# DESIGN GUIDE MARCH 2022



# Color and The

Color is a vital design tool in providing a therapeutic environment that helps reduce tension, assist in behavior modification and enhance resident and staff safety.

Research indicates that interiors with the interesting use of color that are not overly neutral can:

- Balance the mental equilibrium of residents
- Reduce behavioral discord
- Promote dignity and encourage socialization
- In general, improve resident and staff morale

When applied with understanding and purpose, color can:

- Promote the resident's self confidence
- Serve as a positive distraction
- Uplift the spirit and soothe the psyche
- Provide a visual interest and positive distraction

A normalized environment can assist residents to:

- Reduce tensions and anxiety
- Promote positive behavior modification
- Connect to the natural world and even the region where they reside
- Feel destigmatized within their current settings

With focus on environments with behavioral discord, the Naturals Color Collection addresses three primary human elements:

- Familiarity (Connection to outside world)
- Stress reduction (Calming and lifting the spirit)
- Morale improvement (Humanizing and normalizing)

The Naturals Collections can be used to provide coordinated colors to:

- Common areas
- Sleep spaces
- Learning spaces
- Dining areas

# The Naturals Color Collection



The Naturals Color Collection was created specifically for Norix by Tara Hill of Little Fish Think Tank, a design consultant recognized for her work in the use of color to create normalized environments that support positive outcomes.

Ms. Hill also has significant experience regarding the science and theory of color as both a design tool and as a promoter of healing. She has conducted extensive research in evidence-based design regarding color and its profound emotional and physical impact on the human spirit.

# Human Spirit



# Norix Color Collection

At Norix, we design innovative, robust furniture that meets the real-world need for humanizing challenging environments.

#### Lagoon

Soothing, tranquil and contemplative. The color of sapphire, blue birds and fresh water. Lagoon is easily used in high quantities, but will never compete with other materials and color.

#### Pine Cone

Rich, familiar and grounding. The color of terra firma, soil and the earth. Pine cone behaves as a foundational neutral, easily partnered with other color options.

#### Sea Spray

Breezy and refreshing. Sea Spray takes us to the Caribbean, far away island waters, summer pool parties and sun-kissed dew drops. With just a hint of mint, it's cooling and calming. A perfect partner for all palettes.

#### **River Rock**

Alleviating, timeless and quiet. The color of stone, rock and alloy. River Rock allows other colors and materials to be showcased to their fullest.

#### Wild Berry

Velvety, lush and assured. Wild Berry is the color of farm-to-table ripened berries, produce and fermented grapes. It's a time-honored color designating prosperity and abundance. Behaving as a hue or a neutral, soft spoken but unyielding. This color partners with all others to provide added interest.



Proud, approachable and expansive. Graphite is a confident neutral. The color of pewter, metamorphic rock, and treasured land and sea fauna. Graphite is a staple with an earnest voice.

# Kids Furniture Palette

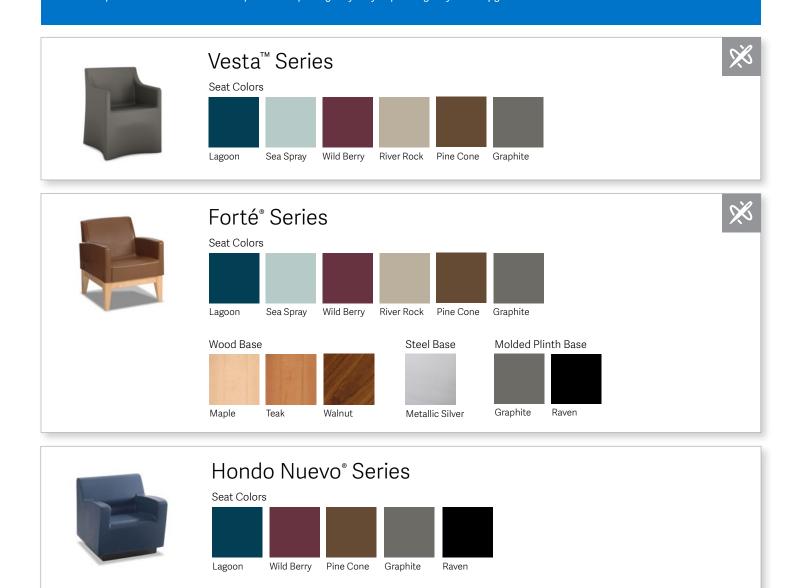


Norix Furniture's line of fun and durable kids furniture is available in a vibrant and engaging color palette made up of four bright hues that are certain to resonate with children and inspire their imagination.

Malibu	Cobalt
Habanero	Grey Velvet

# Norix Product Series

Products that include this icon are available with upholstery and fabric options. \*For complete details see norix.com. Options and pricing may vary depending on your configuration.













Steel Base

Metallic

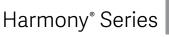
Silver



Maple

Molded Wood Grain Legs

Walnut



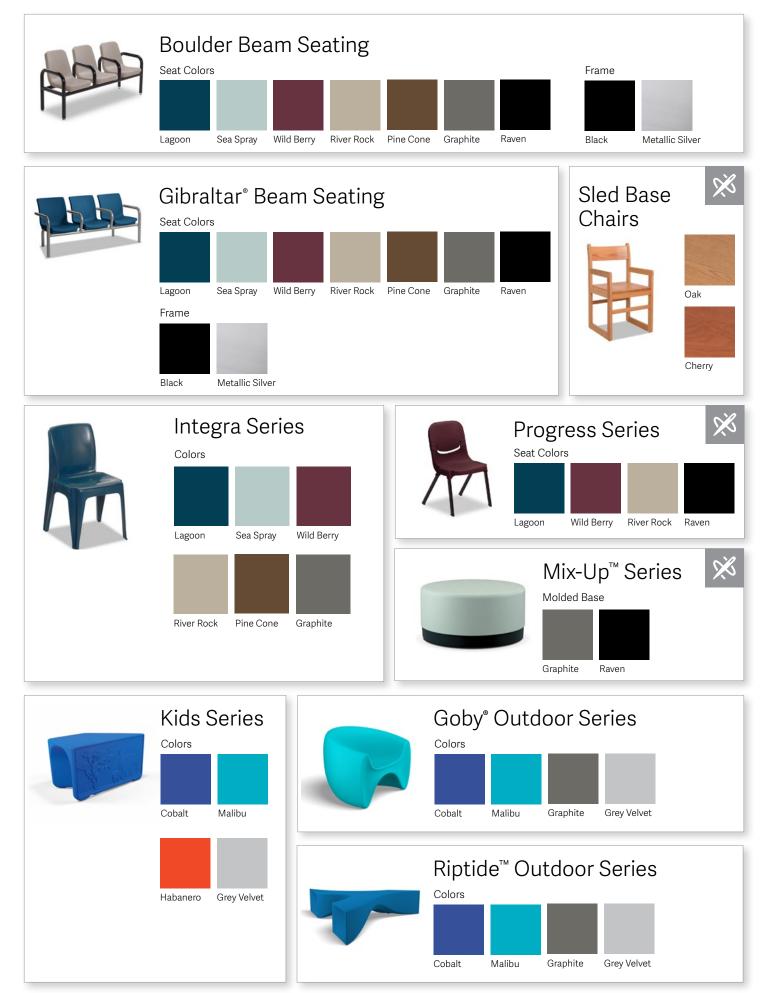
 $\aleph$ 

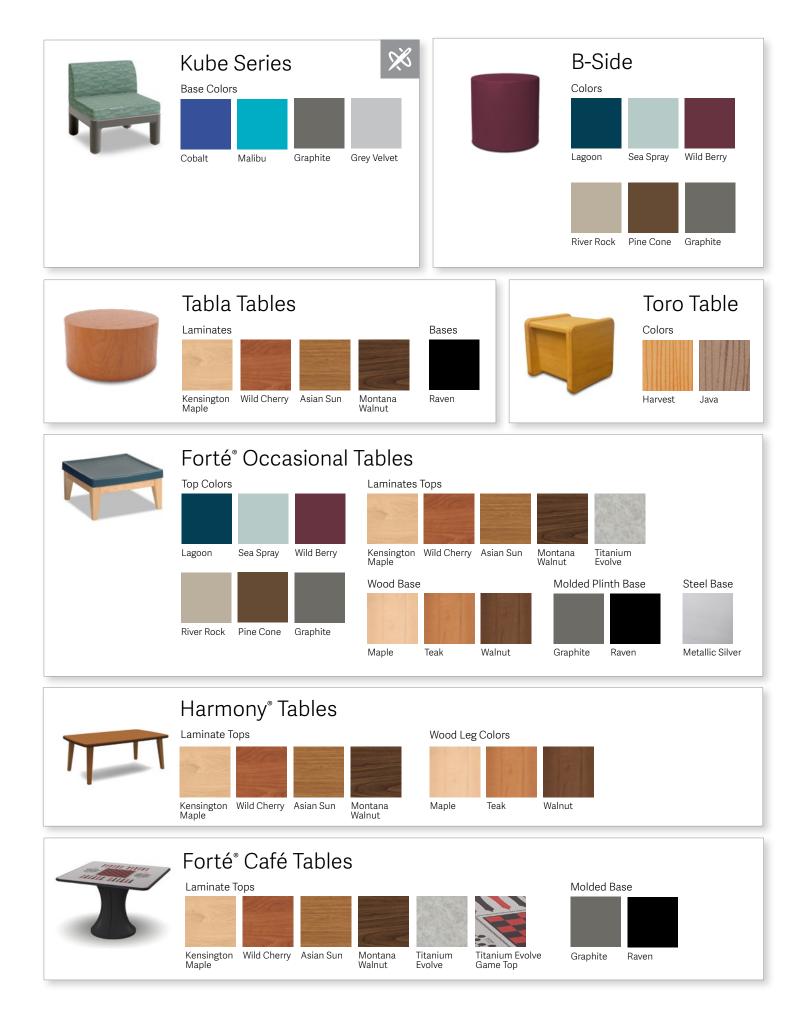
Arm Cap / Leg Colors

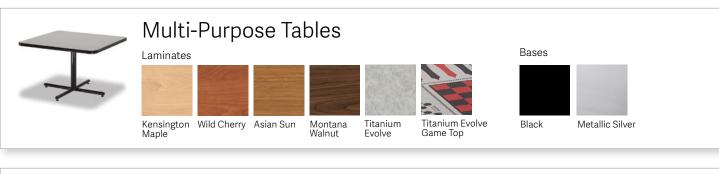
Raven

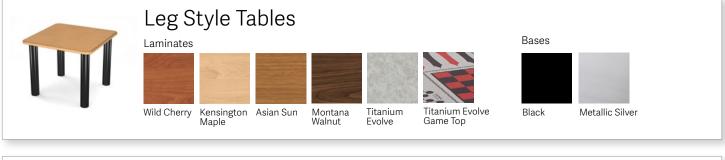
Forma Series Laminate Cube Tops Kensington Maple Wild Cherry Asian Sun Anotana Walnut	Molded Plinth Base Graphite Raven	Steel Base Metallic Silver	×
Image: SeriesWood Arm CapsMapleImage: SeriesMapleTeakTeakWalnutArm CapsFramesImage: SeriesImage: SeriesRavenBlackMetallic Silver		Affinity Series Wood Backs Maple Walnut (Stain) Arm Caps Frames Black Metallic Silver	×
Wink Series   Seat Colors   Lagoon Sea Spray   Wild Berry   River Rock Pine Cone Graphite		Toro Series Seat Colors Harvest Java	×
RockSmart® Seat Colors Lagoon Sea Spray Wild Berry River Rock	Pine Cone Graphite		
Toughcare® Series Colors	Pine Cone Graphite		

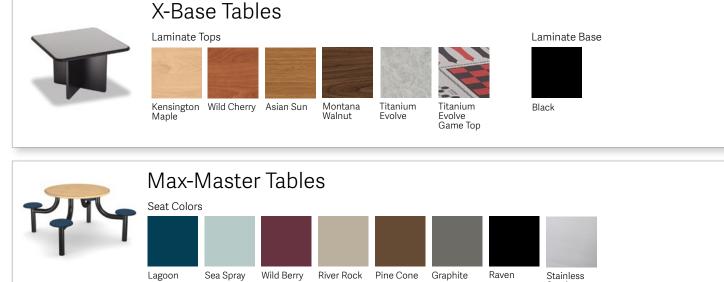
Lagoon



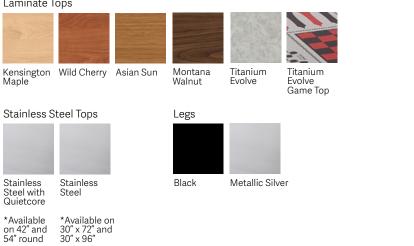






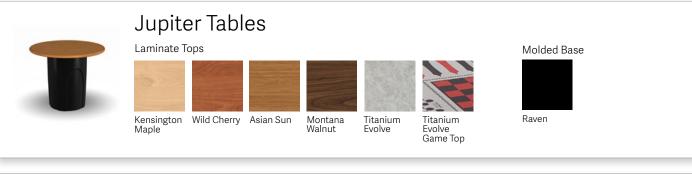


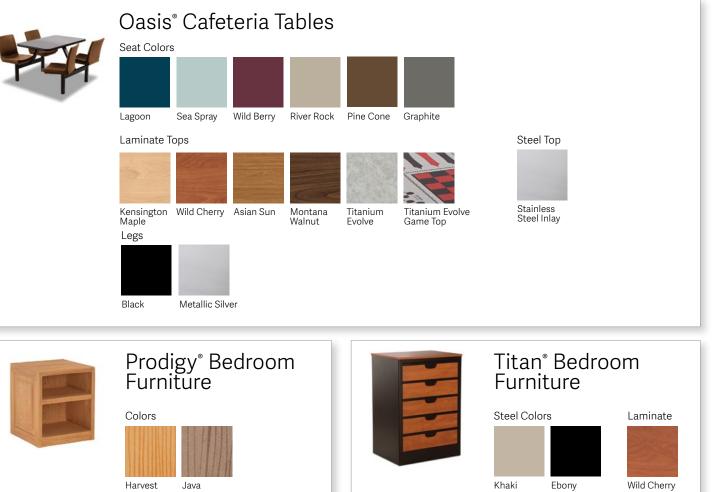
Laminate Tops

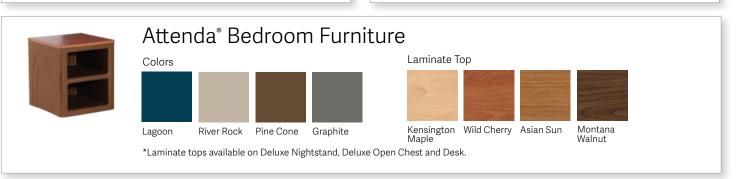


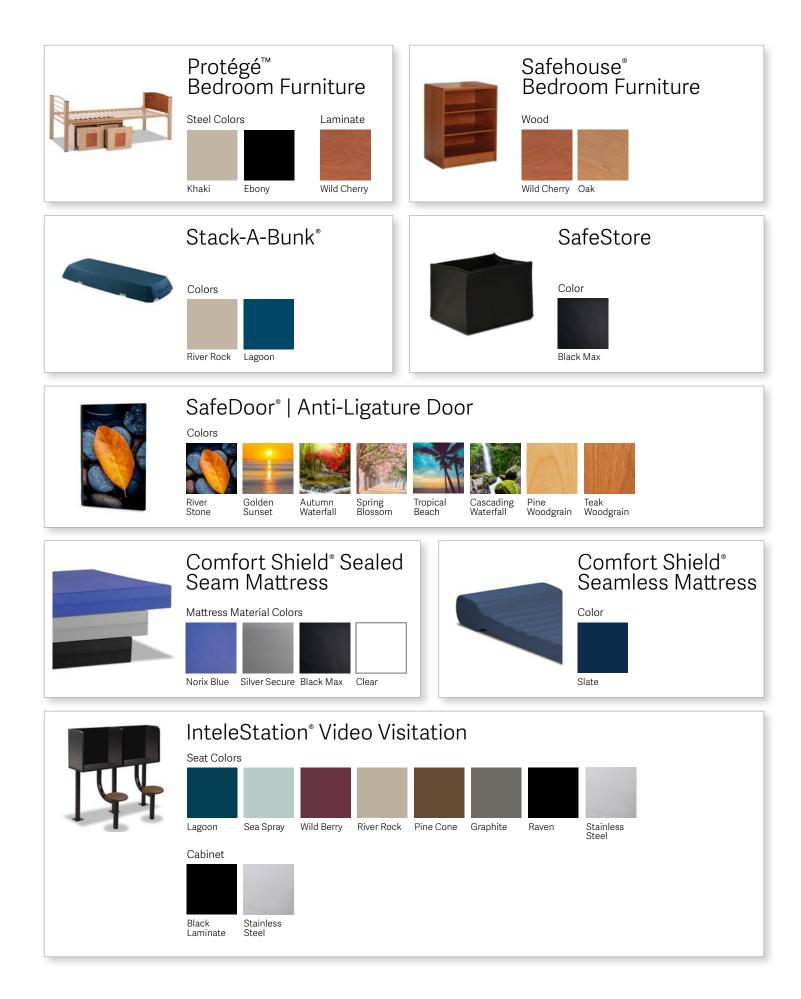
Steel

9



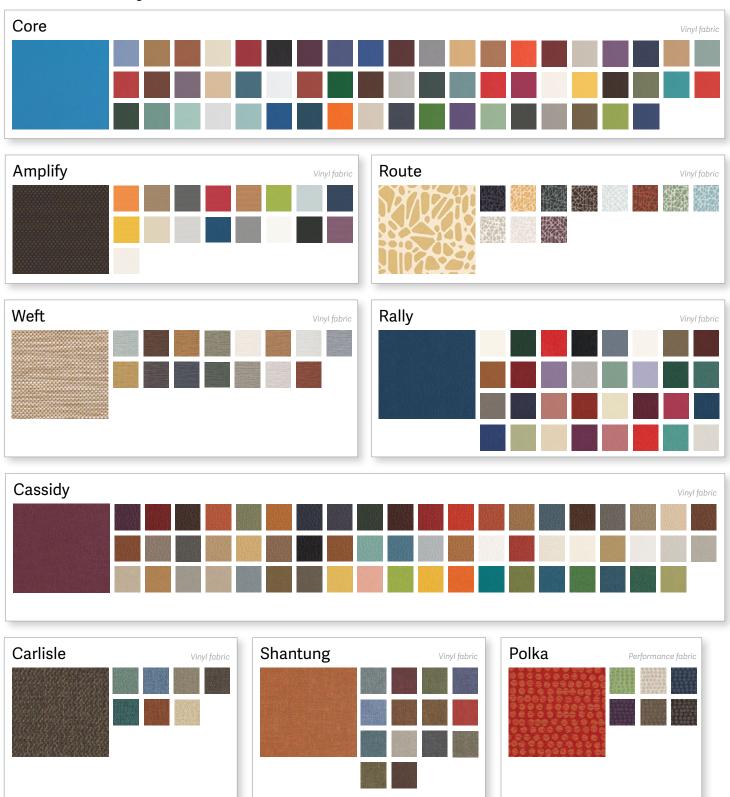




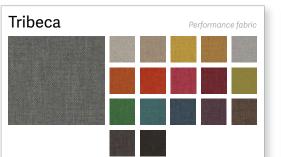


# Norix Fabric Offerings

# Fabric Library - Grade B



# Fabric Library - Grade B - Continued





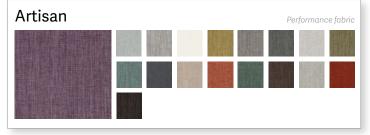


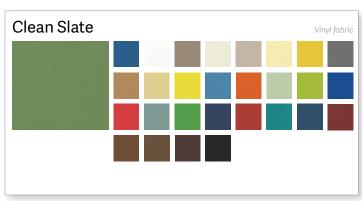


# Fabric Library - Grade C





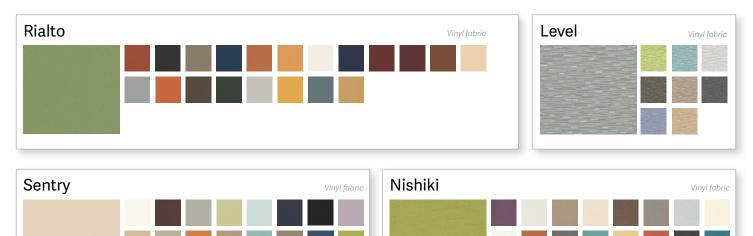








# Fabric Library - Grade C - Continued

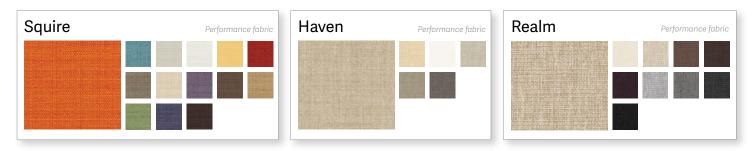




# Fabric Library - Grade D



# Fabric Library - Grade E



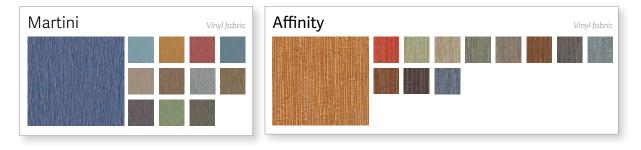
# Fabric Library - Grade E - Continued



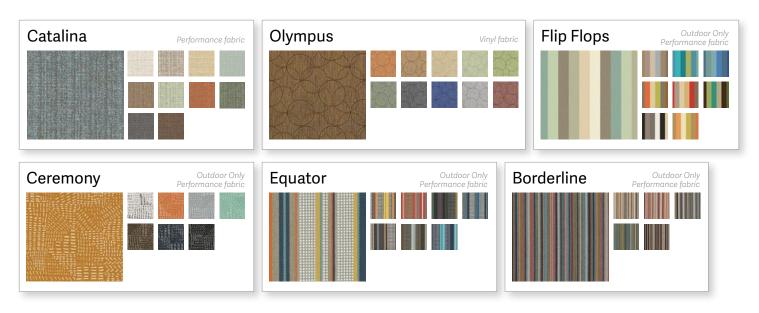
# Fabric Library - Grade F



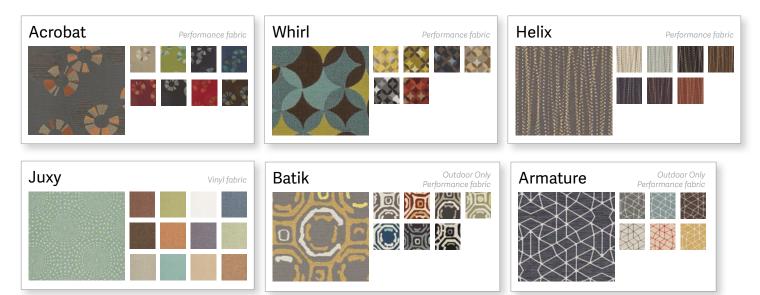
### Fabric Library - Grade G



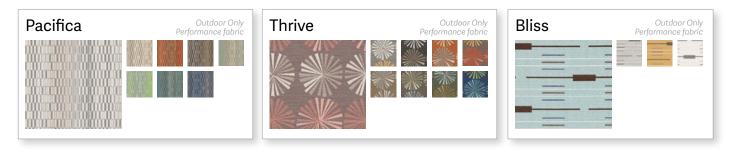
# Fabric Library - Grade G - Continued



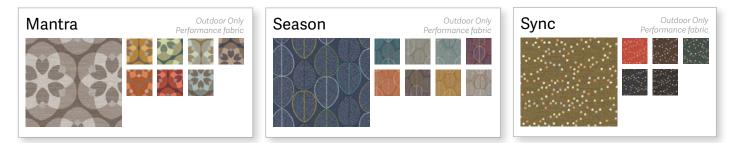
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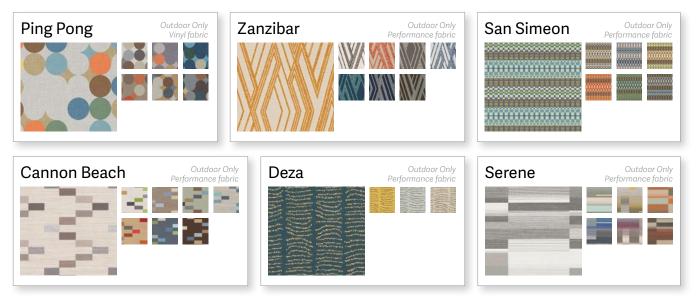
# Fabric Library - Grade I



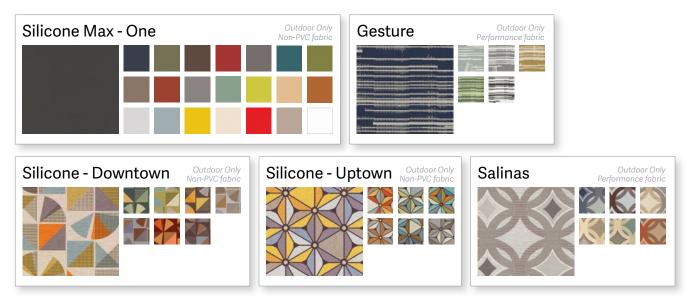
## Fabric Library - Grade I - Continued



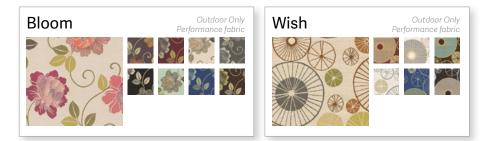
## Fabric Library - Grade J



# Fabric Library - Grade K



# Fabric Library - Grade L





AT NORIX, WE DESIGN INNOVATIVE, ROBUST FURNITURE THAT MEETS THE REAL-WORLD NEED FOR HUMANIZING CHALLENGING ENVIRONMENTS.



One Innovation Drive, West Chicago, Illinois 60185 Phone: 630-231-1331 / Toll Free: 800-234-4900 / Fax: 630-231-4343 furniture@norix.com | ©2022 Norix Group, Inc. | Printed 2/22

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