DESIGN RULES

for infographics

1 LESS IS MORE

Scribble down your content.

Reduce it to purely the essential information.

2 IT'S ALL ABOUT VISION-TRACKING

Guide the viewer's eye through the content.

Each part of the graphic should be well-structured.

3 GIVE ME SPACE

Enough "white space" makes an infographic look tidy.

It groups content visually.

4 USE A CONSISTENT STYLE

Each element should have the same styling and the same placement.

5 DON’T MESS WITH ALIGNMENT AND SPACING

Each section or group of content should use the same spacing to the next, and should be strictly aligned.