

## Brookings Data Visualization Style Guide (Web-only)

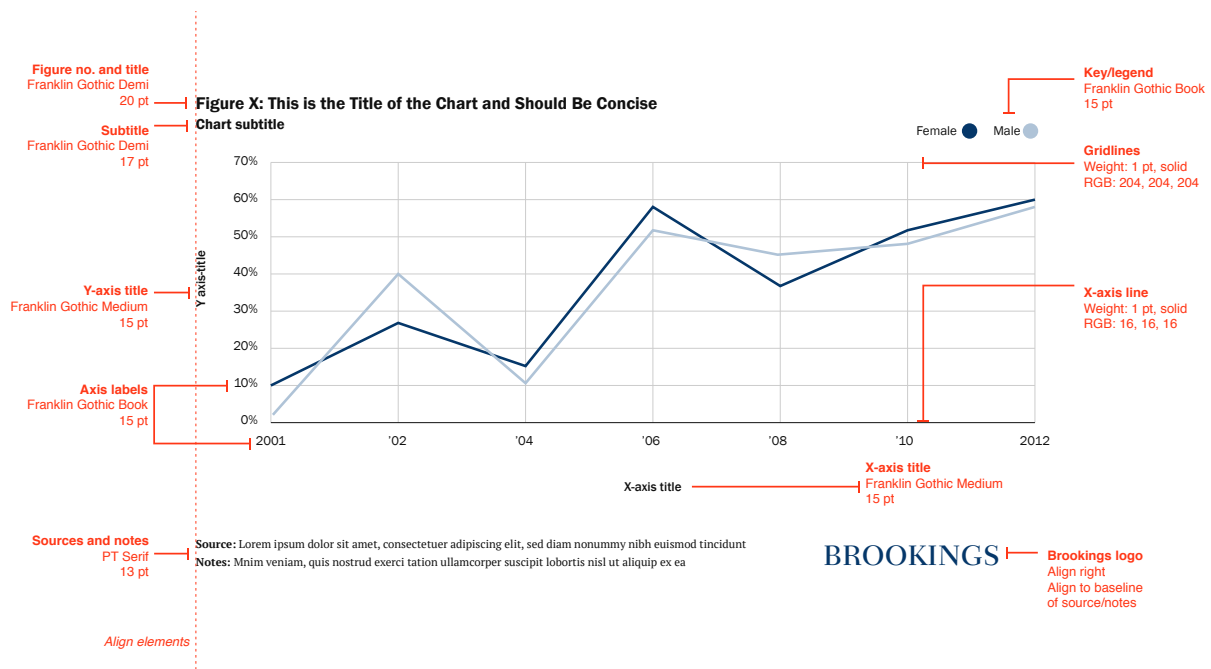
Brookings strives to create a uniform look and feel to all of its charts and graphs on our website and/or branded with the Brookings or program, center or project (PCP) logo.

For a number of basic chart types – including line charts, bar charts, pie charts, and scatter charts – a tool in our WordPress instance called Simplechart can be used to easily generate charts that comply with our style guide standards, by simply uploading your chart data as a CSV file. [Watch this video](#) to learn more about Simplechart.

If your desired chart format is beyond the capabilities of Simplechart, use the guidelines below to apply the requisite stylings. (The stylings below are shown for a line chart, as an example.) When it comes to consistent look and feel of charts on our site, emphasis is placed on the location of the Brookings or PCP logo; the locations, font choices and sizes of the framing text – title, subtitle, source, and notes – and font choices within the body of the chart itself.

Color choices and font sizes within the body of the chart may vary among chart types, and should be selected, keep in mind readability and usability of the chart on all devices and for all users, including users with disabilities.

For more guidance, or if you have questions or feedback on style decisions, please contact Eric Abalahin ([eabalahin@brookings.edu](mailto:eabalahin@brookings.edu)).



|                  | Typeface                   | Font Size*<br>(Web only) | Case          | Color                                   | Notes   |
|------------------|----------------------------|--------------------------|---------------|---|---|
| <b>Figure</b>    |                            |                          |               |   |   |
| Figure Number    | Franklin Gothic Demi URW   | 20 pt                    |               | RGB<br>(16,16,16)<br>Hex: #101010       |   |
| Title            | Franklin Gothic Demi URW   | 20 pt                    | Title Case    | RGB<br>(16,16,16)                       | The title should elucidate the main point of the chart. Titles should be short (no more than two lines). Pay attention to bad breaks/widows. Avoid jargon and provide contextual details. Don't assume the reader will have read the surrounding text.                                    |
| Subtitle         | Franklin Gothic Demi URW   | 17 pt                    | Sentence Case | RGB<br>(16,16,16)                       | A subtitle can be used to qualify or clarify a chart/graph title.   |
| Axis titles      | Franklin Gothic Medium URW | 15 pt                    | Sentence Case | RGB<br>(16,16,16)                       | Run axis labels horizontally. Center the Y-axis to the left of the axis line (left aligned), with text running vertically. Center the X-axis title below the axis line. Avoid meaningless labels, such as "issues" and unnecessary descriptors such as units if specified in axis labels. |
| Axis labels      | Franklin Gothic Book URW   | 15 pt                    | Sentence Case | RGB<br>(16,16,16)                       | Include units or multipliers as needed.   |
| Key/legend       | Franklin Gothic Medium URW | 15 pt                    | Sentence Case | RGB<br>(16,16,16)                       | Use direct labels on line or column charts with three or fewer series instead of key.   |
| Gridlines        | n/a                        | Weight<br>1pt, solid     | n/a           | RGB<br>(204,204,204)<br>Hex:<br>#CCCCCC | Use major tick marks when applicable  |
| X-Axis line      | n/a                        | Weight<br>1pt, solid     | n/a           | RGB<br>(16,16,16)                       |   |
| Source and Notes | PT Serif Regular           | 13 pt                    | Sentence case | RGB<br>(16,16,16)                       | Source appears above notes, and the labels "Source:" and "Notes:" should appear in bold before the respective text  |
| Logo             | n/a                        | n/a                      |               | n/a                                     | Place in the bottom-right hand corner and align with the baseline of bottom line of source/notes. Do not stretch the logo.  |

\* Default line height for all sizes

## **Chart Typography**

Brookings.edu uses several font families, including two sans-serifs: Franklin Gothic URW and Arial and one serif: PT Serif. When possible these fonts should be used to create charts and graphs. PT Serif and Franklin Gothic URW are available on Adobe Fonts (formerly Adobe Typekit).

A suitable replacement for Franklin Gothic is Arial and Times New Roman for PT Serif.

## **Colors**

Brookings doesn't use 100 percent black for text on the site, instead it uses #101010 (RGB 16,16,16). The website background is off-white (#FAFAFA or RGB 250,250,250).

When a single color is needed for data, use Brookings Blue (#053769). In general, use blue and red sparingly, usually only when comparing political data.

When divergent colors are needed, find colors that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies. (More here: [www.w3.org/WAI/perspective-videos/contrast](http://www.w3.org/WAI/perspective-videos/contrast).)

This is a [good resource](#) for choosing map colors.

## **File Format**

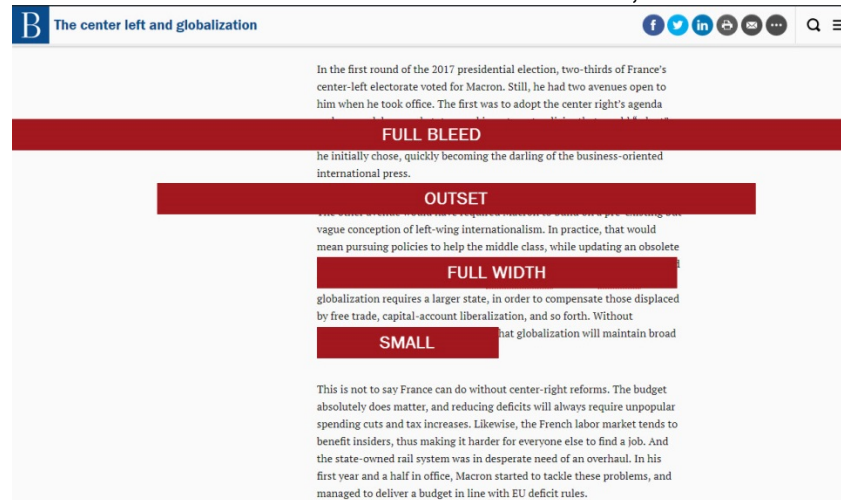
For static data visualizations inserted as images in WordPress, use PNGs, since they render images with few colors more sharply than JPEGs. (JPEGs are better suited for photographic images and should be avoided in this case.) The background for a PNG should be transparent.

For interactive data visualizations, which are coded and stored outside of Brookings' CMS (WordPress), use vector graphics. Common vector formats include AI, EPS, SVG, and sometimes PDF.

## **Chart Sizing**

The Brookings website is responsive. This means that the site "responds to" or resizes itself depending on the type of device it is being seen through. Specifically, chart size is relative to the width of text block in the page.

Here are the various relative sizes available, as viewed on a desktop screen:



For best results, please adhere to the following width requirements for data visualizations;

- **Full Bleed:** Upload images that are a **minimum of 980 px wide**.
- **Outset:** Upload images that are a **minimum of 746 px wide**.
- **Full Width:** Upload images that are a **minimum of 512 px wide**.
- **Small:** Upload images that are a **minimum of 305 px wide**.

### Brookings or PCP Logo

## BROOKINGS

For details about the correct usage of the Brookings logo, see pp. 3-8 of the current Brookings Brand Style Guide (revised as of August 2015). This [style guide](#) can be accessed on the Brookings intranet.

Program, center and project logos – typically of the form below – can be used in place of the Brookings logo, as well:



Contact Eric Abalakin if you want a version of a program, center or project logo in the proper format and size for use in charts on the site.

### Charts from External Sources

Charts from external sources can be included on the Brookings website in their original format, as long as we have permission to repost, they adhere to the File Format and Chart Sizing standards above, and are properly attributed to their original source.