Infographic Standardization

For White Papers and simple editorials

Simple (1-4 info fields)

Colorways

Primary

Rules

Graph dial should always begin by pointing north and starting at 12

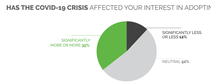
Horizontal bar graphs should always run left to right

Vertical bar graphs should always run bottom to top

22 point stroke should be the size of bars

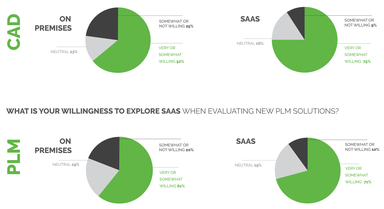
Simple Radial (Pie)

Style Example 1:

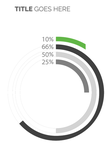


Style Example 2:

Example 3 (comparison)



Style Example 4

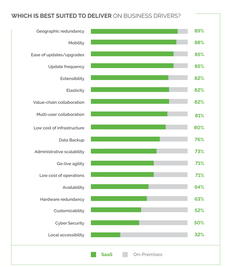


Simple Graph (Bar)

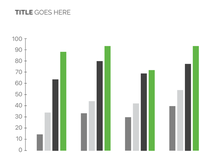
Style Example 1:

Style Example 2:

Style Example 3:

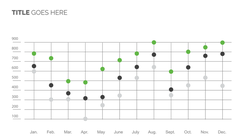


Style Example 4:

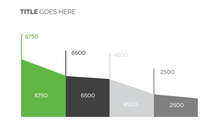


Alternatives

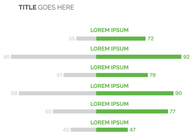
Style Example Dotted:



Style Example Mountain Range:



Style Example Slider:



Complex (4+ info fields)

Colorways

Rules

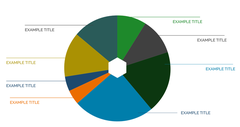
Graph dial should always begin by pointing north and starting at 12

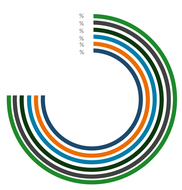
Horizontal bar graphs should always run left to right

Vertical bar graphs should always run bottom to top

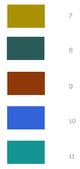
22 point stroke should be the size of bars

Complex Radial (Pie)





Colorway Sequence

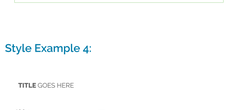


Complex Graph (Bar)

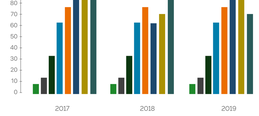
Style Example 1:

Style Example 2:

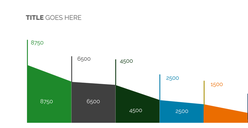
Style Example 3:



Style Example 4:



Complex Alternatives



Style Example Mountain Range: