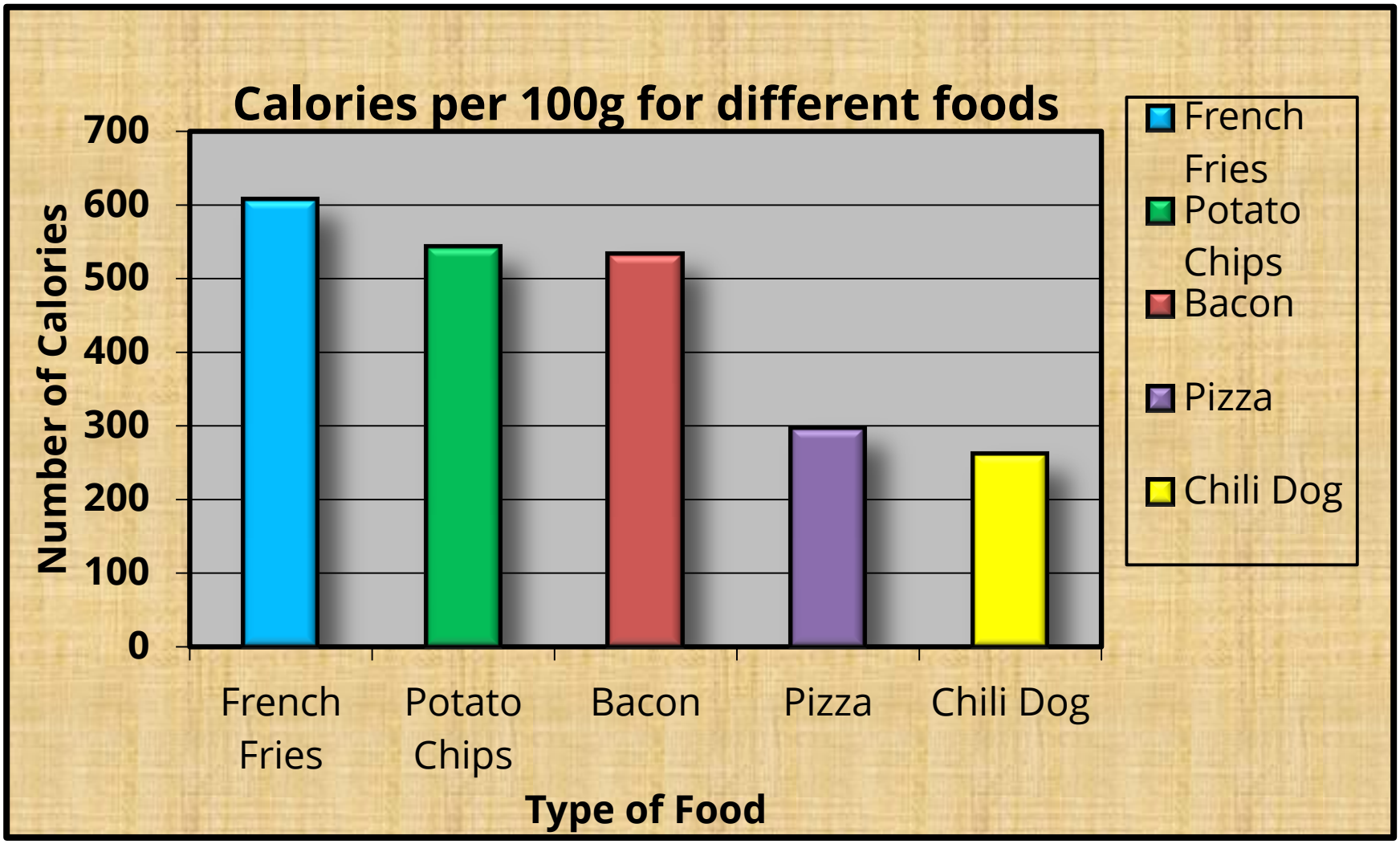
Remove

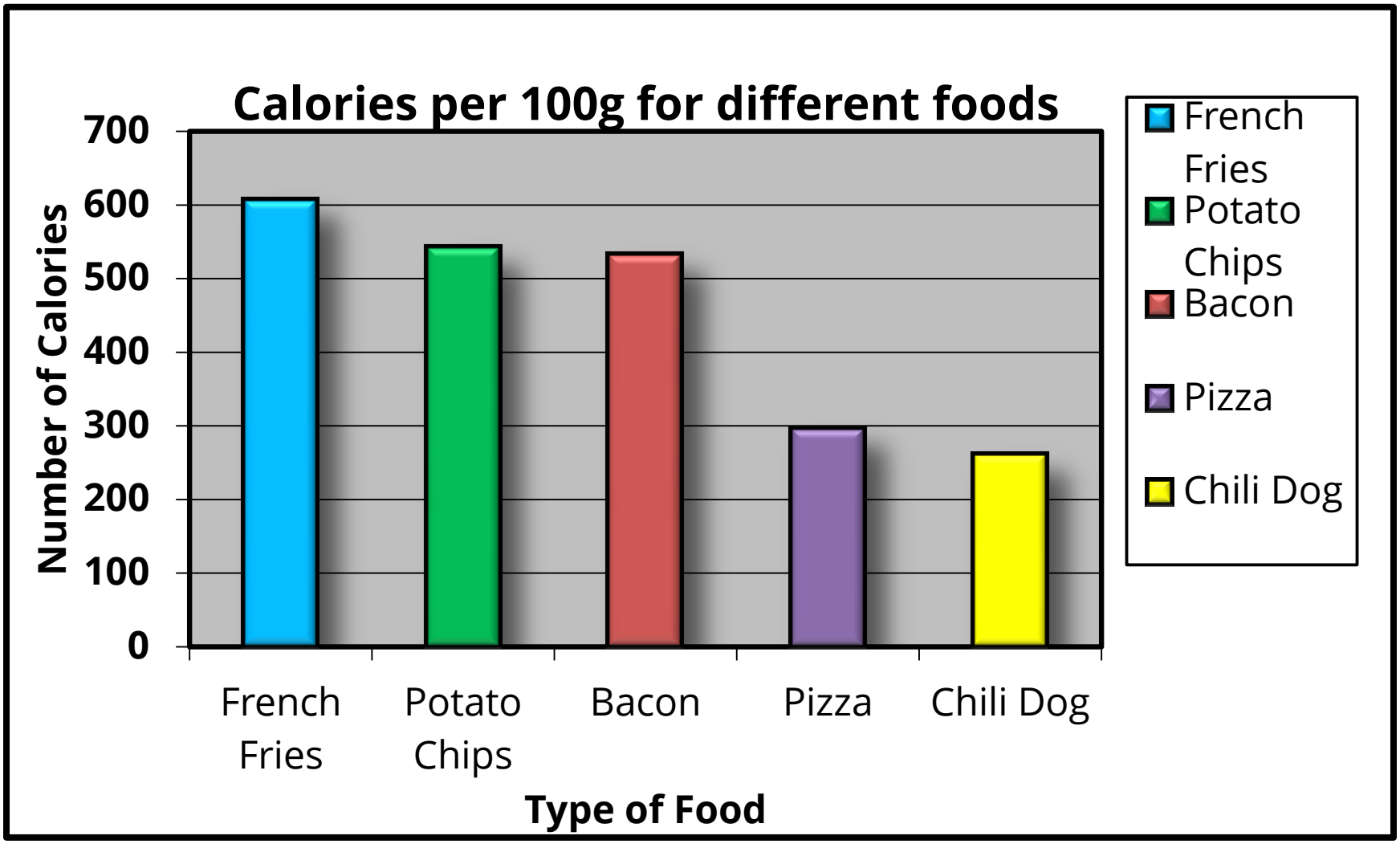
to improve

(the **data-ink** ratio)

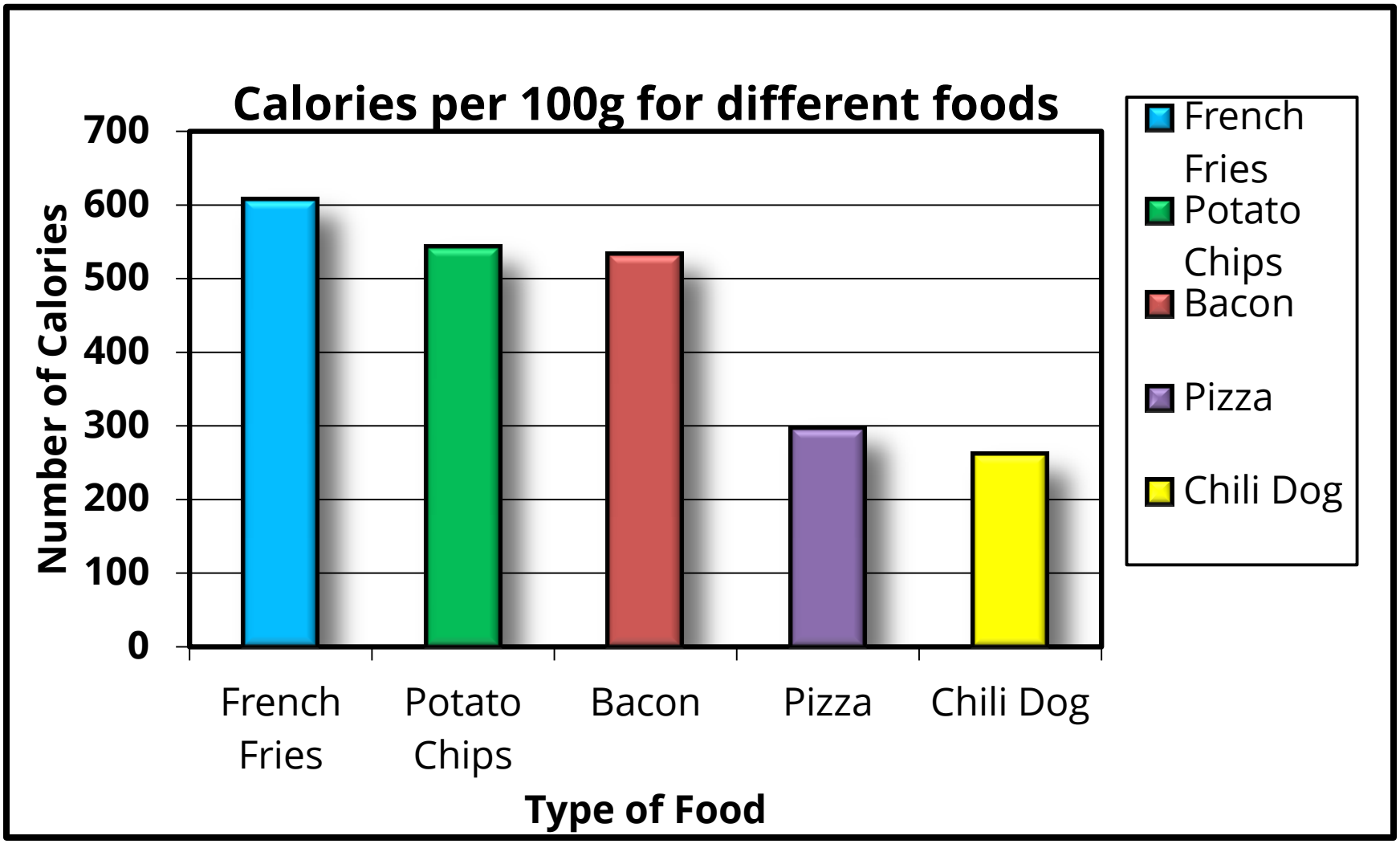
Remove backgrounds



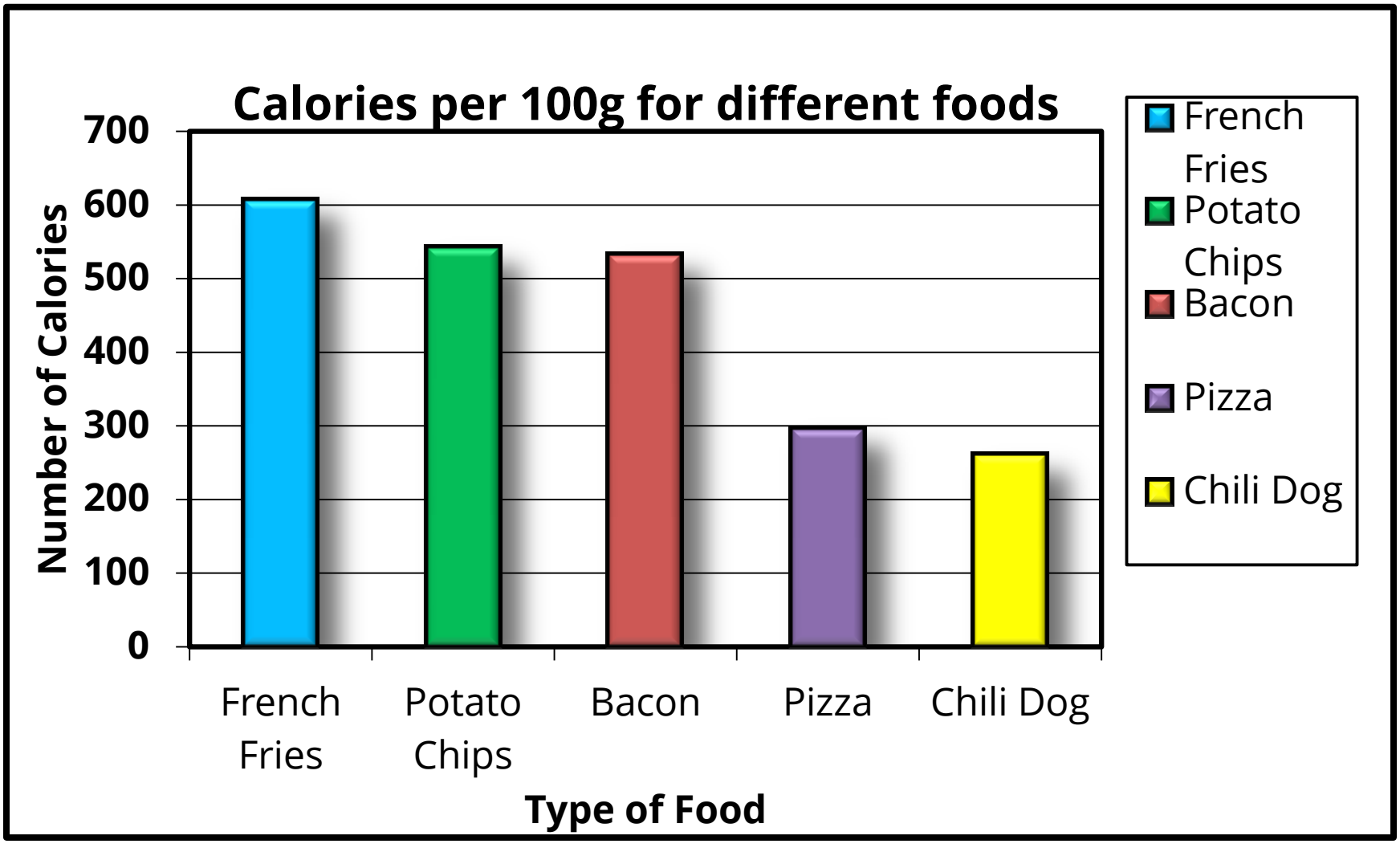
Remove backgrounds



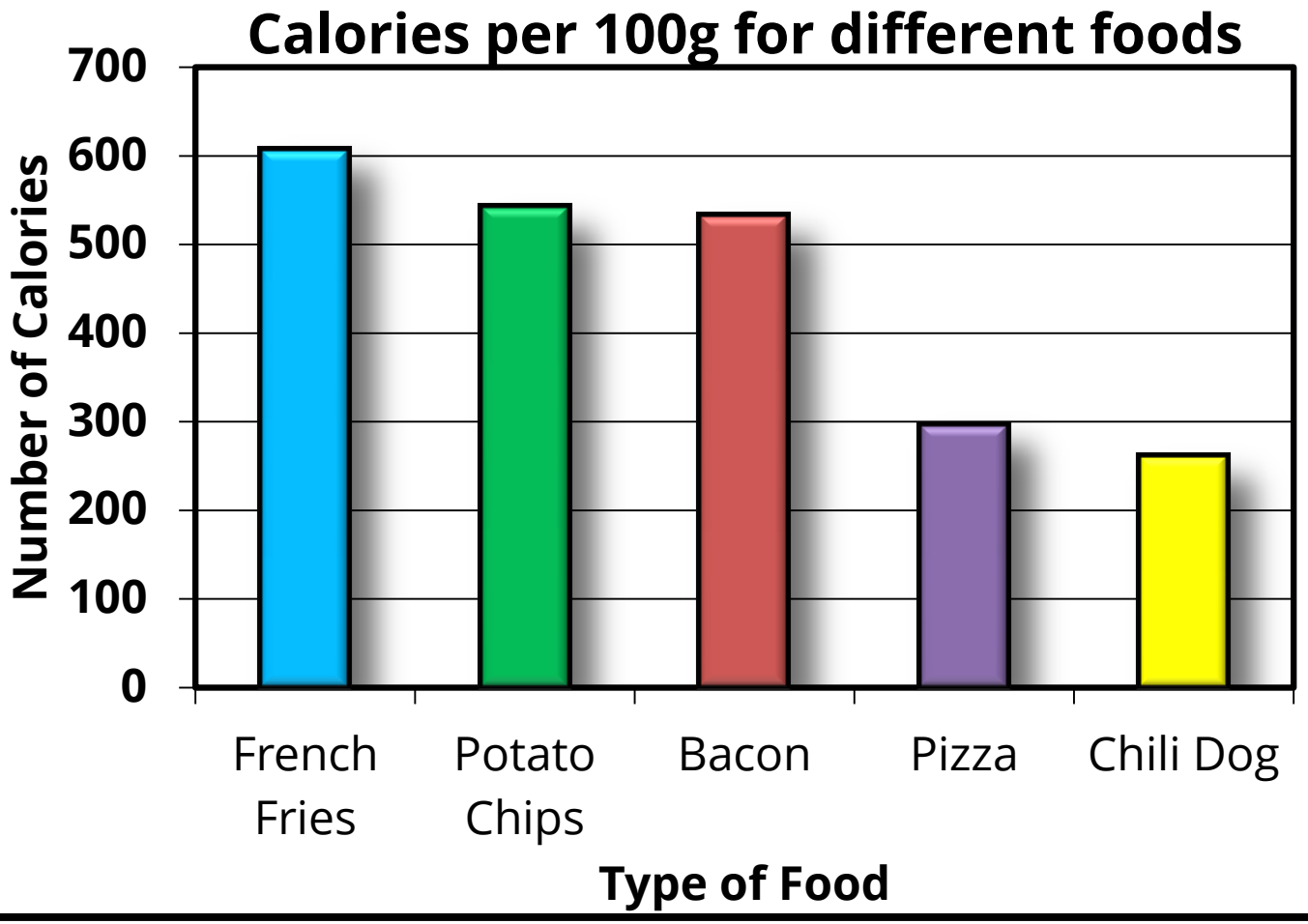
Remove backgrounds



Remove redundant labels



Remove redundant labels



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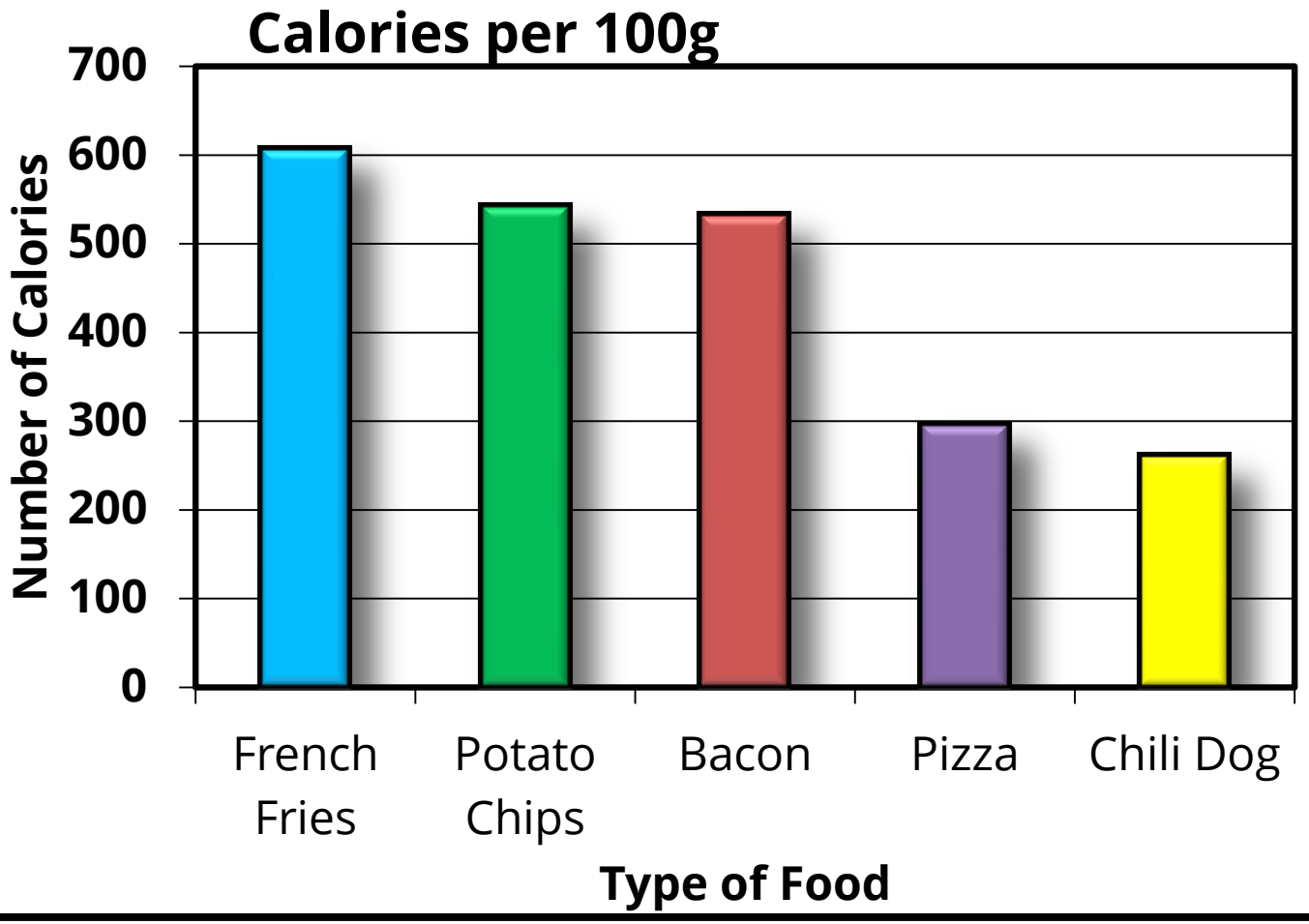

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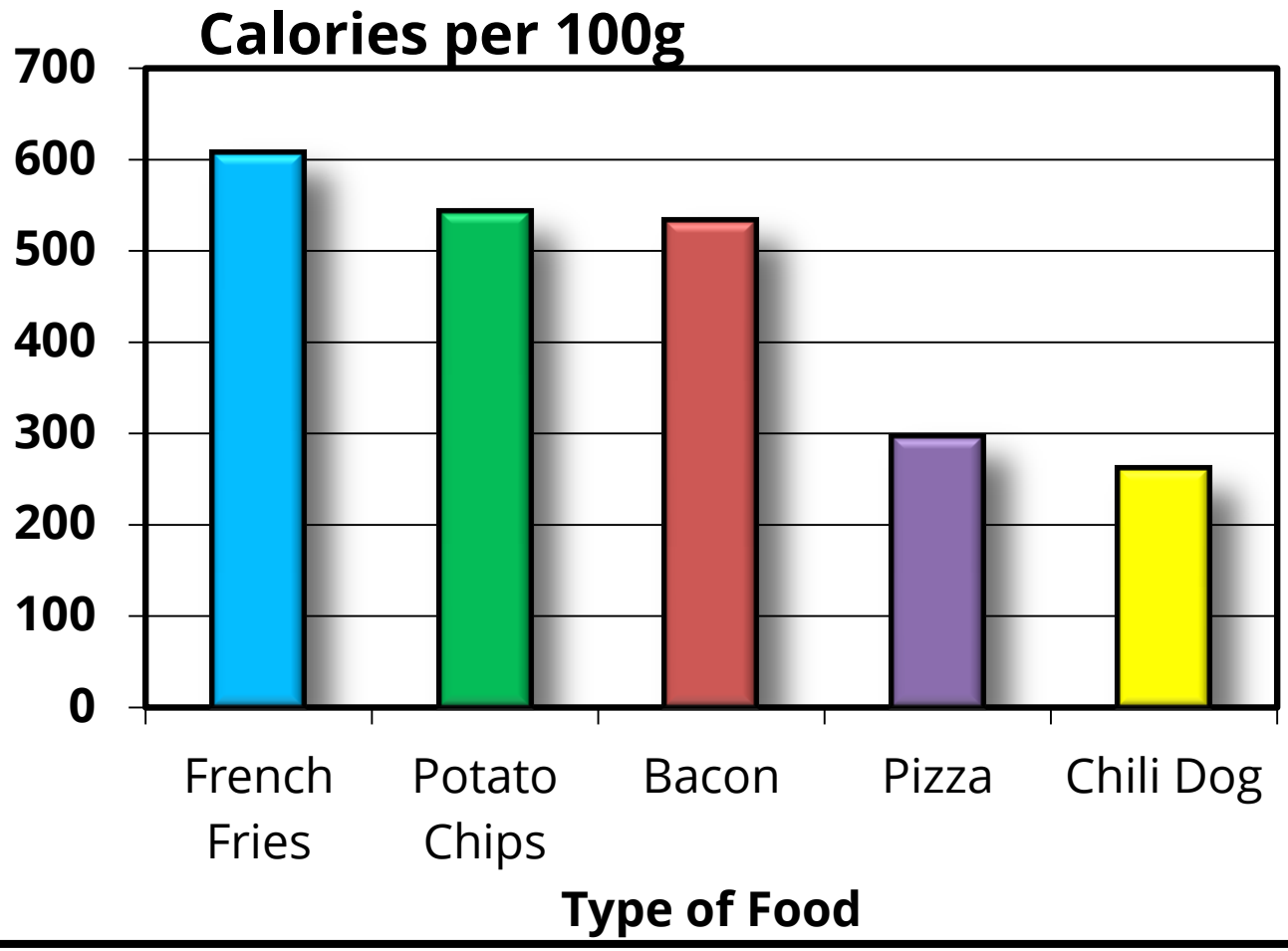

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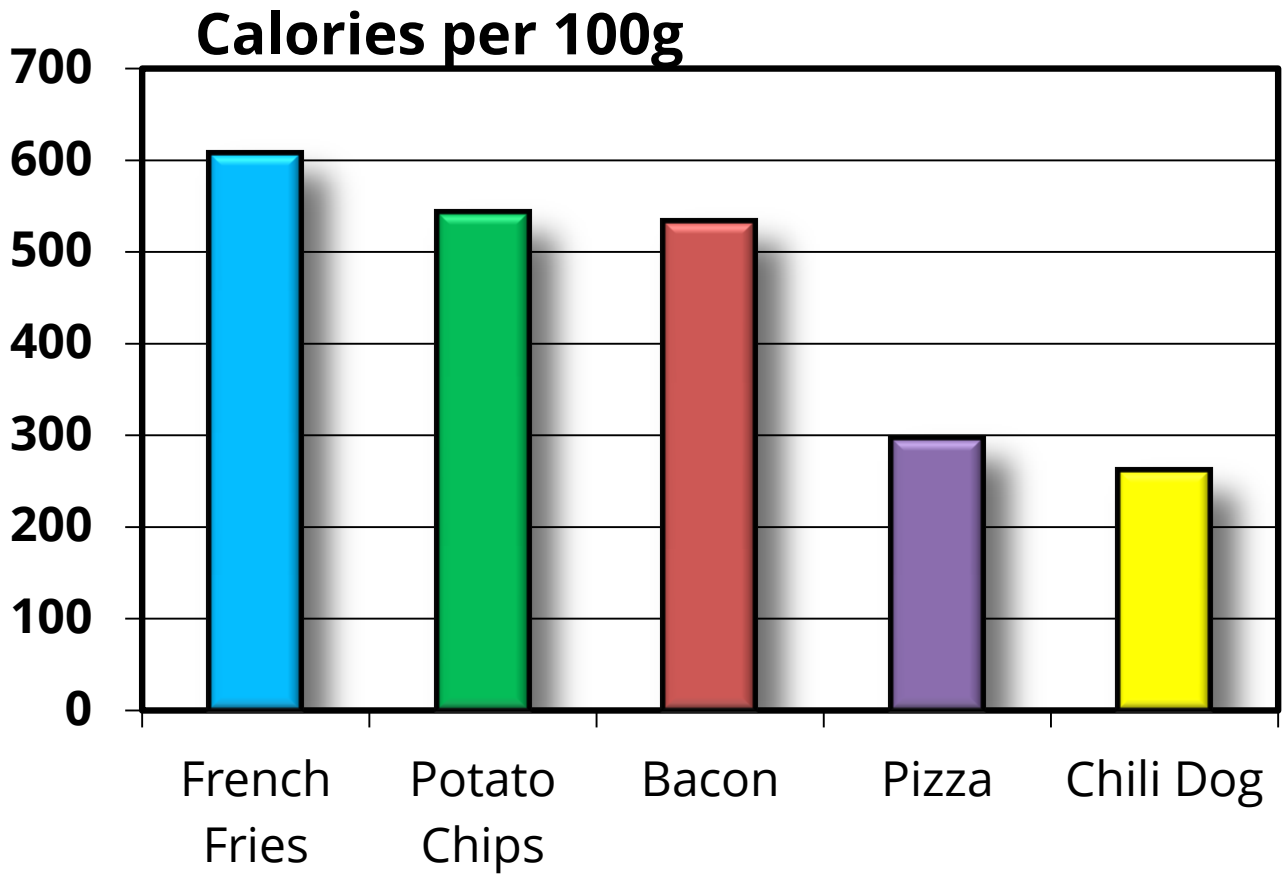
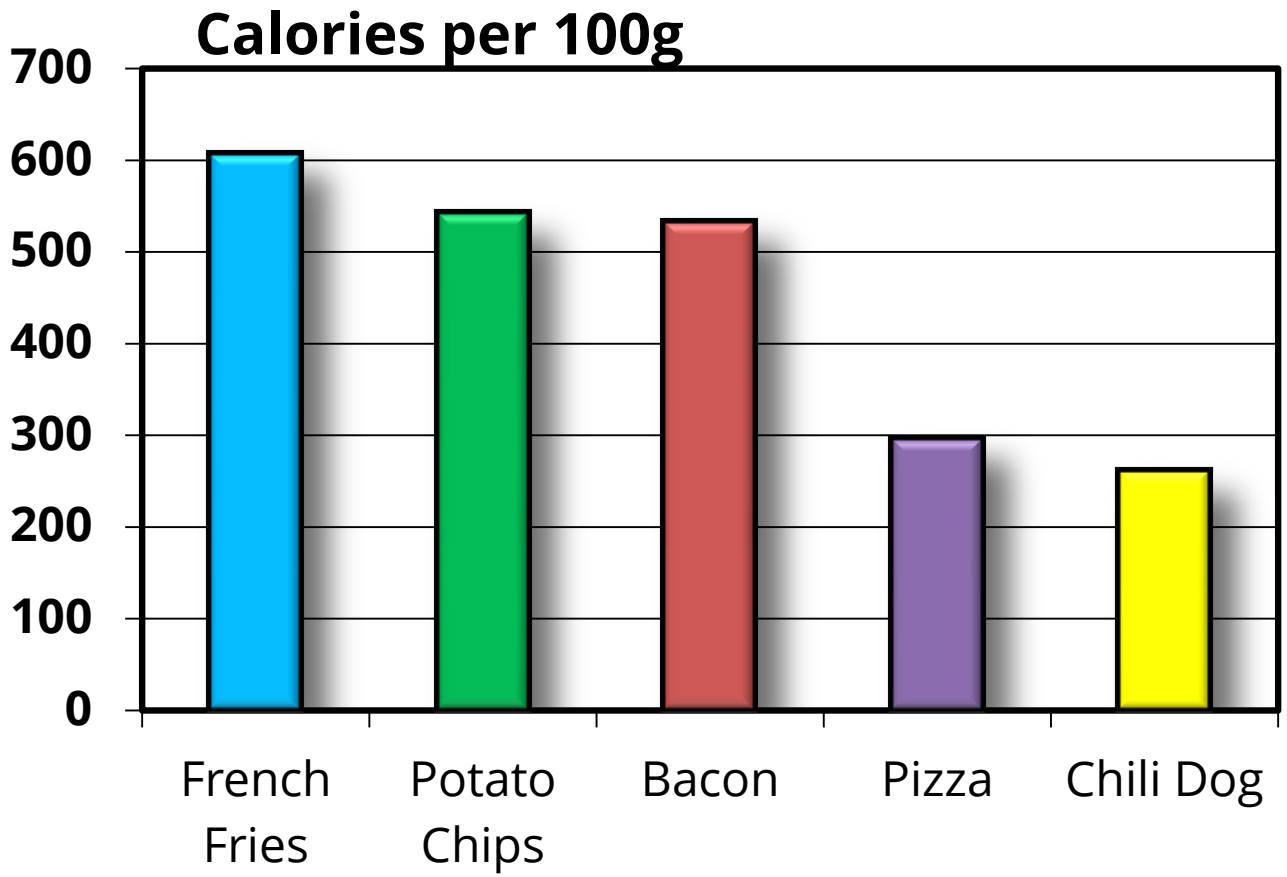
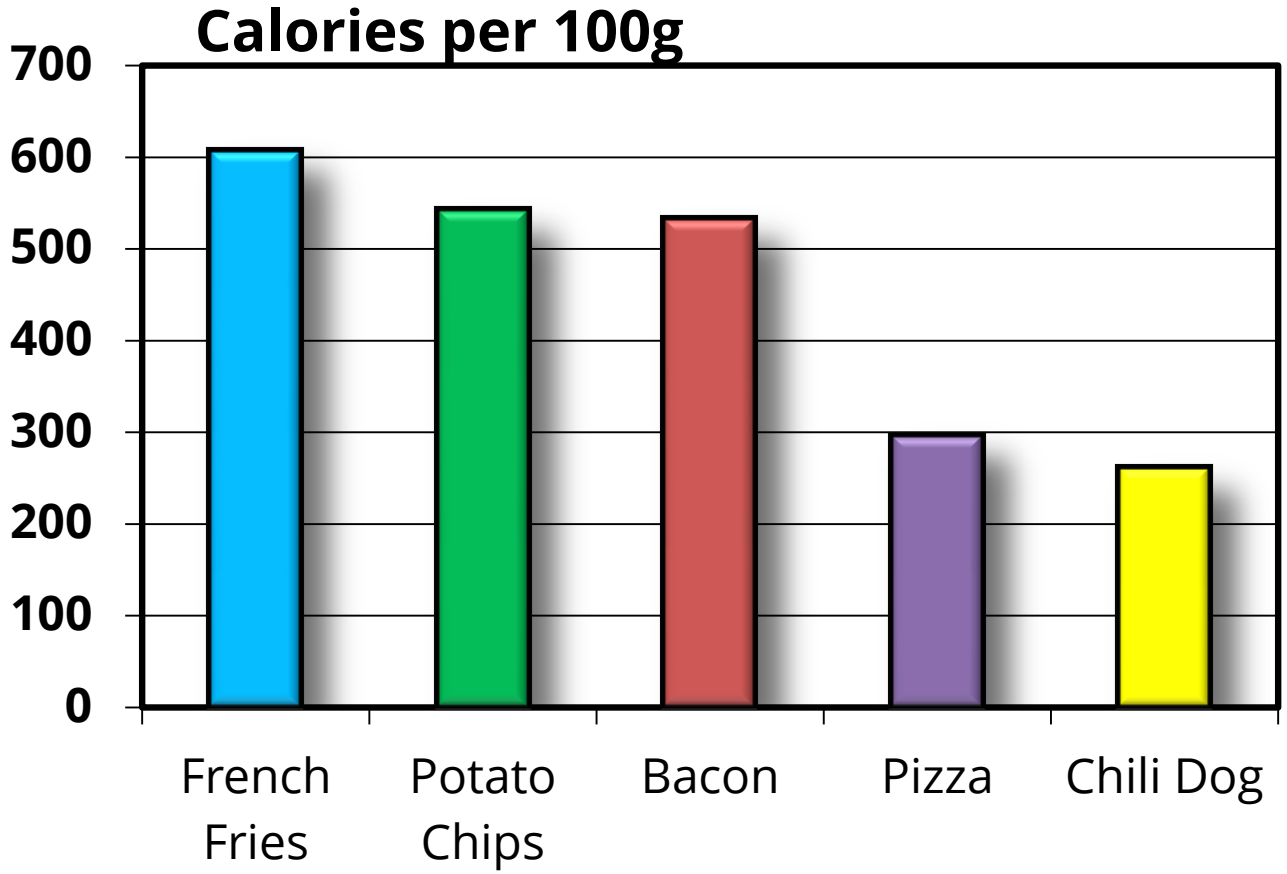


Remove borders



Remove borders



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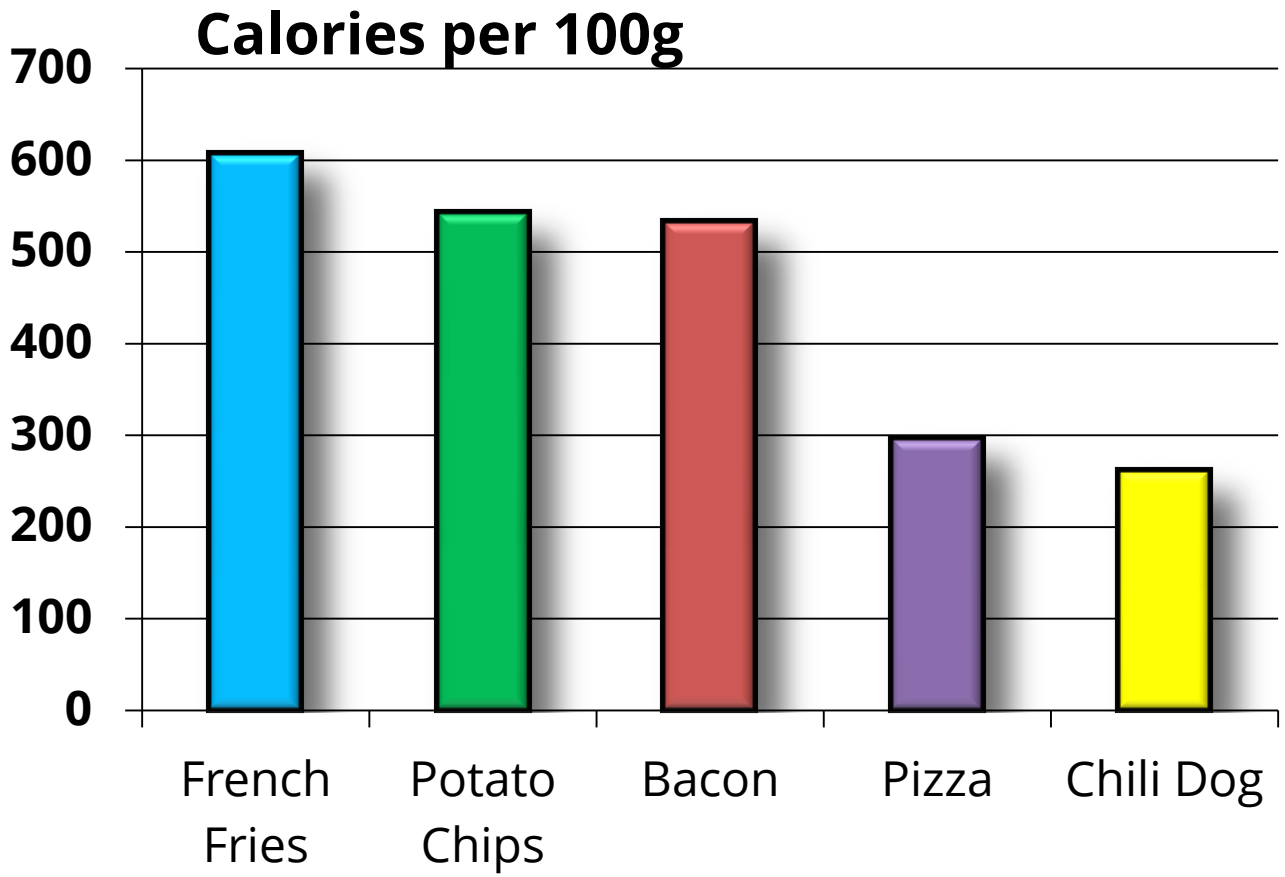

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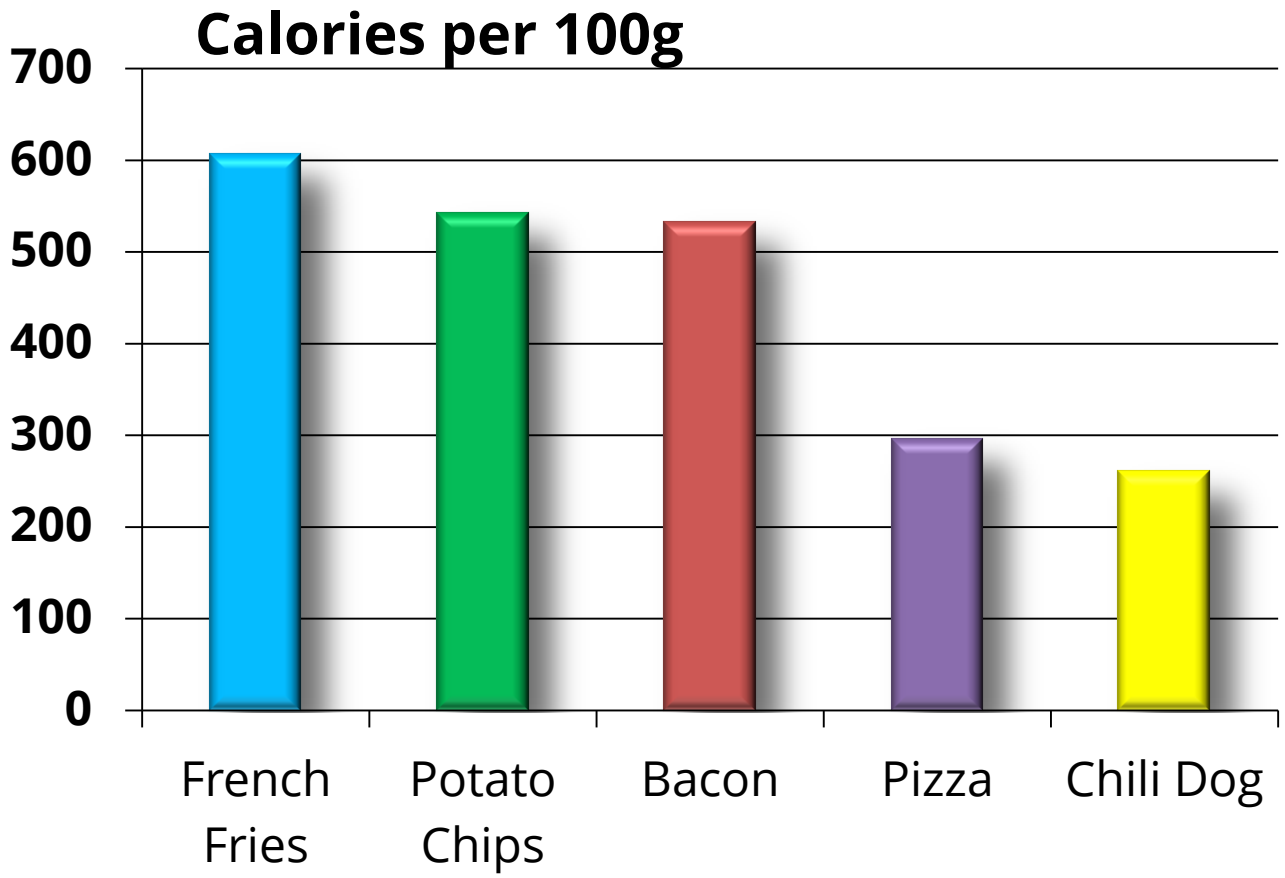
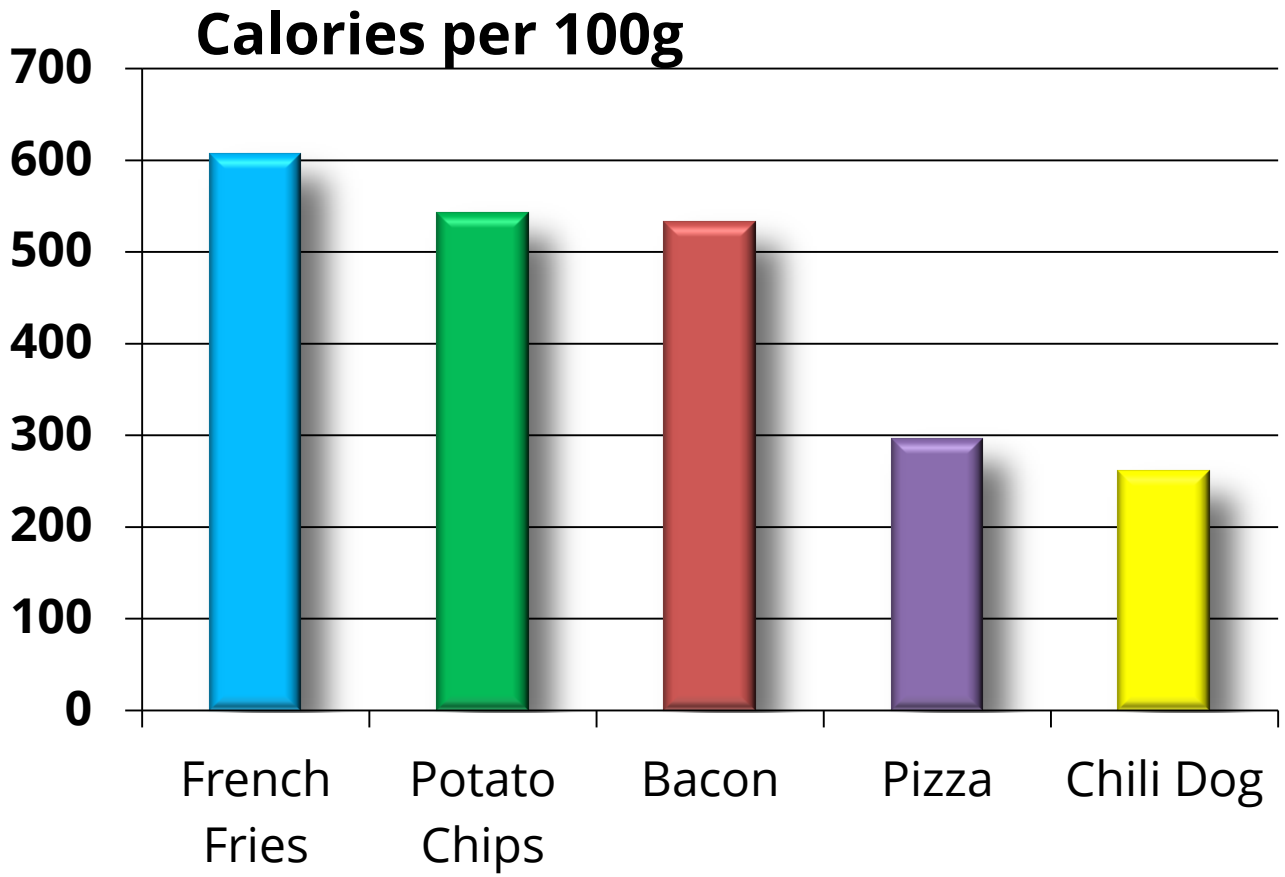
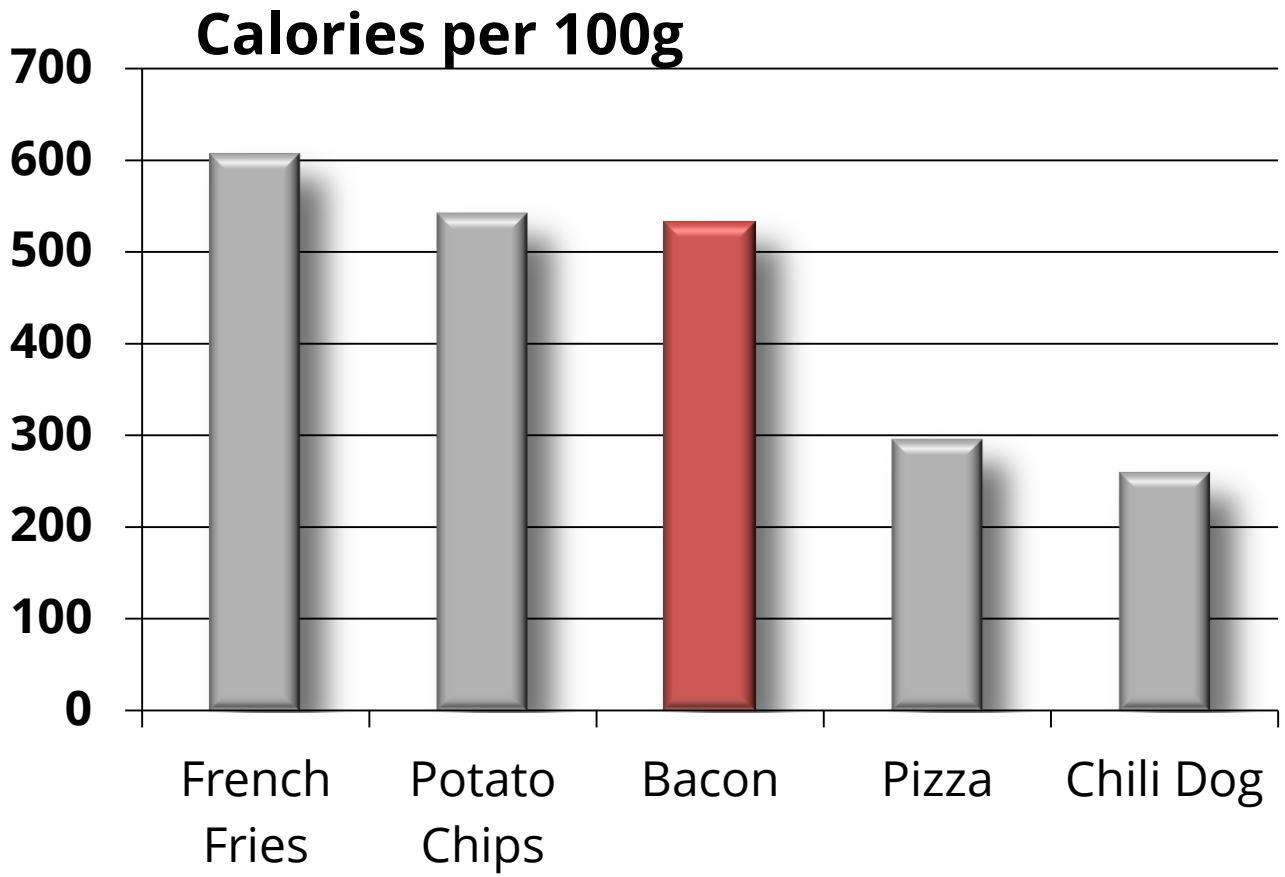


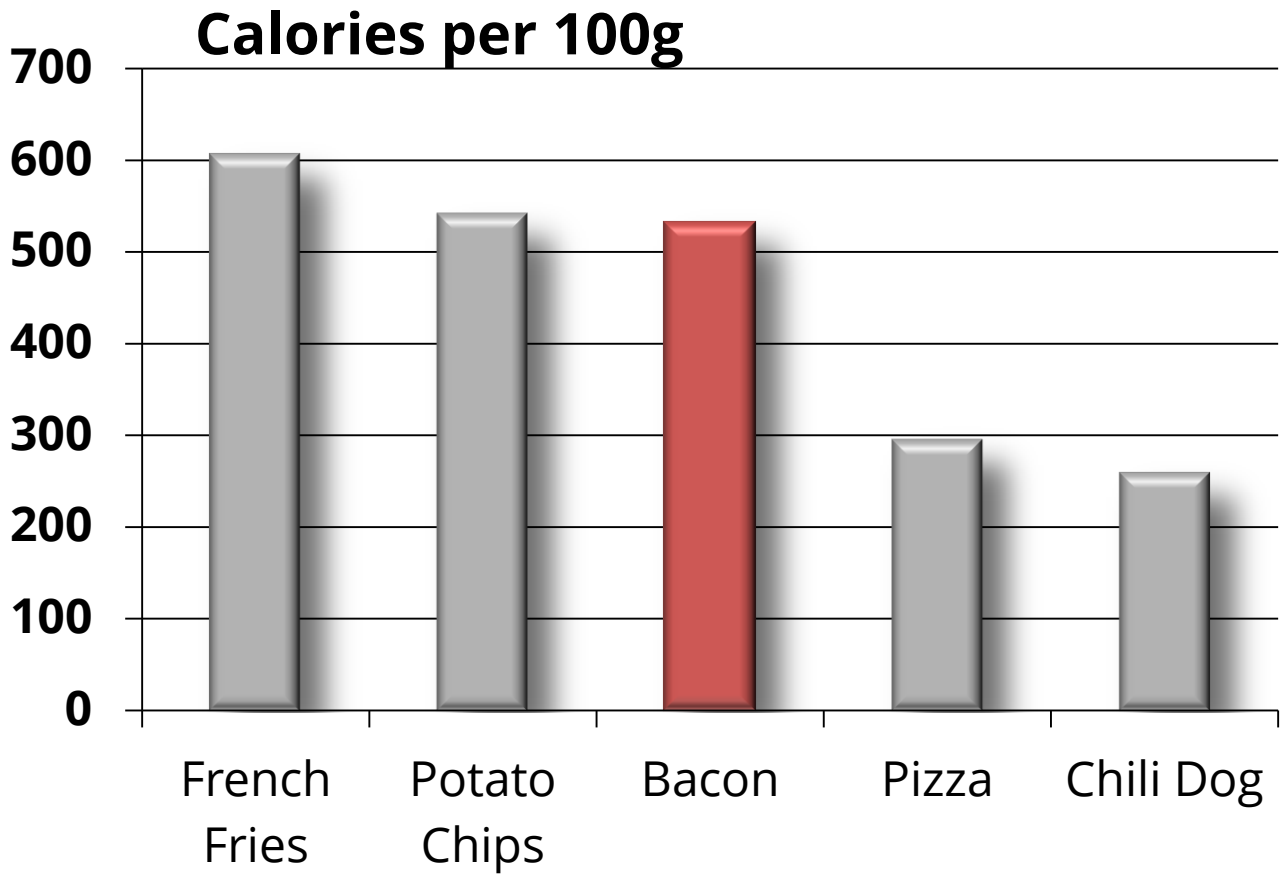
Reduce colors



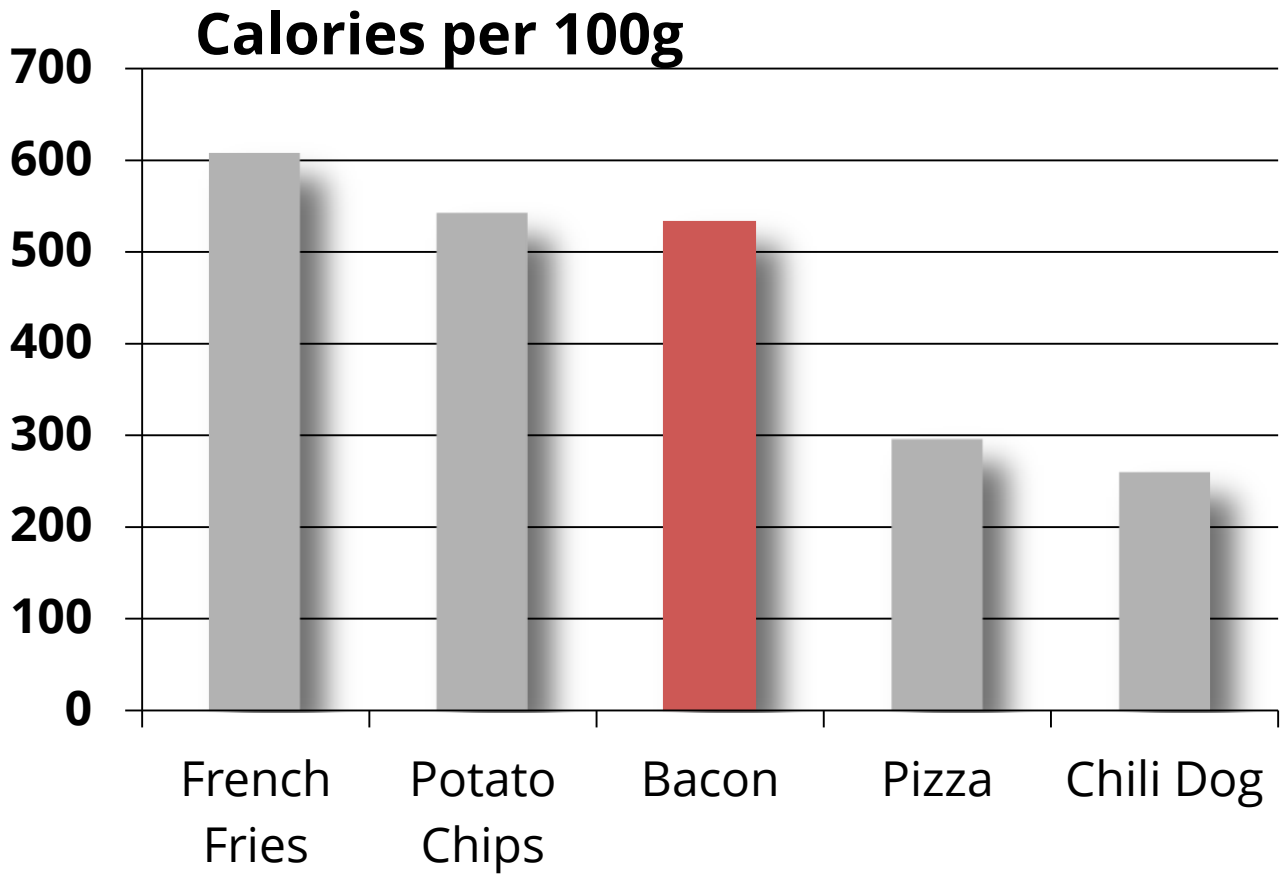
Reduce colors



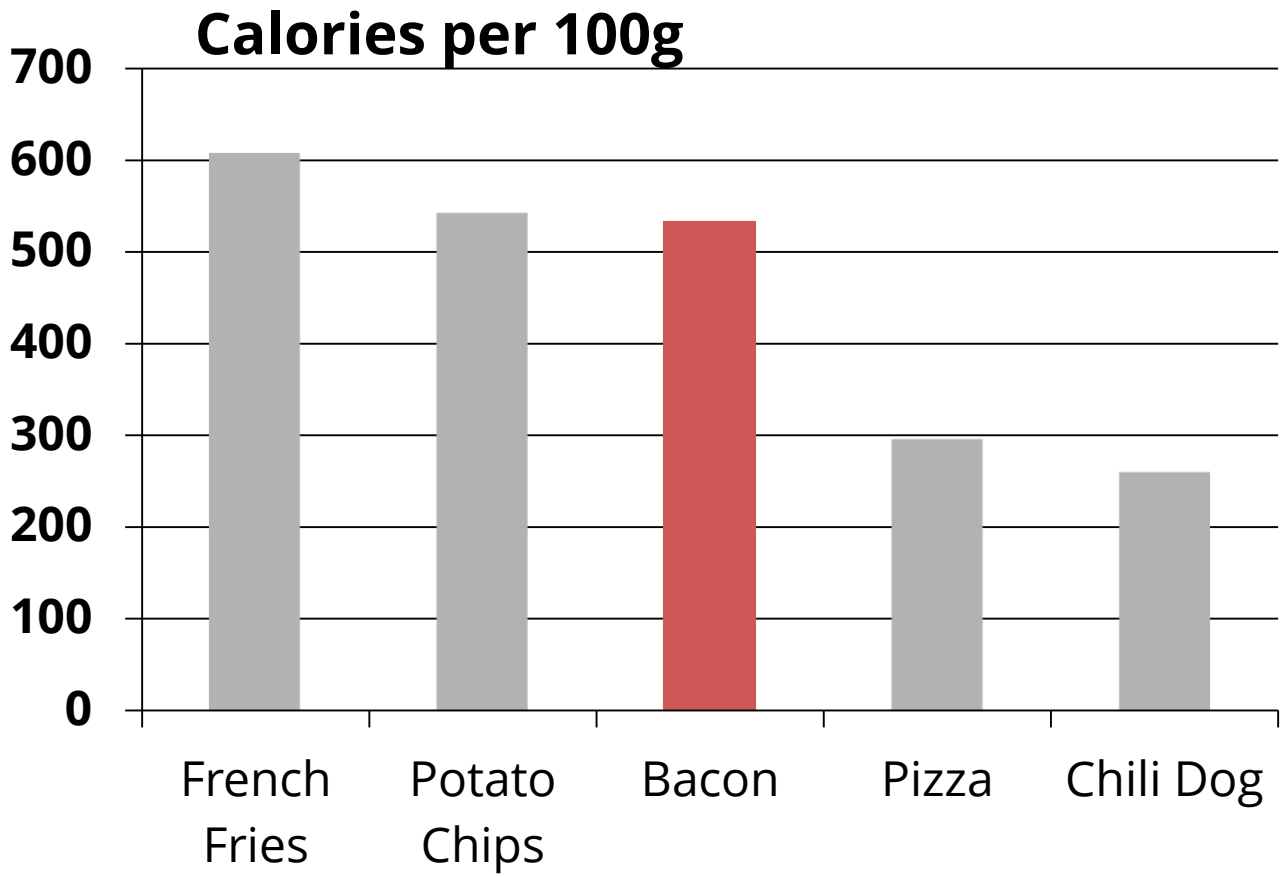
Remove special effects



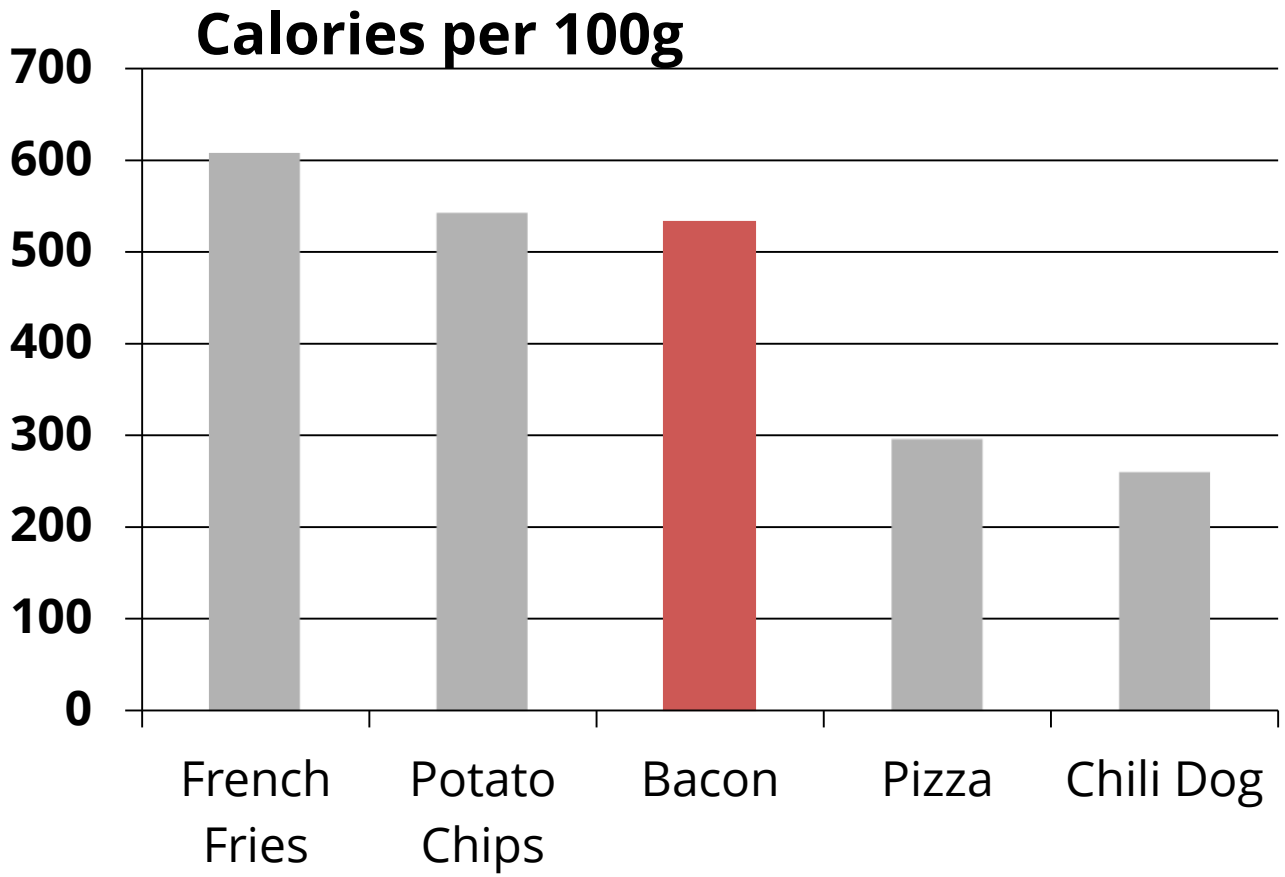
Remove special effects



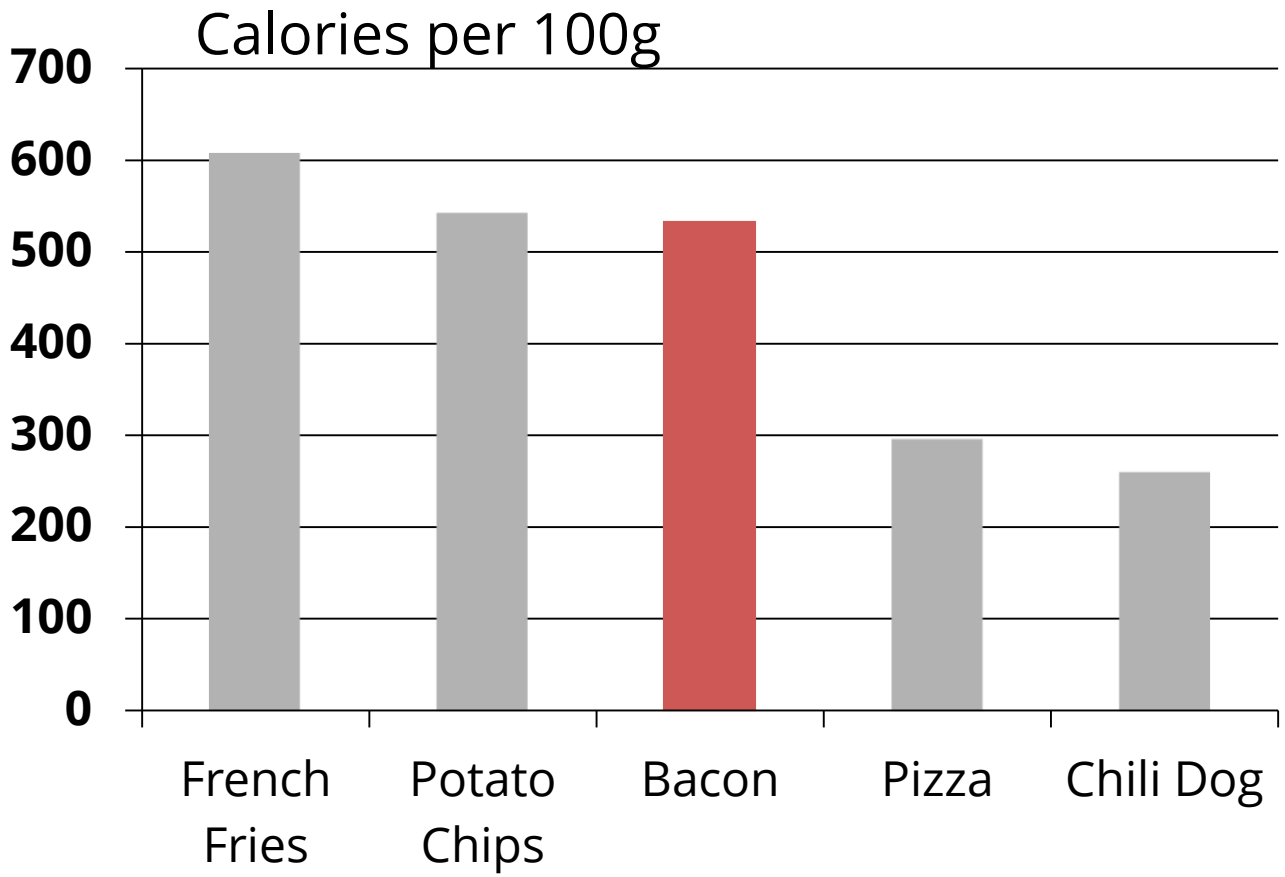
Remove special effects



Remove bolding



Remove bolding



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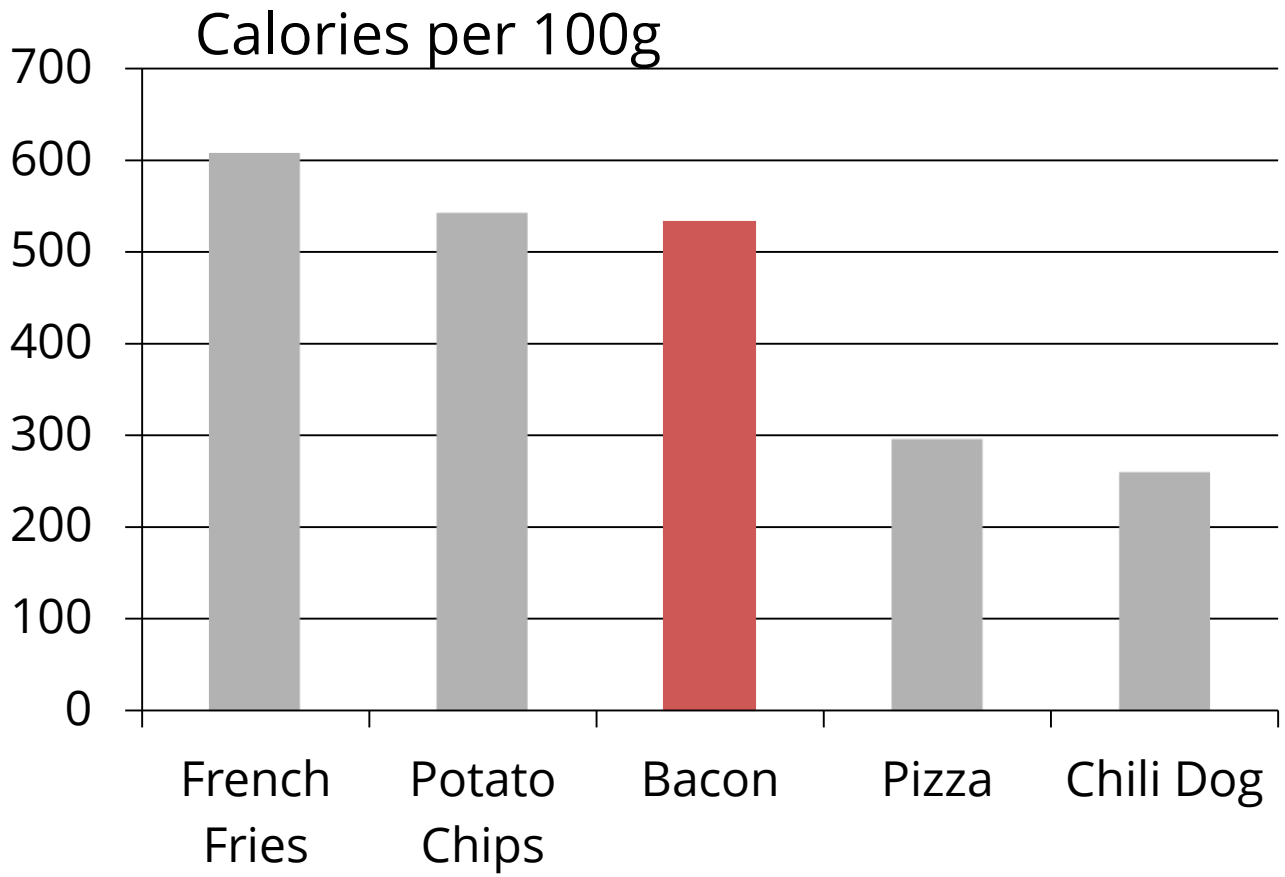
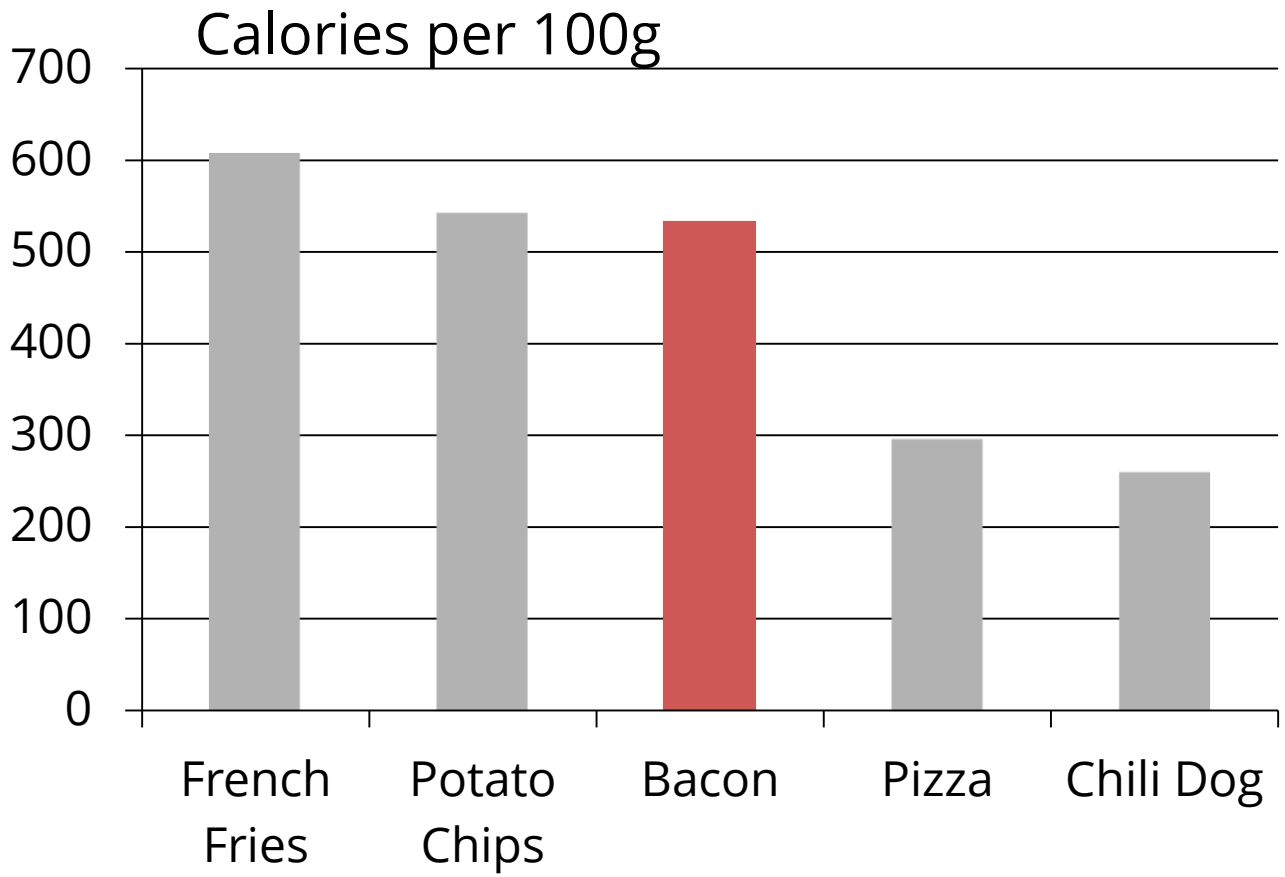
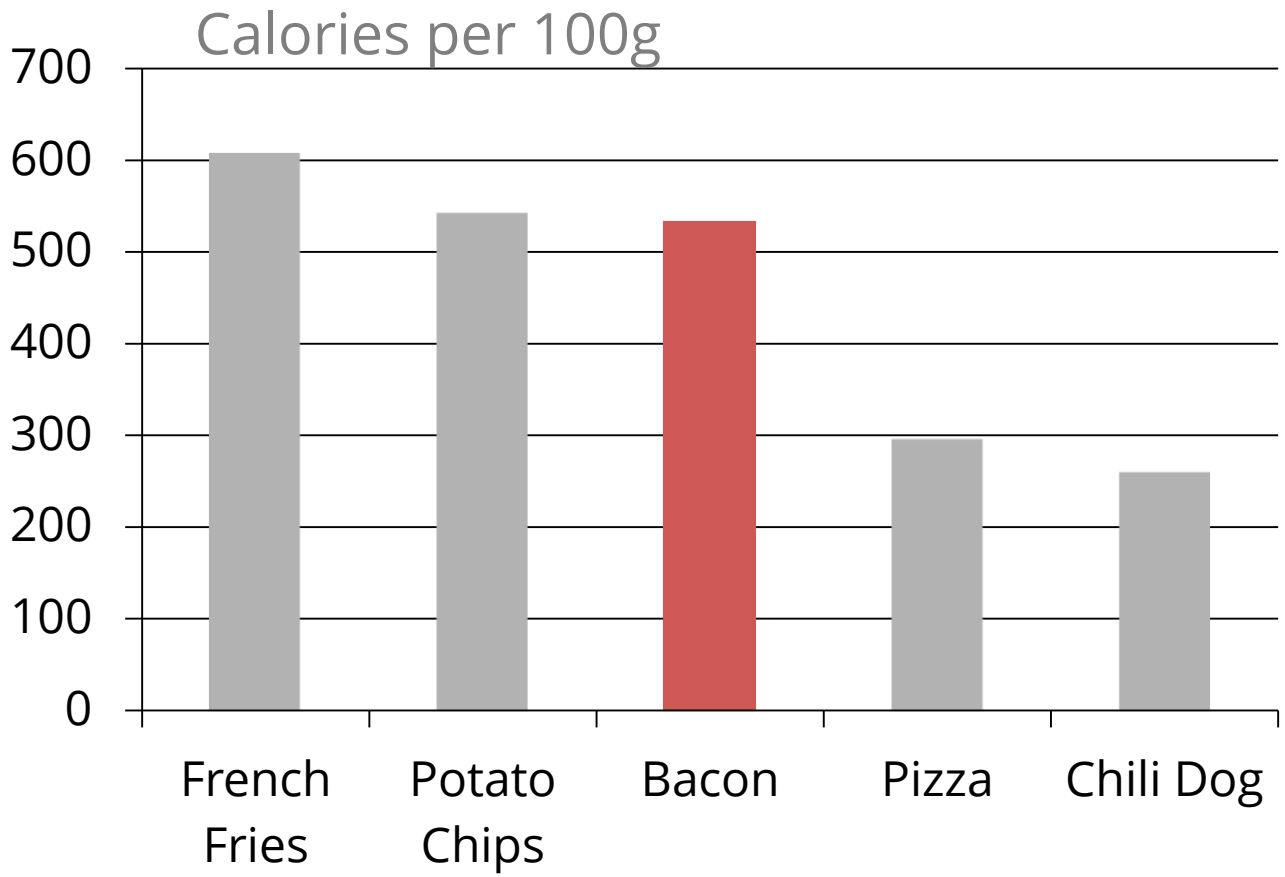


Lighten labels



Lighten labels



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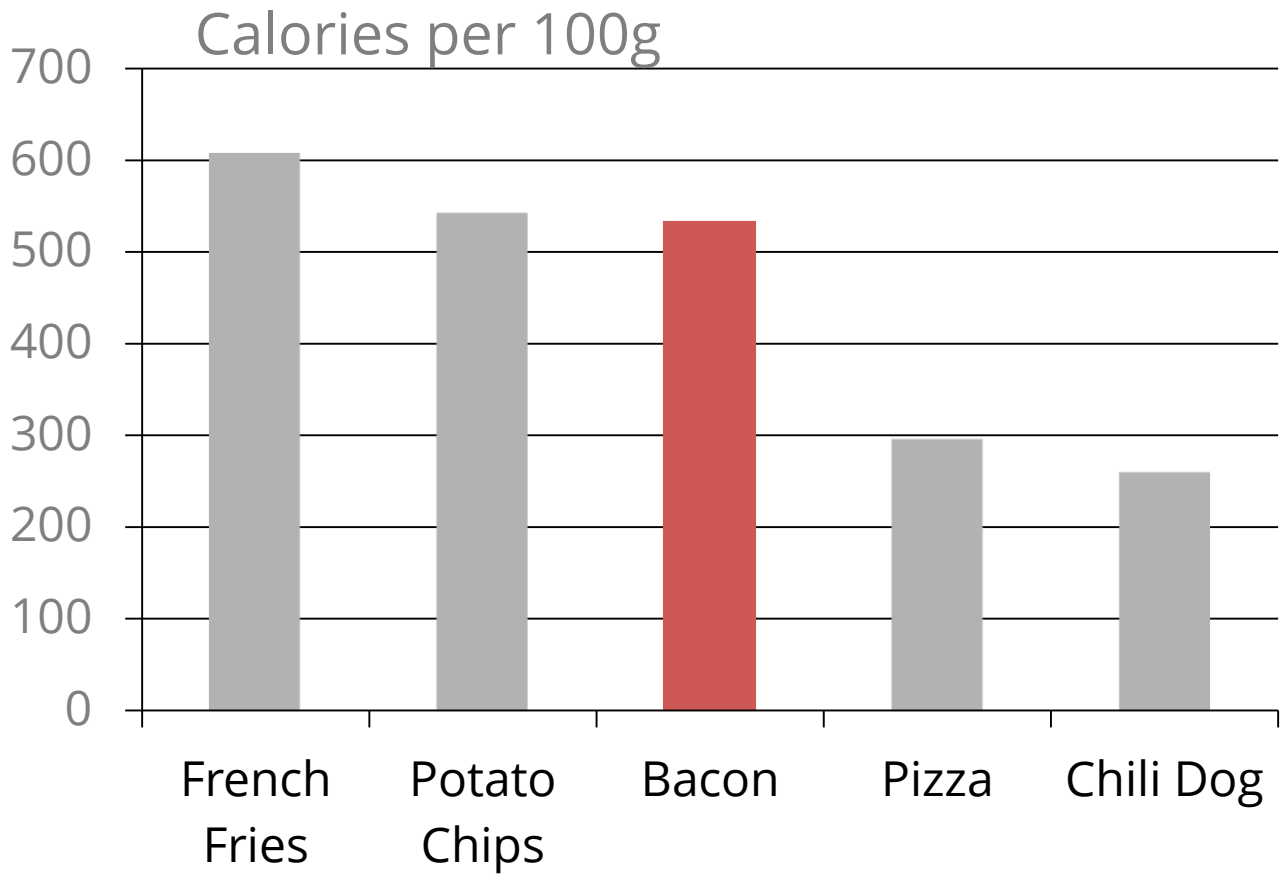

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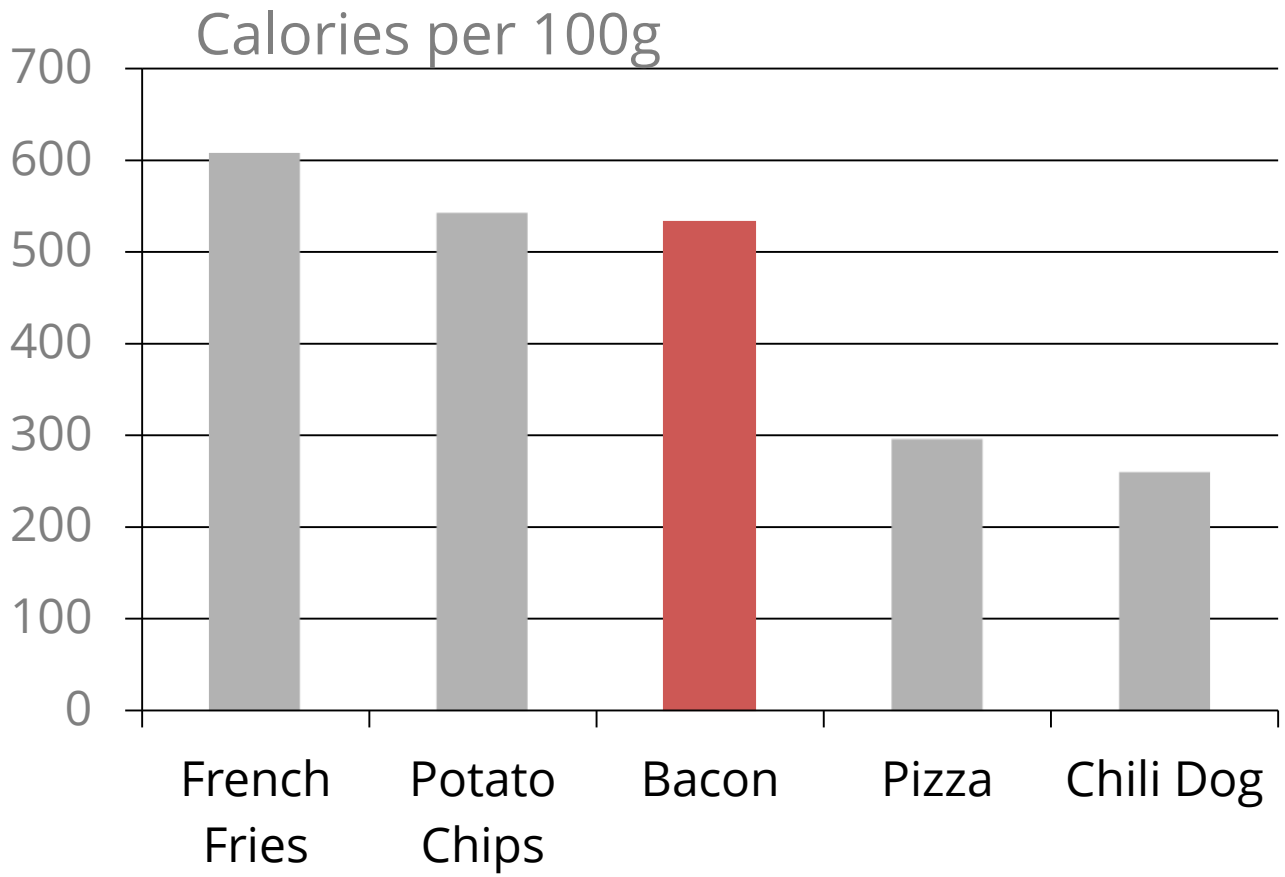

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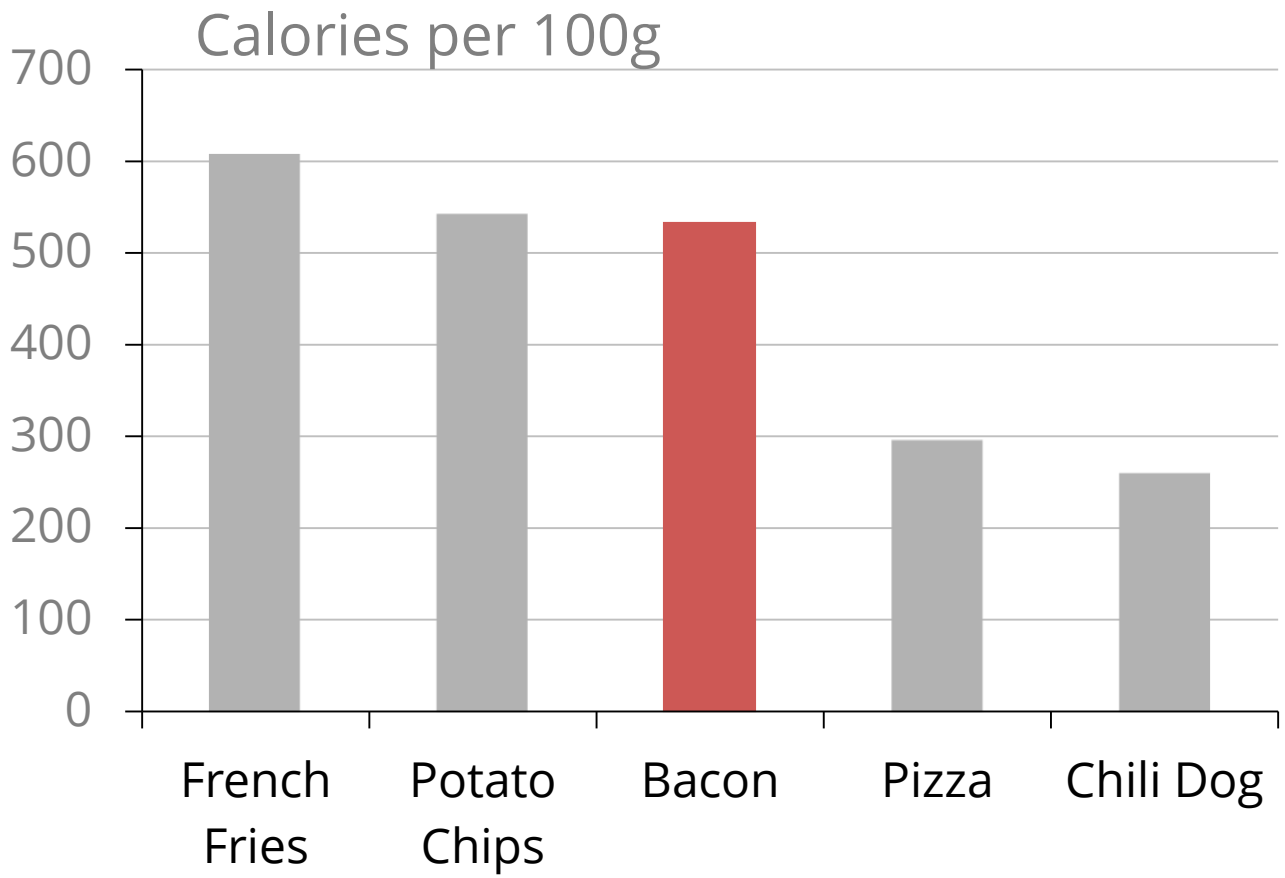

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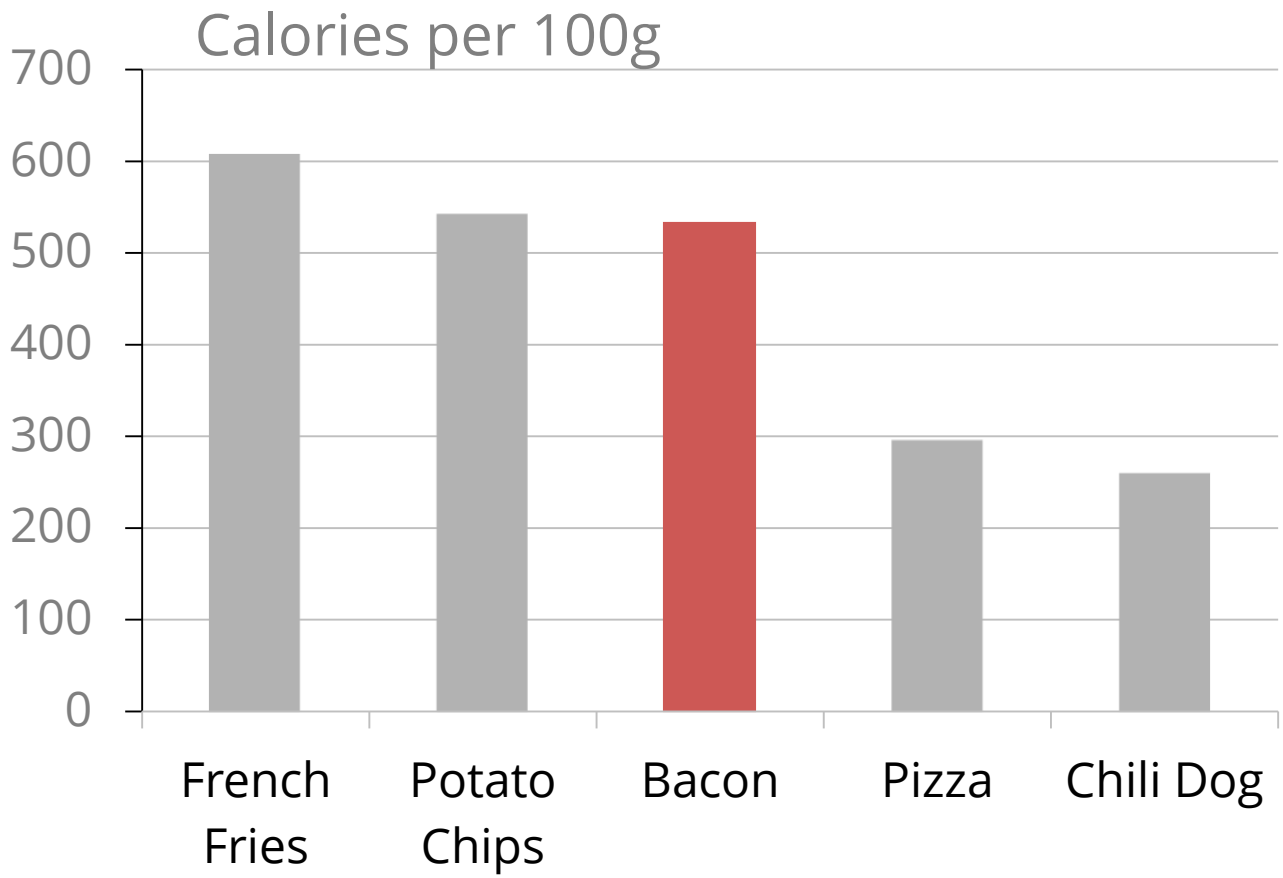

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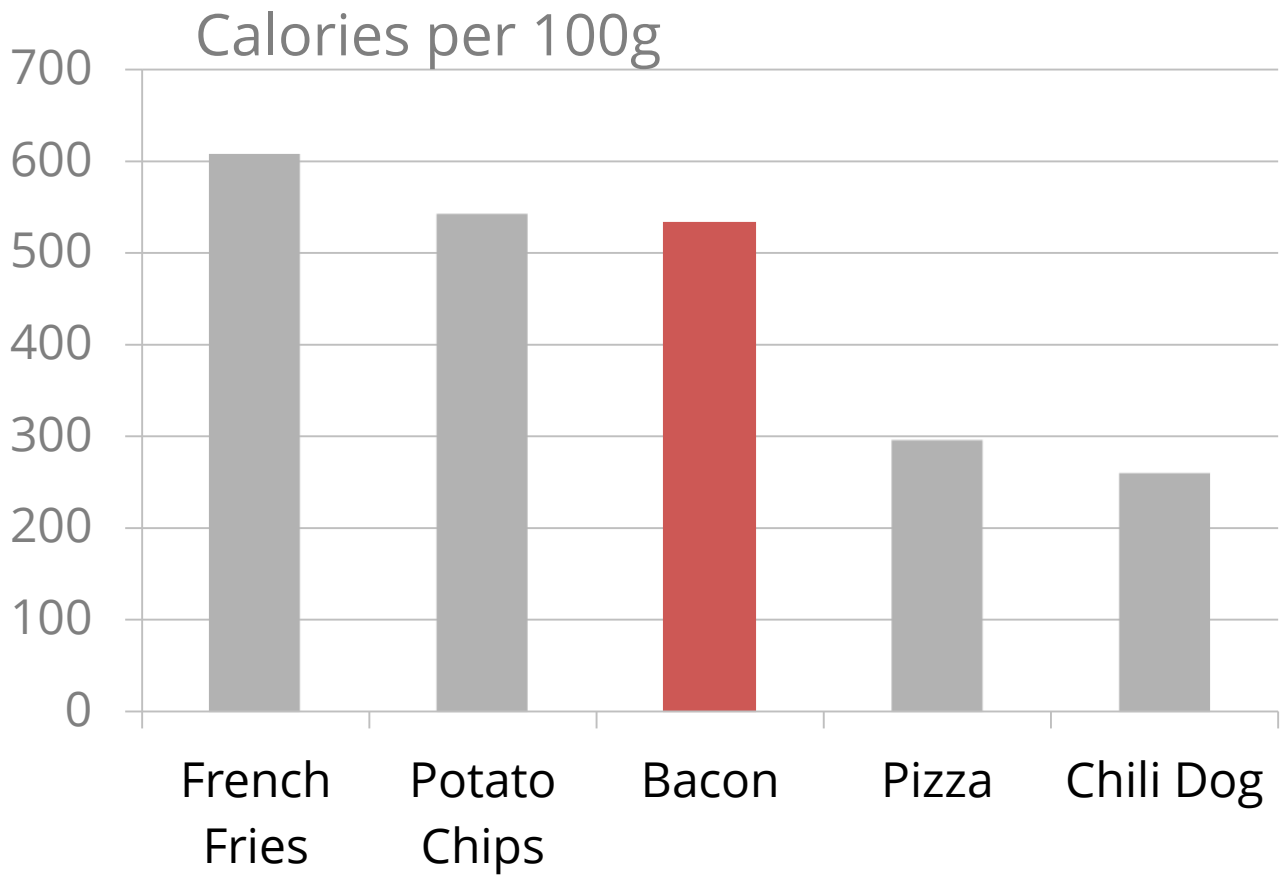
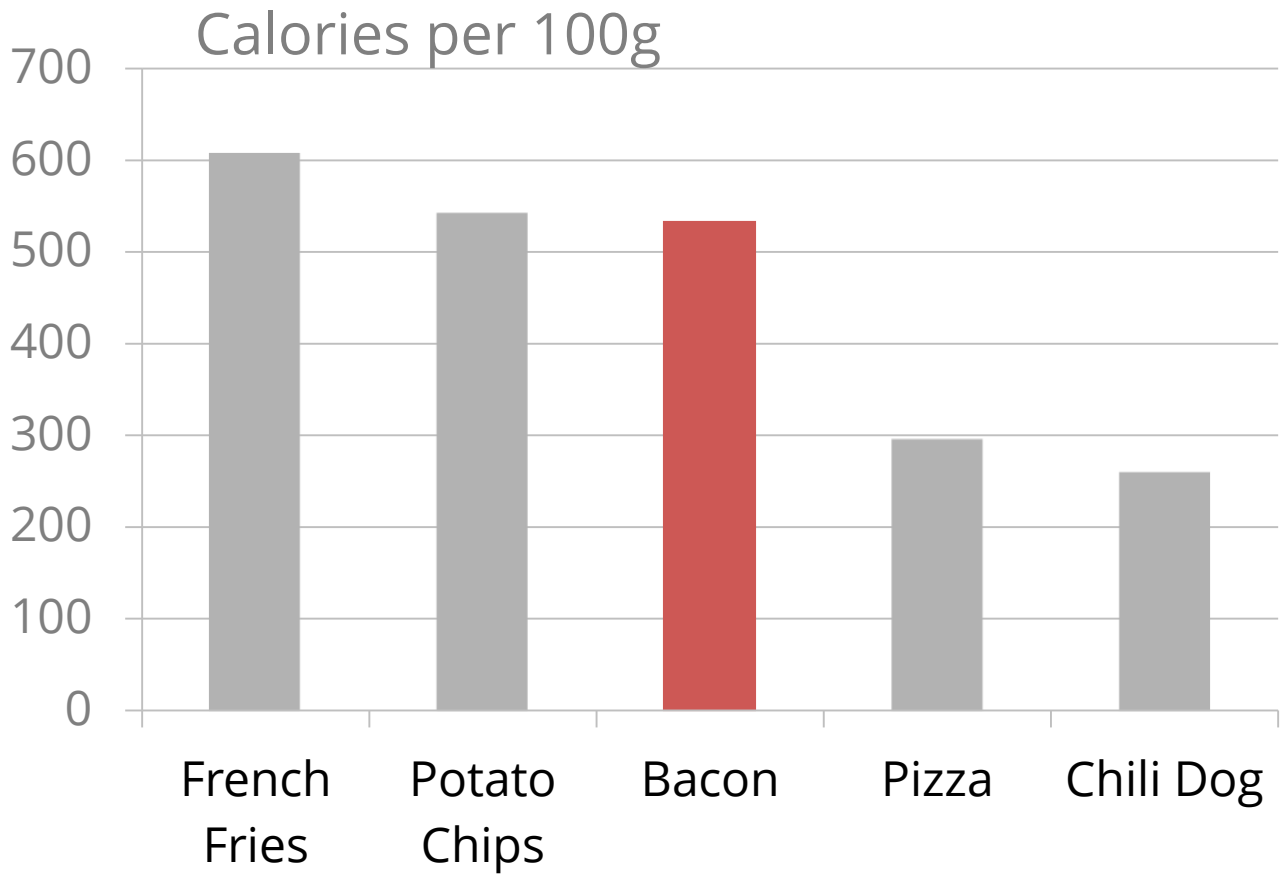


Or remove lines



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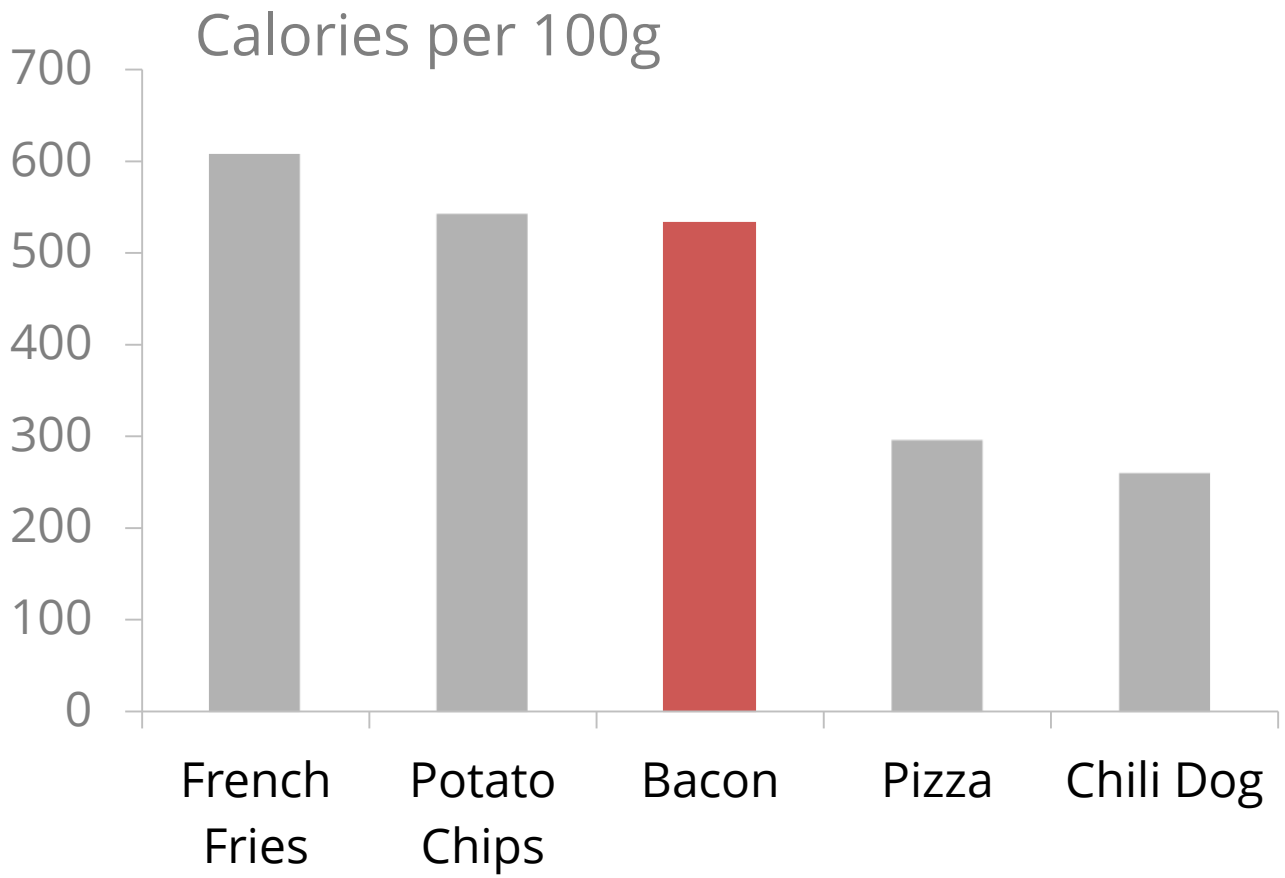
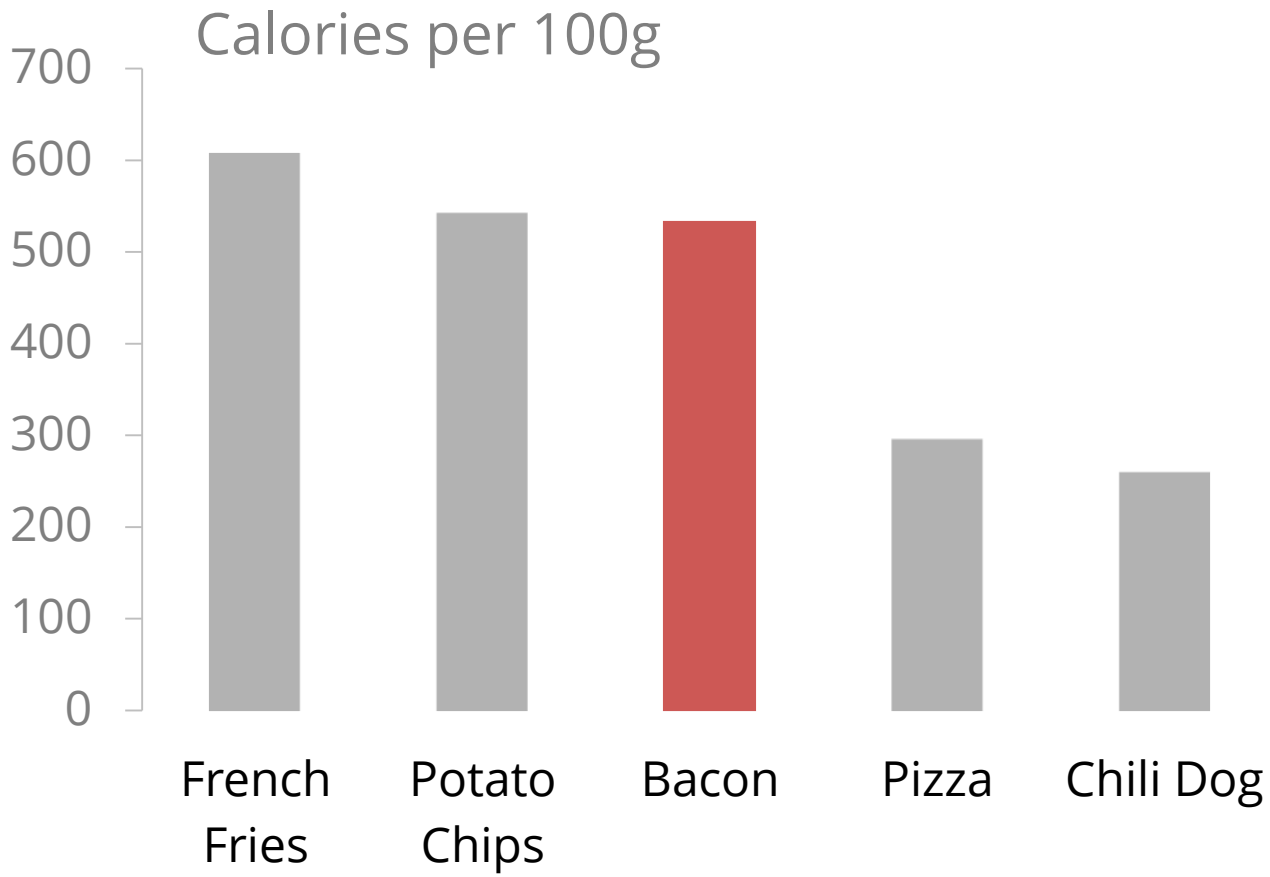
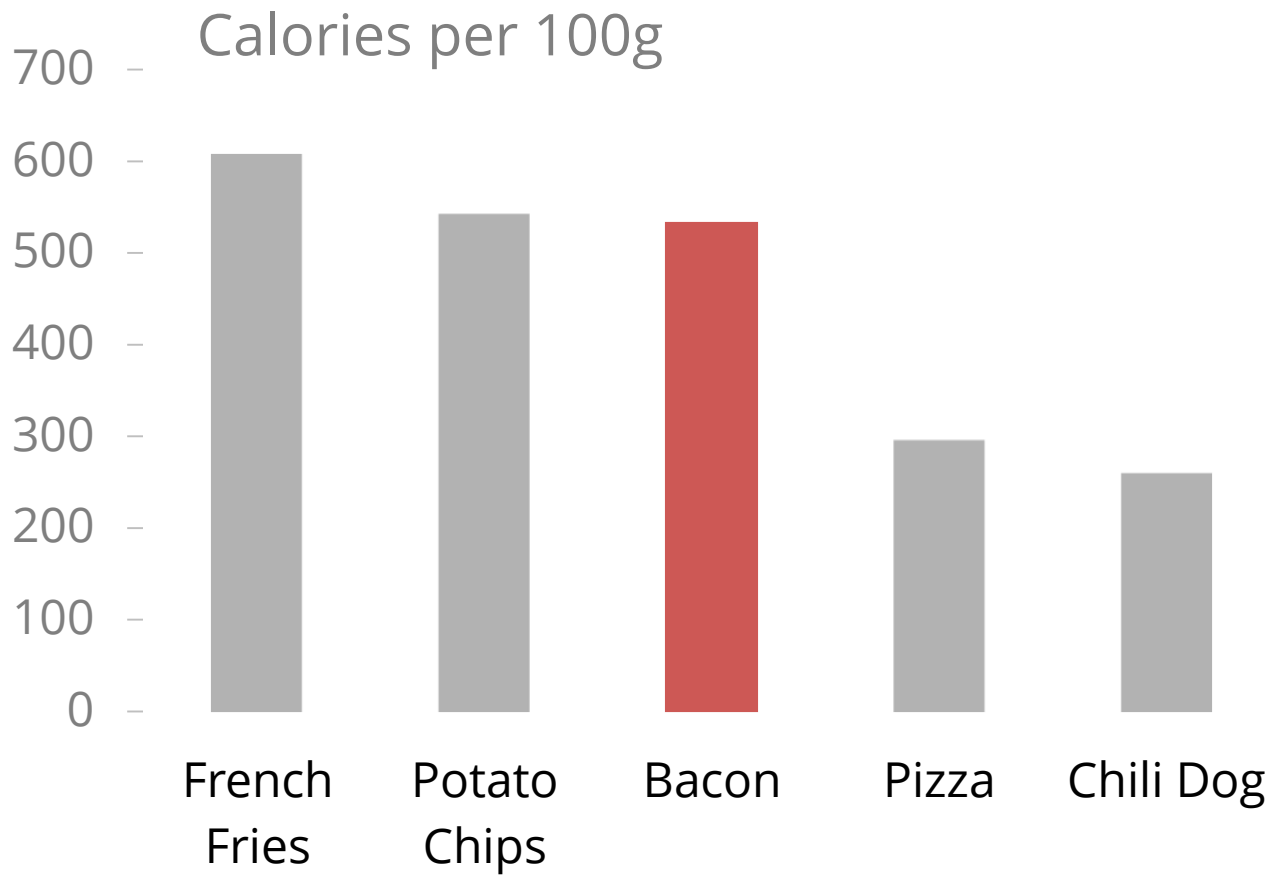


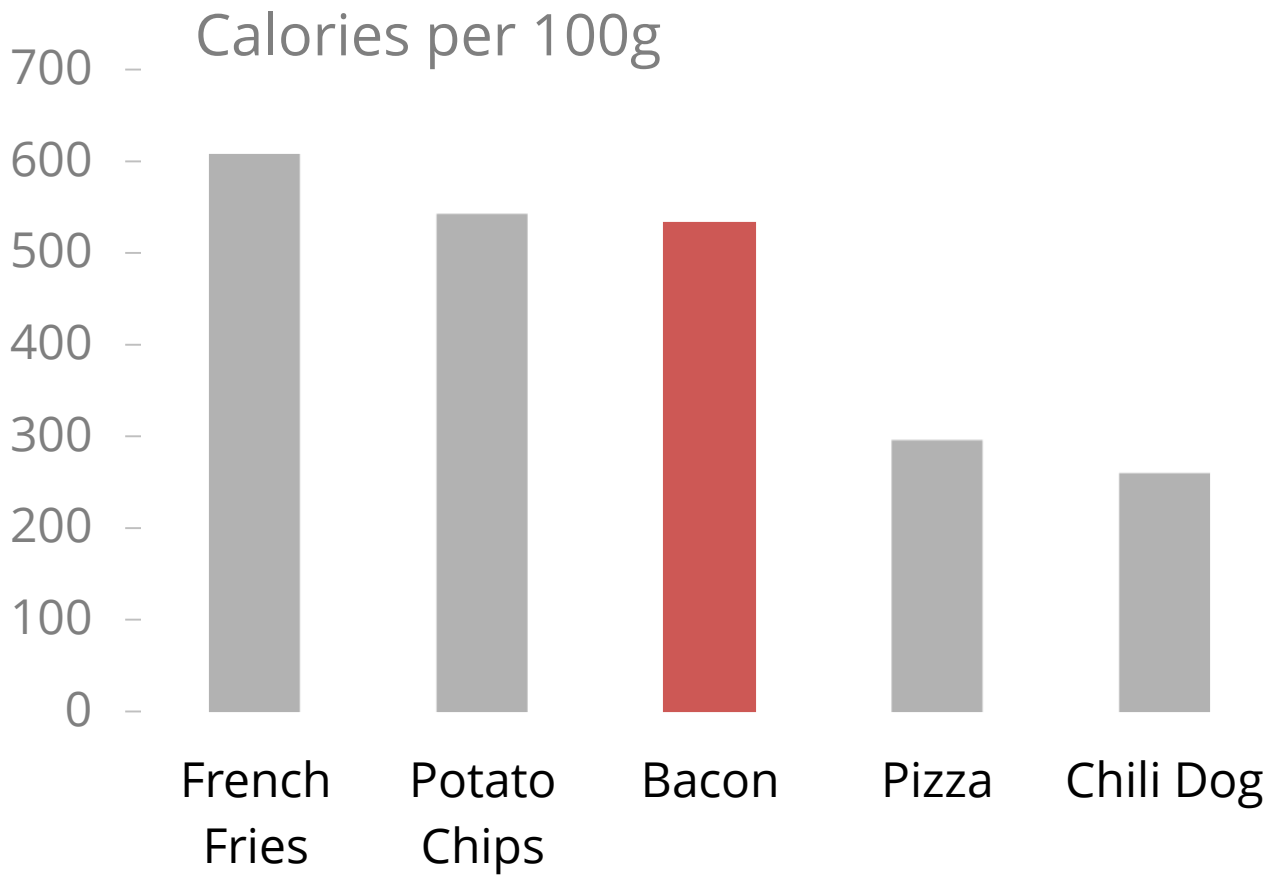
Or remove lines



Or remove lines



Direct label



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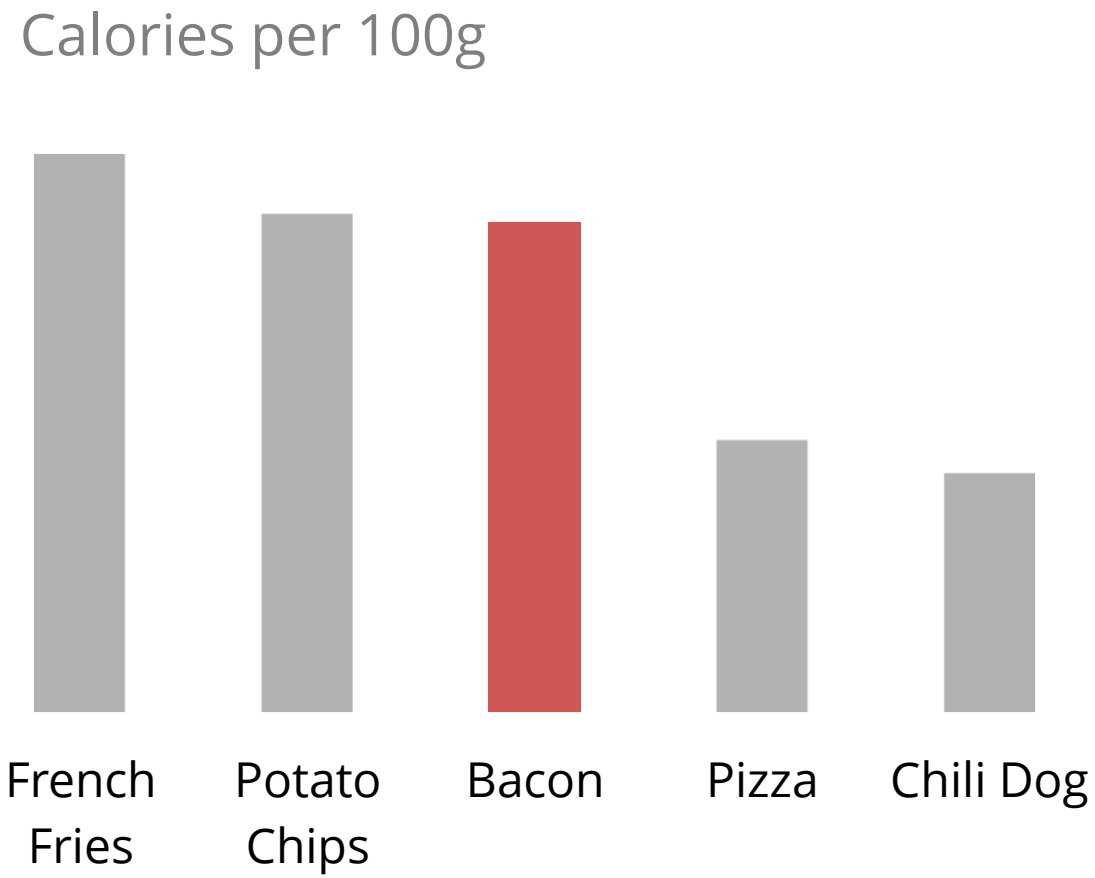

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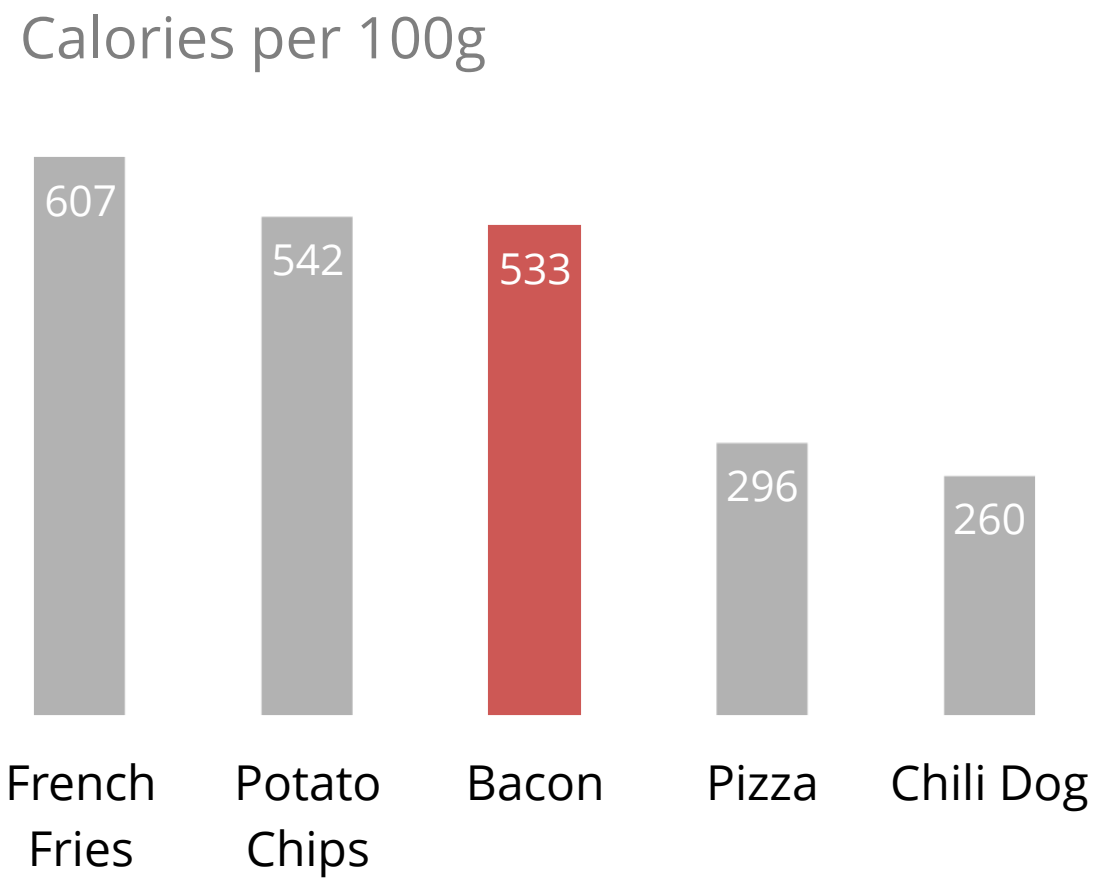
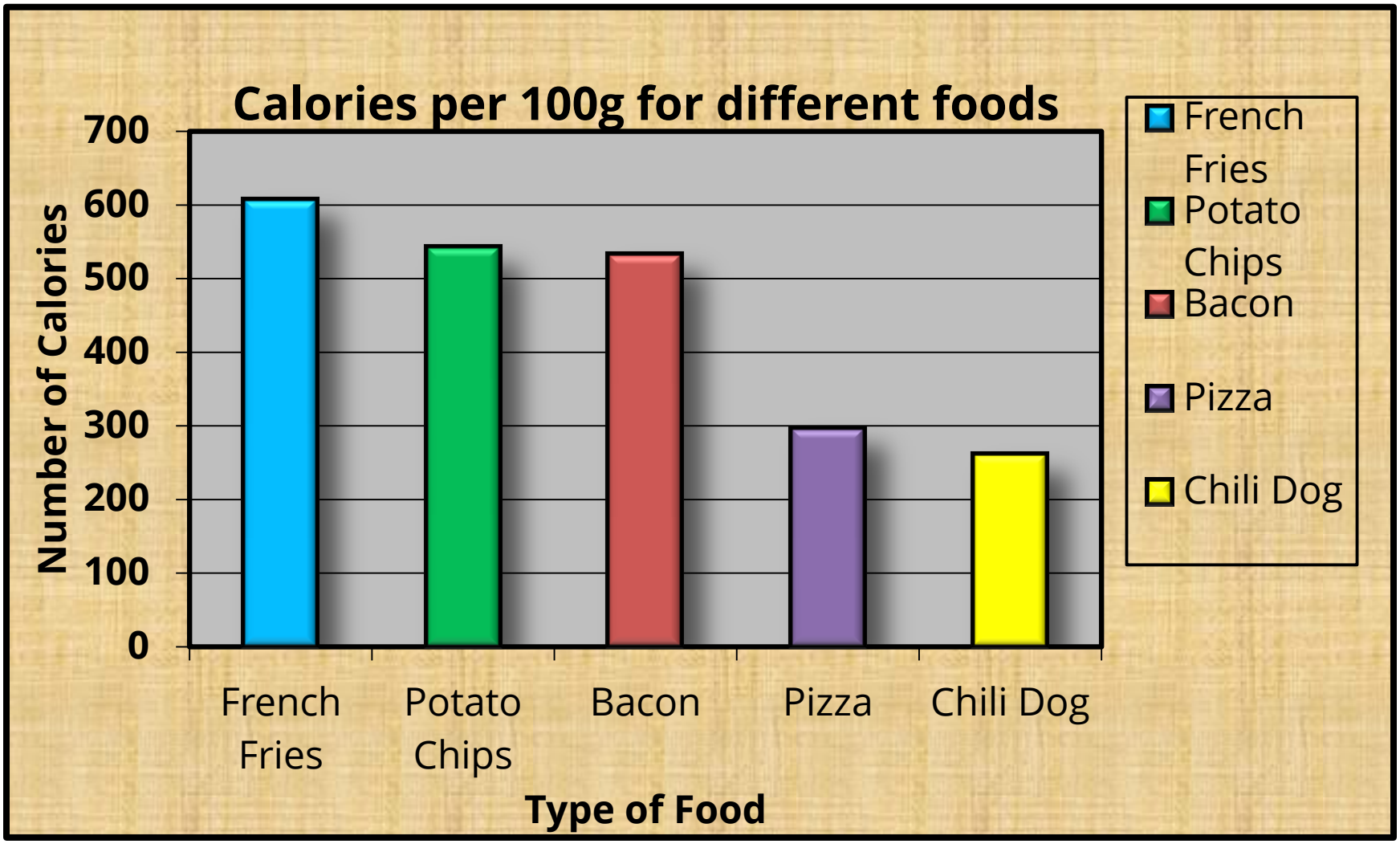


Less
is **more**
(effective)

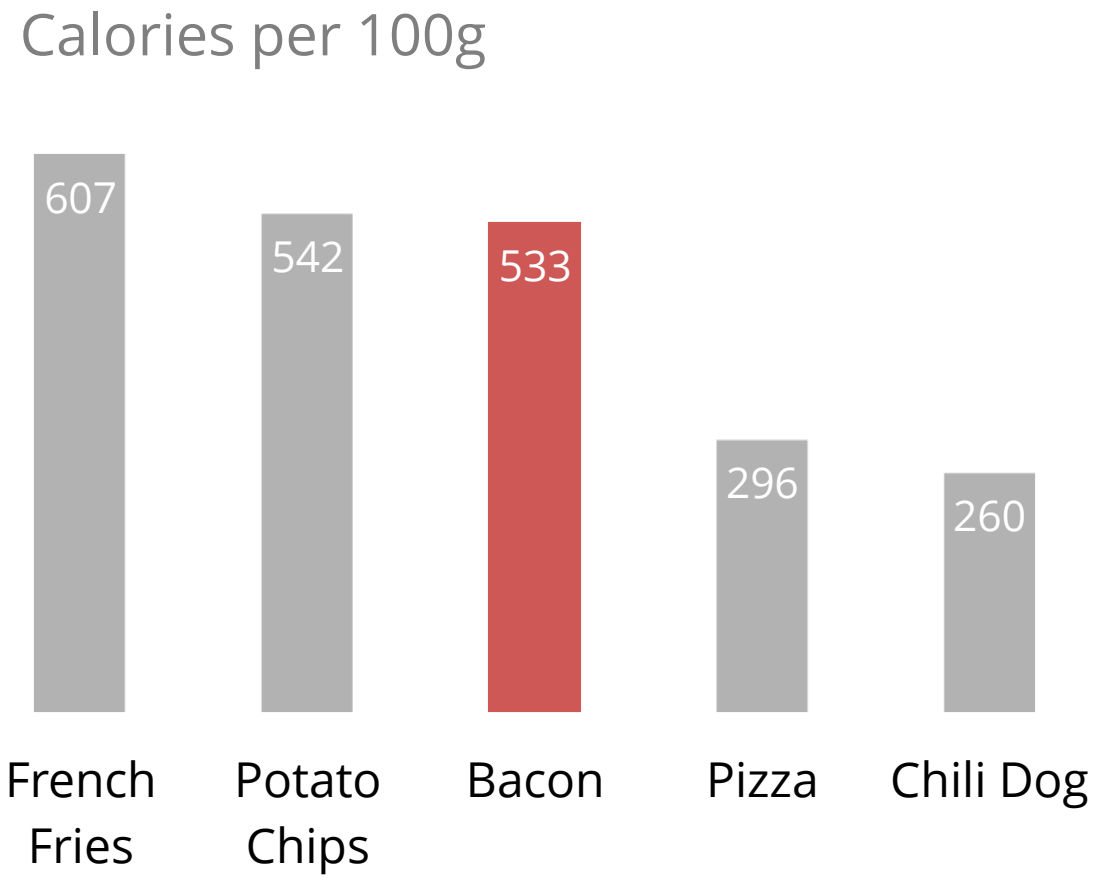
Less
is **more**
(attractive)

Less
is **more**
(impactive)

Before


Calories per 100g for different foods
Number of Calories
700
600
500
400
300
200
100
0
French Fries
Potato Chips
Bacon
Pizza
Chili Dog
Type of Food
French Fries
Potato Chips
Bacon
Pizza
Chili Dog

After


Calories per 100g
607
542
533
296
260
French Fries
Potato Chips
Bacon
Pizza
Chili Dog

www.**darkhorseanalytics**.com