

## Review of McKinsey's The Week in Charts and 2024 The Year in Charts

In The Week in Charts, blue is used consistently across all charts, creating a unified and cohesive visual style. When specific items need to be highlighted, red is used for emphasis. The depth of the blue color is also used to indicate magnitude, making the charts easy to interpret.

2024 The Year in Charts also primarily uses blue, but it differs by introducing many animated and interactive charts, making the overall presentation more dynamic and engaging.