Labeling Conventions Illustrated
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Point Features

1. the labeling hierarchy

Madison
Madison Madison
Madison ● Madison
Madison Madison
Madison

2 7 1
6 ● 5
4 8 3

2. a possible exception

Klements
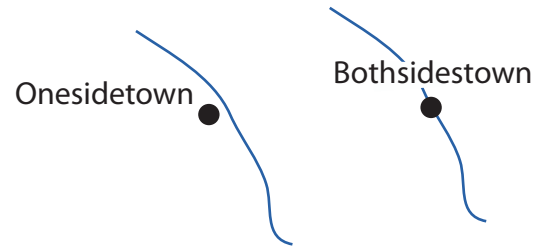
Johnsonville ~~Johnsonville~~
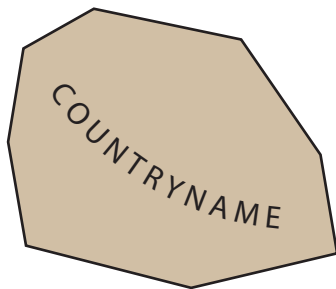
3. coastal features

Landtown

Porttown

4. long names

Frankfurt
am Main

5. borders/linear features involved

Onesidetown

Bothsidestown

Areal Features

1. curve and kern

COUNTRYNAME
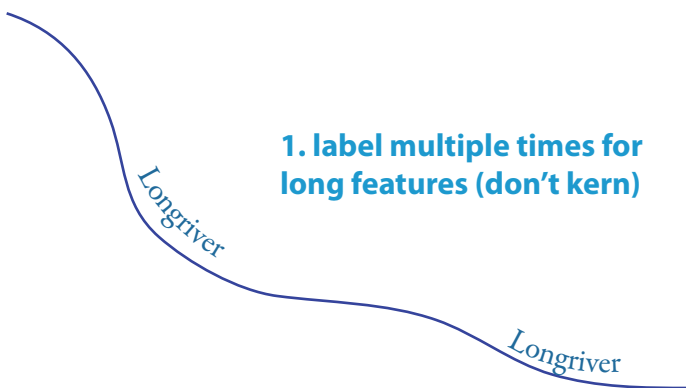
2. use leading for multiline

ATLANTIC

OCEAN

3. if feature is too small label as a point

Tinylake

Linear Features

1. label multiple times for long features (don't kern)

Longriver

Longriver

2. label above feature, and don't go upside down

Wateriver

Wateriver
Wateriver
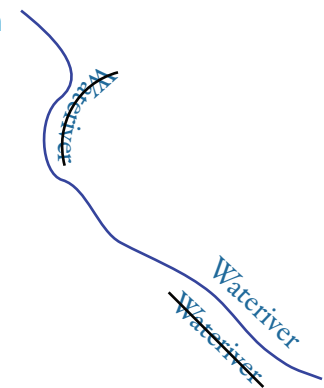
Other Considerations

1. sans serif for cultural features, serif for geographic features

River
COUNTRY
Volcano
City
Ocean

2. use a maximum of 3 font families on your map

MAP TITLE

Sans serif labels

Serif labels

3. use value differences to aid visual hierarchy

FRANCE

Paris