

The George J. Stigler Center for the Study of the Economy and the State Design Concepts

Lockup



The George J. Stigler Center for the Study of the Economy and the State is dedicated to understanding the interaction between politics and the economy. It is an intellectual destination for research on regulatory capture, crony capitalism, and the various forms of subversion of competition by special interest groups.

ATTRIBUTES:

Research-Focused
Empowering
Introspective

Investigative
Rigorous
Intellectual

DEFINING CHARACTERISTIC:

At the intersection
between politics and
the economy

Color Palette

primary



202



430

secondary



202



7699

Booth Centers' Color Palettes

Stigler



Kilts Center



Rustandy Center

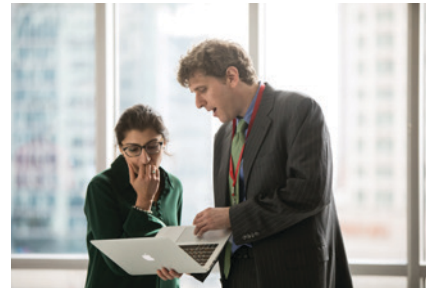


IGM (Proposed)



Imagery

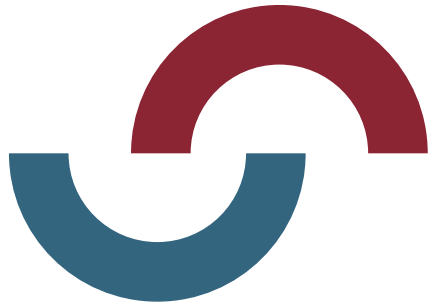
Stigler Center photography is dynamic and portrays people engaging, presenting, and interacting.



Graphic Mark and Visual Look

Design 1

Mark



Pro-Market Identity

PRO-MARKET

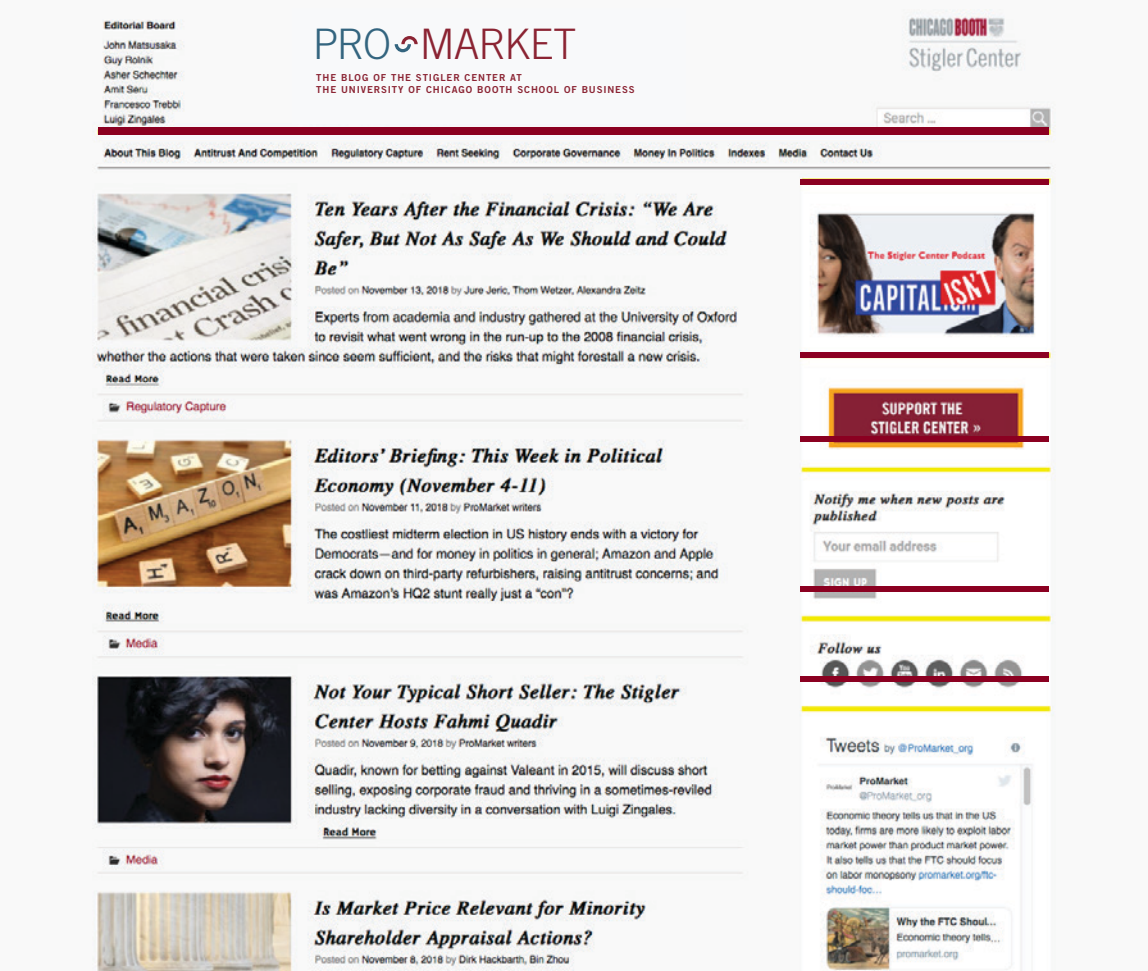
THE BLOG OF THE STIGLER CENTER AT
THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Examples in Use



Pro-Market Website

Logo Version B



Design 2

Mark



Pro-Market Identity

PRO-MARKET

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Examples in Use



Pro-Market Website

