

JOINT  
**Economic**  
COMMITTEE

---

REPUBLICANS

— 2020 Report Style Guide —

## FONT & TYPOGRAPHY

---

Futura PT Book (For source text and notes under graphs)

Vidaloka (For source text in graphics)






Montserrat (For body text and headers in reports)

Myriad Pro (If nothing else is available, this can be used as a substitute)

[SEE ATTCHED ZIP FILE WITH FONTS TO INSTALL]

## COLORS

---

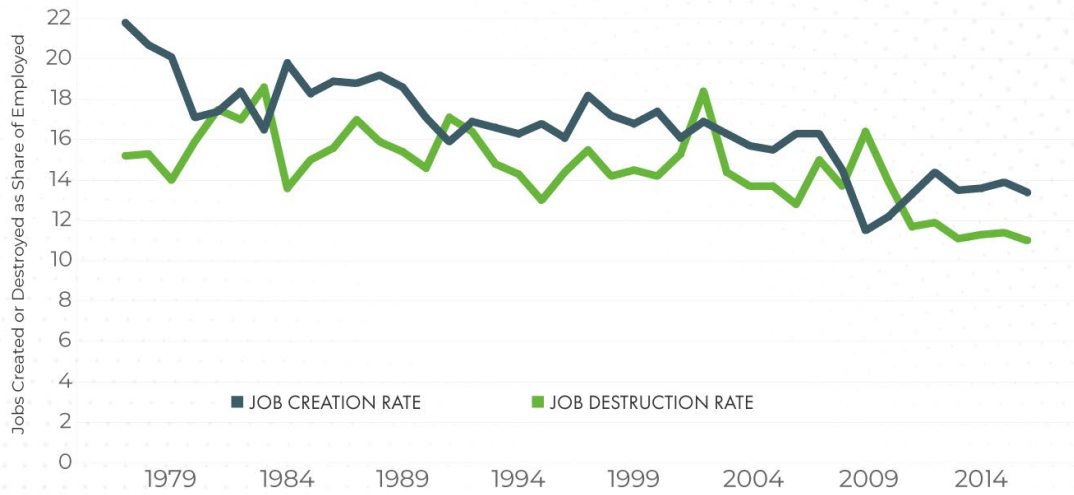
-  White: #ffffff
-  Main Blue: #3d5c67 (Good to use whenever, wherever)
-  Highlight Green: #68b63b (Used as a highlight, good in graphs as a data point color)
-  Highlight Blue: #00a7ee (Used as a highlight, good in graphs as a data point color)
-  Highlight Gray: #a1a1a1 (Used mostly for sources or citations in graphs)



## CHARTS & FIGURES

Social Media Chart:

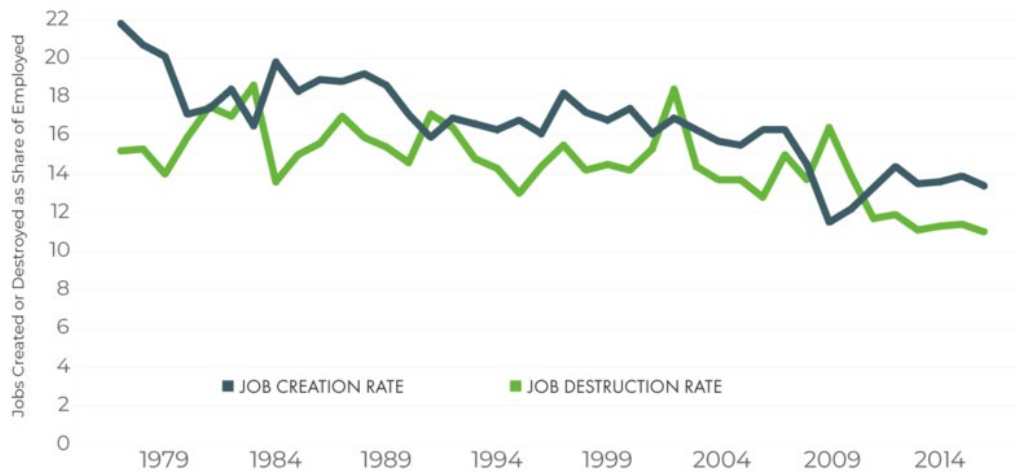
### UNITED STATES TOTAL JOB RATES, 1979-2016



Source: CPS Civic Engagement Supplement, 2008-2011 and 2013; CPS Volunteer & Civic Life Assessment, 2017.

Website Report Chart:

Figure 1. United states Total Job Rates, 1979-2016



Source: CPS Civic Engagement Supplement, 2008-2011 and 2013; CPS Volunteer & Civic Life Assessment, 2017.

All graphs and charts will follow the ratio of 1.91 to 1. This translates, most of the time, to 1300px by 681px which is prime for social media. On the web, it will be 800px by 419 px.

## Social Media Chart Guide:

Element	Font	Size	Case	Color	Notes
<b>TITLE</b>	Montserrat Bold	Variable	ALL CAPS	#3d5c67	Try to keep shorter than two lines and avoid qualifiers
Subtitle	Montserrat Reg	Variable	Title Case	#3d5c67	Further clarification to the title
X & Y Axis	Montserrat Reg	26 / 29	Sentence	#666666	Always horizontal
X & Y Labels	Montserrat Reg	20	Title	#333333	Avoid unnecessary labels
LEGEND	Futura PT	24	ALL CAPS	#333333	Always horizontal
Source	Vidaloka	16	Title	#666666	Always horizontal

## Website Chart Guide:

Element	Font	Size	Case	Color	Notes
<b>Title</b>	Paragraph Bold	Paragraph	Title Case	#000000	Try to keep shorter than two lines
Source	Paragraph	<sup>	Title	#000000	Always horizontal, 2   below

The most important things we can do to make our charts and graphics consistent is to use the right colors and fonts, as well as keep things simple. This means we shouldn't include titles in the chart itself. The y-axis should be non-decimal numbers, never percentages. All x-axis labels should be horizontal with tick marks. If doing trends, start with a year that is a multiple of 5 or 10 and show labels 2, 5, or 10 years apart. End with 2020 or some other year that makes sense. Try to have a similar amount of white space before the first data point as after the last one. For trends, use the "Scatter" chart type rather than the "Line" chart type in Excel. If you have gaps in the series, you can interpolate between points by only selecting the relevant cells. Always put the figure number before the chart title. Also, include source notes below the chart. If we analyzed data in any way (rather than just pulling it from somewhere), include, "Social Capital Project analyses of..."

When creating the charts for a report, the best system will be for the author to reach out to Christina when he or she is ready for data visualization. Christina will work with the author to complete the data visualizations. If the author only needs Excel to make their charts, they can simply use the attached Excel template. If the author knows Tableau, they can plug the data in there. Christina and Kyle (and later Vanessa and Scott) will have the final check on all data visualization for each report. There will surely be back and forth between comms and the author while these charts are being processed, so please start this process well before the publishing date.

## PDF REPORTS

---

PDF Reports have a well-established format, which is the following:

- Title Page
- Report
- Author
- Appendix
- Endnotes
- Link to PDF
- End Title

The main title of the report should be Futura PT Bold, #3d5c67, around 50pt font. The subtitle should be Monserrat Regular, black, around 20pt font. The numerical title of the report should follow this format: SCP REPORT NO. [# REPORT THAT YEAR]-[LAST TWO DIGITS OF YEAR] | [MONTH AND YEAR] At the bottom of the page, there is a SCP logo and contact information.

The report headings should be Futura PT Bold, #3d5c67, 14pt font, all caps. Subheadings should be Monserrat Regular, 12pt font, italicized 15 degrees. Sub-sub headings should be Monserrat Regular, 11pt font, with plenty of spacing before and after the sub-sub heading. Any regular body font should be Monserrat Regular, black, 11pt font. All endnotes should be superscript. Full quotes should be tabbed 0.5625". In-text hyperlinks are OK, but putting links in endnotes is always good.

Guidelines:

- The Author attribution should be Monserrat Bold, 11 pt font.
- The Appendix will follow the same formatting as the regular report section.
- The endnotes section should be Monserrat Regular, 9pt font, organized numerically and follow standard footnote formatting. The PDF link should immediately follow the endnotes and be Monserrat Bold, 9pt font, underlined, and linked to the report online.
- Finally, the bottom of the last page should have the exact same logo and information as appears on the title page. A line should separate this from the rest of the content. (See examples on next page)

**INTRODUCTION: THE AMERICAN TRADITION OF ASSOCIATION**

In the fall of 1727, a dozen young men—most of them tradesmen and artisans—began meeting on Friday evenings at the Indian Head Tavern in Philadelphia. They met to debate philosophy and current events and to exchange information and resources in the name of “mutual improvement.” They called themselves the “Junto Club” and were led by an ambitious, twenty-year-old printer. His name was Benjamin Franklin.

The Junto Club was part of an early response to the end of conventional, European systems of patronage and to the emergence of a dynamic commercial order driven by impersonal markets. Tradesmen increasingly turned to private institutions and to each other for mutual aid and credit.<sup>2</sup> Under Franklin’s leadership, however, the Junto Club would not only support its members. It would go on to establish many of the landmark institutions of colonial Philadelphia: the first subscription-based lending library in British North America, Pennsylvania’s first volunteer fire brigade, the American Philosophical Society, the Academy of Philadelphia (later the University of Pennsylvania), and the nation’s first charity hospital.<sup>3</sup>

The practices that Franklin popularized in colonial Philadelphia not only made the “City of Brotherly Love” worthy of its name. They have continued throughout the history of the United States. For more than two centuries, Americans have organized themselves voluntarily to address their common problems. Many of the most consequential social movements in the United States, from abolition to temperance to civil rights, have been outgrowths of the American instinct to associate. It is one of American society’s most striking qualities.

During his visit to the United States in 1831-2, Alexis de Tocqueville marveled at the associative patterns of American society. In the first volume of *Democracy in America*, he observed that,

Americans of all ages, all conditions, all minds constantly unite. Not only do they have commercial and industrial associations in which all take part, but they also have a thousand other kinds: religious, moral, grave, futile, very general, and very particular, immense and very small; Americans use associations to give fêtes, to found seminaries, to build inns, to raise churches, to distribute books, to send missionaries to the antipodes; in this manner they create hospitals, prisons, schools. Finally, if it is a question of bringing to light a truth or developing a sentiment with the support of a great example, they associate. Everywhere that, at the head of a new undertaking, you see the government in France and a great lord in England, count on it that you perceive an association in the United States.<sup>4</sup>

Instead of patrons, Americans sought peers. In this bottom-up, participatory form of civic action, Tocqueville found that the institutional form of association could “fix a common goal to the efforts of many men.”<sup>5</sup> American associations acted in

# The Space Between

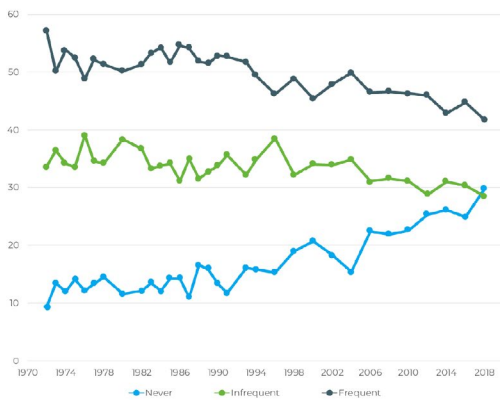
## Renewing the American Tradition of Civil Society

SCP REPORT NO. 8-19 | DECEMBER 2019

### social capital project

A project of the Joint Economic Committee—Republicans | Chairman, Sen. Mike Lee  
 jec.senate.gov | G-01 Dirksen Senate Office Building Washington, DC 20510 | (202) 224-5171

Figure 4. Religious attendance among U.S. adults



Source: Social Capital Project analysis of General Social Survey, 1972-2018. “Frequent” attendance is defined as self-reported attendance at religious services at least once per month. “Infrequent” attendance is defined as self-reported attendance at religious services less than once per month.

These findings do not necessarily suggest that the most actively religious Americans are becoming detached from religious institutions. Rather, the decline in religious attendance has been concentrated among those with only a nominal attachment to organized religion.<sup>62</sup> GSS and Gallup data suggest that regular, weekly attendance has not changed significantly since the early 1970s, especially among Catholics and mainline Protestants. In fact, frequent attendance has increased among evangelicals.<sup>63</sup> In 2018, however, the share of Americans adults saying they have no religion surpassed both the share of evangelicals and the share of Catholics for the first time.<sup>64</sup>

Growing irreligiosity and deinstitutionalization have affected virtually all demographic groups. In 2014, the Pew Research Center found that

**ENDNOTES**

- Benjamin Franklin, *Autobiography of Benjamin Franklin*, ed. Frank Woodworth Pine (New York: Henry Holt and Company, 1916).
- Alan Craig Houston, *Benjamin Franklin and the Politics of Improvement* (New Haven: Yale University Press, 2008), 80.
- Brooke Sylvia Palmieri, “Junto,” in *The Encyclopedia of Greater Philadelphia*.
- Alexis de Tocqueville, *Democracy in America*, trans. Harvey C. Mansfield and Delba Winthrop (Chicago: University of Chicago Press, 2000), 489.
- Ibid.*
- For a discussion on American “democratic habits” during Tocqueville’s time and today, see: Yoni Appelbaum, “American’s Aren’t Practicing Democracy Anymore,” *The Atlantic* (October 2018).
- Democracy in America*, 491.
- U.S. Congress, Joint Economic Committee, Social Capital Project (2019). “The Wealth of Relations: Expanding Opportunity by Strengthening Families, Communities, and Civil Society.” Report prepared by the Chairman’s staff, 116<sup>th</sup> Cong., 1<sup>st</sup> Sess. (April 2019). Social Capital Project Report No. 3-19. <https://www.jec.senate.gov/public/index.cfm/republicans/analysis?id=5A3D3C5C-4E7C-45D9-9B54-0A2358FCC33E>
- Theda Skocpol, *Diminished Democracy: From Membership to Management in American Civic Life* (Norman, OK: University of Oklahoma Press, 2003).
- Robert Putnam, *Bowling Alone: The Collapse and Revival of American Community* (New York: Simon & Schuster, 2000) 51-2.
- Jocelyn Viterna et al., “Reclaiming the ‘Third Sector’ from ‘Civil Society’: A New Agenda for Development Studies,” *Sociology of Development* 1, no. 1 (Spring 2015): 174.
- Peter L. Berger and Richard John Neuhaus, “Mediating Structures and the Dilemmas of the Welfare State,” in *To Empower People: From State to Civil Society*, ed. Michael Novak, 2<sup>nd</sup> ed. (Washington, DC: The AEI Press, 1996), 158.
- Council on Civil Society, “A Call to Civil Society: Why Democracy Needs Moral Truths” (New York: Institute for American Values, 1996), 6.
- U.S. Congress, Joint Economic Committee, Social Capital Project (2017). “What We Do Together: The State of Associational Life in America.” Report prepared by the Vice Chairman’s staff, 115<sup>th</sup> Cong., 1<sup>st</sup> Sess. (May 2017). Social Capital Project Report No. 1-17. <https://www.jec.senate.gov/public/index.cfm/republicans/analysis?id=82AEEDDA-B550-481E-BA31-9623B85A20D6>
- See: George J. Borjas, “Ethnic Capital and Intergenerational Mobility,” National Bureau of Economic Research (1991); James S. Coleman, “Social Capital in the Creation of Human Capital,” *The American Journal of Sociology*, 94, (1988), 595-5120; Robert Putnam, “Bowling Alone: America’s Declining Social Capital,” *Journal of Democracy* 6 (1) (1995).
- Raj Chetty, Nathaniel Hendren, Patrick Kline, and Emmanuel Saez, “Where is the Land of Opportunity? The Geography of Intergenerational Mobility in the United States,” National Bureau of Economic Research (2014).
- For a discussion of the distinction between bridging and bonding social capital, see: Putnam, *Bowling Alone*, 22-4.
- Peter Block, *Community: The Structure of Belonging* (Oakland, CA: Berrett-Koehler Publishers, 2009).

## WEB REPORTS

---

At the point of publication, web reports should have a banner that measures 78"x19". This will be the picture until it becomes the 3<sup>rd</sup> of 4<sup>th</sup> banner on the Republican homepage. At which time, the banner will be removed and it will be the regular title image used for social cards.

Under 'Properties', after the report is published, the 'Featured Carousel' and 'Republican News' boxes should be checked with no end date specified. All applicable Affiliation boxes should be checked as well. Under 'Image Options', the 'no' box should be checked. Lastly, under 'Aside/Key Points' the title should be 'PDF Version' and the bullet items should be: `<a href="[link to report PDF]">[title of report]</a>`

Web reports should follow this order:

- PDF/Key Points Box
- Report
- Author
- Appendix
- Endnotes

Guidelines:

- We'll use the key points feature to link to a PDF version of the report. If the author provides key points, we can add those there as well.
- In-text hyperlinks are OK... but we'd prefer if you limit them. Also, in most cases, just adding the link in your endnotes would probably be better anyway.
- In-text endnotes should be in superscript and link to the corresponding endnote at the bottom of the report.
- Heading should be H2 in Hilltop. Subheadings should be H4. Lower than that should be H5 in #888888. Lower than that should be paragraph font with italicized.
- Pull quotes should be tabbed twice.
- For charts, the chart title should be bolded plain paragraph text. And the caption should have a `<caption>` tag.
- Heading for charts should generally not be a full sentence or phrase. But if it is, it should follow sentence capitalization. If it isn't a full sentence or phrase, it will follow title capitalization.
- Author attribution text should be paragraph font with simple bold. The author's name should appear in the first line and their title below on the second line.
- If there is an appendix, it should appear directly after the author attribution. It should follow the same format as the report body.
- Endnotes should link to the corresponding link above in the report. They are simple paragraph font and follow standard footnote formatting. (See examples)



**PDF VERSION:**  
[The Space Between: Renewing the American Tradition of Civil Society](#)

## Introduction: The American Tradition of Association

In the fall of 1727, a dozen young men—most of them tradesmen and artisans—began meeting on Friday evenings at the Indian Head Tavern in Philadelphia. They met to debate philosophy and current events and to exchange information and resources in the name of “mutual improvement.”<sup>1</sup> They called themselves the “Junto Club” and were led by an ambitious, twenty-year-old printer. His name was Benjamin Franklin.

The Junto Club was part of an early response to the end of conventional, European systems of patronage and to the emergence of a dynamic commercial order driven by impersonal markets. Tradesmen increasingly turned to private institutions and to each other for mutual aid and credit.<sup>2</sup> Under Franklin’s leadership, however, the Junto Club would not only support its members. It would go on to establish many of the landmark institutions of colonial Philadelphia: the first subscription-based lending library in British North America, Pennsylvania’s first volunteer fire brigade, the American Philosophical Society, the Academy of Philadelphia (later the University of Pennsylvania), and the nation’s first charity hospital.<sup>3</sup>

The practices that Franklin popularized in colonial Philadelphia not only made the “City of Brotherly Love” worthy of its name. They have continued throughout the history of the United States. For more than two centuries, Americans have organized themselves

correlation between social trust and self-reported happiness.<sup>44</sup> Research has also linked higher levels of social trust to community-wide benefits such as lower crime rates and greater entrepreneurship.<sup>45</sup> The benefits of social trust for individuals and communities help to explain why the Council on Civil Society argued that building social trust is an “essential social task of civil society.”<sup>46</sup>

American civil society seems to be struggling in this regard. Social trust has eroded over the past several decades. In the 1960s, more than half of American adults agreed that “most people can be trusted,” but that share had fallen to one-third by 2018 (Figure 2).<sup>47</sup> The decline occurred after social trust probably increased in the decades prior to 1960.<sup>48</sup>

**Figure 2. Percent of U.S. adults who agree that “most people can be trusted”**



American experiment in self-government. But Americans cannot simply wait for a new, doubtless very different, Benjamin Franklin, to renew our tradition of civil society for us. It is rather for us to be dedicated to the work that he and his peers advanced: the flourishing of our associational life and the institutions that secure it.

**Wells King**  
 Policy Advisor

**Vijay Menon**  
 Policy Advisor

**Robert Bellafiore**  
 Policy Advisor

1 Benjamin Franklin, *Autobiography of Benjamin Franklin*, ed. Frank Woodworth Pine (New York: Henry Holt and Company, 1916).  
 2 Alan Craig Houston, *Benjamin Franklin and the Politics of Improvement* (New Haven: Yale University Press, 2008), 80.  
 3 Brooke Sylvia Palmieri, “Junto,” in *The Encyclopedia of Greater Philadelphia*.  
 4 Alexis de Tocqueville, *Democracy in America*, trans. Harvey C. Mansfield and Delba Winthrop (Chicago: University of Chicago Press, 2000), 489.