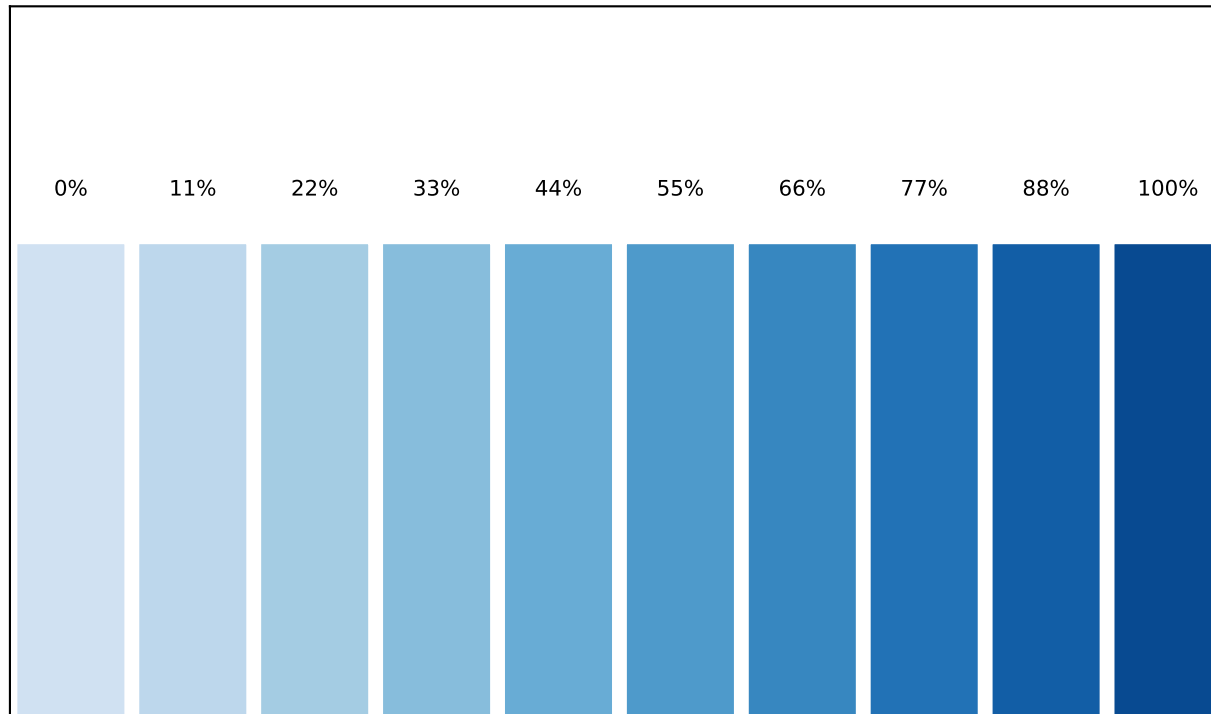


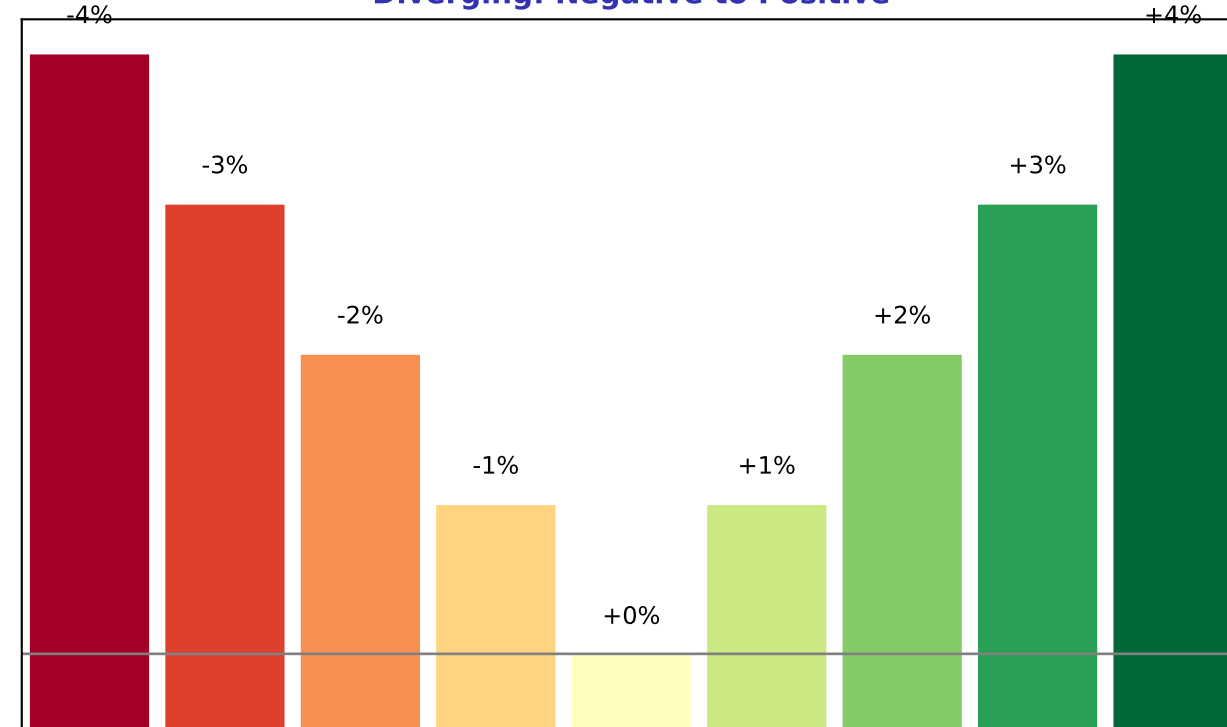
Strategic Color Use in Data Visualization

Sequential: Low to High Values



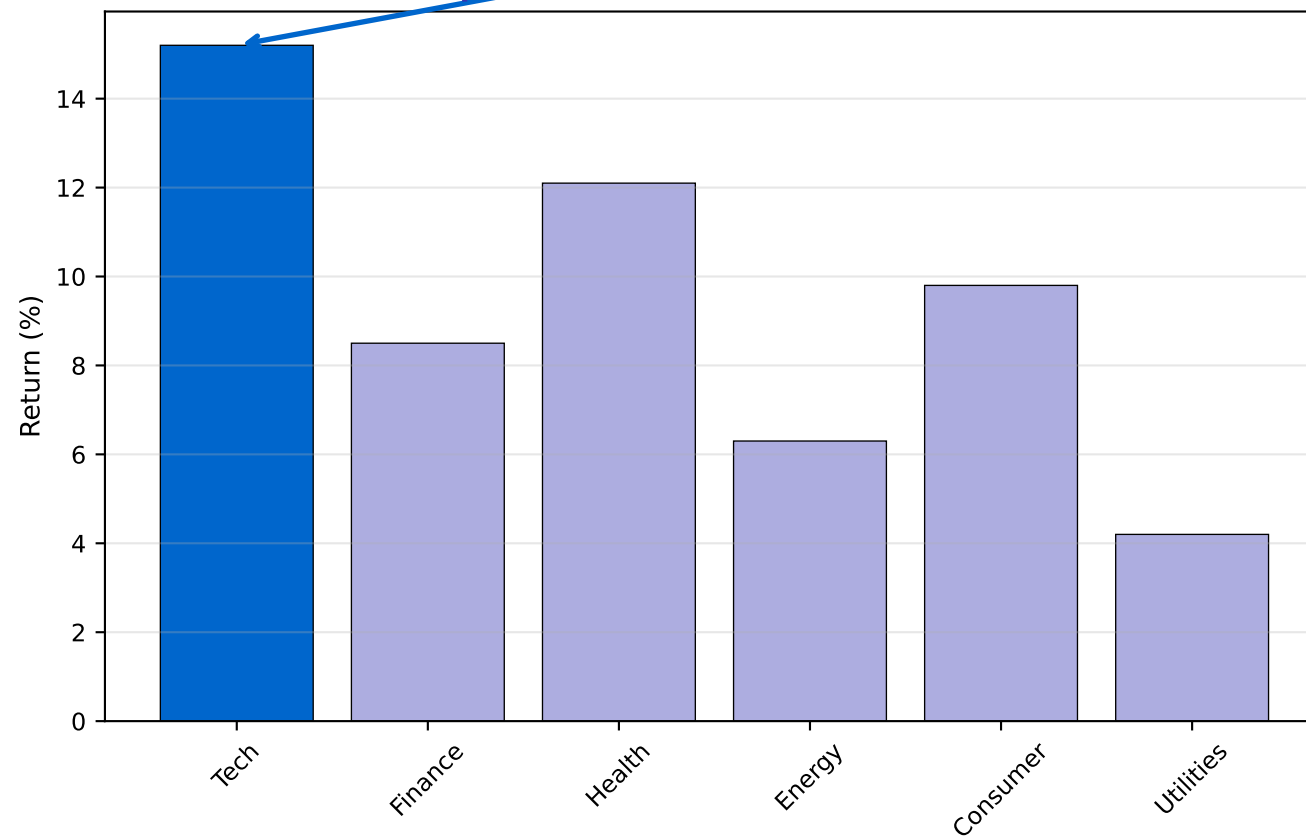
Use for: Magnitude, Percentages, Concentration

Diverging: Negative to Positive



Use for: Returns, Changes, Deviations from baseline

**Focus: Tech sector
outperforms all others**
Emphasis: Draw Attention with Color



Color Best Practices

DO

- + Use red/green for negative/positive
- + Limit palette to 5-7 colors
- + Use gray for context/background
- + Test for colorblind accessibility

DON'T

- Use rainbow palettes for sequential data
- Mix too many saturated colors
- Rely only on color for encoding
- Use red for neutral information