scientific repercussions of policy on the environment. The broad objective of the program is to provide students with a solid foundation of the science underlying important environmental policy issues, and the applied learning opportunities to deepen their understanding of various subjects.
• Completion of eighteen graduate-level courses
• Completion of seven core courses with a C- or better, in addition to Environmental
• Analysis Methods, Environmental Science and Policy, and three courses from the physical or biological sciences divisions
• Completion of a minimum of 10 Harris courses

Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

Master of Science Degree in Computational Analysis and Public Policy (MSCAPP) Degree

A two-year program offered with the Computer Science Department for students interested in the design, implementation, and rigorous analysis of data-driven policies. This program provides training in policy analysis and strategy as well as computer programming, data analytics, and databases.
• Completion of eighteen graduate-level courses
• Completion of six core courses with a C- or better, in addition to nine CAPP core courses
Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance)

allow stude nts the opportunity to take PhD-level coursework at Chicago Harris, afford them the opportunity to research and work with world-class faculty at the University of Chicago, and enable them to build a high-level research portfolio.
• Completion of twelve graduate-level courses
• Completion of nine core courses with a C- or better:
• Completion of a minimum of 7 Harris courses
• Completion of MACRM summer experience
Estimated cost per year:
$50,211 ($45,630 tuition, $1,149 student fees, $3,432 health insurance) Estimated total cost for 15 month program: $62,763 ($57,037 tuition, $1,436 student fees, $4,290 health insurance.

internal financial support will also serve as course assistants beyond their first year of study.

Estimated cost per year
• First 4 years: $46,779 ($45,630 tuition, $1,149 student fees)
• 5th – 12th year: $16,971 ($15,822 tuition, $1,149 student fees)

All Master's degrees require a cumulative grade point average of 2.7 (based on a 4.0 scale) for all courses used toward the relevant degree.

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Use of main logo on front page/standard signature on back page.

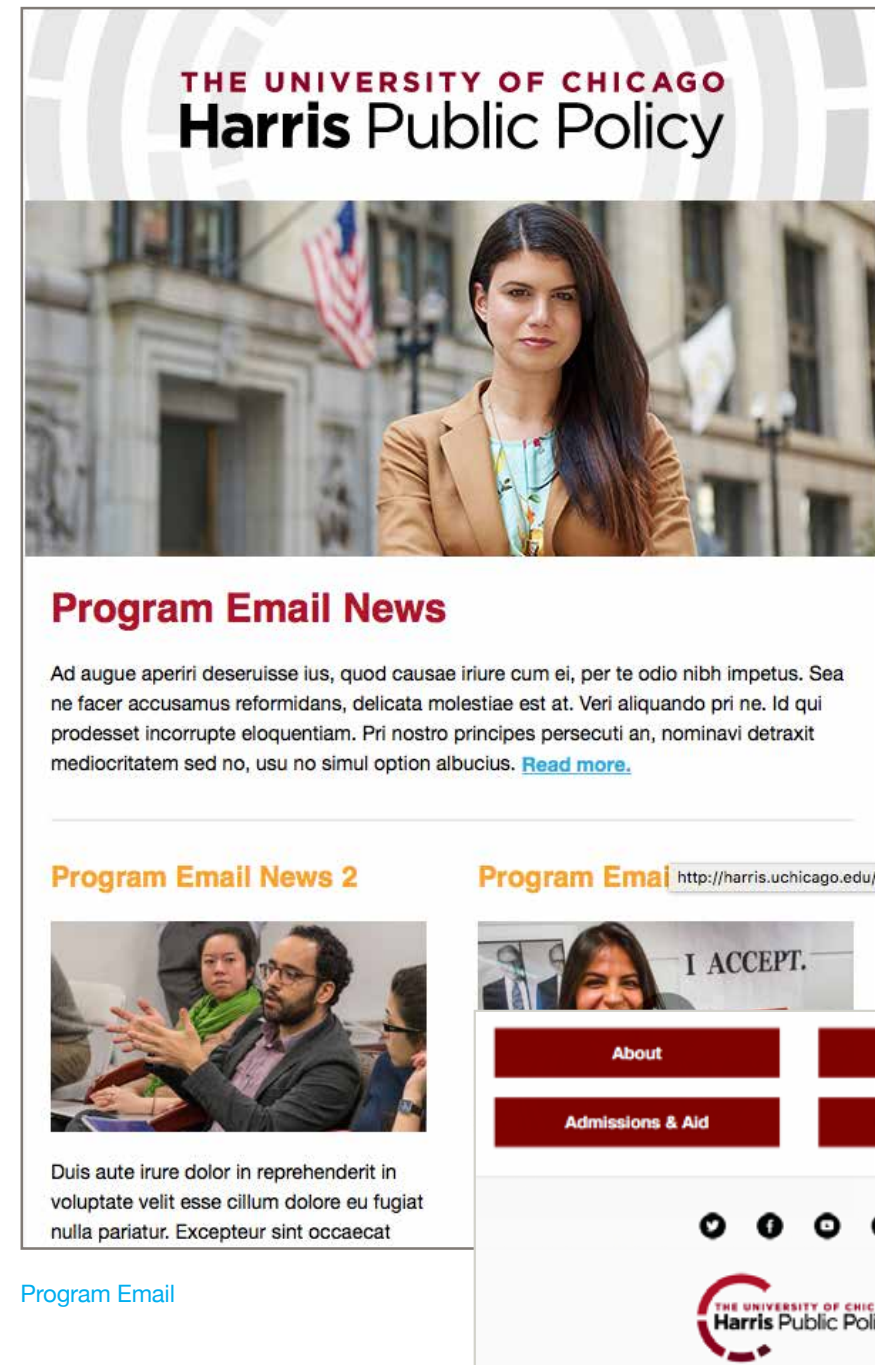Center display signature (see page 18), main logo + standard signature on back page.

Academic display signature (see page 18) on pattern banner, main logo + standard signature on back page.

Expressing Our Brand
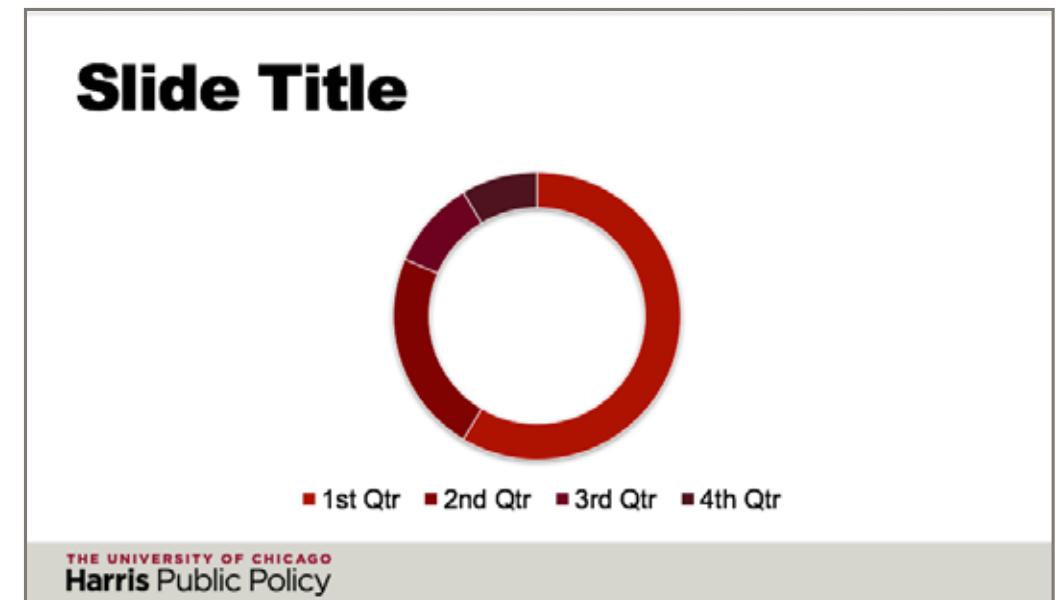## Email Templates

General Email

Program Email

footer

Expressing Our Brand

PowerPoint Templates

Two templates have been created for the Harris School. Please contact Harris Communications and Marketing for templates.
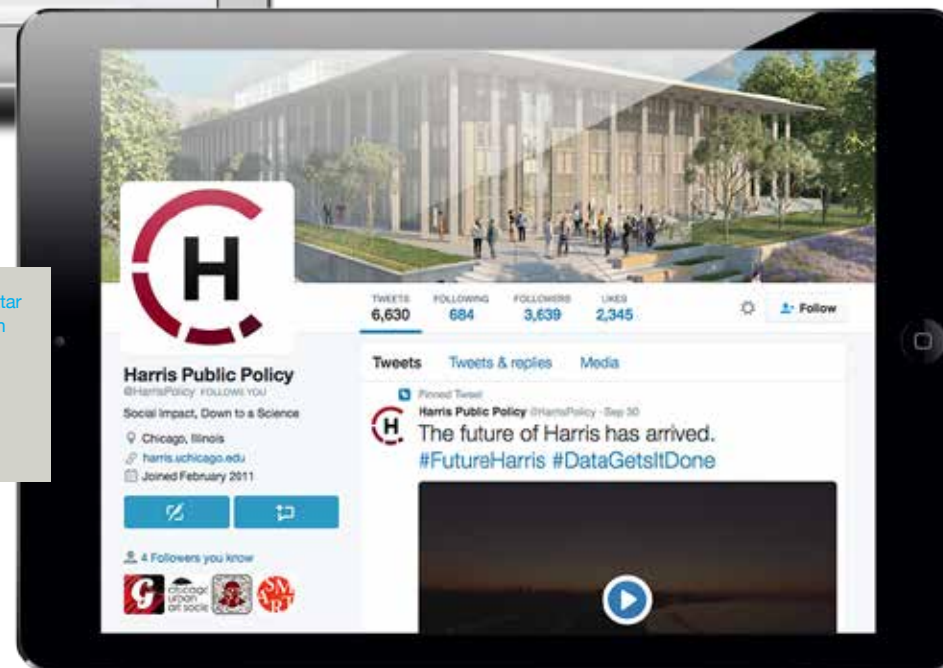
Expressing Our Brand
Social Media

The use of the Harris avatar is allowed when a version of the School's name is present.

Seen here:
Full name

The use of the Harris avatar is allowed when a version of the School's name is present.

Seen here:
Nickname/Short name

AVATAR

A Harris Public Policy avatar has been created for limited use in social media applications and apparel design. This version of our logo does not replace any of the approved versions (see page 12). When this version of the logo is used, the full name of the school or main logo should appear elsewhere on the layout.

For more examples on how this logo can be used see page 37.

Expressing Our Brand
Data Visualization

Our brand is data, so our data need to be on brand.

Our mission is to educate leaders who create social impact by putting evidence first. In order to reflect that in our brand, we want to use data and evidence whenever possible.

START WITH THE LOGOMARK
To reinforce the visual identity, depict percentages in a circular chart based on the logomark, adhering to the following guidelines.

USE OF COLOR
Conceive in black and white, then add color.

Don't forget gray. Gray is effective in offsetting more vibrant colors in the Harris palette.

Avoid black or white sections in graphs.

HIERARCHY
Hierarchy refers to the ways in which we weight and organize information so that the audience can more quickly and easily scan and, more importantly, understand what they are seeing or reading.

Data visualizations with a clear hierarchy tell the reader how to process the information and in what order, whether from the most important information to the least, or from the big idea to the supporting details.

ICONS/STATS
Use simple vector graphics.

We recommend using Gotham Black or Sentinel Black when typesetting numbers or percentages, display text, or stats.

Keep it simple: do not use additional effects like drop shadows.

1: Begin with an outer circle and place a circle 75% smaller inside of it, remove the inside fill.

Begin your graph at a minimum size of 1.5". You may revise the final output size as needed.

2: Remove the inside circle, using the Pathfinder tool in Adobe InDesign or Adobe Illustrator.

3: Create your data sections and apply color to your graph. We recommend selecting a color group from the secondary color palette, and not use more than 5 colors. See page 23 for more color info.

When applying color to your graph, use the three values of an individual color. If needed, complement these colors with the two gray values.
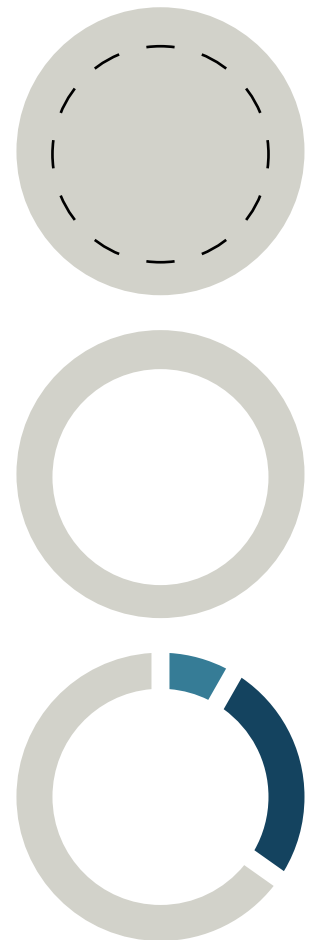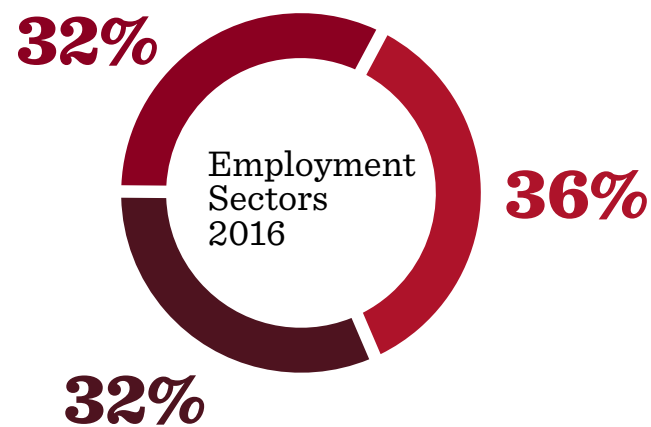
Expressing Our Brand
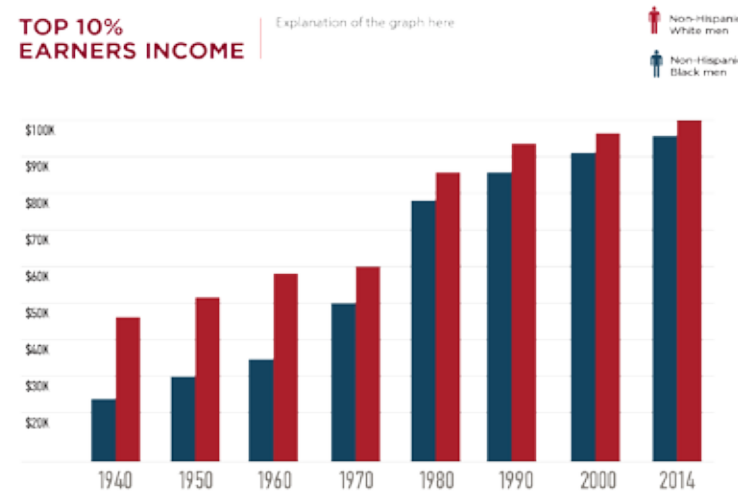
Data Visualization (continued)

CIRCLE GRAPHS

This graph allows the viewer to focus on the changes in overall values. You are focused on reading the length of the arcs, rather than comparing the proportions between slices. Circle graphs are most effective when there are less than five categories to compare.

32%

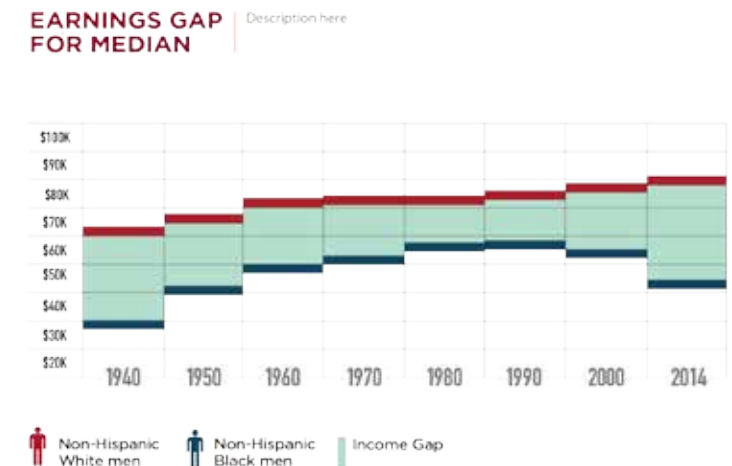**32%**

36%

Employment Sectors 2016

BAR GRAPHS

The bar chart uses either horizontal or vertical bars (AKA column chart) to show discrete, numerical comparisons among categories. Double graphs, whether vertical or horizontal, make it possible to compare several features at once.

TOP 10% EARNERS INCOME

Explanation of the graph here

Non-Hispanic White men

Non-Hispanic Black men

$100K
$90K
$80K
$70K
$60K
$50K
$40K
$30K
$20K

1940 1950 1960 1970 1980 1990 2000 2014

LINE AND AREA GRAPHS

Line graphs are used to display quantitative value over a continuous interval or time span. Like line graphs, area graphs are most commonly used to show trends and relationships, rather than to convey specific values.

EARNINGS GAP FOR MEDIAN

Description here

$100K
$90K
$80K
$70K
$60K
$50K
$40K
$30K
$20K

1940 1950 1960 1970 1980 1990 2000 2014

Non-Hispanic White men   Non-Hispanic Black men   Income Gap

PICTOGRAMS

Icons can also be used to create pictograms. They present data in fresh ways and are effective for communicating a message in an evocative way.
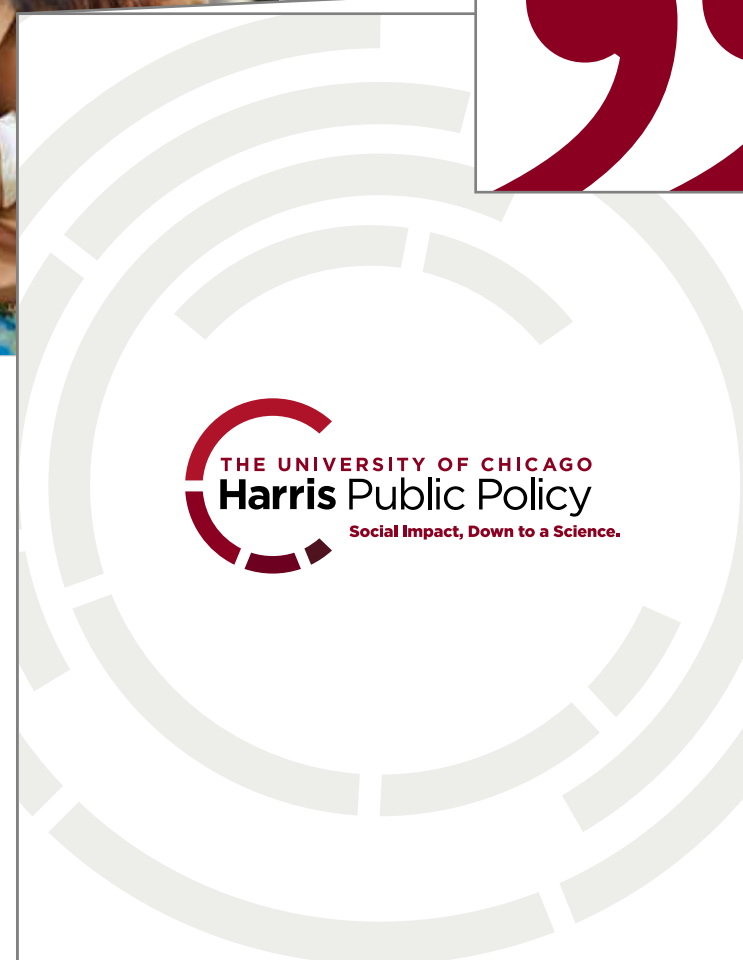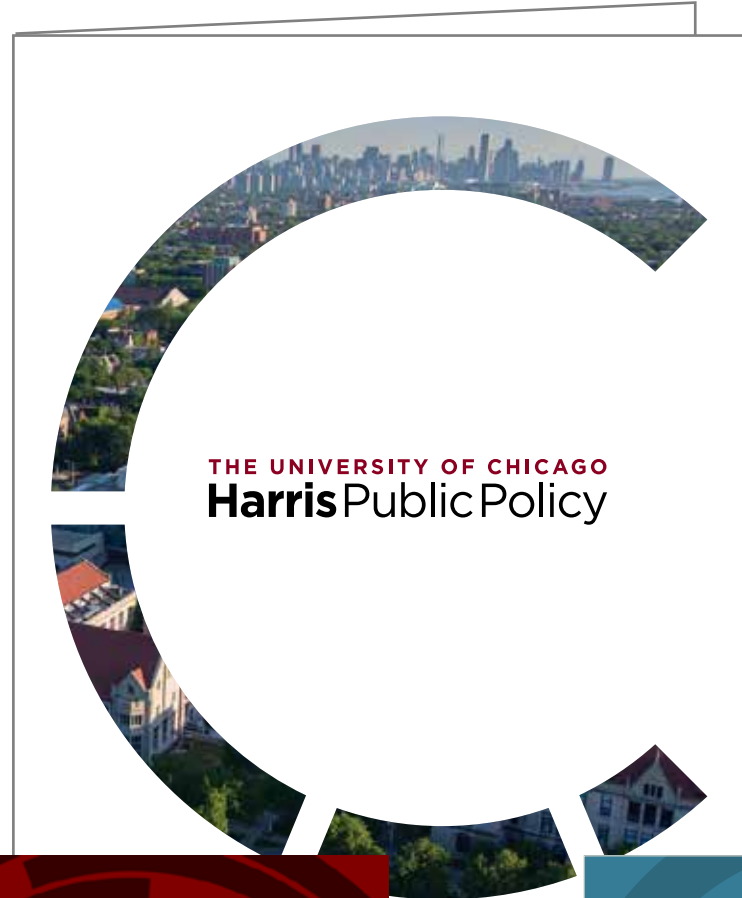
1 in Every 122 Humans

—a total of 59.5 million people—is either a refugee, internally displaced or seeking asylum.

Expressing Our Brand
Print Media

THE UNIVERSITY OF CHICAGO
Harris Public Policy

THE UNIVERSITY OF CHICAGO
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Where will Harris take you?

#FutureHarris

THE UNIVERSITY OF CHICAGO
Harris Public Policy
Social Impact, Down to a Science.

What does the future of Harris look like?
Find out on September 30.

har.rs/FutureHarris   #FutureHarris

THE UNIVERSITY OF CHICAGO
Harris Public Policy
CENTER FOR
HUMAN POTENTIAL
AND PUBLIC POLICY

NOTE:
The rings on this graphic are of
equal width throughout. Avoid
using rings that get thinner
as they move closer to our
logo creating the allusion of a
downward spiral.

Expressing Our Brand
Signage

Expressing Our Brand

Promotional Items

To order promotional items, visit Mercury Promotional Items on BuySite.

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Harris Public Policy

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