

NUCLEAR REACTIONS

1942: A Historic Breakthrough,
an Uncertain Future

IDENTITY & MESSAGING TOOLKIT

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THE UNIVERSITY OF
CHICAGO

Quick Reference

NAME

Nuclear Reactions

TAGLINE

1942: A Historic Breakthrough,
an Uncertain Future

WEBSITE

nuclearreactions.uchicago.edu

SHORT URL

uchic.ag/nuclear

HASHTAG

#Nuclear75

EMAIL

nuclearreactions@uchicago.edu

Background

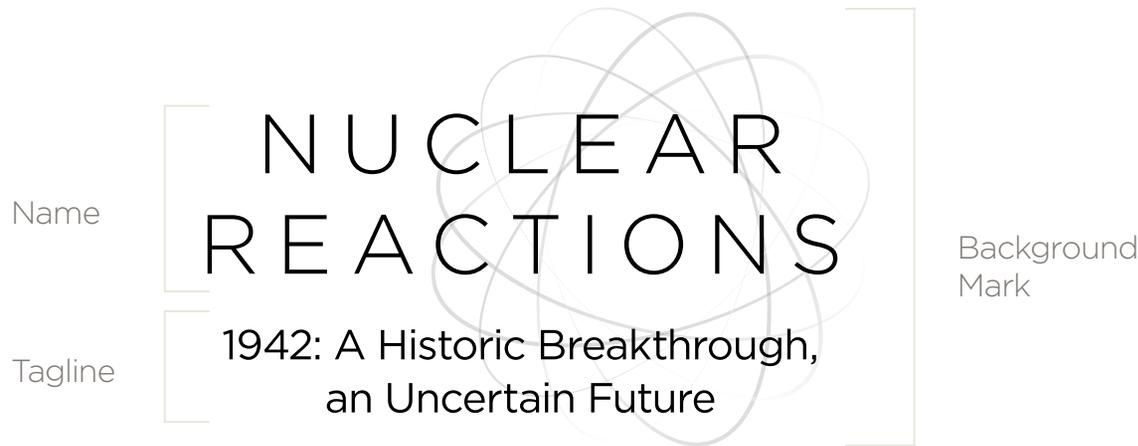
The following approved text can be used in full or in part for your communications.

Seventy-five years ago, scientists at the University of Chicago achieved the first controlled, self-sustaining nuclear chain reaction, ushering in the Atomic Age. Recognizing the historic significance of this development, the University is organizing a series of public events to commemorate, discuss, and debate the complex legacy of what transpired on December 2, 1942. The events will explore questions around the experiment's long-term impact on nuclear physics and engineering, subsequent applications in medicine and nuclear energy, and the difficult issue of the experiment's integral role in the first development of nuclear fission weapons.

The series will examine these challenging subjects from a wide range of perspectives and academic fields, using the 1942 experiment and its historical context as a basis for insights into the future of energy, national security, and efforts to bring about a more peaceful world. The anniversary presents an unusual opportunity for the engagement of scientists, artists, policymakers, and others around a set of issues that continue to change our world in profound ways.

Graphic Mark

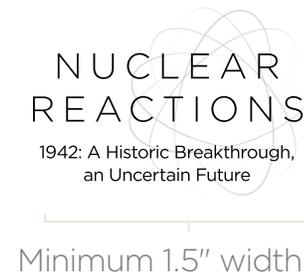
PREFERRED



REVERSE

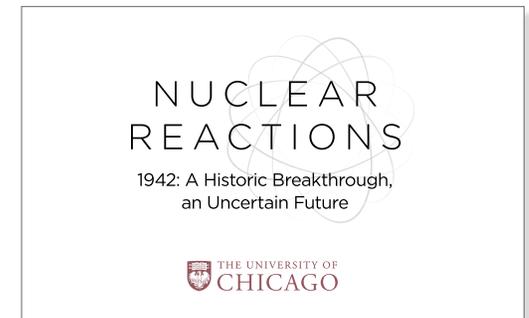


SIZING



USAGE

The preferred graphic mark should always be used in conjunction with the University of Chicago logo.



GRAPHIC VIOLATIONS

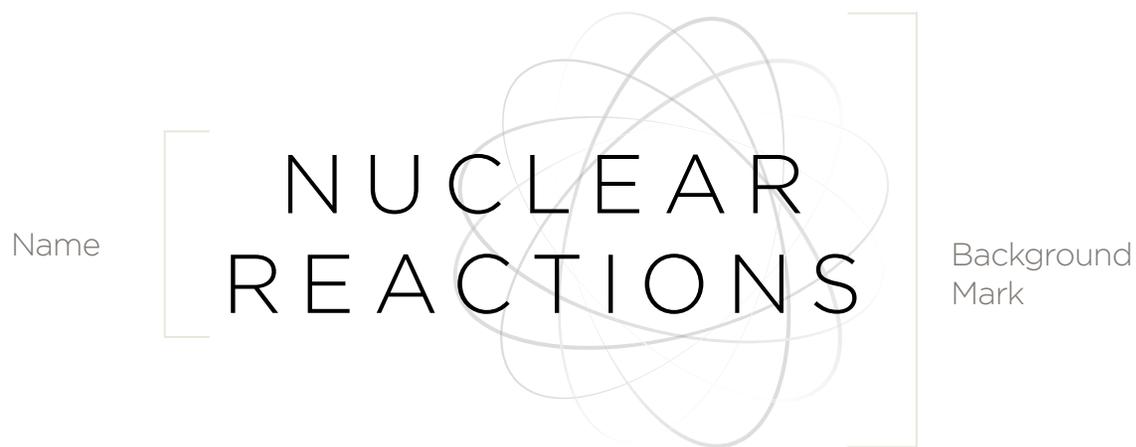
Do not reproduce the mark in colors other than black or reverse (white).

Do not distort the shape of the graphic mark.

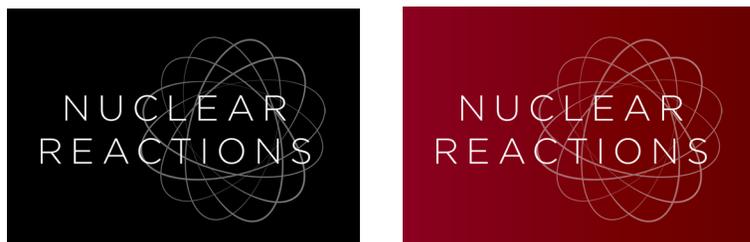


Graphic Mark

SECONDARY



REVERSE



SIZING



USAGE

The secondary graphic mark should only be used as a co-branding mark. See page 4 for co-branding guidelines.

GRAPHIC VIOLATIONS

Do not reproduce the mark in colors other than black or reverse (white).



Do not distort the shape of the graphic mark.



Co-Branding

When branding a Nuclear Reactions piece with the University of Chicago logo, use the **Nuclear Reactions secondary mark**. The logo and mark should have significant space between them.



When branding with the University of Chicago logo and a department or organization logo, place the secondary mark at the right.



When branding with more than two additional departments or organizations, use the University of Chicago logo, list of sponsors, and the secondary mark.

The list of sponsors should be 9 pt. font size and appear between the UChicago logo and the secondary mark.



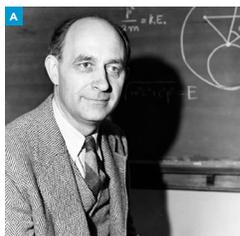
Photography

The following selected photographs, for use in Nuclear Reactions–related communications, are available at <https://uchicago.box.com/s/xlllqy43udi48qu2jx8kwexaa514stb>. Use accompanying captions and credit information where possible to enhance your story. When using photos on social media, utilize the comment section on the post to caption or credit the photos.

ADDITIONAL RESOURCES

These online resources give more information and photo options. Permissions information can be found within each website.

- The [University of Chicago Photographic Archive](#) documents the history of the University of Chicago. The following search strings will pull up materials related to the Manhattan Project, Stagg Field, and Enrico Fermi:
 - + <http://photoarchive.lib.uchicago.edu/db.xqy?keywords=manhattan+project>
 - + <http://photoarchive.lib.uchicago.edu/db.xqy?keywords=stagg+field+%28old%29>
 - + <http://photoarchive.lib.uchicago.edu/db.xqy?keywords=enrico+fermi>
- Argonne National Laboratory: [CP-1 Flickr gallery](#)



Filename: apf1-06023

Info: UChicago professor Enrico Fermi, winner of the 1938 Nobel Prize for Physics.

Credit: Special Collections Research Center, University of Chicago Library



Filename: apf2-00502

Info: Photograph taken in November 1942 during construction of the first nuclear reactor as the 19th layer of graphite was being added.

Credit: Special Collections Research Center, University of Chicago Library



Filename: Argonne_1-72121

Info: The unveiling of a plaque commemorating the first controlled, self-sustaining nuclear chain reaction at the CP-1 reactor.

Credit: Argonne National Laboratory



Filename: apf2-07747

Info: A plaque mounted on the west stands of Stagg Field, now the site of Mansueto Library, marked where the first controlled, self-sustaining nuclear chain reaction was achieved.

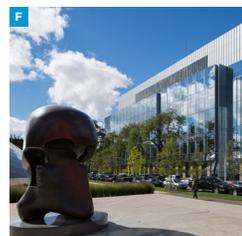
Credit: Special Collections Research Center, University of Chicago Library



Filename: apf3-00234

Info: Atomic scientists attend a reunion on the tenth Anniversary (1952) of the first controlled, self-sustaining nuclear chain reaction.

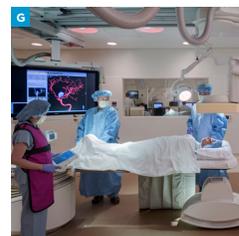
Credit: Special Collections Research Center, University of Chicago Library



Filename: PS-20150908_WERC-HenryMoore

Info: A view of the sculpture "Nuclear Energy" by Henry Moore, with the University of Chicago William Eckhardt Research Center in the background.

Credit: Photo by The University of Chicago / Tom Rossiter



Filename: PS-Interventional_Radiology_IT_L5

Info: The dawn of the Atomic Age meant progress for medicine. Today, radiologists at the University of Chicago Medicine monitor patient responses to cancer treatment with the full spectrum of general nuclear and molecular imaging exams.

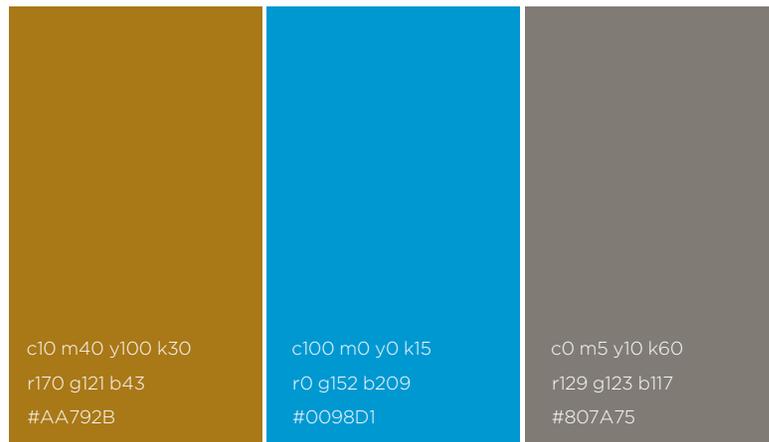
Credit: Photo by The University of Chicago / Tom Rossiter

VISUAL IDENTITY

Color Palette

These colors can be used to accompany the graphic mark and related communications.

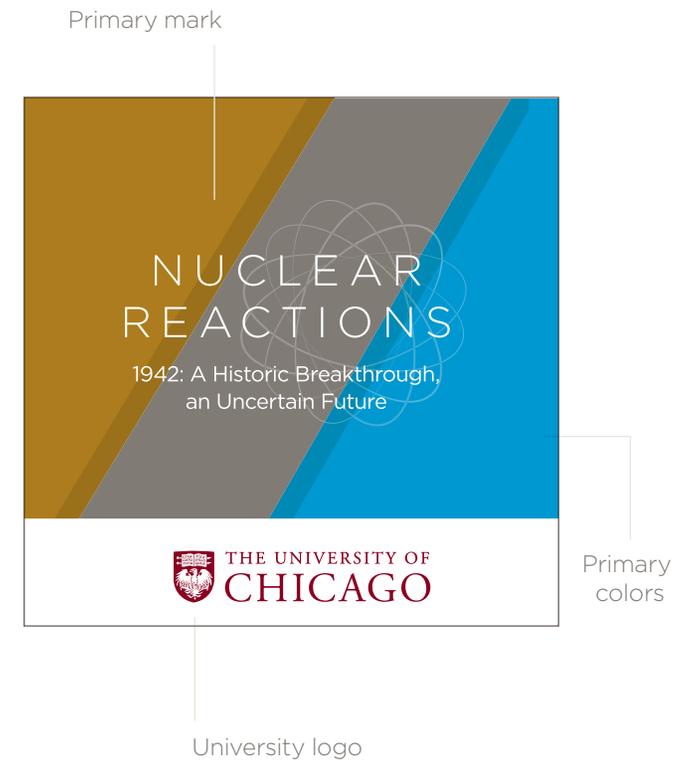
PRIMARY



SECONDARY



Applied Example



Name and Tagline

- **First reference in running text**

Use the full name with an em dash:

With Nuclear Reactions—1942: A Historic Breakthrough, an Uncertain Future, the University of Chicago presents a series of public events to commemorate and discuss the complex legacy of what transpired on December 2, 1942.

- **Second or following references**

Short name can be used, often in combination with “commemoration”:

The Nuclear Reactions commemoration presents an opportunity to engage scientists, artists, policymakers, and others around a set of issues that continue to change our world in profound ways.

The Nuclear Reactions event series will commemorate, discuss, and debate the complex legacy of what transpired on December 2, 1942.

- **Website**

Use the simple URL, nuclearreactions.uchicago.edu.

It redirects to www.uchicago.edu/research/nuclear-reactions.

Use the short URL, uchic.ag/nuclear, on social media.

DO NOT

- Use the construction “UChicago’s Nuclear Reactions” or “the University of Chicago’s Nuclear Reactions”:

UChicago’s Nuclear Reactions will commemorate what transpired on December 2, 1942.

- Omit the em dash:

With Nuclear Reactions 1942: A Historic Breakthrough, an Uncertain Future, the University of Chicago presents a series of public events.

- Replace the em dash:

With Nuclear Reactions/1942: A Historic Breakthrough, an Uncertain Future, the University of Chicago presents a series of public events.

Guidelines

The full name, Nuclear Reactions—1942: A Historic Breakthrough, an Uncertain Future, was unanimously approved by a faculty committee. Use of the name and associated communications should express an appropriate tone and meet the following criteria:

- Avoid an overtly celebratory tone: this is a commemoration, not a celebration.
- Address a general audience, both internal and external
 - **Internal**
 - Students, faculty, and staff*
 - Laboratory partners, particularly Argonne National Laboratory*
 - **External**
 - Prospective students, researchers, and faculty*
 - Prospective partners*
 - General public*
 - Press and media*
- Discuss what the experiment has meant for the average reader, next-generation technology, etc.
- Connect research to current or potential human impact, evoking the significance of the historic breakthrough and its complex implications.
- Highlight people's, science's, and the world's reactions; these are as important as the breakthrough itself.
- Take credit for the University of Chicago: connect Nuclear Reactions and Fermi's experiment to science at the University.
- Incorporate "University of Chicago" or "UChicago" in headlines or subheads as frequently as possible. It may seem redundant to internal communicators, but it is not to our external audiences.
- Claim "UChicago scientists" up front, in the first or second paragraph of a story.
- Use "UChicago" or "UChicago-affiliated" in the initial reference of an affiliated lab (e.g., UChicago-managed Argonne).
- Incorporate approved messaging (page 1) within or at the end of communications.
- Favor "scientist" over "researcher," providing a term more relatable and exciting to lay audiences, giving more specificity to subject matter, and communicating the combined impact of UChicago scientists.

Key Messages

For consistent messaging across the University, weave these key points into your communications.

BASIC FACTS

- 75 years ago, UChicago scientists achieved the first controlled, self-sustaining nuclear chain reaction.
- The experiment, led by Enrico Fermi at the University of Chicago, changed science and the history of the world.
- The UChicago discovery ushered in the Atomic Age.

COMMEMORATION

- The Nuclear Reactions event series will commemorate, discuss, and debate the complex legacy of what transpired on December 2, 1942.
- The Nuclear Reactions event series will explore questions around the experiment's long-term impact and the difficult issue of the experiment's integral role in the first development of nuclear fission weapons.
- Nuclear Reactions events will use the 1942 experiment and its historical context as a basis for insights into the future of energy, national security, and efforts to bring about a more peaceful world.
- Nuclear Reactions presents an unusual opportunity for the engagement of scientists, artists, policymakers, and others around a set of issues that continue to change our world in profound ways.

IMPACT

- The UChicago experiment led to long-term impact on nuclear physics and engineering and subsequent applications in medicine and nuclear energy.
- The UChicago experiment also led to the first development of nuclear fission weapons.
- The *Bulletin of the Atomic Scientists*, whose offices are on the UChicago campus, was founded in 1945 by Manhattan Project scientists who “could not remain aloof to the consequences of their work.”
- The UChicago experiment led to the chartering of Argonne National Laboratory, a model for the US national laboratory system. Argonne, which is managed by the University of Chicago, was the first attempt to establish a government-funded organization that would apply academic research traditions to problem-solving in the national interest.
- Once scientists achieved the nuclear chain reaction, they sought to develop peaceful uses for nuclear power, especially electricity generation.
- UChicago-managed Argonne has led the research that supports every main nuclear power system around the world.
- The dawn of the Atomic Age meant progress for medicine. In the early 1950s, UChicago scientists pioneered the use of radiation in cancer treatment.

Best Practices

1. Adhere to these identity guidelines.
2. Ensure that posts and conversation are geared toward our target audiences (identified on page 8).
3. Align all content with approved text (page 1) and key messages (page 9), paying careful attention to tone (page 8), which should be engaging, informative, and conversational—not celebratory. Exclamation marks are not appropriate.
4. Use visuals—videos, photos, graphics, etc.—whenever possible.
5. Link to the Nuclear Reactions website and/or use a hashtag. Listed in order of preference:
 - a. uchic.ag/nuclear (19 characters)
 - b. [#Nuclear75](https://twitter.com/Nuclear75) (10 characters)
 - c. [#UChicago](https://twitter.com/UChicago) (8 characters)
6. Acknowledge reviewers and commenters.
7. Encourage conversation and participation in your post, asking questions and incorporating language like “tell,” “post,” “like,” “share,” “RT,” and “comment.”
8. Post at strategic dates and times. On Facebook:
 - a. Highest traffic occurs midweek, 1–3 p.m.
 - b. Engagement is higher on Thursdays and Fridays.
9. If someone posts hostile content, try to reframe the conversation. Avoid responding to satirical comments or discussions between other individuals.
10. Keep comments as brief as possible. On Facebook, shorter posts get more interaction.

Sample Posts

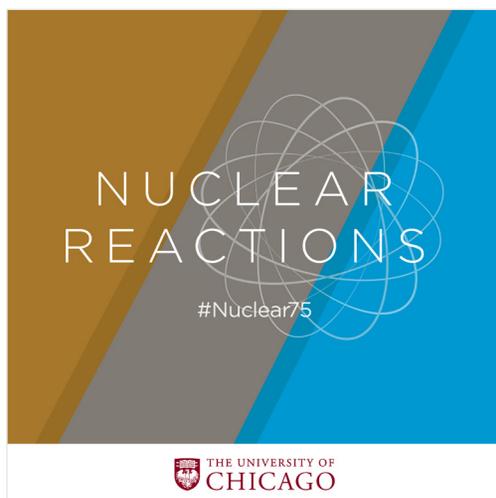
These posts are intended for use on Facebook, Instagram, and Twitter. See recommended imagery on pages 5 and 12.

1. #UChicago scientists ushered in the Atomic Age 75 years ago. Debate & reflect with us. #Nuclear75 uchic.ag/nuclear (114 characters, pair with image B or D)
2. Explore the past and future of the Atomic Age with public events starting fall 2017. uchic.ag/nuclear #Nuclear75 #UChicago (122 characters, pair with image F)
3. Fermi's 1942 experiment impacted physics, engineering, medicine, energy, national security. uchic.ag/nuclear #Nuclear75 (119 characters, pair with image A or G)
4. The first controlled, self-sustaining nuclear chain reaction occurred under #UChicago football stands, in converted squash court. #Nuclear75 (140 characters, pair with image B)
5. Fermi read "Winnie the Pooh" to learn English and named Geiger counters in the 1942 experiment Pooh and Piglet. uchic.ag/nuclear #Nuclear75 (137 characters, pair with image A)
6. At first, the #UChicago reactor, CP-1, generated just enough energy to power a small light bulb. uchic.ag/nuclear #Nuclear75 (123 characters)
7. After the #UChicago breakthrough, the project moved to TN, WA, and NM as part of the Manhattan Project. uchic.ag/nuclear #Nuclear75 (128 characters)
8. Manhattan Project scientists "could not remain aloof to the consequences of their work" & founded @BulletinAtomic. uchic.ag/nuclear #Nuclear75 (140 characters, pair with image E)
9. The birthplace of nuclear energy, Chicagoland gets more than 85% of its electricity from nuclear power. uchic.ag/nuclear #Nuclear75 (129 characters)
10. "The Italian navigator has landed in the New World." —#UChicago physicist's coded message about the 1942 nuclear breakthrough. #Nuclear75 (135 characters, pair with image A)
11. After the first successful chain reaction "the world would never be the same again."—#UChicago physicist, alumnus Samuel K. Allison #Nuclear75 (140 characters, pair with image C or E)
12. The 1942 experiment led to chartering @argonne, a model for the US national laboratory system. uchic.ag/nuclear #Nuclear75 (120 characters)
13. Henry Moore's sculpture "Nuclear Energy" was installed on the #UChicago campus in 1967. uchic.ag/nuclear #Nuclear75 (113 characters, pair with image F)
14. #UChicago hosts a series of events this fall to discuss the complex legacy of the first sustained chain reaction. uchic.ag/nuclear #Nuclear75 (139 characters)
15. The 1942 breakthrough unleashed enormous power, with lasting implications for science and the search for peace. uchic.ag/nuclear #Nuclear75 (137 characters)

Sample Posts

BRANDED IMAGE

When possible, use the recommended image pairings (page 11) or the branded images provided below.



Facebook and Instagram

600 x 600 pixels

Filename: NR_brandedimage_FBInsta



LinkedIn

700 x 400 pixels

Filename: NR_brandedimage_LinkedIn



Twitter

1024 x 512 pixels

Filename: NR_brandedimage_Twitter

Questions?

For additional information or to discuss the contents of this document, please contact:

nuclearreactions@uchicago.edu