



National Institute for Theory and Mathematics in Biology

Funded by the U.S. National Science Foundation and the Simons Foundation

Brand Guidelines



Brand Identity

NITMB Name

In text, NITMB must always first be referred to as the “NSF–Simons National Institute for Theory and Mathematics and Biology.” The second reference to NITMB afterwards should be the “NSF–Simons NITMB.” Any references afterwards can be only “NITMB.”

NITMB Mottos:

1. Math inspiring biology. Biology inspiring math.
2. Advancing biology. Inspiring math.

NITMB Mission Statement

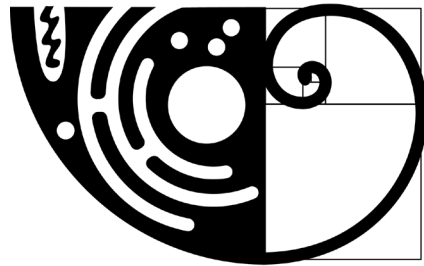
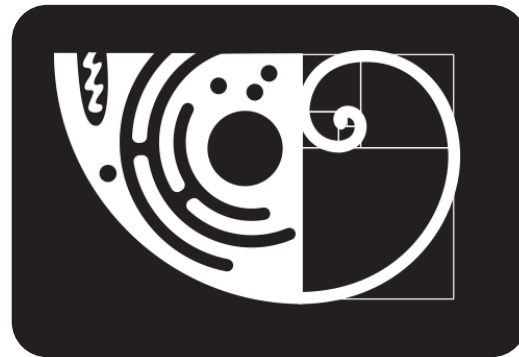
The NSF–Simons National Institute for Theory and Mathematics in Biology (NITMB) aims to integrate the disciplines of mathematics and biology in order to transform the practice of biological research and to inspire new mathematical discoveries.

Our Identity Elements

NITMB Icon

The NITMB logo icon represents the intersection of mathematics and biology, creating one cohesive vision from different disciplines to drive innovative scientific discovery.

The NITMB logo and icon should not be cropped, obscured, or modified in any way. It can be reproduced in black, white, and NITMB Blue. Combining colors within the icon is not allowed.



Our Identity Elements

Incorrect Use

NITMB logos and icons should never be altered in any way. NITMB logos must be used as provided, with 1/4 inch spacing maintained around all identity elements.



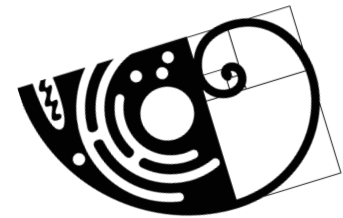
Do not crop



Do not
reproduce in
more than one
color



Do not change
the color



Do not angle



Do not alter
or distort



Do not use dark logos
on a dark background,
or white logos on bright
background

Our Logo System

NITMB Logo

This logo is our official identifying mark and the primary logo for NITMB. Many variables will determine how the NITMB logo is applied to a piece of communication. In most instances, the NITMB logo should appear as a “badge of authenticity.” In all cases it should be treated as artwork. It should be seen clearly, but does not need to be the focal point. Headlines, text, photography, and media platform should be taken into consideration when determining how and where the NITMB logo is placed. The full NITMB logo with the Institute’s full name and primary sponsors should be used unless space makes this impossible, in which case, the space saving variants may be used. With all NITMB logos, spacing of a quarter inch should be maintained around the logo.

Primary NITMB Logo

The primary NITMB logo that should be used first whenever possible is the ‘Chalkboard-Black’ NITMB logo. This logo uses the near-black from our color system. This logo should always be used in front of a light background to ensure all aspects of the logo are clearly visible and contrast with the background is maintained.



Our Logo System

Reverse NITMB Logo

The reverse (white) NITMB logo, should be used when the background is too dark to use the primary NITMB logo.



Original NITMB Logo

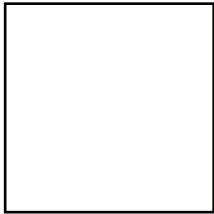
The original (blue) NITMB logo should be used sparingly.



Our Color System

Primary Palette

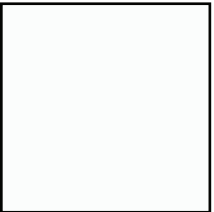
Use for most NITMB-branded materials



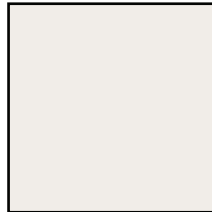
White
HEX: #ffffff
C:0 M:0 Y:0 K:0
R:255 G:255 B:255



Near-Black
HEX: #1a1a19
C:0 M:0 Y:4 K:90
R:26 G:26 B:25



Light Beige
HEX: #fcfbfa
C:0 M:0 Y:1 K:1
R:26 G:26 B:25



Beige
HEX: #efebe6
C:0 M:2 Y:4 K:6
R:239 G:235 B:230

Secondary Palette

Use rarely. NITMB Blue should only be used for emphasis. Black should only be used when near-black cannot be used



NITMB Blue
HEX: #1a7fc5
C:87 M:36 Y:0 K:23
R:26 G:127 B:197

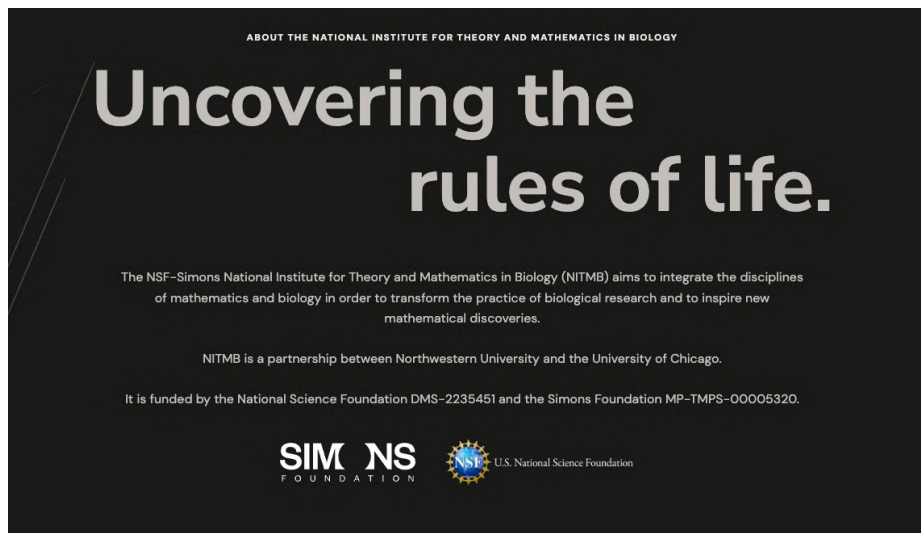
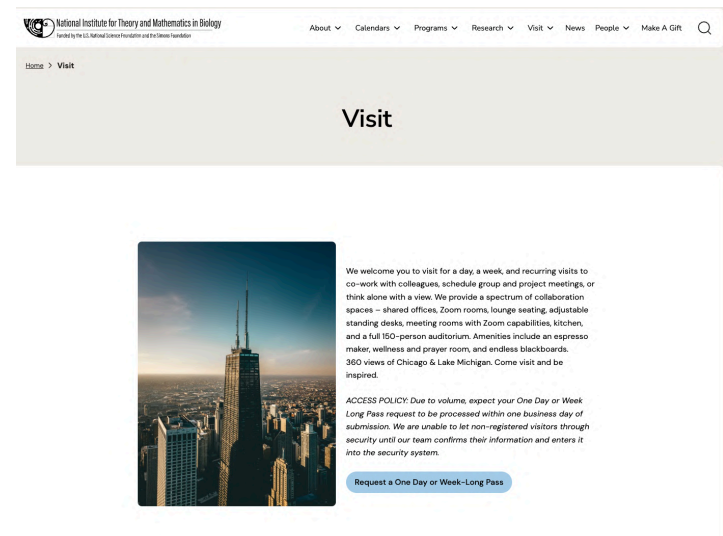


Black
HEX: #000000
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

Our Color System

How to Use the Primary Palette

The primary palette was selected to represent NITMB's space, with white and beige to represent the colors of the collaboration spaces, and near-black to reflect the chalkboards throughout NITMB. Primary palette colors can either serve as backgrounds or feature colors, as long as contrast is maintained.



Our Color System

How to Use the Secondary Palette

The secondary palette provides alternative color options that should be used rarely. NITMB Blue should rarely be used in backgrounds or as a feature color, and only when approved by NITMB. NITMB Blue should instead be used as an accent or highlight color to provide emphasis. The secondary black can be used for backgrounds or as a feature color, but only when near-black is unavailable.

Our Mission

The mission of NITMB is to create a nationwide collaborative research community that will generate new mathematical results and uncover the “rules of life” through theories, data-informed mathematical models, and computational and statistical tools. NITMB leverages close collaborations between experimentalists and theorists to synergize discovery. The fundamental research done by the NITMB is providing a foundation for future advancements in areas as diverse as the environment, medicine, and technology development. NITMB members and visitors share space in downtown Chicago that is readily accessible to collaborators across the U.S. and the world.

Our Strategy

NITMB uses an interlocking set of strategies and initiatives aimed at broad impacts for the mathematical and biological research communities.

- Targeted research bringing together mathematicians and biologists to collaborate and train the next generation of interdisciplinary scientists.
- Scientific long programs, workshops, and conferences enhancing collaboration between mathematics and biology.
- An innovative research program organized around five interrelated themes, selected because they reflect key capabilities of biological systems and interconnect with open mathematical problems.

WORKSHOP
NOVEMBER 9, 2026 - NOVEMBER 13, 2026

Multi-scale Biological Adaptation to Environmental Variability

875 NORTH MICHIGAN AVENUE
CHICAGO, IL 60611 UNITED STATES
TRAVEL APPLICATION DEADLINE closed
LOCAL APPLICATION DEADLINE closed

Workshop Organizers
Marco Gallo, Northwestern University
Flavia Gracheva, Yale University
Cody FitzGerald, Northwestern University
Derrick Groom, San Francisco State University
Harmen Jägle, Princeton University
Taranjit Kaur, University of Oldenburg
Bill Eagan, University of Maryland
Alan Lindsay, University of Notre Dame



Sign-up for workshop notifications

+ Add to Calendar

OUR PEOPLE

Who we are

Meet the NITMB community members building the future of research integrating mathematics and biology.

NITMB Faculty

NITMB Fellows

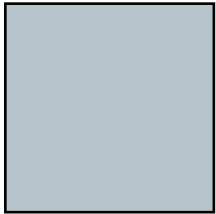
SUPPORT NITMB RESEARCH AND PROGRAMS
Give to NITMB

Learn More

Our Color System

Research Palette

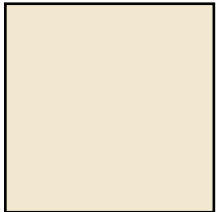
Use sparingly, only for research themes or rarely as accent colors



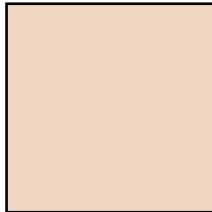
Research Blue
HEX: #b9c5cd
C:10 M:4 Y:0 K:20
R:185 G:197 B:205



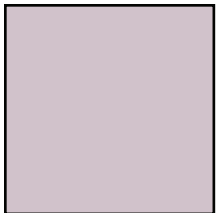
Research Green
HEX: #b9c1b6
C:4 M:0 Y:6 K:24
R:185 G:193 B:182



Research Beige
HEX: #f0e5ce
C:0 M:5 Y:14 K:6
R:240 G:229 B:206



Research Orange
HEX: #ecd4c4
C:0 M:10 Y:17 K:7
R:236 G:212 B:196



Research Pink
HEX: #d2c2cc
C:0 M:8 Y:3 K:18
R:210 G:194 B:204

Our Color System

How to Use the Research Palette

The research palette should be used sparingly, only in reference to NITMB's research themes, or when additional accent colors are required.

Research Themes

NITMB focuses on fields of mathematics where the constraints of biological systems show promise for novel developments. Examples include geometry, topology, optimization theory, dynamical systems, machine learning, inverse problems, statistical inference, mathematical modeling, and probability. Understanding constraints from mathematical and biological perspectives provides a unique opportunity for interdisciplinary work, with mathematical research that will advance our knowledge of biology and biology research that will catalyze new mathematics.

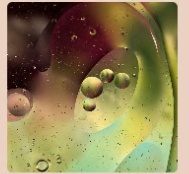
Information Processing

All forms of life, from single cells to higher organisms, encode and process information, enabling sensing, adaptation, coordination, and decision-making. We develop a quantitative understanding of how living systems optimize information flow in the face of energetic, thermodynamic, and robustness constraints.



Fidelity & Variation

Despite conditions of uncertainty and variability, living systems are maintained with a high degree of fidelity, while being able to vary, adapt, and evolve. To understand how organisms achieve reliability in the face of varying inputs, we tackle challenges related to complex high-dimensional features of biological systems and data coming from emerging experimental biological technologies.



Fitness & Optimization

The evolutionary pressures that drive adaptation can be represented as physical, chemical, historical, and biological constraints on a fitness landscape, governing the ability to survive and reproduce. We study how these distinct constraints interact to shape the capabilities of living systems to examine the boundaries they create and the pathways organisms take to optimize their survival.



Learning & Adaption

Living systems learn over a wide set of timescales and adapt to new conditions in a collective fashion and with limited training—in contrast to modern machine learning. Addressing the statistical, computational, and mathematical challenges of learning and adaptation will shed light on mechanisms of biological learning, and inform new, biologically inspired machine-learning algorithms.



Prediction & Anticipation

Biological systems must anticipate changes in their environment and adjust their internal machinery to feed, rest, mate, and bloom at optimal times. We investigate the mechanisms that enable anticipation, from simple circadian oscillations anticipating dawn and dusk, to sophisticated planning of foraging strategies.



Our Typography

Titles

All titles should be in Nunito Sans, either in Bold or Regular weight

Nunito Sans Bold | [Nunito Sans Regular](#)

Body Text

All body text should be in DM Sans Regular. Smaller subtext or captions can be in DM Sans Light or DM Sans Light Italic. DM Sans Thin can be used for small elements that are not main body text or other main content.

DM Sans Regular | [DM Sans Light](#) | *DM Sans Light Italic*

DM Sans Thin

Font Downloads

NITMB cannot provide individuals with font licenses, though free licenses and downloads are available through Google Fonts (see NITMB brand resource webpage for links).

Our Typography

Alternative Font

In the event Nunito Sans and DM Sans are unavailable, Helvetica Neue may be used as an alternative.

Title Text

Helvetica Neue Medium

Subheaders

Helvetica Neue Regular

Body Text

Helvetica Neue Thin