

The San Diego
Union-Tribune.

Graphics Style Guide

Spring 2006

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1 | Philosophy and Mission

"Graphical excellence ...

- *is the well-designed presentation of interesting data — matter of substance, of statistics;*
- *consists of complex ideas communicated with clarity, precision, and efficiency;*
- *is that which gives to the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space."*

— Edward Tufte

Informational graphics are an important aspect of *Union-Tribune* journalism, on par with traditional reporting, narrative writing and photojournalism.

Informational graphics are the effective marriage of data, visual metaphor and design. They are best used when information needs to be shown AND told. When a sole narrative, photo, or illustration does not suitably convey a story's message, informational graphics often do.

The effectiveness of an information graphic depends on the skills, talents and abilities of the visual journalist to gather, analyze and present information in its appropriate visual forms. Maps, diagrams, statistical charts and word charts are the most-often-used tools in the news artist's arsenal, but creativity in problem solving should be the hallmark of our work regardless of convention. The format or structure of any informational graphic must always be evaluated for its effectiveness in conveying understandable information.

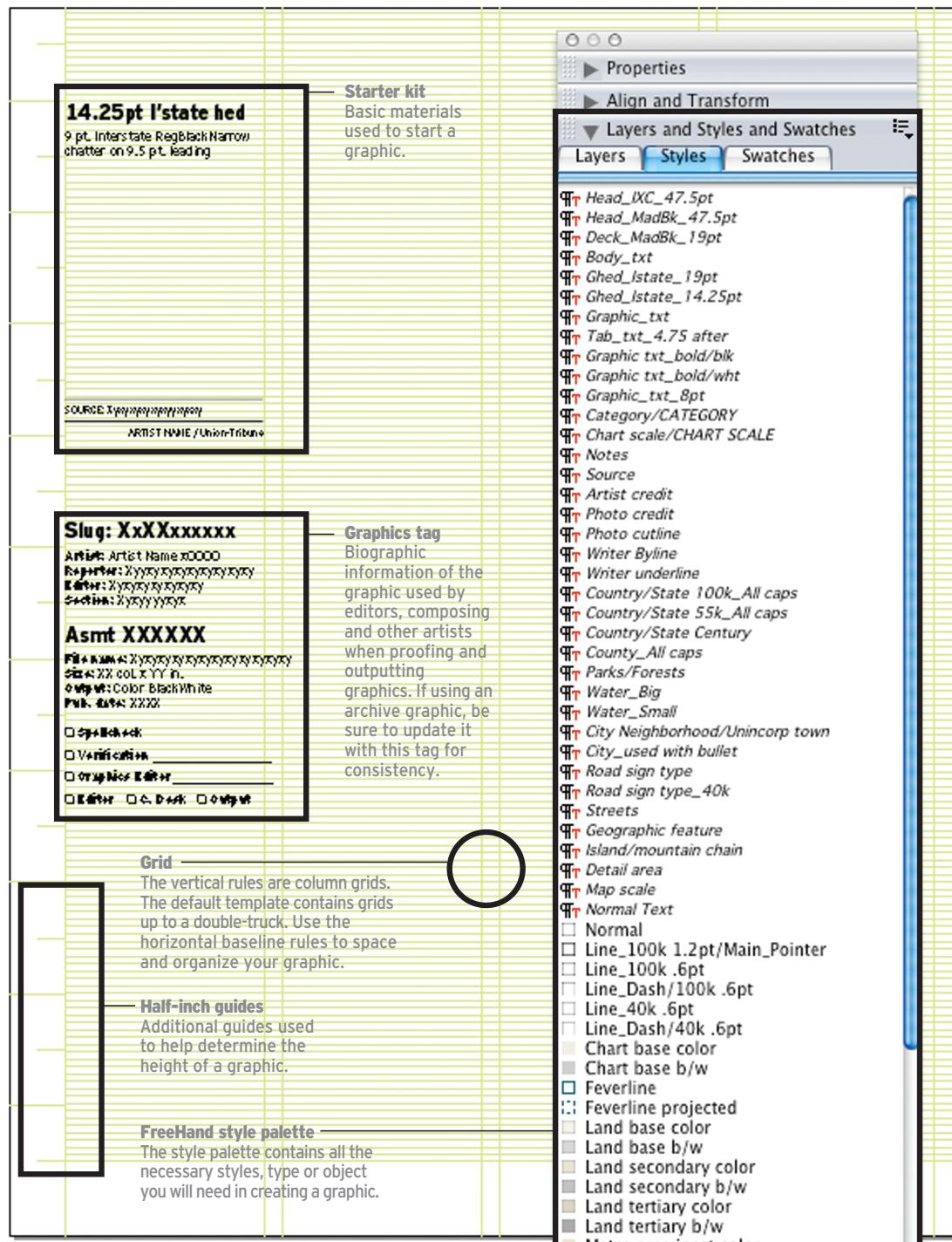
A *Union-Tribune* news artist must ...

- achieve the journalistic standards of fairness, accuracy, ethics and responsiveness in his/her conduct and for every graphic created;
- be curious about the world around him/her and read the *Union-Tribune*;
- pitch or initiate story or graphics ideas;
- thoroughly research and understand the content he/she presents;
- present content in a clear, consistent and accurate manner that helps readers understand the information;
- write with brevity and simplicity;
- applicably answer any who, what, when, where and why questions for an informational graphic;
- use whatever medium or technology is most appropriate to illustrate the information;
- understand that editing and direction is as key to effective informational graphics as it is to a traditional story, and that every assignment will be thoroughly edited for content, readability, news value, consistency and presentation.

The basic guidelines, procedures and policies for constructing graphics at the *Union-Tribune* are found in the following guide. This is an organic document that will expand and grow, evolving with the input from all news artists, copy editors and visual managers.

2 | FreeHand template: the basics

The default template is designed to give you all the essential tools you need to create a graphic.



The basic grid

Because the graphic style is partly based on a p4.75 measurement, it is recommended that you use the grid on the template and the underlying math units to help size, organize and space your graphics. In some cases the measurement is built in to the graphics style.

What is p4.75?

The measurement p4.75 is derived from the baseline of standard graphic text divided by 2 ($p9.5/2=p4.75$). This measure is used to size headlines, space objects horizontally and vertically and create object sizes. It is not intended to be a one-size-fits-all. It provides structure and guidance for the fine details in graphics craftsmanship. It allows for style consistency from artist to artist and creates a standard for details of graphics that are often arbitrary.

Using the template

Every graphic should be built in the most current template, and every archive graphic should be brought into a new template and updated. This helps ensure the current styles and colors are consistently used.

File names

File names should be as specific as possible, and if space allows, the six-digit CAMS number should be at the end for easier retrieval for reruns. The only type of punctuation CAMS recognizes is an underscore.

Slugging graphics

It's important to slug a graphic properly so everyone involved with the story – the artist, reporter, editors, copy desk, page designer and composing – has a clear idea where and when the graphic goes in the paper, and with what story or package. Common examples:

letter(s) section

n	News/A section
m	Metro
mi	North metro inland
mc	North metro coast
s	Sports
b	Business
t	Travel

Slug: 1n10coast

Section
Run date
Story slug

3 | FreeHand template: the toolbox

The toolbox lives to the left of the default template and contains the basics for producing graphics.

<p>COUNTRY/STATE/CITY COUNTRY/STATE/CITY SAN DIEGO COUNTY NEIGHBORHOOD/UNINCORP TOWN COUNTRY Parks and forests Large body of water Small body of water National capitol State capitol Primary city Secondary city Geographic feature ISLAND/MOUNTAIN CHAIN Named St. </p>	<p>Primary country, state, province or city of focus. Secondary country, state, province or city of focus. County or parish labels. Neighborhoods within cities; unincorporated towns. Use only when another level of hierarchy is needed beyond the normal country/state/city labels. An example is shown in the map section. State or national park, forest, preserve and reserve Large water type is usually reserved for oceans or other large water bodies, such as the Gulf of Mexico. Most water labels will use the small water type, including lakes and rivers.</p> <p>The primary city style bullet is used to call out the most important city or cities. Secondary cities should get the lighter bullet.</p> <p>Geographic features include small parks (those other than state- or federal-level), military bases, Indian reservations, shopping centers, etc.</p> <p>There are two sets of road symbology for maps. The 100k set is the standard for most locator maps. When a large number of locations needs to be spotted, each with a unique text callout, the 40k set can be used to create a hierarchy.</p> <p>Every map needs to include a scale. Exceptions can be made for inset maps because of space restrictions.</p> <p>Standard call-out box and 1.2 pt. black pointer rule. Examples are shown in the map section.</p> <p>The North symbol is used only when the map orientation is not north.</p> <p>Most maps will need an inset map. Generally, they'll use one of these, depending on the scale. An exception is maps zoned for just North County, which usually won't require an inset.</p> <p>When updating a file map, be sure to replace the inset with the most current version in the toolbox for consistency.</p> <p>We generally use the circles, but squares can be used when keying different sets of data.</p> <p>Standard artist credits.</p> <p>ASSOCIATED PRESS KNIGHT RIDDER/TRIBUNE NEW YORK TIMES NEWS SERVICE COPLEY NEWS SERVICE UNION-TRIBUNE ARTIST NAME / Union-Tribune</p>
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4 | Copy style notes

Most of our style conforms with The Associated Press stylebook. In addition, we have some special styles and rules. For any questions beyond those noted below, ask the graphics editor or copy desk.

- Not available is expressed as NA.
- When abbreviating countries or states, use AP or UT style. For anything other than normal AP style, consult the copy desk.
- No symbol is used for zero when zero is used in the scale of a chart.
- When zero is the baseline in the scale of a chart, it aligns right with the other whole numbers, not the decimals. Examples are shown in the charts section.
- Zeros after decimals are permitted only in tables and scales.
- Decimals are carried out two places at most. (0.00)
- Carry down a number's symbology, such as "\$" and "%," in a vertical column.
- When necessary, round up from 5, down from 4.
- When projections are used in charts, they should be noted as such.
- When sourcing a Web site, don't include the "www." before the site's address (for example: "noaa.gov" instead of "www.noaa.gov")
- When shortening years in charts, such as 2005 to '05, make sure to use the correct apostrophe/single quote mark: '05: option-shift-}
- Words that have accents are also to have proper accent marks in graphics:
ñ: option n, then the letter
é: option e, then the letter
- Spell out "degrees" in chatter or text. If it's in the chart or map portion of the graphic, such as latitude/longitude or temperature, it should carry the proper symbology:
0°: option-shift-8
- Sometimes we need to use a bullet to separate information. For consistency, use the following style:
 - Bullet item: option-8
- Asterisks(*) are used for one note, superscripts are used for multiple notes. Do not use multiple asterisks (such as**). A superscript should be the same type style as whatever it's referencing, then manually resized three points smaller than the text size. Then add a 0p3 baseline shift to the superscript number:
Example¹
Example²
- Occasionally, we'll need to use fractions within a graphic. To get the right size, manually resize the fraction numbers - but not the slash - three points smaller than the text size (For example, if your text is 9 pt., resize the fraction numbers to 6 pt.). Then add a 0p3 baseline shift to the first number:
Example: 67 $\frac{1}{2}$

6 | Style palette: text styles

Layers	Styles	Swatches
¶T Head_IXC_47.5pt	What it's used for	Large graphic headline for large packages, full-page or doubletruck
¶T Head_MadBk_47.5pt		Large graphic headline for large packages, full-page or doubletruck
¶T Deck_MadBk_19pt		Graphic deckhead for large packages, full-page or doubletruck
¶T Body_txt		Story text/body copy for large packages or special intro treatment
¶T Ghed_Istate_19pt		Large standard graphic headline, can be used for 4-6 column graphics
¶T Ghed_Istate_14.25pt		Standard graphic headline
¶T Graphic_txt		Standard graphic text used for intro, etc.
¶T Tab_txt_4.75 after		Tabular data text, for multiline tabular data lists and tables
¶T Graphic_txt_bold/blk		Graphic text, bold and black, for salient data
¶T Graphic_txt_bold/wht		Graphic text, bold and white, for salient data in reverse box
¶T Graphic_txt_8pt		Graphic text, 8 pt. (multiple uses)
¶T Category/CATEGORY		Category; for tab column heads or legends
¶T Chart scale/CHART SCALE		X and Y axis (chart scale) graphic text
¶T Notes		Footnotes, etc. (upper/lower)
¶T Source		Source line for the graphic ("source" in all caps; actual sources upper/lower)
¶T Artist credit		Artist credit
¶T Photo credit		Photo credit
¶T Photo cutline		Photo cutline
¶T Writer Byline		Writer byline; optional artist credit for graphics a half-page or larger
¶T Writer underline		Writer underline
¶T Country/State 100k_All caps		Primary country, state or city label, black, all caps, for most important
¶T Country/State 55k_All caps		Secondary country, state or city label, 55% black, all caps
¶T Country/State Century		Country, state or city in Century, all caps; use only when another level of hierarchy is needed
¶T County_All caps		County style in all caps, italics, 55% black
¶T Parks/Forests		Parks or forests, 55% black
¶T Water_Big		For large or primary bodies of water
¶T Water_Small		For smaller or secondary bodies of water
¶T City Neighborhood/Unincorp town		Labels for city neighborhoods or unincorporated areas
¶T City_used with bullet		Text for city used with bullet
¶T Road sign type		Highway symbol (road signs) type
¶T Road sign type_40k		Highway symbol (road signs) type, 40% black
¶T Streets		Street text
¶T Geographic feature		For secondary or tertiary labeling in graphics
¶T Island/mountain chain		For labeling groups of islands or mountain ranges
¶T Detail area		Detail area label used in maps
¶T Map scale		Text that accompanies the map scale bar

7 | Style palette: text styles

Head IXC 47.5pt

Interstate Black Condensed, point size and leading varies, manual kern

Head Madbk 47.5pt

Madison Book (FC-Madison-Bk,) point size and leading varies, manual kern

Deck Madbk 19pt

Madison Book (FC-Madison-Bk,) Standard size is 19pt/19pt leading, size can vary, manual kern

Body text

Century Old Style, 9.3/10.25, 103% horizontal scaling, leading and size can change depending on use

Ghed Istate 19pt

Interstate Regular Black Narrow (Interstate-RegblackNar), bold, 19/19, -4 kern

Ghed Istate 14.25pt

Interstate Regular Black Narrow (Interstate-RegblackNar), bold, 14.25/14.25, -3 kern, p4.75 space after

Graphic text

Interstate Regular Black Narrow (Interstate-RegblackNar), plain, 9/9.5. Variations of this text are Tab_txt_4.75 after, Graphic_txt_bold/blk, Graphic_txt_bold/wht, Graphic_txt_pln/underline

Graphic text 8pt

Interstate Regular Black Narrow (Interstate-RegblackNar), plain, 8/8.5

Category CATEGORY

Interstate Regular Black Narrow (Interstate-RegblackNar), bold, 8/8.5, p1 space after (Caps for superior use if necessary)

Chart scale CHART SCALE

Interstate Regular Black Narrow (Interstate-RegblackNar), plain, 8/14.25, right aligned (Caps for superior use if necessary)

Notes:

Interstate Regular Black Narrow (Interstate-RegblackNar), ital, 7/7.5, p2 space after (Caps for superior use if necessary)

SOURCE:

Interstate Regular Black Narrow (Interstate-RegblackNar), plain, 7/7.5, p2 space after, all caps

ARTIST CREDIT / Union-Tribune

Interstate Regular Black Narrow (Interstate-RegblackNar), plain, 7/7.5, p2 space after, right aligned, name all caps

Photo credit / Union-Tribune

FBUnionText-italic, 8.5/10.25, -1 kern, alignment varies

8 | Style palette: text styles

Photo cutline

Interstate Bold Condensed, 9.5/10.25, -2 kern, 118% horizontal scaling

Writer Byline

Interstate Black Condensed, 9.5/11, 105% horizontal scaling

WRITER UNDERLINE

Interstate Regular, 7/9.5, 105% horizontal scaling

COUNTRY/STATE/CITY

Interstate Regular Black Narrow (Interstate-RegblackNar), bold, 9/9.5, all caps

COUNTRY/STATE/CITY

Interstate Regular Black Narrow (Interstate-RegblackNar), bold, 9/9.5, all caps, 55% black

COUNTRY/STATE

Century Old Style, 9/9.5, all caps

COUNTY ALL CAPS

Interstate Regular Black Narrow (Interstate-RegblackNar), italic, 8.5/9, all caps, 55% black

Parks/Forests

Century Old Style, plain, 8/8.5, 55% black (Caps for superior use if necessary)

Water Big

Century Old Style, ital, 9/9.5

Water Small

Century Old Style, ital, 8/8.5

CITY NEIGHBORHOOD/UNINCORP TOWN

Interstate Regular Black Narrow, plain, 8.5/9, 55% black

•City used with bullet

Interstate Regular Black Narrow, plain, 9/9.5

Road sign type

Interstate Regular Black Narrow, plain, 7/7.5

Road sign type

Interstate Regular Black Narrow, plain, 7/7.5, 40% black

Streets

Interstate Regular Black Narrow, plain, 8/8.5

Geographic feature

Interstate Regular Black Narrow, Italic, 8/8.5

ISLAND/MOUNTAIN CHAIN

Interstate Regular Black Narrow, italic, 8/8.5, all caps

Detail area

Interstate Regular Black Narrow, Bold ital, 8/8.5

Map scale

Interstate Regular Black Narrow, plain, 7/7.5

9 | Style palette: objects

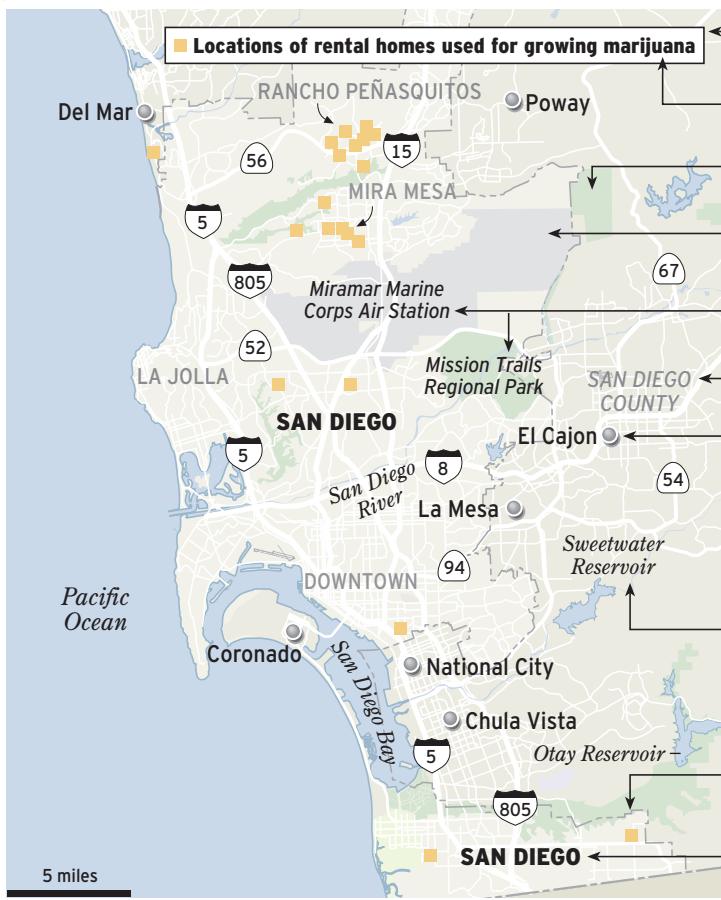
Layers	Styles	Swatches
<input type="checkbox"/> Line_100k 1.2pt/Main_Pointer	What it's used for	1.2 pt. solid black line; underline for graphics; also for use with main pointer
<input type="checkbox"/> Line_100k .6pt		0.6 pt. solid black line; underline for graphics; standard pointer lines
<input type="checkbox"/> Line_Dash/100k .6pt		0.6 pt. dashed 100% black line; can be used to subdivide lists or tables; not regularly used
<input type="checkbox"/> Line_40k .6pt		0.6 pt. solid 40% black line; standard line weight and color, most commonly used in charts
<input type="checkbox"/> Line_Dash/40k .6pt		0.6 pt. dashed 40% black line; can be used to subdivide lists or tables; not regularly used
<input checked="" type="checkbox"/> Chart base color		Screen fill; color background screen when highlighting one column in list/table
<input checked="" type="checkbox"/> Chart base b/w		15% black screen; b/w background screen when highlighting one column in list/table
<input type="checkbox"/> Feverline		Standard feverline style; change line color as appropriate
<input checked="" type="checkbox"/> Feverline projected		Standard feverline style for projected data; change line color as appropriate
<input type="checkbox"/> Data marker cap		Data marker cap for fever chart callouts
<input checked="" type="checkbox"/> Land base color		Standard color map land style for primary area
<input checked="" type="checkbox"/> Land base b/w		Standard b/w map land style for primary area
<input checked="" type="checkbox"/> Land secondary color		Standard color map land style for secondary area
<input checked="" type="checkbox"/> Land secondary b/w		Standard b/w map land style for secondary area
<input checked="" type="checkbox"/> Land tertiary color		Standard color map land style for tertiary area
<input checked="" type="checkbox"/> Land tertiary b/w		Standard b/w map land style for tertiary area
<input checked="" type="checkbox"/> Metro area inset color		Color metro area for insets
<input checked="" type="checkbox"/> Metro area inset b/w		B/W metro area for insets
<input checked="" type="checkbox"/> Military_Land		Standard military land fill for both color and b/w maps
<input checked="" type="checkbox"/> Indian_land		Standard indian reservation fill color
<input checked="" type="checkbox"/> Indian land b/w		Standard indian reservation fill b/w
<input type="checkbox"/> Unpaved/Restricted Rd		Map road stroke; corresponds to Thomas Guide both unpaved and restricted styles
<input type="checkbox"/> Minor Rd		Map road stroke; corresponds to Thomas Guide minor road style
<input type="checkbox"/> Secondary Rd/Interchange		Map road stroke; corresponds to Thomas Guide both secondary and interchange/ramp
<input type="checkbox"/> Primary Rd		Map road stroke; corresponds to Thomas Guide primary road style
<input type="checkbox"/> Highway		Map road stroke; corresponds to Thomas Guide highway style
<input type="checkbox"/> Freeway		Map road stroke; corresponds to Thomas Guide freeway style
<input type="checkbox"/> Train line		Railroad stroke; corresponds to Thomas Guide rail transit style
<input checked="" type="checkbox"/> Train dash		Railroad stroke; corresponds to Thomas Guide rail transit style
<input checked="" type="checkbox"/> Trolley track		1 pt. dashed black line; used to separate trolley tracks from railroad tracks
<input checked="" type="checkbox"/> Water fill color		Standard color water fill
<input checked="" type="checkbox"/> Water fill b/w		Standard b/w water fill
<input type="checkbox"/> River color		Standard color river stroke
<input type="checkbox"/> River b/w		Standard b/w river stroke
<input type="checkbox"/> River/land boundary 0.6pt		Where land meets a water body; same color as river stroke, except 0.6 pt. instead of 0.8 pt.
<input checked="" type="checkbox"/> Intl border		International border stroke
<input checked="" type="checkbox"/> City/County borders		Dashed stroke used for city and county boundaries
<input checked="" type="checkbox"/> Forest base		Standard color fill for forest or park property
<input checked="" type="checkbox"/> Forest secondary		Secondary color fill for forest or park property
<input type="checkbox"/> Detail area box		Standard red detail area box; use black for b/w maps
<input checked="" type="checkbox"/> Data box 100k		Standard reverse box, color and b/w

Not shown: Road sign fill_100k; Road sign fill_40k; Road sign line_100k; Road sign_line 40k.

10 | Style palette: objects

Line_100k 1.2pt./ Main_pointer Stroke: 100% black, solid 1.2pt, overprint No fill	Line_100k .6pt Stroke: 100% black, solid 0.6pt, overprint No fill	Line_Dash/100k .6pt Stroke: 100% black, dashed 0.6pt No fill	Line_40k .6pt Stroke: 40% black, solid 0.6pt No fill	Line_Dash/40k .6pt Stroke: 100% black, dashed 0.6pt No fill
Chart base color No stroke Fill: Oc.0m.4y.5k	Chart base b/w and Military_land No stroke Fill: 15% black	Feverline Stroke: solid 1.8pt, rounded cap No fill	Feverline_projected Stroke: dashed 1.8pt, square cap No fill	Land base color Stroke: 40% black, solid 0.6pt Fill: Oc.0m.4y.5k
Land base b/w Stroke: 40% black, solid 0.6pt Fill: 15% black	Land secondary color Stroke: 40% black, solid 0.6pt Fill: Oc.0m.6y.8k	Land secondary b/w Stroke: 40% black, solid 0.6pt Fill: 20% black	Land tertiary color Stroke: 40% black, solid 0.6pt Fill: Oc.0m.9y.12k	Land tertiary b/w Stroke: 40% black, solid 0.6pt Fill: 30% black
Metro_area_inset No stroke Fill: Oc.3m.15y.5k	Metro_area_inset b/w No stroke Fill: 25% black	Indian_land No stroke Fill: Oc.5m.20y.10k	Indian_land b/w No stroke Fill: 25% black	Unpaved/Restricted road Stroke: White, dashed 0.8pt No fill
Minor Rd Stroke: White, solid 0.8pt No fill	Secondary Rd/ Interchange Stroke: White, solid 1.2pt No fill	Primary Rd Stroke: White, solid 1.6pt No fill	Highway Stroke: White, solid 2pt No fill	Freeway Stroke: White, solid 2.4pt No fill
Train line Stroke: 30% black, solid 0.6pt No fill	Train dash Stroke: 30% black, dashed 2pt No fill	Trolley Stroke: 55% black, dashed 1 pt. No fill	Water fill color Stroke: 25.5m.0y.20k, solid 0.6pt Fill: 15c.5m.0y.5k	Water fill b/w No stroke Fill: 40% black
River color Stroke: 25c.5m.0y.20k, solid 0.8pt No fill	River b/w Stroke: 40% black, solid 0.8pt No fill	Land/water boundary Stroke: 25c.5m.0y.20k solid 0.6pt No fill	Intl border Stroke: 55% black, dashed 0.8-1.2pt No fill	City/County border Stroke: 40% black, dashed 0.6pt No fill
Forest base No stroke Fill: 12c.0m.16y.5k	Forest secondary No stroke Fill: 12c.0m.16y.10k	Detail area box Stroke: Oc.58m.49y.30k, solid 1.6pt No fill	Data box 100k No stroke Fill: 100% black	<i>Not shown: Data marker cap; Road sign fill_100k; Road sign fill_40k; Road sign line_100k; Road sign line 40k.</i>

11 | Examples of style: maps



Brad DeGraff was part of a group that operated 21 marijuana-growing operations in houses scattered throughout the county.

Box: 0.6 pt. black stroke, no dash; white fill (Line_100k .6pt)

Text: 8/8.5, bold (Category/CATEGORY)

Parkland (Forest base)

Military facility (Military land)

8/8.5, italic (Geographic feature)

8.5/9, italic, all caps, 55% black (County_All caps)

City bullets

If the city boundary isn't defined, it needs a bullet. Use the darker bullet for the focus city, if applicable.

City text: 9/9.5, plain (City_used with bullet)

Century, 8/8.5, italic (Water_Small)

City border: 0.6pt., dashed, 40% black (City/County borders)

San Ysidro

Because San Ysidro is a neighborhood of San Diego but is not physically connected to the city, a separate "San Diego" label is necessary.

Cutlines

Maps normally use cutlines in place of headline and chatter that is customary with many graphics. Since maps are often supplemental and have a higher degree of self-explanation, cutlines are an effective way to expand and explain any additional information that is needed. This functions the same way photo cutlines do. (Photo cutline)

Using the Century label

The Century font style is used in this case because another level of hierarchy is needed – state labels, regardless of country, need to carry a different typographic style than a country label.

International border: 0.8 pt., dashed (Intl border)

River: 0.8 pt. (River stroke)

Correct label

The Gulf of California is the style of the Union-Tribune; never label it the "Sea of Cortez."

Circles/squares

A square is used to plot a point of reference as well as a site. It is 4.75 square.

City bullets (● ●) should be used only for cities.

Using city bullets

If a city's name can fit within its defined boundaries on a map, the city bullet isn't necessary (An example is San Diego in the large map to the left). If the name doesn't fit, or if its boundaries aren't defined on the map, a city bullet is necessary (Examples are National City, Del Mar, etc. on the large map to the left.)

Projections

We use California State Plane VI for Southern California map projections. (when using MapStudio, for example).

Using a legend

Usually when using a legend to explain themes within a map or graphic, the word "legend" isn't necessary, as it's obvious that's what it is. If it does need further explanation, create a label for the legend (An example is shown at top left.)

North County maps

Generally, maps zoned for only North County editions (North Metro Inland and North Metro Coast) will not need an inset map. If the map runs in other zones, however, an inset map should be used.

Callouts

Avoid using more than one black box/reverse text callout in a map.

Trolley vs. train

Trolley lines do not have the same style as regular railroad or Amtrak lines. The trolley style/color in the styles palette should be used for all trolley lines regardless of what route it is (Blue line, Red line, etc.) unless the specific route is pertinent to the storytelling.

Fading map edges

Most maps for news pages should not have faded edges.

Using red

The color red in maps is popular because it contrasts among map colors, but is often identified with various subjects like danger or death. Use caution when using red.

12 | Examples of style: maps

Trolley stroke: 1 pt., 55% black →
 (Trolley line)
Trolley label: 8/8.5, italic
 (Geographic feature)

Single callout

Use a black box with the callout text reversed out. Text is style (Graphic txt_bold/wht).

Pointer style →
 (Pointer_line 1.2pt)

Area of interest

When we need to highlight a particular area with a color, it's usually best to use map highlight orange, although circumstances might vary with each map.

Labeling

Normally, places like Horton Plaza and the San Diego Convention Center would be marked with a p4.75 black square. When the scale of the map requires you to show the actual footprint, however, the color to use should be 15% black. The label is always (Geographic feature).



Inset city bullets

The smaller bullets should only be used on inset maps.

Metro area (inset only) →
 (Hilight_city)

9/9.5, bold, 55% black
 (Country/State/City 55k_All caps)



Secondary land

(Land secondary color)

8.5/9, plain, 55% black
 (City Neighborhood/Unincorp)

Primary land

(Land base color)

Tertiary land

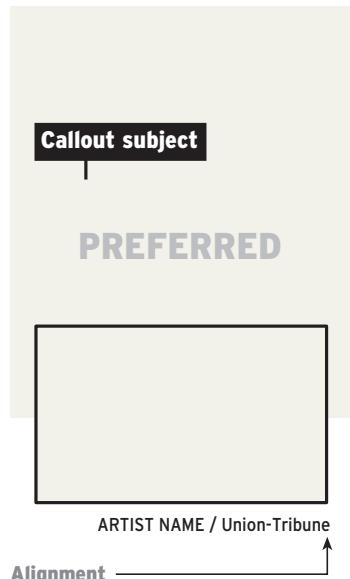
(Land tertiary color)

Source line rule

1.2 pt. rule is used only on maps that require a source that exceeds the distance from the left of the map to the artist credit (Line_100k 1.2pt.)



ORGANIZING MAPS



Alignment

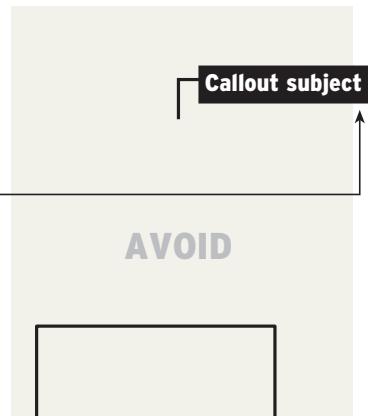
The artist credit should align with the right edge of the inset map.



PREFERRED

Callouts

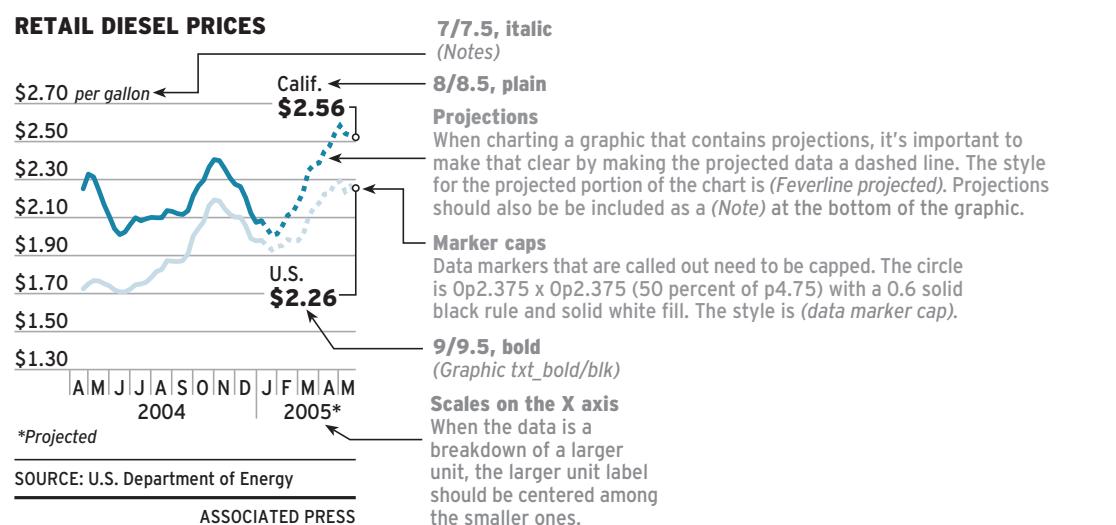
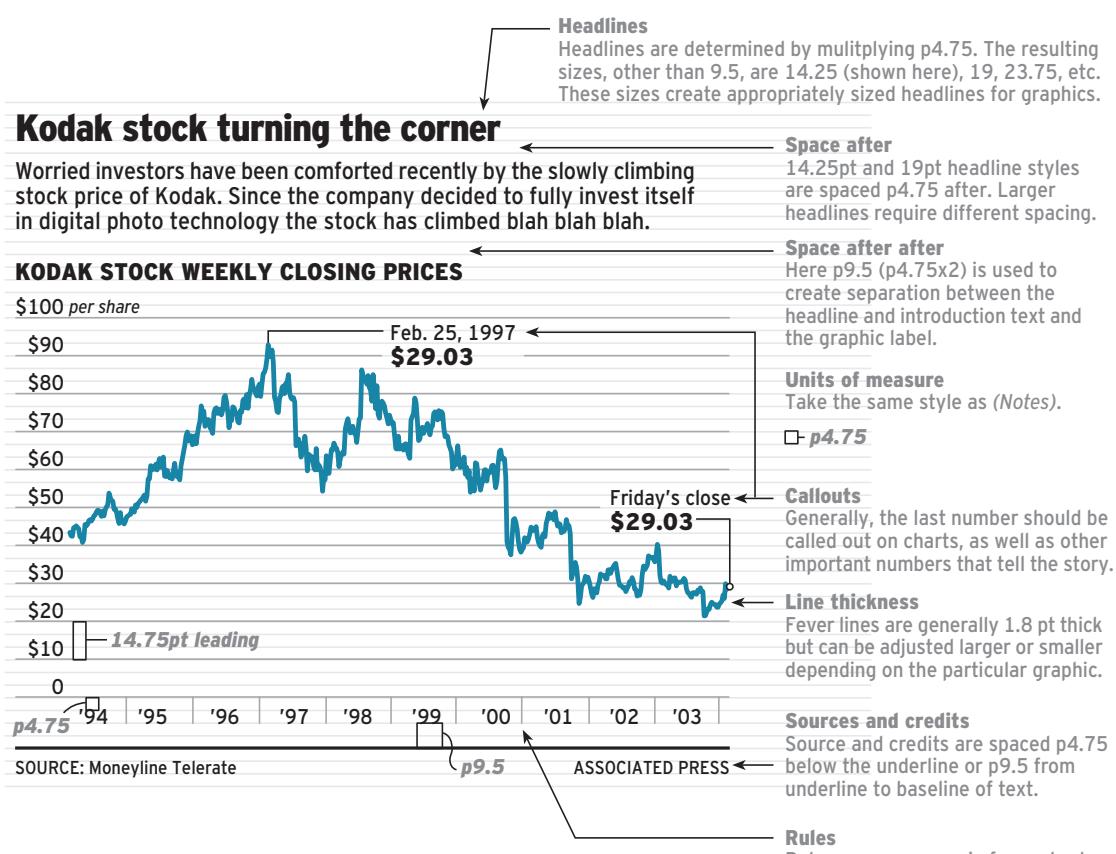
Callouts should be fully contained within the main map.



Alignment

Not centering the inset map is visually distracting.

13 | Examples of style: fever charts



Filling in charts
Most of our fever and line charting will not be filled in. There are exceptions, but those should be decided on a case-by-case basis by the graphics editor. In addition, fever charts that have been filled in by wire services should not generally be filled in when converting to our style.

Using red
Remember that red has an implied meaning in some charts. In financial terms, a company can be "in the red" and conversely "in the black" – numbers that run below or above the zero baseline. Use caution when using red.

Colors
Chart color options can be found on page 20.

14 | Examples of style: bar charts

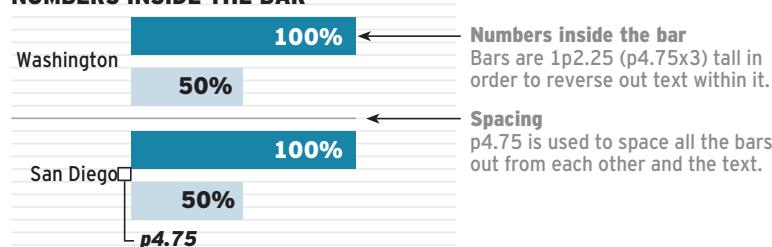
HORIZONTAL CHARTS

NUMBERS OUTSIDE THE BAR



Numbers outside the bar
Bars are p9.5 (p4.75x2) tall.

NUMBERS INSIDE THE BAR

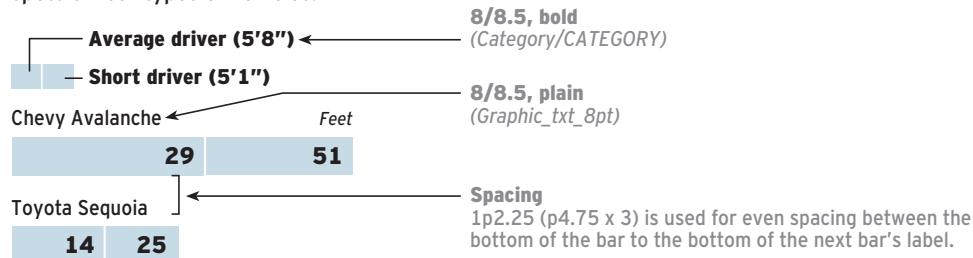


Numbers inside the bar
Bars are 1p2.25 (p4.75x3) tall in order to reverse out text within it.

Spacing
p4.75 is used to space all the bars out from each other and the text.

Vehicle blind spots

Larger vehicles usually have larger blind spots, the area behind a vehicle where one can't see when backing up. A look at the blind spots of four types of vehicles:



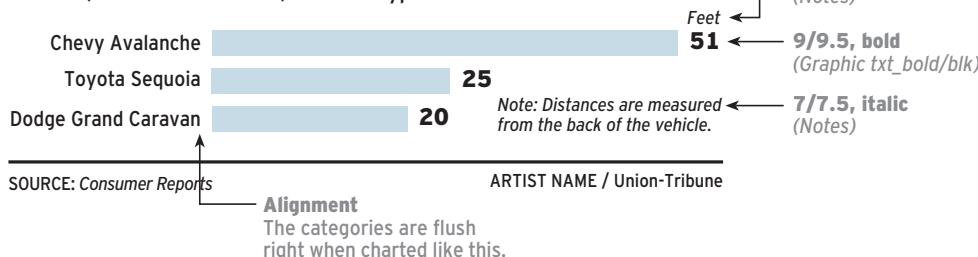
Note: Distances are measured from the back of the vehicle.

SOURCE: Consumer Reports
ARTIST NAME / Union-Tribune

Source
Italicize it if it is the official name of a publication, unless it's the Union-Tribune, which is not italicized in source lines.

Vehicle blind spots

Larger vehicles usually have larger blind spots, the area behind a vehicle where one can't see when backing up. A look at the blind spots for short drivers (5-foot-1 or shorter) of three types of vehicles:



SOURCE: Consumer Reports

ARTIST NAME / Union-Tribune

Alignment
The categories are flush right when charted like this.

The San Diego
Union-Tribune.

Callouts

The numbers are always outside the bar or always inside the bar, never mixed within a graphic.

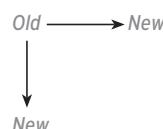
Baselines

There is never a baseline rule for horizontal charts, unless the chart is showing both positive and negative values.

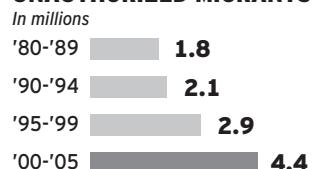
Order

Bars go in descending order from largest to smallest. In the rare instances when the categories are years, they go from first to last, although most charts with a time element are graphed vertically. In terms of time elements, the order is as follows:

- Oldest data at left or at top.
- Newest data at right or at bottom.

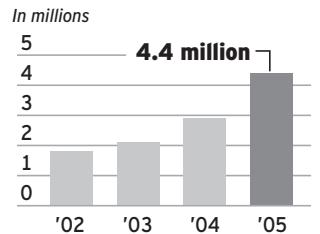


UNAUTHORIZED MIGRANTS



In this case, the bars would be arranged horizontally because the scale isn't consistent.

UNAUTHORIZED MIGRANTS



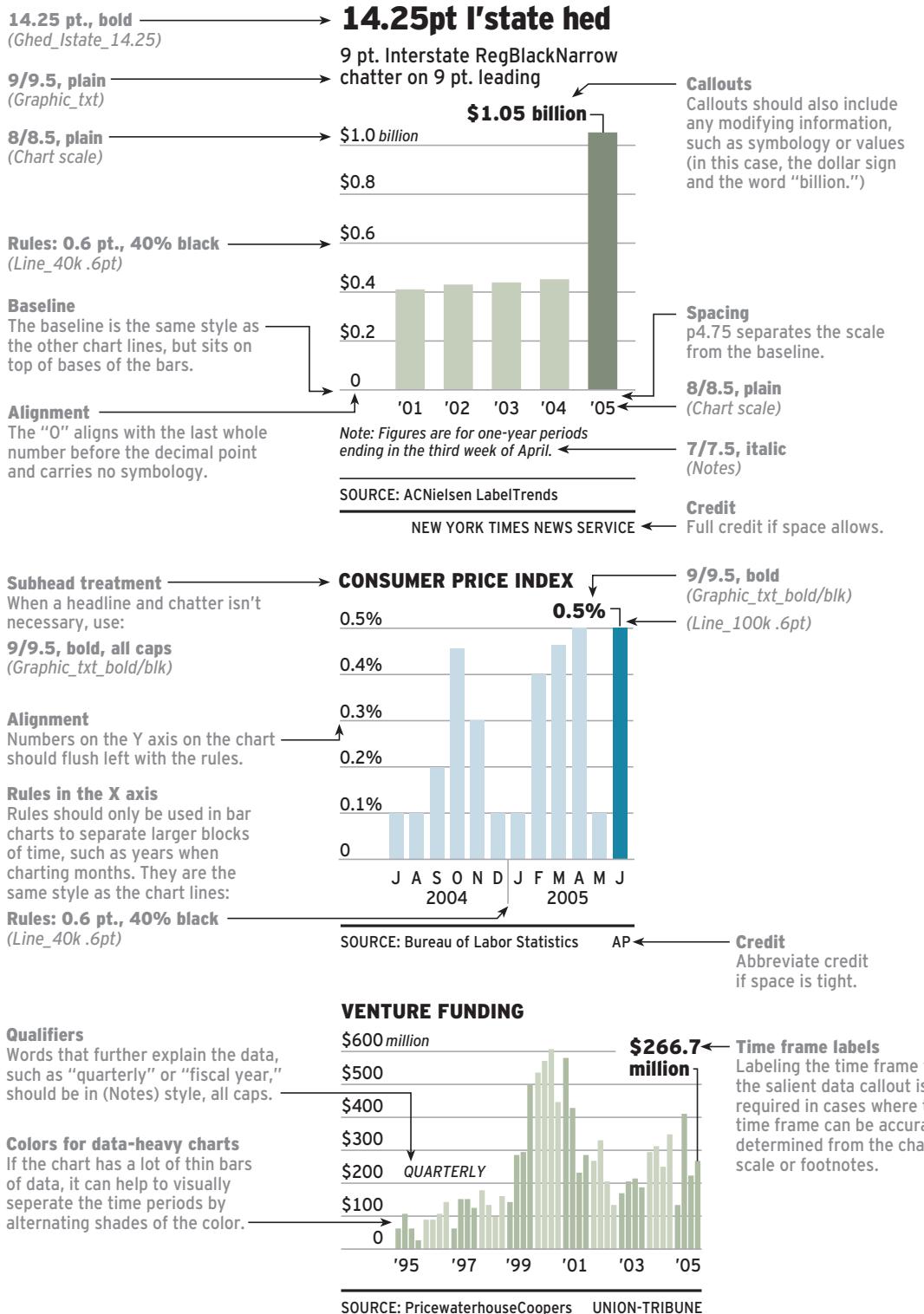
In this case, the bars would be arranged vertically because the scale is uniform and consistent.

Colors

Chart color options can be found on page 20.

15 | Examples of style: bar charts

VERTICAL BAR CHARTS



Scale/callouts

If you use an X scale on a chart, don't put numbers on all bars, but just do the callout or focus number(s). If you put numbers on, delete the scale. It's repetitive.

Chart scales

Try to avoid angling scale line entries. If space is too tight to put all entries in a scale, figure out a way to make it fit without angling, such as labeling every other entry, every five, 10, etc.

Baselines

There is always a baseline rule for vertical charts, and it always sits on top of the bottom of the bars. It's the same weight and shading as the other lines (0.6 pt., 40% black)

Colors

Chart color options can be found on page 15.

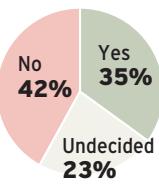
16 | Examples of style: pie charts

Mixed support for initiatives

Where likely California voters stand on initiatives promoted by Gov. Arnold Schwarzenegger for the special election:

SPENDING

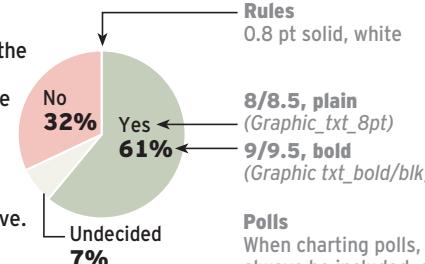
Spending increases would be limited to the average revenue growth.



Note: The poll of 1,000 adults was taken Sept. 16-18.

TENURE

Increases the length of time before a teacher becomes tenured from two years to five.



Margin of error:
+/- 4.5 percentage points

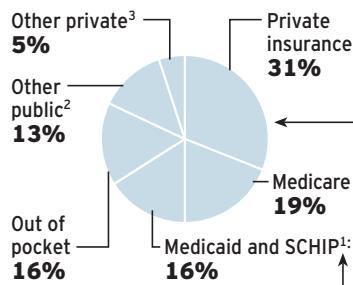
SOURCE: Field Poll

ARTIST NAME / Union-Tribune

The health dollar

Intro chatter here and here and here and here as well:

WHERE IT CAME FROM



Pie colors

If we're not calling out any one particular category in a chart, it's usually best to keep all the pieces the same color so they carry the same weight.

Callouts

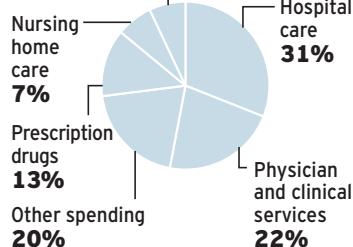
Note that there isn't a colon.

Asterisks and Notes

Asterisks (*) are used for one note; superscripts are used for multiple notes.

WHERE IT WENT

Program administration and net cost



1 - State Children's Health Insurance Program.

2 - Includes programs such as workers' compensation and school health.

3 - Includes industrial, privately funded construction and nonpatient revenues such as philanthropy.

7/7.5, italic
(Notes)

SOURCE: Would go here UNION-TRIBUNE

Rules
0.8 pt solid, white

8/8.5, plain
(Graphic_txt_8pt)

9/9.5, bold
(Graphic_txt_bold/blk)

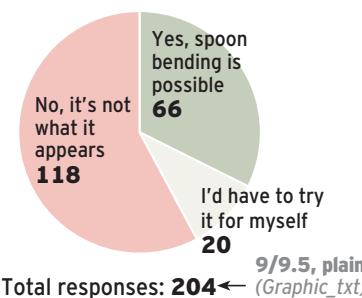
Polls

When charting polls, the margin of error should always be included, as well as the sample size and date poll was conducted in (Notes) style.

The 'Tell Us' poll

The Tell Us poll has a slightly different style, as it only appears in the Currents section. It runs slightly bigger (7p7).

Last week, we asked whether you believed in the concept of using kinetic energy to bend spoons (and other utensils). Judging by the lack of response, bending flatware isn't a pressing issue. Take a look:



Corruption poll results

Chatter here and hee and here, and here and here and is what SignOnSanDiego.com readers thought of the judge's decisions:

Poll questions

Miller was correct in overturning the verdicts against Zucchet.

Poll responses



The U.S. attorney should appeal the Zucchet ruling.



Note: The non-scientific poll included 14,410 responses.

SOURCE: SignOnSanDiego.com

UNION-TRIBUNE

Pieces of the pie

Pie charts should be limited to six pieces/categories or fewer, preferably two to four. Those with more than six pieces should be treated as a bar chart or table.

Size

A good rule of thumb for pie chart size is about 5p, and no bigger than 6p. The examples shown at left are 5p. For multiple charts with fewer pieces, such as SignOnSanDiego polls, smaller charts work as well.

Order

Most charts should be in order from largest to smallest, starting on the right of the "noon" position. Categories like "Undecided" or "Other" should always be last, regardless of value. Exceptions are "Tell Us" polls or others with "Yes" and "No" answers, which can put the "Undecided" or similar neutral category as the middle entry.

Rendering

Charts are never to be skewed.

Rounding

In many cases, the percentages of the pie will not add up exactly to 100% because of rounding. When this happens, be sure to include this note:

Note: Because of rounding, percentages do not equal 100%.

Without this note, readers might question if we inadvertently left data out of the graphic.

SignOnSanDiego.com polls

We occasionally use polls that were conducted on our Web site. Although the site charts the responses as a bar chart, we should convert the data to a pie chart whenever applicable and be sure to note that the poll is non-scientific and include the total number of responses. An example is shown at bottom left.

Margin of error

Margin of error is almost always in percentage points, not percent.

Colors

Chart color options can be found on page 20-21.

17 | Examples of style: lists and tables

Spacing

14.25pt leading on normal text size (9 pt.) makes for good data density and readability and allows the space for lines to be added to separate the rows.

The amount of data and its overall presentation must be taken into account when determining whether that configuration can be used. Smaller leading can be substituted for space considerations, although 9.5 pt. leading should be the smallest used.

City **Pct.**

Category XX.XX%

Category XX.XX%

Category XX.XX%

8/8.5, bold
(Category/CATEGORY)

Spacing
p4.75 separates the categories from the data.

City **Pct.**

9.5pt leading 100.23%

San Diego 56.16%

San Diego 34.20%

Symbolology

A column's symbology is carried down for each entry, except for entries that are "0".

Breaking down debts owed to the city

The number of delinquent accounts and amount of money owed as of Oct. 17, categorized by the city:

Type of debt	Number of accounts	Total due
Parking tickets	455,115	\$45,787,351
Water and sewer bills	32,896	\$12,527,357
Library books, fines and fees	34,315	\$6,480,630
Other (various debts to city departments)	5,609	\$6,039,720
Damage to city property and reimbursable employee benefits	3,757	\$5,705,608
Rental unit business tax	18,904	\$4,892,180
Police services	2,376	\$4,813,094
Rent on city land	404	\$1,026,057
Business tax	1,885	\$634,130
Total	560,332	\$90,290,915

SOURCE: City of San Diego

Alignment

Numbers always use a right-decimal tab for data entries.

UNION-TRIBUNE

The city's largest delinquent debtors

These governments, companies and individuals owed San Diego the most money as of Oct. 17, according to a San Diego Union-Tribune analysis of the city's collections database.

Debtor	Location	Number of debts	Oldest debt, due date	Newest debt, due date	Amount due as of Oct. 17
County of San Diego	San Diego	68	Oct. 23, 1992	Sept. 15, 2005	\$2,513,121
State of California	Sacramento	167	Nov. 1, 1989	Oct. 13, 2005	\$2,071,986
United States	Washington, D.C.	151	Feb. 7, 1996	Oct. 6, 2005	\$651,051
MGA Inc.	Temecula	1	Dec. 8, 1999	Dec. 8, 1999	\$646,800
Kitt, James George	Beaumont, Texas	1	Nov. 10, 2003	Nov. 10, 2003	\$534,799

SOURCES: City of San Diego; Union-Tribune research

UNION-TRIBUNE

Alignment

Non-numerical entries generally use a left-tab.

Alignment

Numerical entries should always align on the decimal point. Non-numerical entries should align on the left.

Boxes and screens

Background boxes or screens are not used in graphics. The only optional use for a background screen is to call attention to a particular row or column within a list or table (example shown at the bottom left).

Category head alignment

The first category head should be flush left, and all other category heads centered over their respect columns.

Colors

Table and list color options can be found on page 20.

Chatter

Try to make chatter a somewhat compact rectangle. Avoid stringing type out that creates one long line and one short line. Avoid widows and orphans.

Rules

A standard list rule (*Line .40k .6pt*) should be used to separate entries.

Entries

When the entry is too long, soft return it down to the next line and manually change the leading to 9.5 pt. with a p4.75 space after (if using standard 14.25 leading)

Column totals

When columns are totalled, bold that row. If subtotals are used, bold the "subtotal" row and bold/uppercase the "total" row.

Screening

When you want to screen a particular column for emphasis, use the following styles:

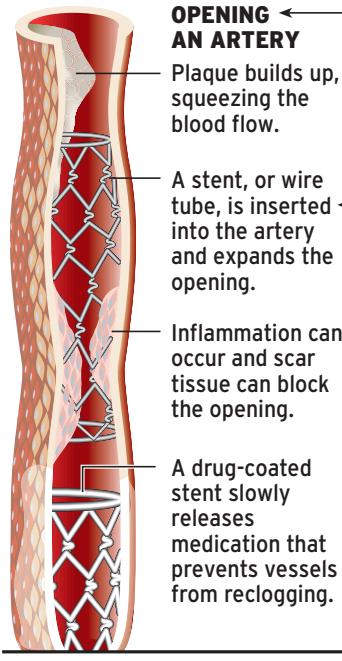
(Chart base color)

(Chart base b/w)

18 | Examples of style: diagrams

Easing the flow

Nearly nine out of 10 stents used in the United States are drug-coated.



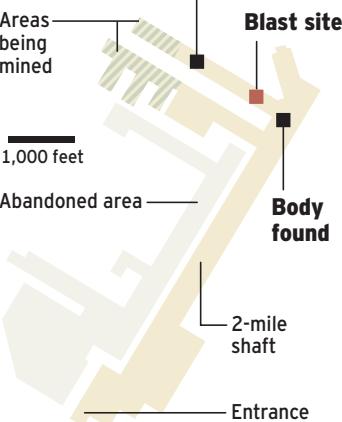
SOURCE: FDA

ASSOCIATED PRESS

Deep into the mine

Twelve of the coal miners trapped in the explosion Monday survived the blast, then retreated deeper into the mine and hung up a curtainlike barrier to try to keep out toxic gases.

Bodies and survivor found



SOURCES: The Huntington, W.Va., Herald-Dispatch; International Coal Group Inc.

ASSOCIATED PRESS

Hierarchy I

In the case where there is a hierarchy of what is being labeled, there should be a corresponding distinction in style. In the example at left, "2-mile shaft" is less important than "Bodies and survivor found" and should carry less visual weight.

Hierarchy II

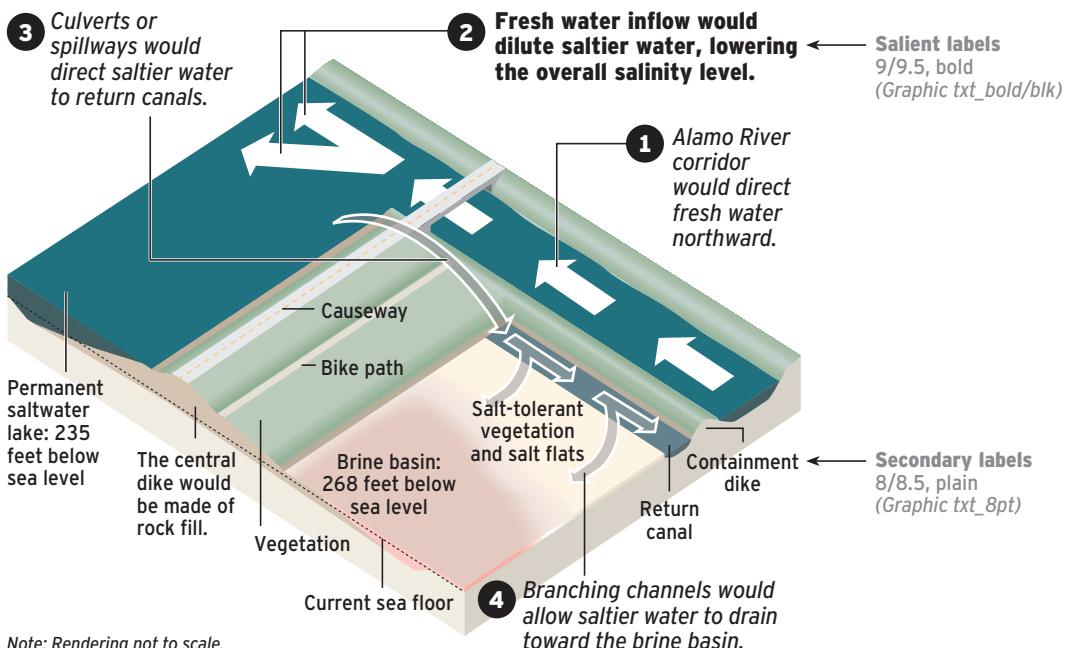
In the example at far left, the text is describing a process or step-by-step graphic. It's all salient data, text or narrative, and should carry the same visual weight.

Hierarchy III

In the example at the bottom of the page, the salient level of storytelling is describing a process or step-by-step graphic, while a secondary level of information is the labeling of other areas. In this case, the salient information should be larger and in bold to separate it from the secondary information.

DIKE SYSTEM

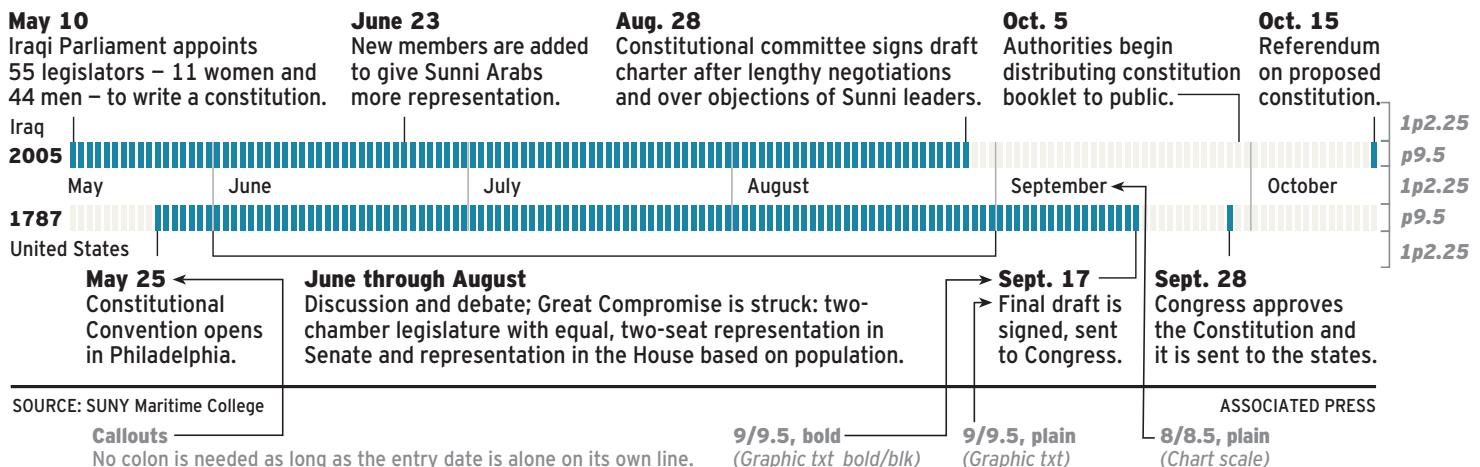
Chatter would go here and here across the graphic. Chatter would go here and here across the graphic. Chatter would go here and here across the graphic.



19 | Examples of style: timelines

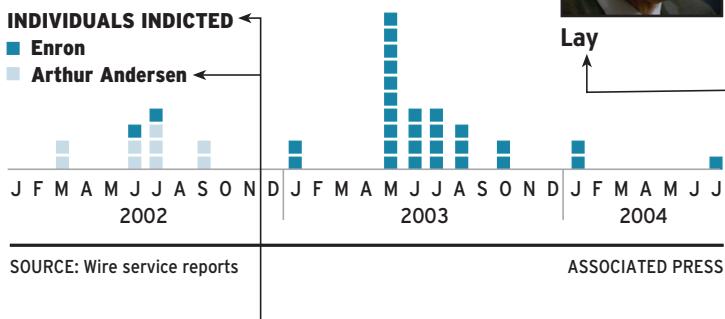
Defining a democracy

The 55 men who wrote the U.S. Constitution worked on it for four months. The 71 men and women who worked on the Iraqi draft constitution also wrote it in a matter of months. In both cases, lawmakers had a template. The U.S. had the Articles of Confederation and Iraq had its interim constitution.



Indictments go to top of Enron

The indictment of Kenneth Lay, the former chairman and CEO of the energy giant Enron Corp., caps an investigation that has snared dozens of other employees from Enron and its accounting firm, Arthur Andersen. A look at the number of people indicted since March 2002:



SOURCE: Wire service reports



Mugshots

The mugshot box is 5p wide by 7p tall, and like all photos used in graphics, has a 1 pt. solid black rule. All mugshots and photos should be toned and corrected by the Color Lab/backshop before being imported. Images should also be imbedded in the file (this can be set up to do automatically in the FreeHand preferences).

(Photo cutline)

Data markers

Use a standard box, 4.75 by p4.75.

Justifying timelines

We should not do timelines just to have a timeline; data that is specifically time-oriented must be shown. In the top example, the time element is important because it compares a subject – the writing of the Iraqi constitution to the U.S. constitution. The important element is how similar they are in terms of how long they took to get finished.

In the left example, the trend of who was indicted and when is important. The graphic shows how the Arthur Andersen indictments clustered in 2002 while the majority of Enron indictments were in mid-2003. Had there been no clustering of indictments by total number or by company, showing this in timeline form wouldn't have been necessary.

Colors

Diagram color options can be found on page 21.

Categories

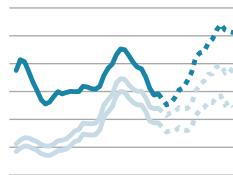
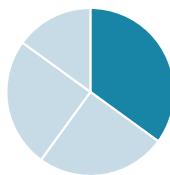
In this example, we would use a mix of all caps and upper/lower for hierarchy. (Category/CATEGORY)

20 | Color palette: charts

MOST CHARTS

CHARTS/STANDARD

The vast majority of our color charts should be done in blue. If not calling out a specific salient point, dark blue should be the default; if focusing attention on a salient point, use the dark blue for emphasis and light blue for other entries.



Color mixes

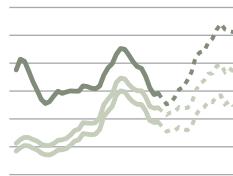
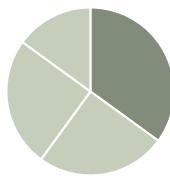
CHARTS/STANDARD

Dark blue	65c, 0m, 0y, 40k (standard chart primary)
Light blue	13c, 0m, 0y, 10k (standard chart secondary)

CHARTS/FINANCIAL OR ACCOUNTING

FINANCIAL CHARTS

If the subject matter involves financial data, green should be the color choice. As above, the dark green should be default for salient data with light green for other entries.

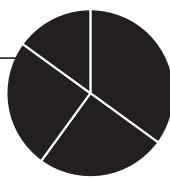


DEBT/ACCOUNTING CHARTS

The color red has an implied meaning in charts, so follow these guidelines for proper use:

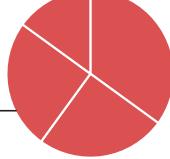
Positive salient data

- Salient data, black;
- Secondary positive data, gray;
- Secondary negative data, light red.



Negative salient data

- Salient data, red;
- secondary negative data, light red;
- Secondary positive data, gray.



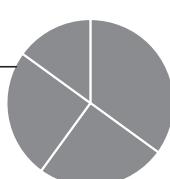
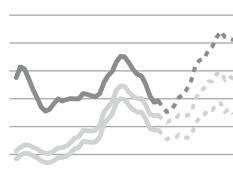
Doing pie charts using these colors

In rare circumstances, there might be a need to build a pie chart using this color scheme (when showing a breakdown of a particular category, for example). Using these colors for pies should only be done when the pie is directly related to the salient data, as shown in the examples to the left, and only for color scheme consistency.

CHARTS/BLACK AND WHITE

CHARTS/B-W

Regardless of whether a chart would have blue, green or red in a color format, all charts should default to the same style in their black and white versions.



CHARTS/B-W

Dark gray	0c, 0m, 0y, 55k (Chart primary bw)
Mid gray	0c, 0m, 0y, 25k (Chart secondary bw)

REVERSING TYPE

Text should be black in most cases up to and including 40 percent black backgrounds. It should be reversed out of anything darker than 40 percent.

21 | Color palette: specified uses

Design and illustrative



Recurring themes

POLITICAL PARTIES

Democrat: blue
65c, 0m, 0y, 40k
(democrat)

Republican: red
0c, 80m, 60y, 10k
(republican)

Independent, other: tan
0c, 0m, 4y, 5k
(independent, other)

CHARTS/'TELL US' AND Y-N POLLS

Yes: light green
8c, 0m, 16y, 18k
(yes)

No: light red
0c, 25m, 15y, 3k
(no)

Undecided, other: tan
0c, 0m, 4y, 5k
(undecided, other)

TIMELINES

Primary: dark blue
65c, 0m, 0y, 40k
(timeline primary)

Secondary: light blue
13c, 0m, 0y, 10k
(timeline secondary)

Base
0c, 0m, 4y, 5k
(timeline base)

BW VERSIONS

Dark gray
0c, 0m, 0y, 55k
(primary bw)

Mid gray
0c, 0m, 0y, 25k
(secondary bw)

Light gray
0c, 0m, 0y, 15k
(base bw)

MAP/HIGHLIGHT AREA

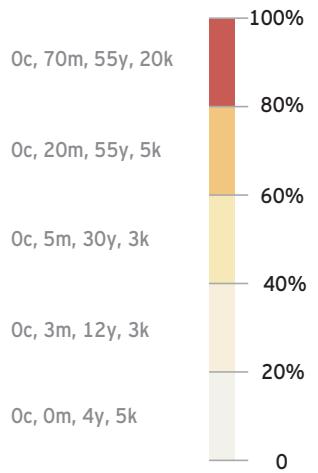
Orange
0c, 15m, 55y, 5k
(map highlight orange)

COLOR BAR

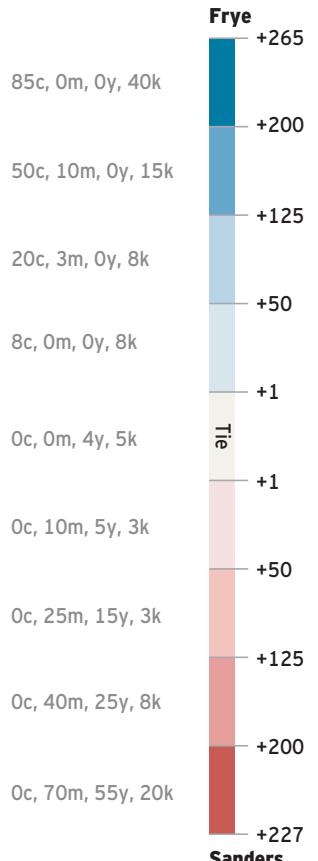
Color registration bar
40c, 30m, 30y, 0k
(color registration bar)

Stat maps

ONE-DIRECTIONAL DATA



TWO-DIRECTIONAL DATA



22 | Crediting

IN-HOUSE CREDITS

Standard

ARTIST NAME / Union-Tribune

Standard

UNION-TRIBUNE

Multiple artists

ARTIST NAME and ARTIST NAME / Union-Tribune

↑ "and" if in the same department

Multiple visual departments

Graphic by ARTIST NAME; Photo by PHOTOGRAPHER NAME / Union-Tribune

↑ Semicolon if different departments

Freelance artist with staff artists

Illustration by NAME HERE

Graphic by ARTIST NAME and ARTIST NAME / Union-Tribune

Mixed departments

Reporting by NAME HERE; Research and analysis by NAME HERE, Graphic by NAME HERE / Union-Tribune

Writer byline

By Artist Name

STAFF ARTIST

↑ If we need to drop a story into a graphic, we use this credit for the reporter. Additionally, it may be used as an artist credit for graphics a half-page or larger.

WIRE SERVICE CREDITS

Use the full source credit for wire graphics unless spacing prohibits it:

Preferred credit	Abbreviated
NEW YORK TIMES NEWS SERVICE	NYT
ASSOCIATED PRESS	AP
KNIGHT-RIDDER/TRIBUNE	KRT
COPLEY NEWS SERVICE	Do not abbreviate

Multiple credits

For multiple crediting, the primary artist (or whoever it might be) should be last.

Wire artist credits

We do not use wire artists' names in credit lines, unless the graphic moved with a notice that we must give mandatory credit (such as an AP member contribution) or the graphic was given to us as a courtesy. An exception is Copley News Service graphics and artist credits, which we run in the same style as our own in-house credits.

5 | Distribution procedure

1 VERIFICATION

- When the graphic is completed, collect a printout of the CAMS request and copies of all relevant source material and paper clip them together as a package. For newswire graphics, a printout of the original should be attached or a digital copy pasted on to the printout of your graphic.
- Give the package to the designated news artist verifier (determined by the graphics editor). The department's verifier will proof the graphic against the provided source material and verify the consistent use of *Union-Tribune* graphics style. If turnaround is tight, please attach a highly visible note on top of the package stating that the graphic is needed by a specific time.
Note: If the department's verifier is on vacation or if you are working a night or weekend shift ONLY, either approach another news artist in the department to verify the graphic or carefully and deliberately verify it yourself. Check the words and visuals to the source material for accuracy. Check locations, street names, highway symbols, map scales. If a fact is not supported by the source material, please note it. Please check math when applicable and note any questionable spelling, use of statistics, grammar or punctuation oddities that you might notice. Please mark any noticeable style discrepancies: 8 pt. when 9 pt. should be used, the use of italics or upper case words, proper quote marks, proper spacing, etc.
- The verifier will proof the graphic and give it back to the artist. If fixes need to be made, a new copy should be given back to the verifier with the old, marked printout. When the graphic is error-free, the verifier will sign his/her initials on the printout.

2 GRAPHICS EDITOR

- After the graphic has been verified, give to the graphics editor.

3 REPORTER, STORY EDITOR AND DESIGNER

- After making the graphic editor's changes, the graphic goes to the assigning/story editor with photocopies of the source material (in the case of bureaus, the graphic should be e-mailed to the editor and the reporter). If the graphic is for an A-1 story, that editor should get a copy as well. An additional copy should be given to the page designer. Make necessary fixes that come back from the assigning editor and night editor, if applicable.

4 COPY DESK

- After the editor and reporter have signed off on the graphic, give it to the graphics copy editor. Be sure to tell the copy desk if it has an early deadline.
- Avoid moving advance graphics to the copy desk; leave weekend graphics with the appropriate weekend news artist and he will give them to the copy desk.

Note: No graphic should go to the copy desk without an OK from the assigning editor and the graphics editor (and in case of an A1 graphic, the A1 night editor). Copies of the source material must go with the OK'd proof to the copy desk.

5 EXPORTING

- After the graphic comes back from the copy desk, either export it to the designer or print to film.

6 SAVING/USING QUICKIES

- Once you've sent the graphic, the file should be saved in News Graphics/Today's graphics/Output. Consistently labeling the graphic with its appropriate status as it works its way through the process allows the graphics editor to know the status of all graphics at a glance.

