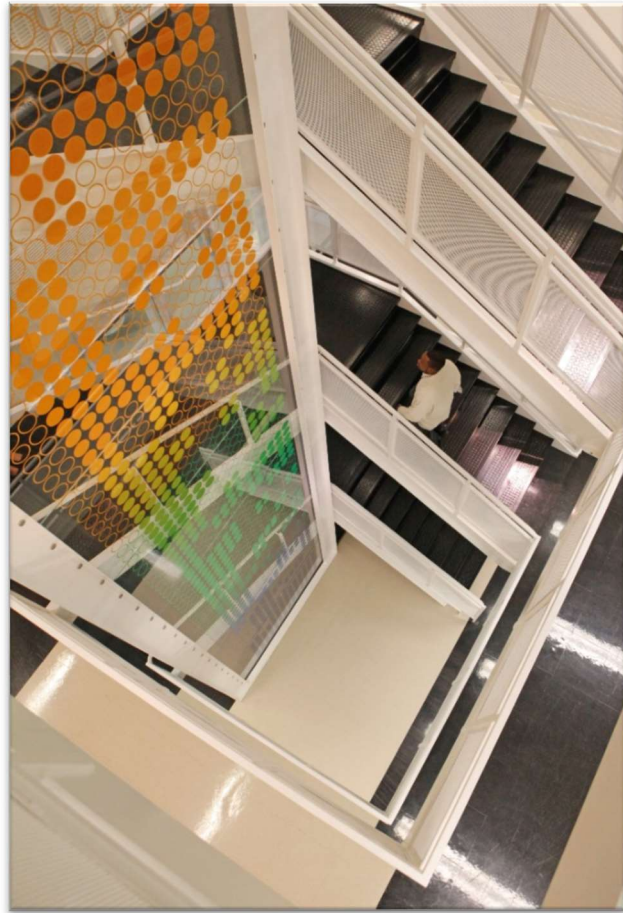
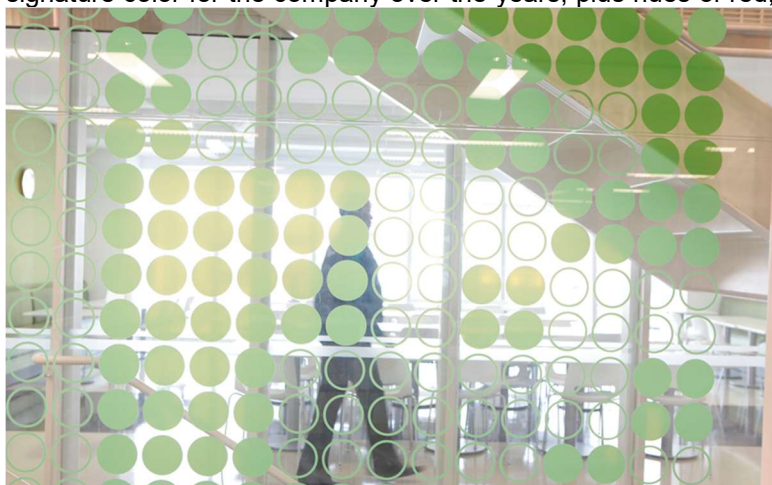


Fusing graphic design with interior design elements informs and communicates by providing a connection between the brand and the space. When Mathematica Policy Research, a research, data collection, and data analytics company dedicated to improving public well-being around the world, rebranded a few years ago, the intention was to create a vibrant, light-filled space to spark collaboration and creative thinking. The lead designer took inspiration from a signature four-story glass panel that connected the firm's four floors in its new Washington, DC, office to develop an integrated palette for graphic and interior design across the company's nine urban offices.

The panel features ASCII code that spells out "Mathematica 1968" providing a visual anchor to connect the space as well as harken back to the firm's roots in a modern application. The color palette of the panel is used for print, digital, social and multimedia. It takes inspiration from Mathematica's physical environment, and vice versa. The palette includes Mathematica's traditional red, a signature color for the company over the years, plus hues of red, green, teal, blue and purple and neutral tones to convey boldness and optimism. From there, we intentionally planned the graphic quality of the environment to be inseparable from the brand and infuse the experience of place to connect our 1,200 employees working in Princeton, NJ, Ann Arbor, MI, Cambridge, MA, Chicago, IL, Oakland, CA, Seattle, WA, Tucson, AZ, Washington, DC, and Woodlawn, MD.



*Four-story internal staircase panel connects the office floors of the Washington, DC office to facilitate teamwork. Collaboration is a cornerstone of Mathematica's corporate identity.*



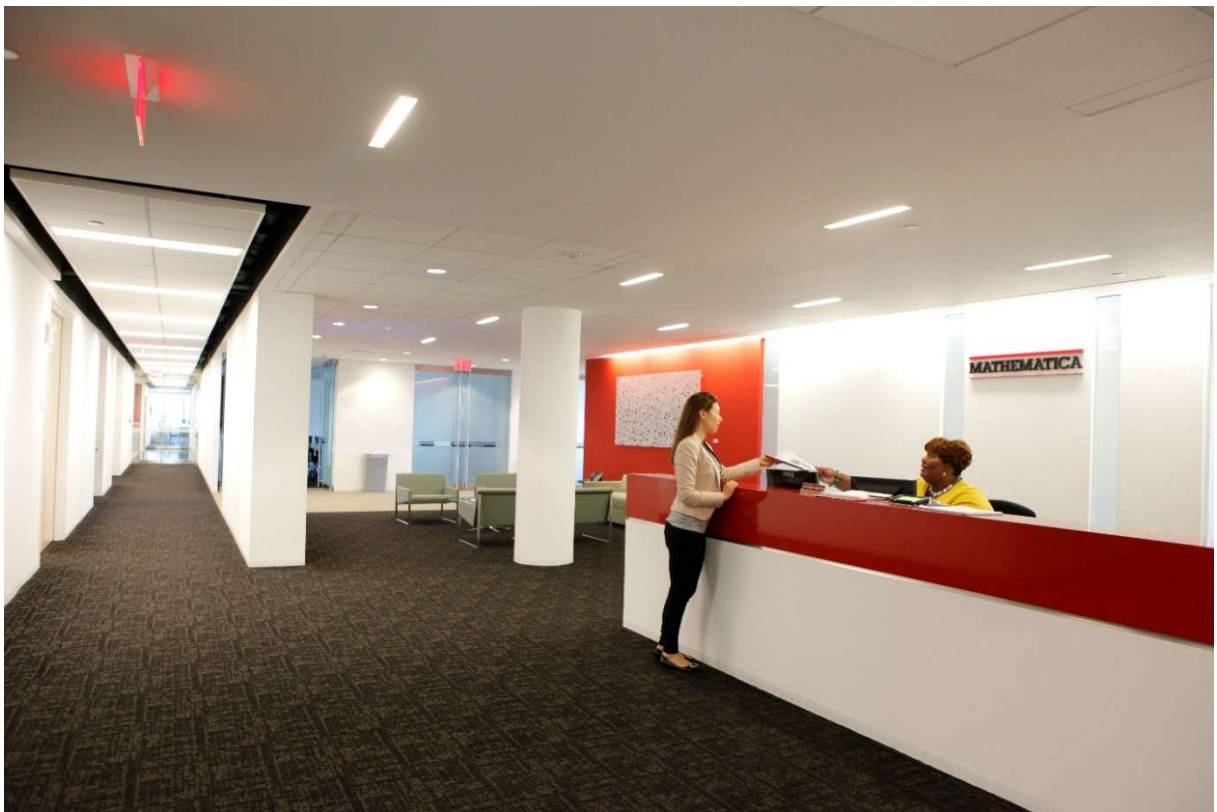
*The data dots from the ASCII code spell out "Mathematica 1968" and represents our commitment to objectivity and the highest standards of research and data collection.*

Incorporating this distinction into interior design allowed us to explore ways to integrate graphic materiality into objects such as pillows, wall art, and coffee mugs supplied to strengthen the brand impact. For example, our illuminated M is Mathematica's unique expression of our quality and energy, which we feature on the walls of our Princeton Office, as well as, on our water bottles.

In the DC office, the contemporary interior design with its use of bold hues of red, green, blue and orange reflects our company's innovative approach and commitment to meet current and future policy challenges and information needs. The traditional red and black Mathematica logo, combined with the vibrant red reception desk at our entryway, signifies positive change and forward momentum. Overall, the light-filled modern interior design with ample meeting spaces is meant to convey the fact that Mathematica is an open organization dedicated to sharing our work with researchers, practitioners and policymakers. The open and contemporary interior design and use of "data" dots are consistent across the Mathematica offices.



*The Illuminated "M" is Mathematica's unique expression of the quality and energy we bring to the research we provide our clients. The "M" is branded on our coffee mugs, water bottles and on the walls of our offices.*



*The traditional red and black Mathematica logo, combined with the vibrant red reception desk at the entryway of our office signifies positive change and forward momentum. For brand consistency, we use the illuminated “M” on our company brochures and decorative pillows. Images from our Washington, DC office.*







*Illuminated "M" decorative pillows and hues of red, green, teal, blue are used to convey boldness and optimism. Images of reception area inside our Princeton, NJ office.*

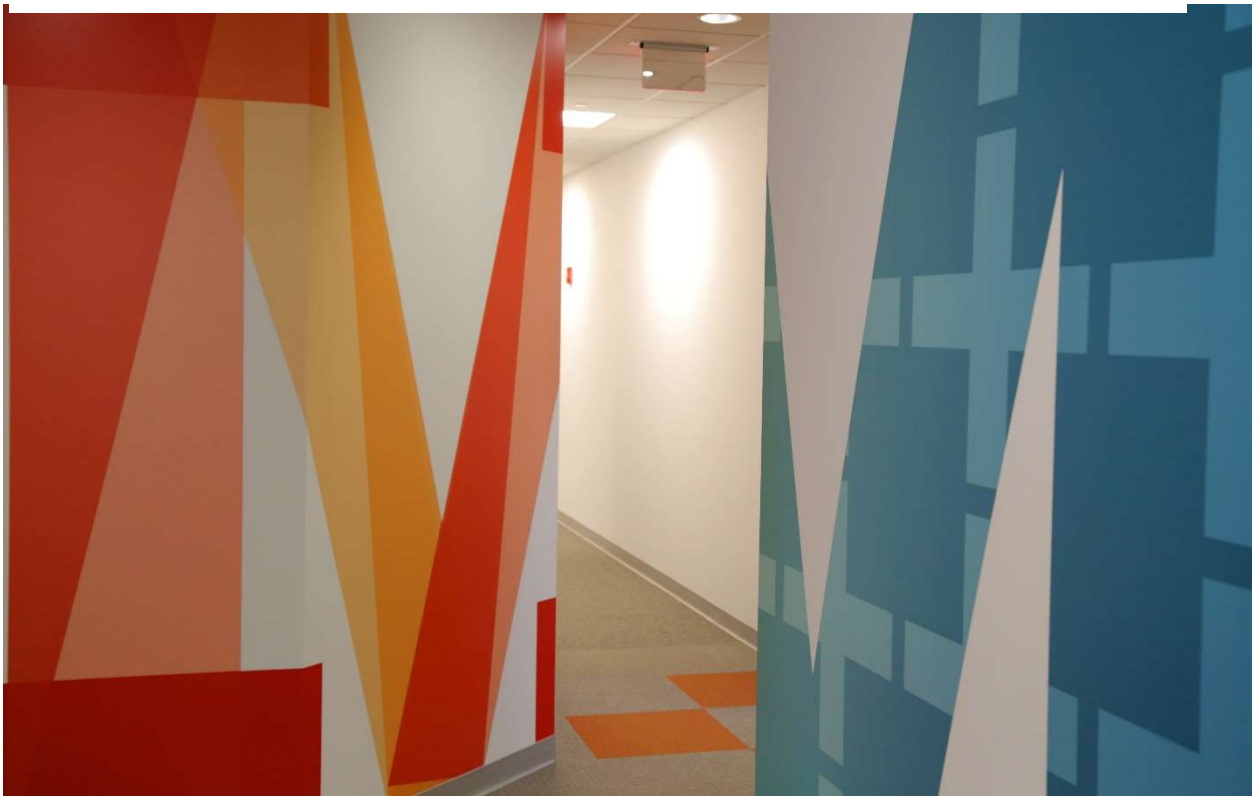




*Red has been Mathematica's signature color since its founding in 1968 to convey boldness and optimism. Image of our Oakland, CA office.*



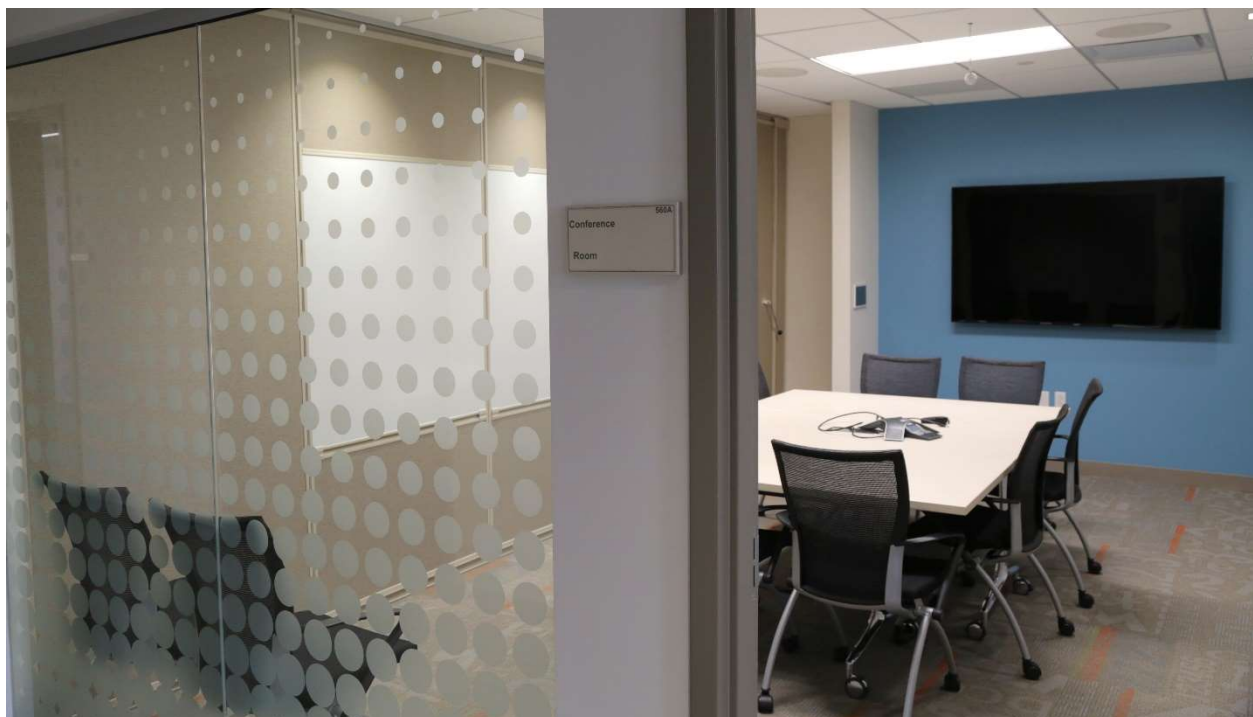
*Illuminated "M" in vibrant hues of blue, green, red and orange and data dots decorate the interior halls of our Princeton, NJ office to signify our commitment to data research.*

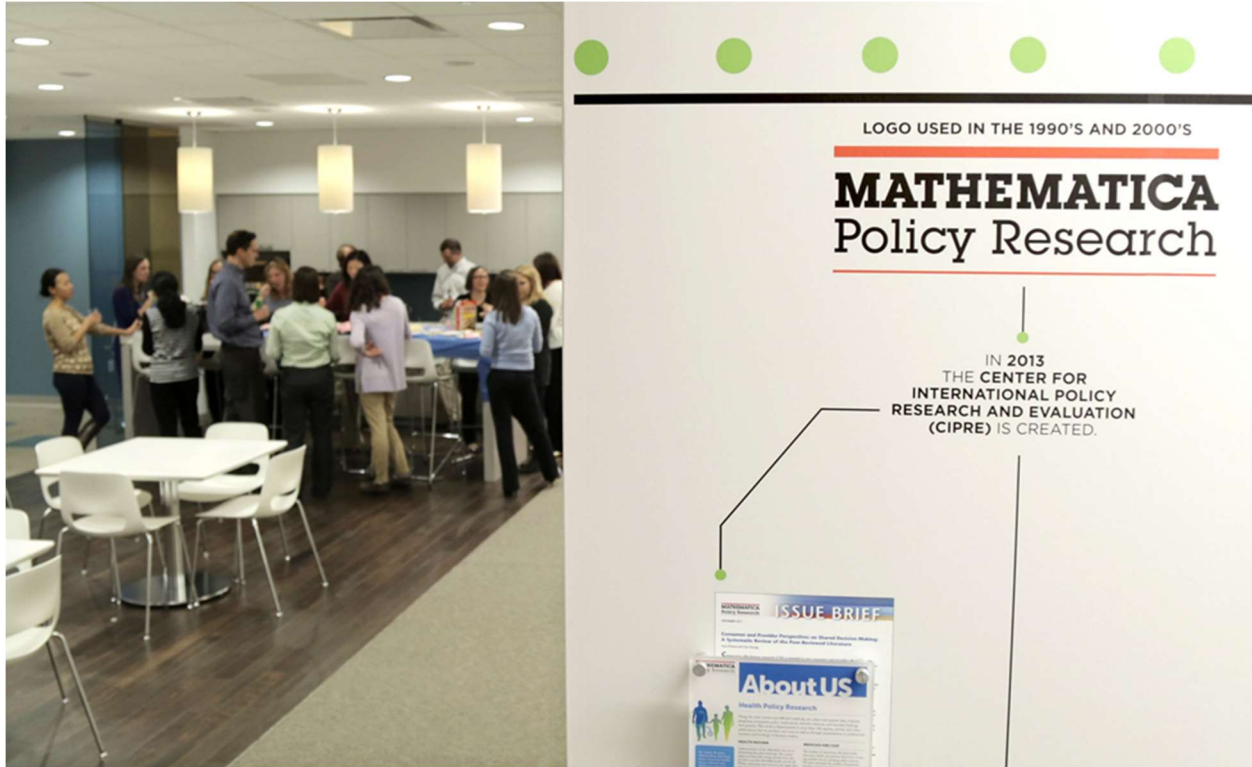






*Light-filled and open meeting and work spaces are designed to spark collaboration and creative thinking. These images from our Cambridge Office show a contemporary designed breakroom with the consistent color palette of red and yellow, and the conference below shows the data dot design on the outer glass wall.*





*Image of meeting space in our Princeton, NJ office shows how we use our interior design space to share how our company has evolved to now include international development research work.*



*Image of our break room in our Washington, DC office is open and light-filled. Neutral colors convey our brand optimism.*



The Washington, DC office also features an eclectic collection of modern art throughout the halls by artists from the United States, Cuba and Germany. The art work complements the color palette of reds, blues, oranges and yellows that are used throughout office meeting spaces. Mathematica employees worked together to select a collection of paintings, sculptures and metal art crafted pieces.



For 50 years, Mathematica has been at the forefront of assessing the effectiveness of social policies and programs. In fact, we conducted the first social policy experiment in the United States, the New Jersey Negative Income Tax Experiment, which tested if supplemental income improved poverty. Today, we continue to evaluate and address complex social policy challenges with the core mission of improving public well-being around the world. Central to this mission is our commitment to being a collaborative, objective and innovative company, while adhering to the highest standards of data research. These values are reflected in the modern, chromatic and open interior design of our office spaces.

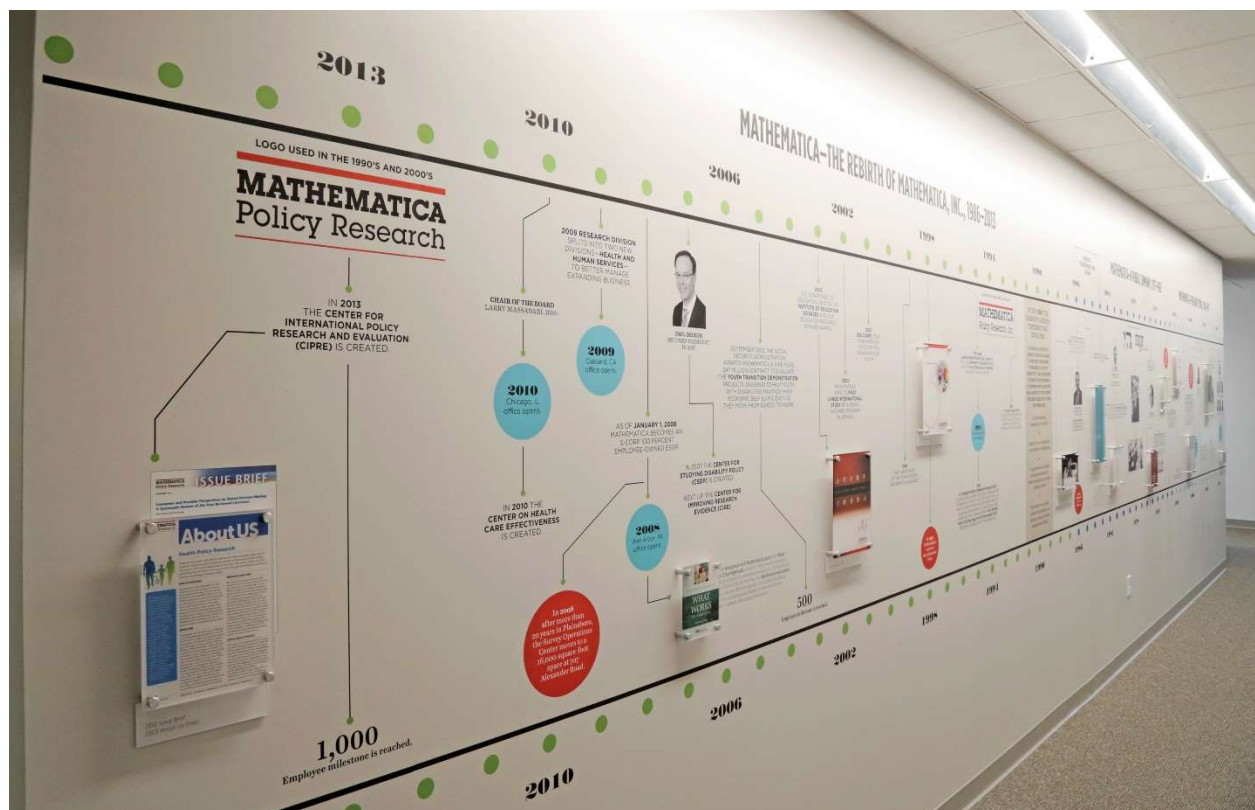


Image of a timeline in our Princeton, NJ office that show Mathematica's key research studies and achievements.