

2021

Brand Standards Manual

No adapts project resources to
needs within communities.

ALASKA NATIVE
TRIBAL HEALTH
CONSORTIUM

ALASKA PACIFIC



World Justice
Project



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01

Introduction

About the World Justice Project



Data Drives Justice

The World Justice Project works to create knowledge, build awareness, and stimulate action to advance the rule of law worldwide.

Why We Promote the Rule of Law

Effective rule of law reduces corruption, combats poverty and disease, and protects people from injustices large and small. It is the foundation for communities of justice, opportunity, and peace—underpinning development, accountable government, and respect for fundamental rights.

Key Elements of WJP's Brand Personality

Trustworthy

We ground our work in data and evidence about the rule of law, how it works, and how it relates to economic, socio-political, and human development.

Inclusive

Through our data collection, analysis, visualization, and storytelling, we amplify the voices of everyday people and legal practitioners and experts worldwide to show how the rule of law matters to everyone. Through our engagement events and initiatives we highlight and bolster diverse projects, ideas, and good work focused on advancing the rule of law.

Collaborative

We engage with, build, and leverage global networks to disseminate knowledge, advance policy, and empower partners with information and support for locally-led initiatives to broaden initiatives working to advance the rule of law.

Bias Toward Action

We seize opportunities for change, responding to an ever-evolving rule of law landscape to find new solutions and incorporate learning from both our work and that of our network partners.

Effective

We do the work to create the tools, information, and connections necessary to persuade key stakeholders and bring about policy changes and actions needed to address rule of law challenges.

Design Style Guide

Design Principles

Our visual identity presents an important first impression and reinforces an ongoing perception of who we are, reflecting our mission, approach, and personality. To support this, WJP's in-house design team implements a user-centric process that is first and foremost:



Credible: We strive to inspire trust in our audiences through design and communications that build WJP's credibility as a leading organization in the rule of law field. We do this by maintaining visual consistency across all channels and ensuring the final product is crafted to be clear, concise, and complimentary to the information presented.



Audience-focused: We create reports, campaigns, and materials with the appropriate audience in mind. As a multi-disciplinary organization, we often communicate to several audience groups at once. Consideration of the audience or user is imperative to the success of our work.



Solution-oriented: We seek creative solutions to challenges in our work, and prioritize clear and concise communication with our visual materials. We continue to evolve in our skill-set and ideas for communicating complex ideas simply and effectively.

Logo Usage

Primary Logo



**World Justice
Project**

The primary logo is used on the majority of WJP products: publications, email newsletters, proposals, presentations, documents, etc.

Minimum primary logo size is 150 px wide

Secondary Logo



**World Justice
Project**

The secondary logo is used for WJP's social media profile images and other limited and case-specific placements.

Minimum secondary logo size is 64 px wide

Minimum White Space

The World Justice Project logo should always be surrounded by a minimum area of space.



Stand-alone logo

When placed alone, a margin of clear space equivalent to the width of the “W” is required on all four sides of the logo.



Logo next to other elements

When placed next to other elements, such as a partner logo, a margin of clear space equivalent to the width of the “globe” is required on all four sides of the logo.

Improper Use of Logo



World Justice
Project



World Justice Project
Rule of Law Index

Do not change the color of the logo or alter the text/font.



World Justice
Project

Do not scale the logo disproportionately.



World Justice
Project



World Justice
Project

Do not inverse the colors or put logo on a colored background.



World Justice
Project

Do not crop or align the logo with the edge of the page/slide.



Do not isolate the globe from the text portion.



Do not rotate the logo.

Proper Use of Logo



Do place logo on top a white background for colored pages.



Do use the black version of the logo for printing only.



Do place logo on upper left area of a document or presentation.



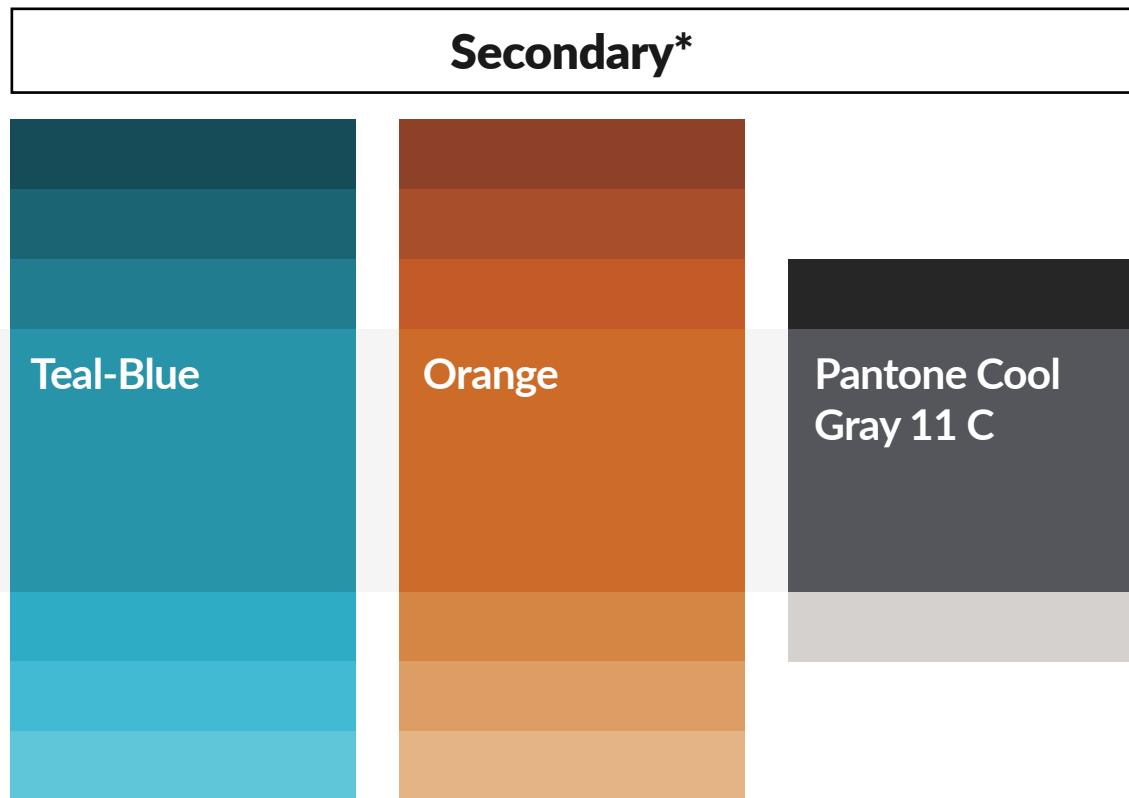
Do use 90-95% transparency of white background



Do place a minimum of one globe between elements next to logo

Color Palette

Consistent use of our brand colors ensures brand visibility and recognition. It sets us apart from peer organizations and is the primary design asset utilized across all branded collateral.



*The three tonal colors that fall above and below the primary and secondary colors show how the color may appear when used with transparency.

Color Palette: Pantone Violet C

Pantone Violet C is the WJP's dominant brand color.* It unifies and strengthens our visual identity. It is used as the main color on all WJP branded materials that promote our mission and on all materials that directly relate to the *WJP Rule of Law Index*.

Tones



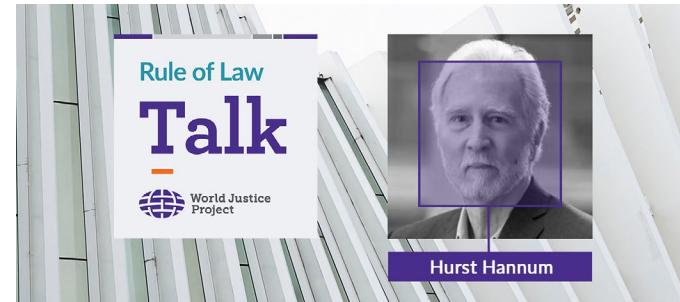
Color Codes

CMYK
89 100 2 2

RGB
72 45 139

HEX
482d8b

Examples



Example 1: Pantone Violet C is first utilized in this graphic to add dominance to the "Talk" in the title. Secondly, it is utilized as a rectangular backdrop to speaker names, adding structure; and thirdly as a visual tool that connects speaker names to their faces.



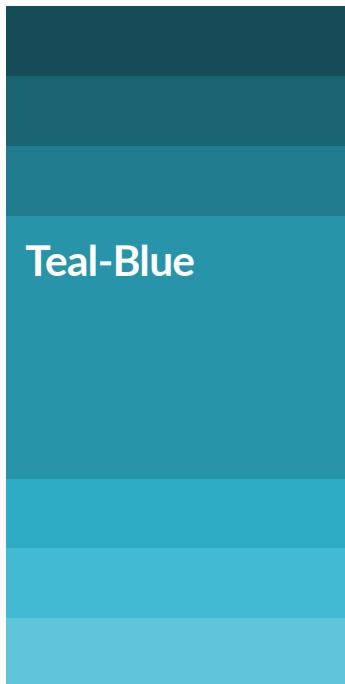
Example 2: Pantone Violet C is used as a color overlay introducing the first section in a presentation. Using a violet overlay consistently in section breaks for presentations or reports is a strategy used to unify photographs with varying colors.

*Purple is the color used to symbolize law in academic institutions.

Color Palette: Teal-Blue

Teal-Blue is utilized in place of Pantone Violet C on material that are separate products from the *WJP Rule of Law Index*. It is also sometimes used to compliment the Pantone Violet C on collateral relating to the Index.

Tones



Color Codes

CMYK

78 26 28 1

RGB

40 148 170

HEX

2894aa

Examples



Example 1: The Teal-Blue is utilized as a photo overlay introducing a section.

1 PERCEPTIONS OF GOVERNMENT ACCOUNTABILITY
There is a high perception of impunity in Afghanistan. Fewer than one in five Afghans (17%) think that a high-ranking government officer publicly proven to be embezzling government funds would be prosecuted and punished. At the national level, there has been a slight increase in the number of respondents who believe an investigation would be opened without reaching a conclusion (54%). The perception of government accountability varies across Afghanistan, with the Southwest region having the most positive perception of accountability (54%) and the Capital region having the least positive perception (6%).

Example 2: The Teal-Blue is utilized to distinguish the title of the paragraph section from the body of the paragraph.



Example 3: The Teal-Blue is utilized in two ways in this launch media graphic. The first is as a rectangular border that serves to frame the content. The second use of teal-blue is seen in the title.

Color Palette: Orange

Orange is utilized to contrast Pantone Violet or Teal-Blue, adding warmth and urgency. Opposed to the Pantone Violet C and Teal-Blue, it is never used as a primary color, but as an accent color to call out important pieces of information.

Tones



Color Codes

CMYK

0 72 100 0

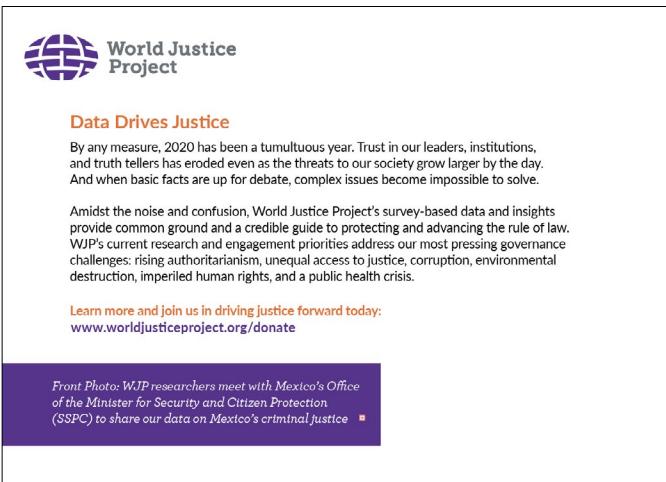
RGB

243 108 33

HEX

f26b21

Examples

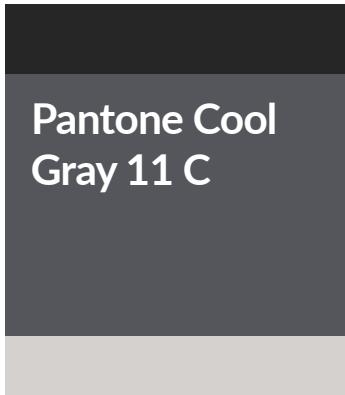


Examples 1 and 2: The Orange is used in tandem with Pantone Violet C in the subtitle of the first graphic and title of the second graphic. Both uses of orange add visual warmth and highlight key information.

Color Palette: Pantone Cool Gray 11 C

The Cool Gray color replaces the color black in situations where the use of pure black* would be too stark or draw attention away from the main content of the graphic. This gray is reflective of the gray used in the WJP logo.

Tones



Color Codes

CMYK

65 57 52 29

RGB

85 86 90

HEX

555659

Examples



Example 1: Cool Gray is used in this graphic where pure black would be too bold or harsh.

Factors of the Rule of Law Over Time



Example 2: Cool Gray is used here in place of the original factor icon colors to contrast the bright colors used in the graph.

*Pure black is used on all body text and select title/subtitles with a 95% tint, as seen throughout this brand guide.

Factor Icon Colors

The World Justice Project's eight factors of the rule of law are at the core of all WJP data products. These colors are a powerful visual reference tool that we associate with each of the eight factors.

	Constraints on Government Powers	HEX #137b3f RGB 19-123-63		Order and Security	HEX#413179 RGB 65-49-121
	Absence of Corruption	HEX #869d3b RGB 134-157-59		Regulatory Enforcement	HEX #8f2e8c RGB 143-46-140
	Open Government	HEX #0f9581 RGB 15-149-129		Civil Justice	HEX #89191c RGB 137-25-28
	Fundamental Rights	HEX #1a74b6 RGB 26-116-182		Criminal Justice	HEX #f07623 RGB 240-118-35

Factor icon files are available by request from WJP's design team. Please contact Priyanka Khosla at pkhosla@worldjusticeproject.org to discuss your needs. White and dark gray versions of the eight factors are also available by request.

WJP Fonts

Across all documents, social graphics, presentations, etc., the WJP strictly uses Lato for headers, sub-headers and all body text. Archer is used for call-out text—an example is seen below.

Access the full [Lato font family here](#).

Headers:
Lato Heavy or
Lato Heavy Italic

Sub-Headers:
Lato Regular

Body Text:
Lato Regular

Call-out Quotes:
Archer Pro
Semibold Italic

Consistent use of Lato in Header/Title text, in Heavy or Heavy Italic

Lato regular is used here to show how a sub-header would appear.

Body text here is shown with the Lato regular font. All body text on a white background should use a pure black with 95% tint. Body text placed on a dark background, such as Pantone Violet C, should use white. If placed on a dark background, it's suggested to use a semi-bold or bold style of the Lato font.

*Call-out quotes, especially in boxes, use Archer Pro Semibold Italic.
Please consult with the WJP in-house design team for access to this font.*

*Pure black is used on all body text and select title/subtitles with a 95% tint, as seen throughout this brand guide.

Lato Characteristics

The Lato font family is used across WJP sub-header and body text. The letter structuring gives a feeling of warmth and confidence.

Heavy ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Heavy ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Archer Characteristics

The Archer font family is used in the WJP logo and call-out text. Archer, when used sparingly, elicits a sense of trust and friendliness.

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
italic abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
italic abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

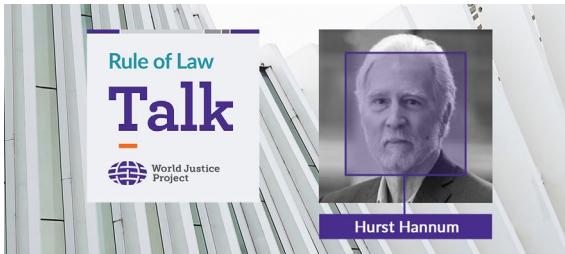
Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
italic abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Photography

The WJP strategically chooses photographs that are under the following three categories:

Technical

Technical imagery is a reminder that WJP's backbone is rooted research and data. Technical photos are defined as being highly geometric.



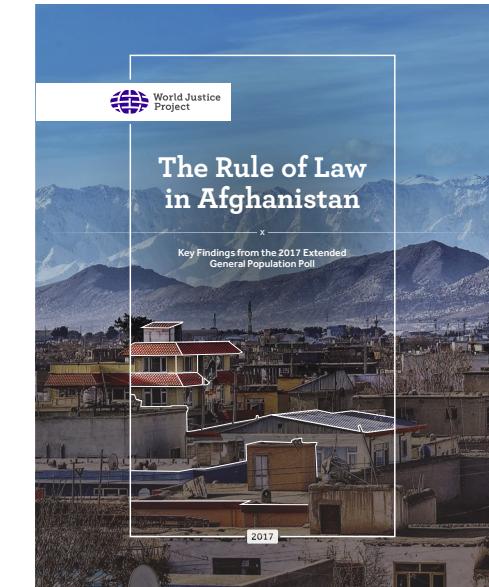
Emotional

Emotive imagery reinforces that the common root of WJP's multi-disciplinary approach is its mission to advance how everyday people experience and navigate the rule of law.



Environmental

Environmental imagery allows the WJP to visually localize country-specific reports and campaigns in a tone-neutral way.



Cover Guidelines for Global and Country Reports

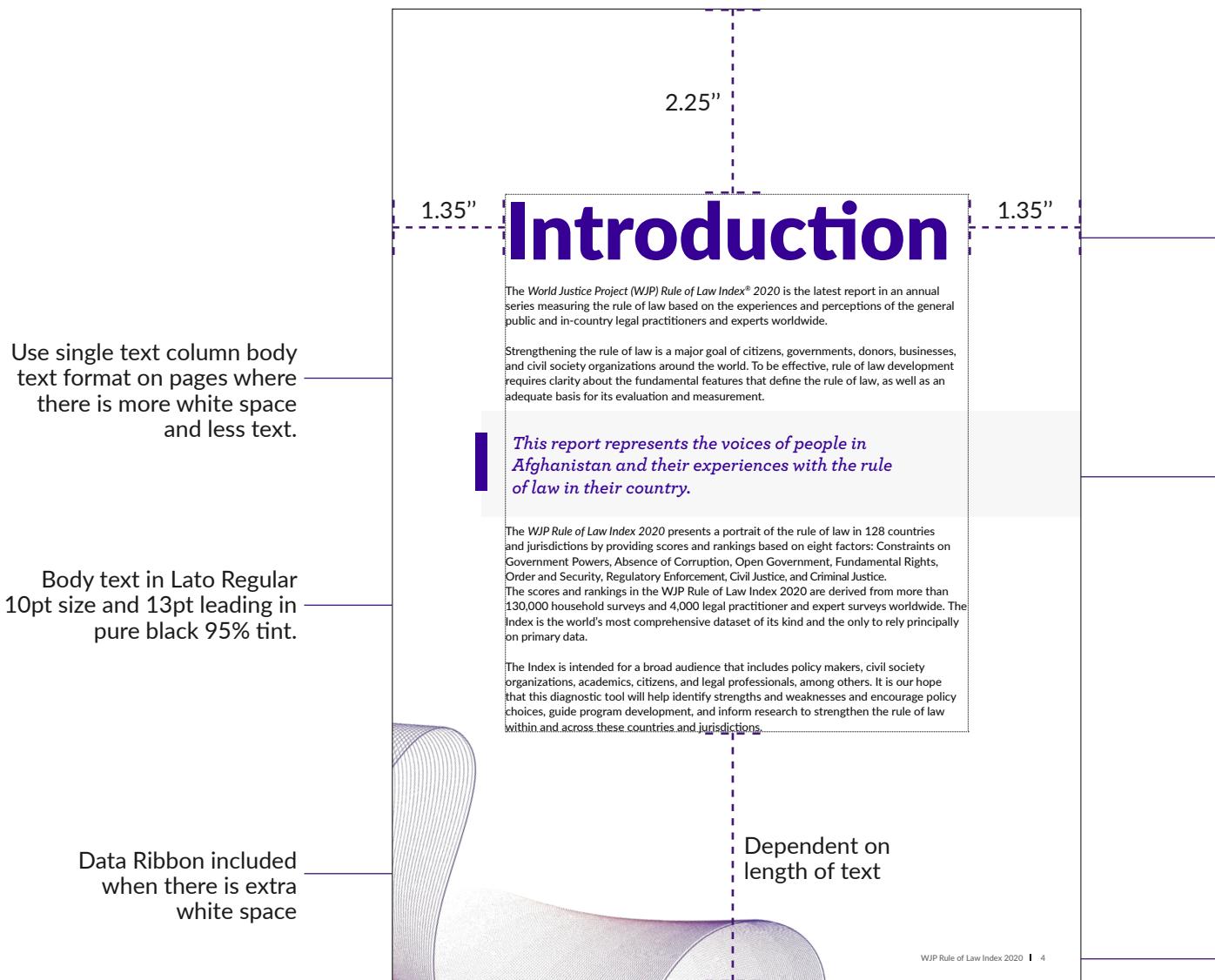
Report covers follow a strict format to ensure consistency. Reports are built with A4 paper size. These reports are strictly produced by WJP's in-house design team.

11.69 inch

8.27 inch

- Logo placed in a 3.34 x 1 in. white box; the top edge of white box aligns with top edge of white border
- Title in Lato Heavy 48/53pt
- Divider line placed equal distance from bottom of title and top of sub-header
- Subtitle in Lato Bold 18/24pt
- Month and date of report release in Lato Bold 18/24pt
- White border line is placed one inch in from cover edge

Layout Example: Introductory Pages



Layout Example: Text Pages

Page & Section Headers in Lato Heavy 30pt in Black or Pantone Violet C.

Bulleted or numbered lists indented at .25"

Body text in Lato Regular size 10pt and 13pt leading in pure black 95% tint.

.5"

Features of the WJP Rule of Law Index

The World Justice Project (WJP) developed the WJP Rule of Law Index to serve as a quantitative tool for measuring the rule of law in practice. The Index's methodology and comprehensive definition of the rule of law are the products of intensive consultation and vetting with academics, practitioners, and community leaders from more than 100 countries and jurisdictions and 17 professional disciplines.

The scores and rankings of the eight factors and 44 sub-factors of the Index draw from two sources of data collected by the WJP:

1. A General Population Poll (GPP) conducted by leading local polling companies, using a representative sample of 1,000¹ respondents in each country and jurisdiction;
2. Qualified Respondents' Questionnaires (QRQs) consisting of closed-ended questions completed by in-country legal practitioners, experts, and academics with expertise in civil and commercial law; constitutional law, civil liberties, and criminal law; labor law; and public health.²

Taken together, these two data sources provide current, original information reflecting the experiences and perceptions of the general public and in-country legal practitioners and experts in 128 countries and jurisdictions worldwide.

Rule of Law in Practice
The Index measures adherence to the rule of law by looking at policy outcomes, such as whether people have access to courts or whether crime is effectively controlled. This stands in contrast to efforts that focus on the written legal code, or the institutional means by which a society may seek to achieve these policy outcomes.

Comprehensive and Multi-Dimensional
While other indices cover particular aspects of the rule of law, such as absence of corruption or human rights, they do not yield a full picture of the state of the rule of law. The WJP Rule of Law Index is the only global instrument that looks at the rule of law comprehensively.

Perspective of Ordinary People
The WJP Rule of Law Index puts people at its core. It looks at a country's adherence to the rule of law from the perspective of ordinary individuals and their experiences with the rule of law in their societies. The Index examines practical, everyday situations, such as whether people can access public services and whether a dispute among neighbors can be resolved peacefully and cost-effectively by an independent adjudicator.

New Data Anchored in Actual Experiences
The Index is the only comprehensive set of indicators on the rule of law that is based on primary data. The Index's scores are built from the assessments of residents (1,000 respondents per country or jurisdiction) and local legal practitioners and experts, which ensure that the findings reflect the conditions experienced by actual people, including residents from marginalized sectors of society.

Culturally Competent
The Index has been designed to be applied in countries and jurisdictions with vastly different social, cultural, economic, and political systems. No society has ever attained—let alone sustained—a perfect realization of the rule of law. Every country faces the perpetual challenge of building and renewing the structures, institutions, and norms that can support and sustain a rule of law culture.

Country-Specific Data and Online Tools
In addition to this written report, an interactive online platform for country-specific WJP Rule of Law Index data is available at worldjusticeproject.org. The interactive data site invites viewers to browse each of the 128 country and jurisdiction profiles and explore overall and factor scores.



¹ Due to small populations or obstacles to data collection in certain countries and jurisdictions, the sampling plan was adjusted in some cases. One adjustment was to decrease the sample size. For more information on specific countries and jurisdictions and sample sizes, see pages 166-168.

² Please see the "Methodology" section on page 162 of this report for more detailed information regarding data collection and score computation.

Header in Lato heavy 30pt size and 36pt leading in Black.

Sub-header in Lato Medium 13pt size and 15pt leading in Black. Leading may be adjusted based on quantity of words and lines.

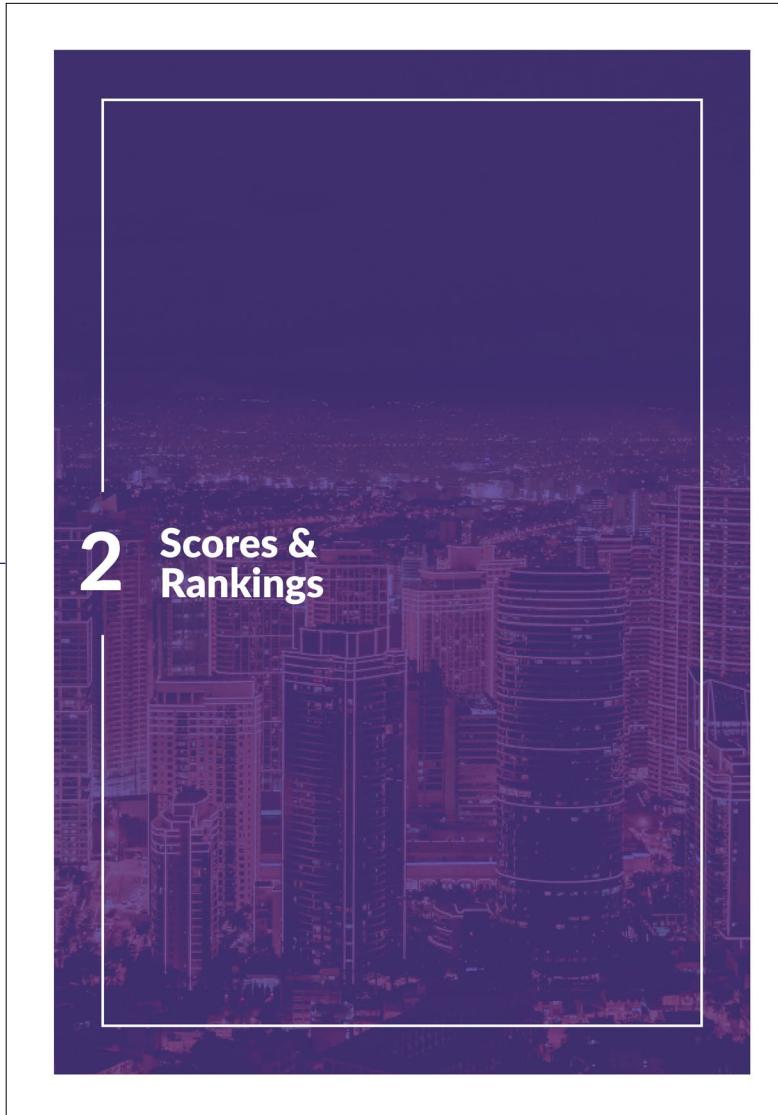
Body text section headers in Lato Regular 10pt in Teal-blue or Pantone Violet.

Links are highlighted using Pantone Violet C.

Footnotes are Lato Light size 8pt and 9.6pt leading.

Layout Example: Section Divider Pages

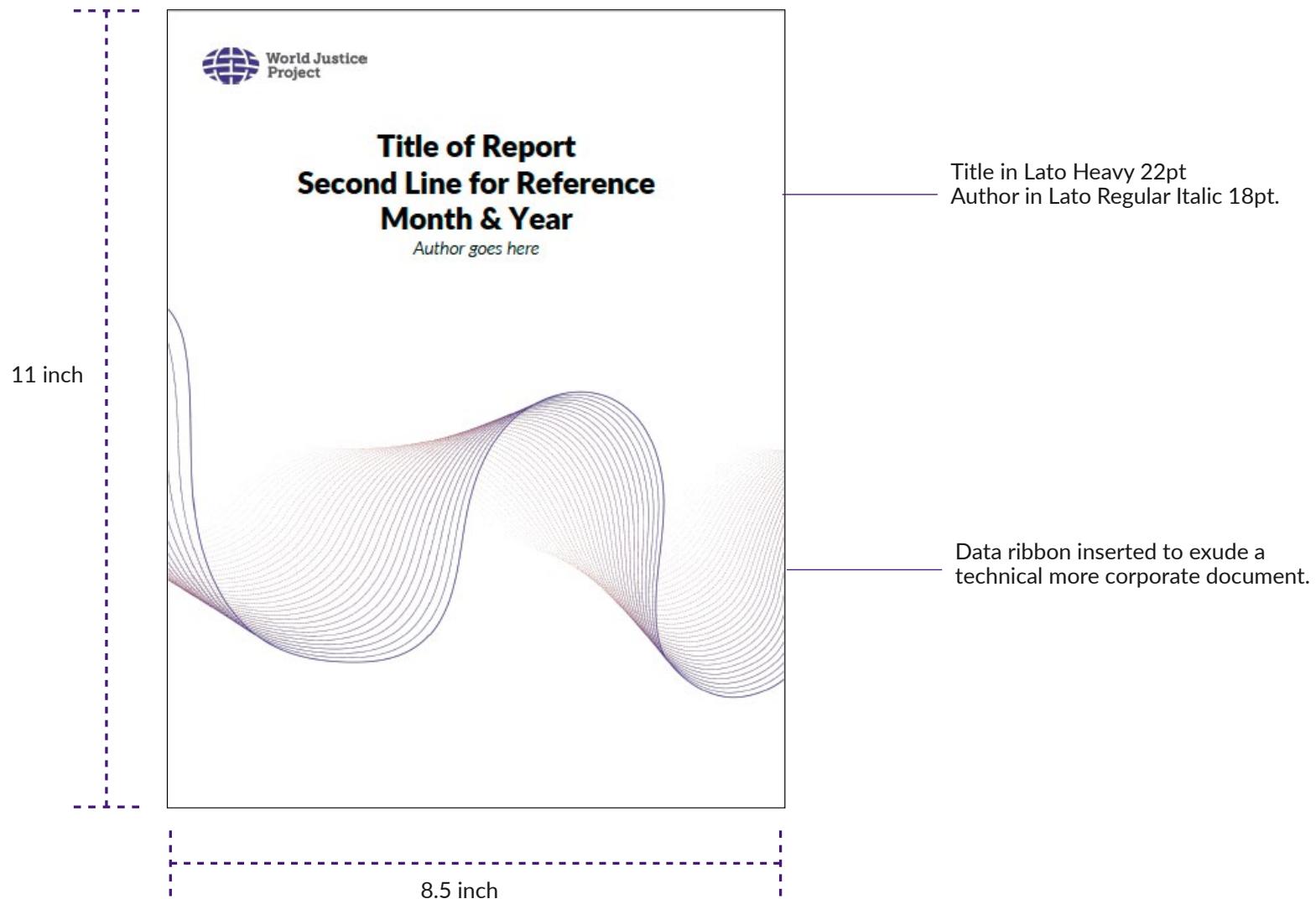
Number in Lato
Heavy 60pt and
Section title in Lato
Black 30pt



Rectangle border is placed 1" from all four edges and has a 1.5" gap for the number to be placed.

Each report section divider page should have a unique photo. Section divider pages are unified by use of consistent color transparencies. The color of the transparency varies from report to report, but the majority of reports will use Pantone Violet C or Teal-Blue. The type of transparency effect used varies from image to image. As a starting point, use a normal transparency set with a 75% opacity.

Cover Guidelines for Research Papers



To access this template, follow this link: <https://wjproject.sharepoint.com/:f/g/Communication/EnG0X3z41uRMrn04jFDYO5sB8L80ucJbxltOdjgg94J8BA?e=12bc7G>

Digital Media Graphic Campaign Sizes

Digital media campaign graphics are often created by resizing and optimizing an original large graphic or other materials, like a report cover. Sized below are in pixels.

		Banner graphic	Post thumbnail/graphic
	Twitter	1500x500	1024x512
	Facebook	851x315	1200x630
	Instagram	-	1080x1080
	LinkedIn	1584x396	1200x627
	Zoom	640x316	-
	Youtube	2048x1152	1280x720
	E-mail	1200x730	1200x600
	Website-News	1200x600	1480x940
	Website-Home Banner	1200(w)	-

For additional information regarding social media graphics, see: <https://blog.hootsuite.com/social-media-image-sizes-guide/>

Presentation Design Guidelines

Presentations are produced in Microsoft PowerPoint or Keynote. The key to a well-formatted presentation is consistency and simplicity.



Keep text to a minimum and use large font sizes



Include the slide number and presentation title in the lower-right corner



Include WJP's logo on first and last slides



Use high-resolution photos and graphics, avoid blur



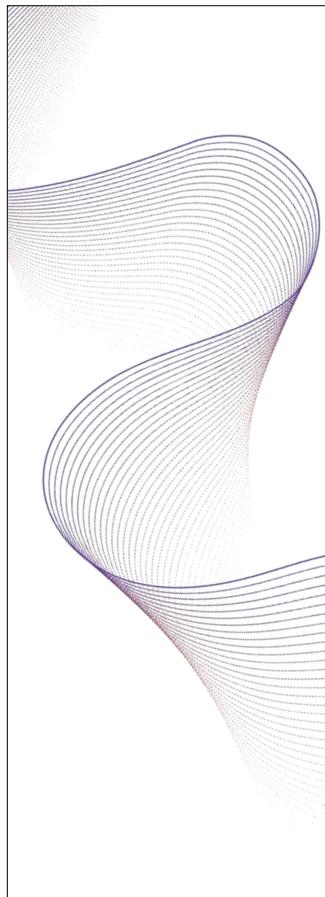
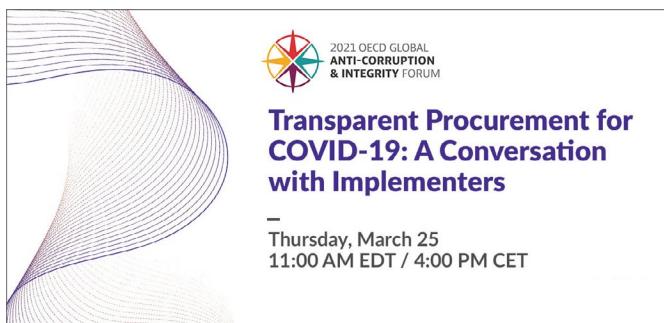
Use universal fonts that non-WJP staff have access to, e.g. Calibri



Include a slide title on every slide

The WJP Data Ribbon

The WJP Data Ribbon symbolizes movement of data and information. It is used strategically to elicit a technical yet organic feeling from a document or graphic. The WJP in-house Design team should be consulted before utilizing the WJP Data Ribbon.



A background photograph showing a man and a woman in an office setting, looking intently at a large screen displaying various data visualizations like charts and graphs. The scene is dimly lit, with the screen being the primary light source.

Data Visualization Style Guide

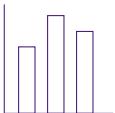
Introduction to the Data Viz Style Guide

The WJP design team seeks to both honor the data and present focused interpretations through engaging data visualizations.

Each infographic should be free from extraneous visual noise in order to allow for ease of readability. Above all, charts should be accurate and legible.

Types of Charts

The most common types of charts the WJP uses to create its data visualizations. A chart is any rich display of data, such as a map, table, or graph. An overview rather than exhaustive list.



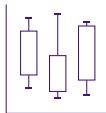
Bar Chart

shows: change over time, comparison, pattern
note: labels can be crushed when too many bars



Multi-set Bar Chart

shows: distribution, patterns, relationship, comparisons
note: hard to read with too many bars included



Box & Whisker

shows: distribution, range, outliers
note: can be used in place of histogram to take up less space



Scatter Plot

shows: trends (or lack thereof), patterns, relationships
note: watch for label overlap when points are close



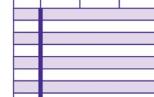
Bubble Map

shows: proportion, location, comparisons
note: large bubbles can hide smaller bubbles around them



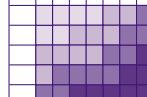
Donut Chart

shows: part-to-whole, proportions
note: easier to read and better use of space than pie charts



Table

shows: precise values, comparison, trends
note: overwhelming when using too many columns



Heat Map

shows: relationships, comparison, pattern
con: labels can be crushed when too many bars



Histogram

shows: data over time, distribution, range
note: useful for seeing concentration of values



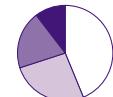
Line Graph

shows: trends, data over time, comparisons
note: avoid more than 3-4 lines per chart for legibility



Rose Chart

shows: proportions, comparisons
note: comparisons are harder to see when values are similar



Pie Chart

shows: part-to-whole, comparison, pattern
con: labels can be crushed when too many parts



Radar "Spider" Chart

shows: performance, comparisons, outliers
note: too many variables complicate the chart's legibility



Stacked Bar Graph

shows: part-to-whole, proportions, comparisons
note: can be difficult to judge exact size of each segment



Basic Map

shows: location, comparison
note: disproportional country sizes can mislead

Color Palette for Charts Excluding Maps

Categorical data is most often found in country-specific or thematic reports. Maps A are those with a 0-1 value range and Maps B are those with a limited value range (for example, -6% - +6%).

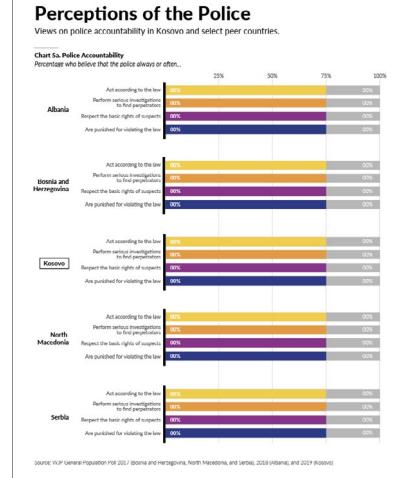
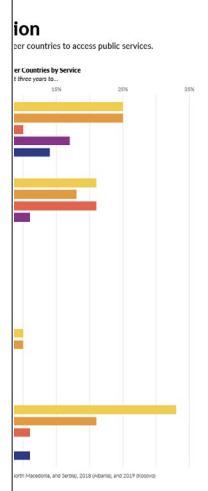
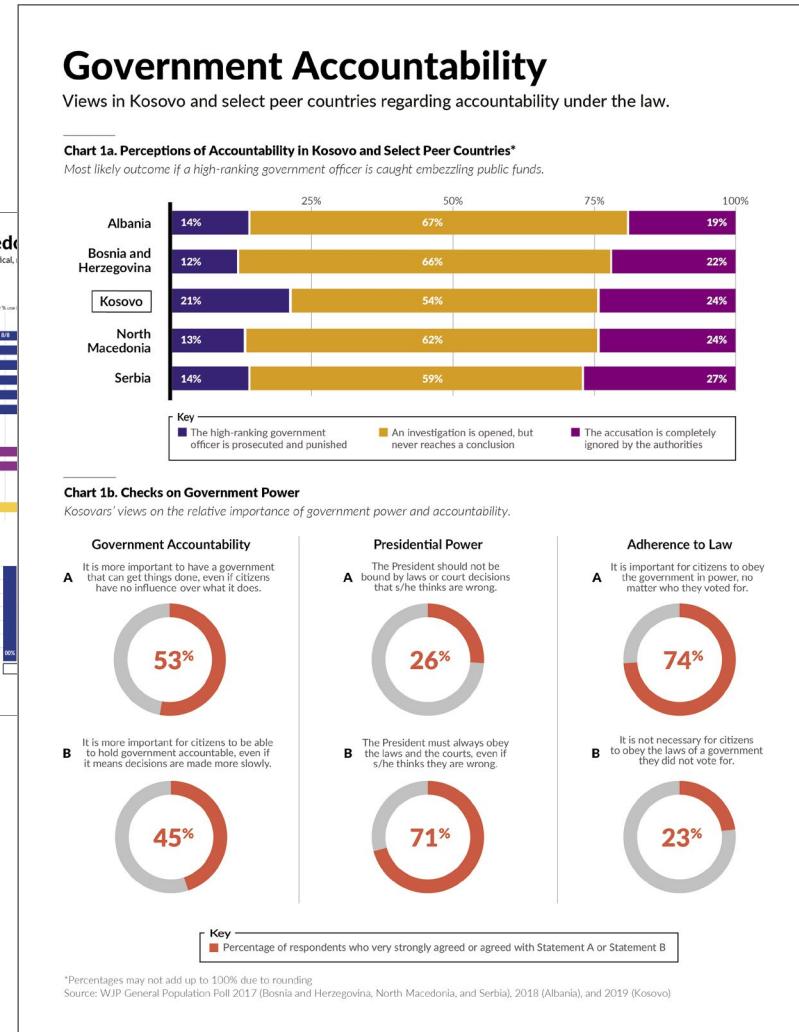
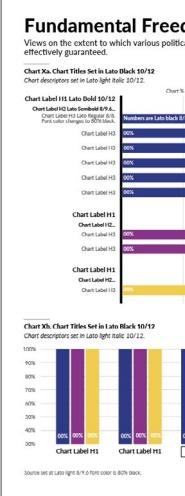
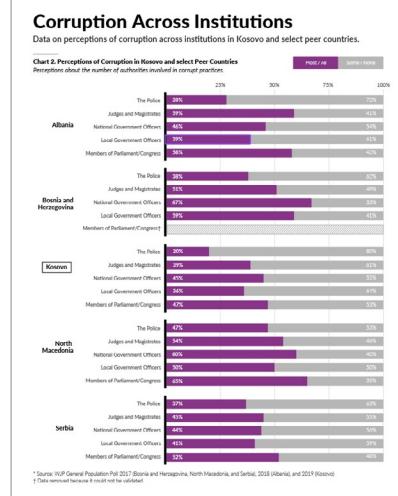
Range of Colors	
	#f4cc21
	#eb9727
	#f05b42
	#d12241
	#91288c
	#2d3589
	#2779bd
	#2ba7a4
	#90d1eb

Combination of Colors



Color Palette for Charts Examples Excluding Maps

The following show some of the types of charts that use the chart color palette, and how the chart color palette can be utilized.



Follow this link for color palette validation: <https://wjproject.sharepoint.com/:b/g/Communication/EdWd2sBsLMNOgHDol7G4nVABvpKAKDlsOb2ZJPumByf6wQ?e=kNIF0A>

Elements of a Chart

General overview of type formatting. Type formats are listed in “size/leading”.

Page Header

Lato Black 30/36

Sub-header

Lato Medium 13/15.6

Div Line

div line is .5pt, 80% black, positioned .2 in. above the baseline of chart title, line length is from “C” to “.” in “Chart Xa.”

Chart Title

Lato Black 10/12

Chart Descriptor

Lato Light Italic 10/12

Categorical Labels

H1 Lato Bold 10/12

H2 Lato Semibold 8/9.6

H3 Lato Regular 8/8, font color to 80% black

Numbers

Lato Black 8/8, font color varies by chart type, either black/white/color of category in infographic

Footnote/Source

Lato Light 8/9.6, font color to 80% black

Government Accountability

Views in Kosovo and select peer countries regarding accountability under the law.

Chart 1a. Perceptions of Accountability in Kosovo and Select Peer Countries*

Most likely outcome if a high-ranking government officer is caught embezzling public funds.

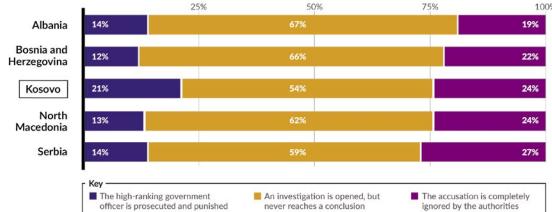


Chart 1b. Checks on Government Power

Kosovars' views on the relative importance of government power and accountability.

Government Accountability

A It is more important to have a government that can get things done, even if citizens have no influence over what it does.



B It is more important for citizens to be able to hold government accountable, even if it means decisions are made more slowly.



Presidential Power

A The President should not be bound by laws or court decisions that s/he thinks are wrong.



B The President must always obey the laws and the courts, even if s/he thinks they are wrong.



Adherence to Law

A It is important for citizens to obey the government in power, no matter who they voted for.



B It is not necessary for citizens to obey the laws of a government they did not vote for.



*Percentages may not add up to 100% due to rounding

Source: WJP General Population Poll 2017 (Bosnia and Herzegovina, North Macedonia, and Serbia), 2018 (Albania), and 2019 (Kosovo)

Elements of a Chart

Charts included as part of a Country Report have all of the previous elements, plus a few additional ones shown here.

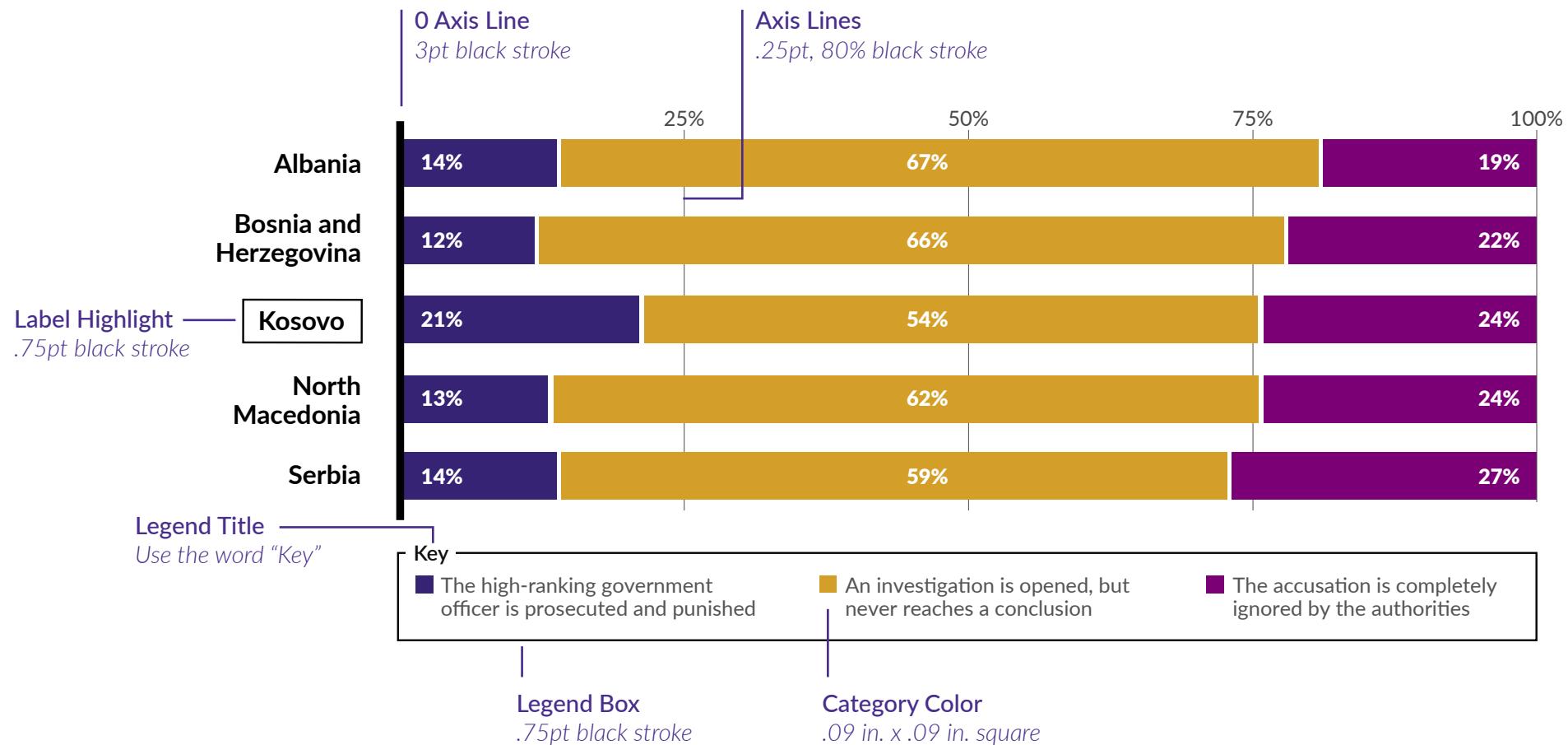


Table Format Basics

Tables can have variation with designer discretion based on what should be highlighted in the data. Below are basic building blocks of what make tables look like part of the WJP brand.

Type Size

All type is 10pt

Label	Label	Label	Label	Label	Label	Label	Label	Label	Label
1	Country	.50	1		Country	.50	.50	.50	.50
2	Country	.65	3		Country	.65	.65	.65	.65
3	Country	.87	0		Country	.87	.87	.87	.87
4	Country	.43	-2		Country	.43	.43	.43	.43
5	Country	.32	1		Country	.32	.32	.32	.32
6	Country	.42	2		Country	.42	.42	.42	.42
7	Country	.65	1		Country	.65	.65	.65	.65
8	Country	.54	1		Country	.54	.54	.54	.54
9	Country	.76	0		Country	.76	.76	.76	.76
10	Country	.43	-1		Country	.43	.43	.43	.43

Heatmap bar
5pt stroke, shaded along 0-1 gradient

Alternating Fill
5% black alternating fill on rows, starting with the first row being filled

Stroke Between Rows
10% black, .25pt stroke

Label Type Weight
Labels can be in Lato Light or Lato Bold depending on info hierarchy.

Stroke Between Columns
10% black, .5pt stroke

Table Body Type Weight
Lato Medium as the starting point, can change based on hierarchy of info

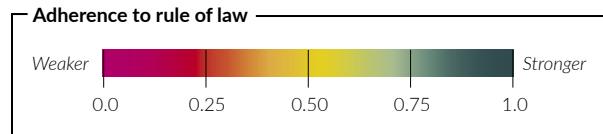
Color Palette for Maps with a 0-1 Value Range

This formatting should be used for maps with a full 0-1 numeric range. This is used predominantly in the *WJP Rule of Law Index Overall Index Scores*. It is seen in the overall global map, overall global table and overall factor score tables.

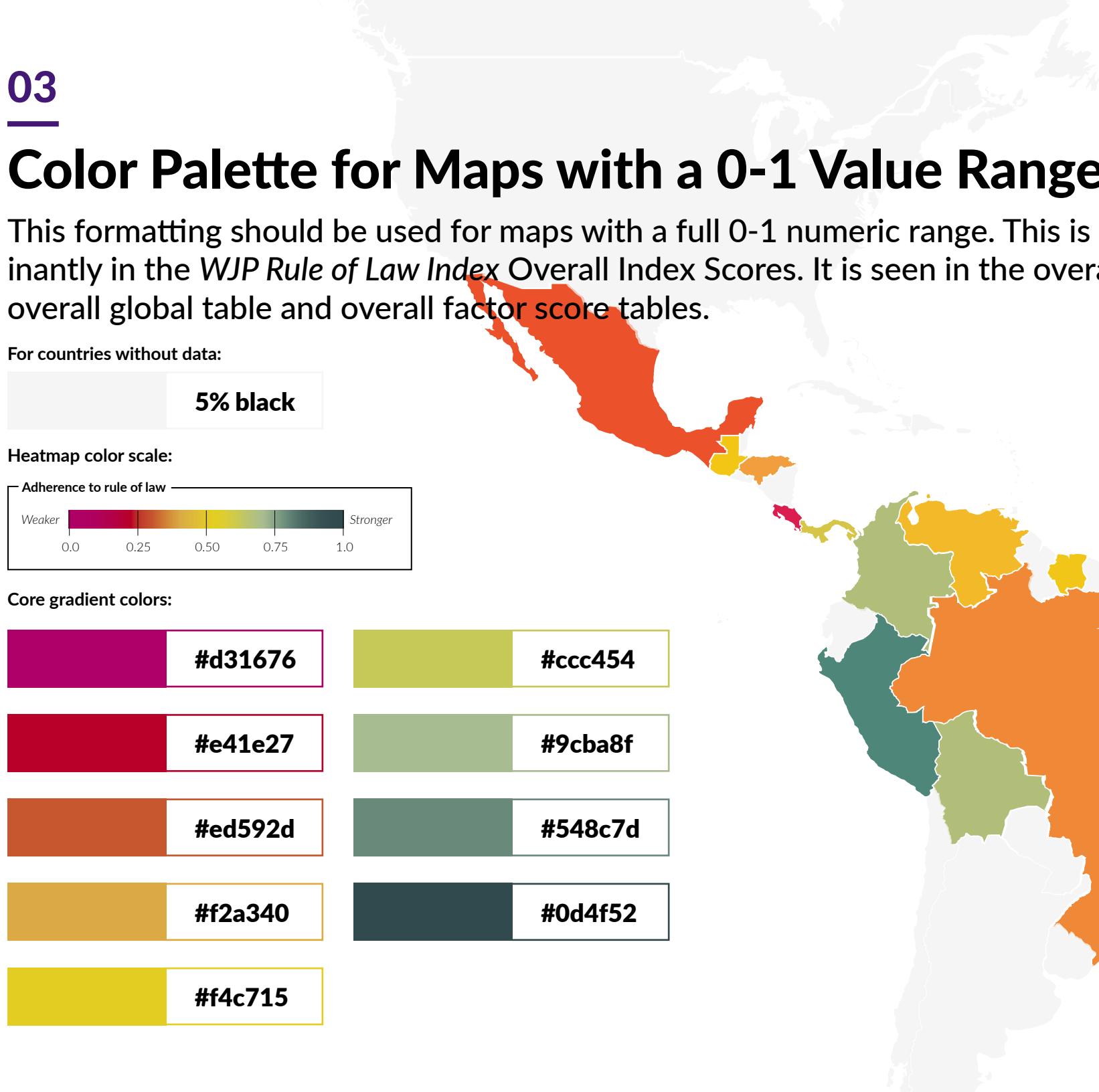
For countries without data:

5% black

Heatmap color scale:



Core gradient colors:



Color Palette for Maps with a Limited Value Range

This formatting should be used for maps with a small numeric range. The seven step or five step scale can be used, depending on just how wide the range is. Often used to show change in Index score.

For countries without data:

5% black

Heatmap color scale:

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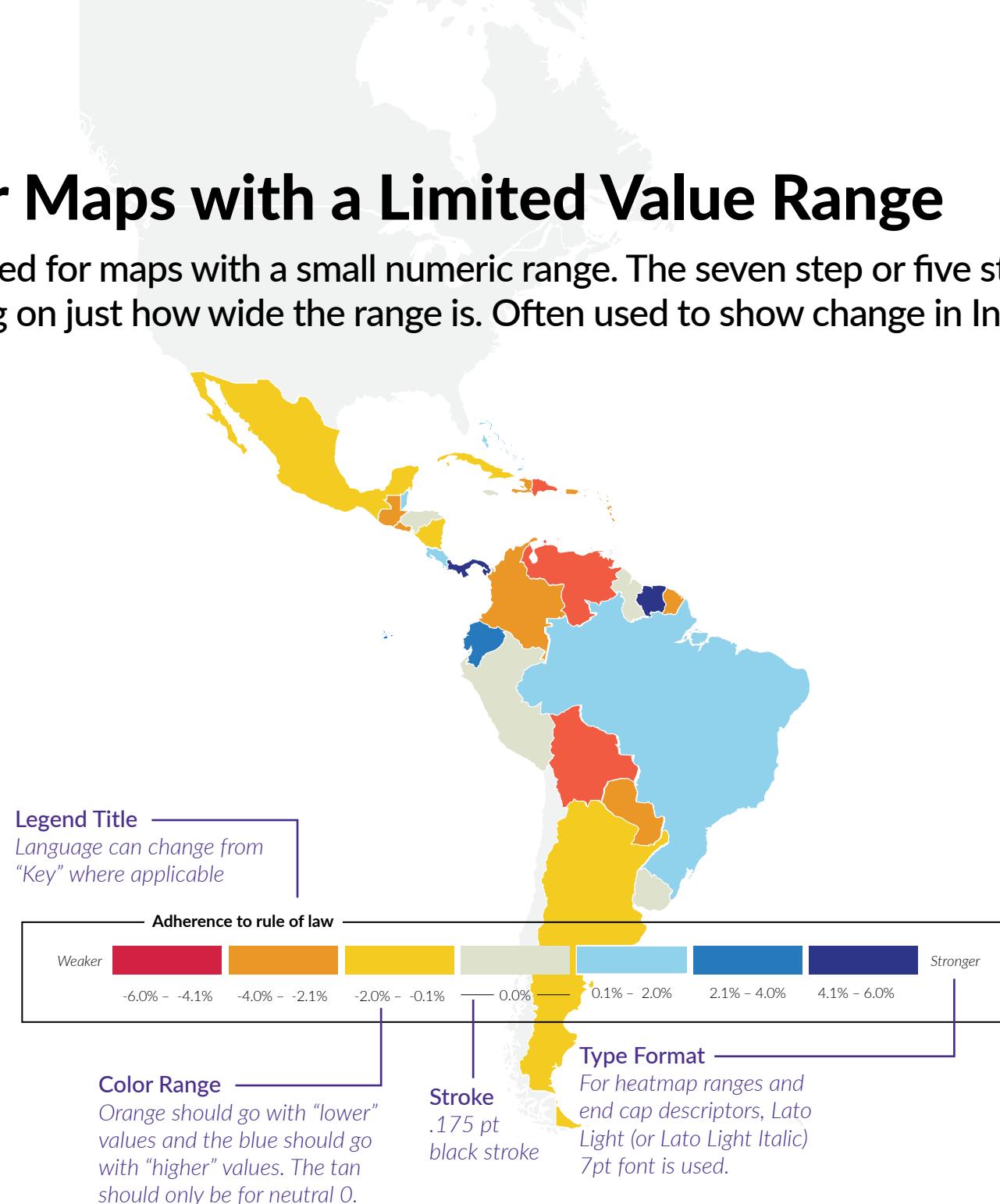
#f4cc21

#dee2cc

#90d1eb

#2779bd

#2d3589





Have questions? Reach out to the WJP Design team at:

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