United States Studies Centre (USSC) Graphics Style Guide

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Use this data visualization guide to create a uniform look for all USSC graphics. This document contains guidelines for choosing fonts and colours for graphs, charts, and maps. It is also a guide for choosing the correct graph for your data. Keep in mind it is not an exhaustive list - if you have data that you want to visualise and it is not covered here or you do not think the options presented below are ideal for your case, please come and talk to me!
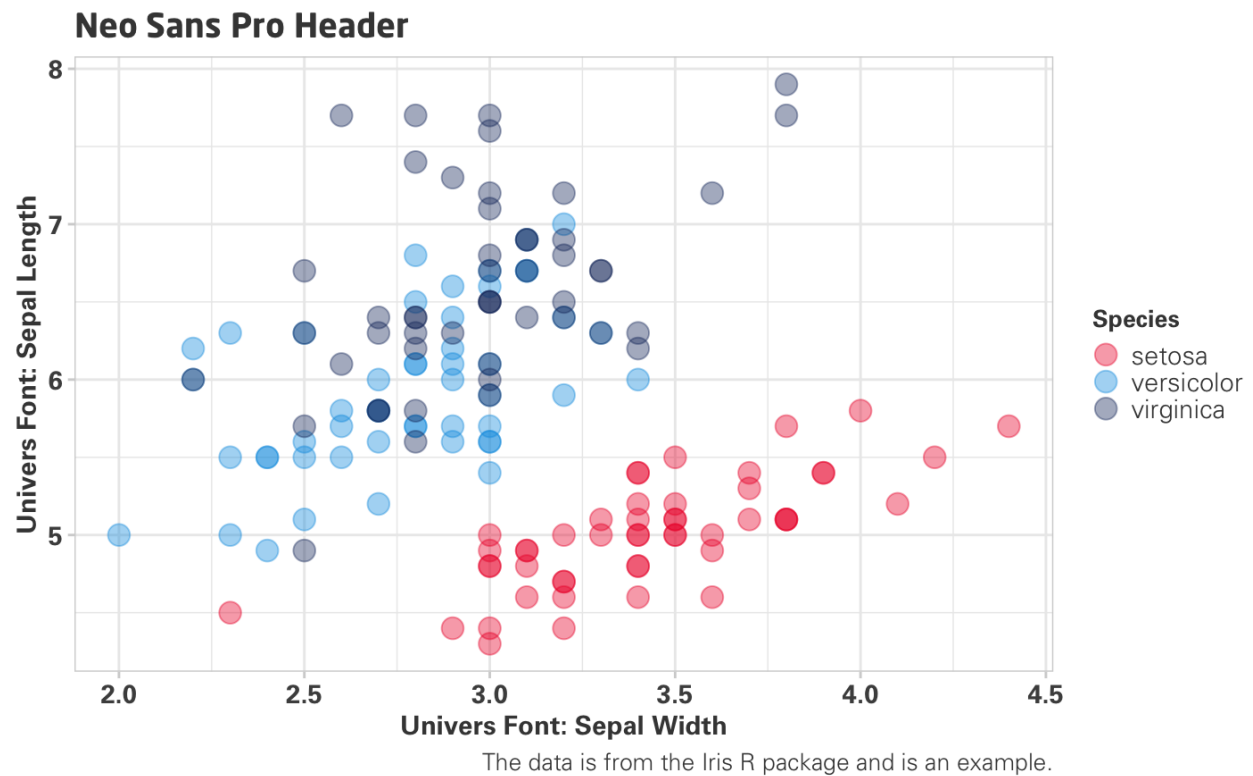
How we present data matters. Data visualization should add something to our work at USSC – there is little point in creating visualization pieces if they do not actually contribute to long form reports, explainers, or analysis of internal data. If and when we choose to visualise data, we should aim to *simplify* statistics and convey our message as clearly as we can. Ultimately, visualizing data is not for our benefit as researchers but rather for those who consume our work.

USSC data viz

A standard USSC graph has the following elements:

- A title in Neo Sans Pro

- All other text in Univers Ltd.

- Thin grey grid lines (à la Tufte)

- A USSC colour scheme

If you are an R user, this can be accessed easily in `ussc` by running `theme_ussc()` when using `ggplot2`.

Neo Sans Pro Header

The data is from the Iris R package and is an example.

Fonts

At USSC, we use Neo Sans Pro and Univers Ltd.

USSC colours

Main colour palette

- "#009DE3", "#1C396E", "#ED1B35", "#CCCCCC", "#8C8C8C", "#000000"

Two colours

- "#009DE3", "#ED1B35"

- "#1C396E", "#ED1B35"

2

- "#009DE3", "#1C396E"

- "#CCCCCC", "#000000"

Three colours

- "#009DE3", "#765C8C", "#ED1B35"

- "#1C396E", "#842A51", "#ED1B35"

- "#009DE3", "#0E6BA8", "#1C396E"

- "#CCCCCC", "#8C8C8C", "#000000"

Four colours

- "#009DE3", "#4F71A9", "#9E466F", "#ED1B35"

- "#1C396E", "#612F5B", "#A72548", "#ED1B35"

- "#009DE3", "#097BBC", "#125A95", "#1C396E"

- "#CCCCCC", "#A1A1A1", "#5D5D5D", "#000000"

Five colours

- "#009DE3", "#3B7CB7", "#765C8C", "#B13B60", "#ED1B35"

- "#1C396E", "#50315F", "#842A51", "#B82243", "#ED1B35"

- "#009DE3", "#0784C5", "#0E6BA8", "#15518B", "#1C396E"

- "#CCCCCC", "#ACACAC", "#8C8C8C", "#464646", "#000000"