

A small (7 pt) margin is fine.

Provide sufficient space around text. Don't crowd labels.

## main headings 8 pt medium

### major labels 6 pt medium

major label annotation 5 pt bold grey

ALL CAPS 5pt bold light grey

dark grey text is classy

Avoid Superfluous Capitalization

### minor labels 6pt

text no smaller than 5 pt

avoid underlines

no dark on dark

Line breaks at phrases, list boundaries or natural pauses.

### annotations 6pt italic

annotations 5 pt italic grey

annotations 5 pt italic grey

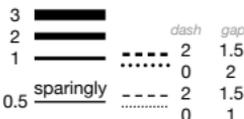
no color

flipping

discretionary annotations 4pt

## lines and arrows

Use lines no thinner than 1 pt.



Make arrows no thicker than 1.5 pt.



Use equilateral triangle arrow heads of constant size.



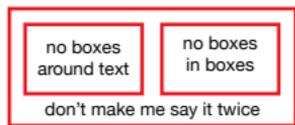
Use curved arrows based on a circle to indicate movement

No distorted arrows. The worst.

Use a same circle or ellipse for all arrows.

no angled text

## containment



use space and alignment

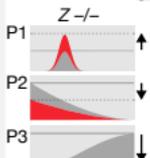
to create groups



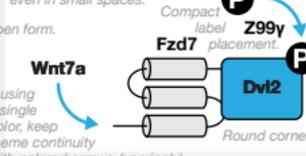
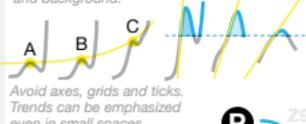
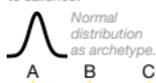
Justify small annotations to the side they are pointing to.

## data

Draw attention to relevant trends. Use grey for baseline. Map pertinence to salience.



Create tracks with light fill. Establish foreground and background.



Separate and organize using generous gutters and margins.

Use line dividers sparingly.

## colors



Avoid pure colors and rainbows. Mix in white.



Choose colors that are safe for colorblindness. Deuteranopia.



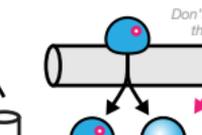
Normalize luminance. L channel in Lab color space.



Reserve bold colors for emphasis. Maintain contrast.



Use LCH ramps for series. davidjohnstone.net/pages/lch-lab-colour-gradient-picker marlam.de/gencolormap/wasm-demo/



Membranes are context. Subtle and simple. No color. No jitter.



no vertical text