

artboard 4" x 4"
output 300dpi 1,200x1,200px
Cell Press

text no larger than 12 pt

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

main headings 8 pt medium

If container size requirement is different, scale artwork proportionately and adhere to same element size guidelines but defer to journal requirements.
3" x 3" @ 300 dpi = 900 x 900 px
2" x 2" @ 300 dpi = 600 x 600 px

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

discretionary annotations 4pt

no angled text

no vertical text

lines and arrows

Use lines no thinner than 1 pt.



Make arrows no thicker than 1.5 pt.



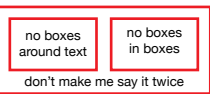
Use equilateral triangle arrow heads of constant size.



Use curved arrows based on a circle to indicate movement. No distorted arrows. The worst.

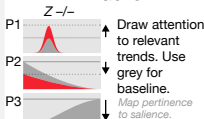
Use a same circle or ellipse for all arrows.

Separate and organize using generous gutters and margins.



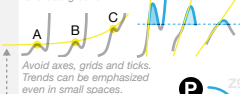
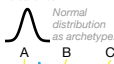
use space and alignment to create groups and subgroups. Justify small annotations to the side they are pointing to.

data

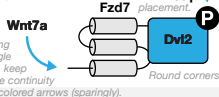


Create tracks with light fill.

Establish foreground and background.



Open form.



If using a single color, keep theme continuity with colored arrows (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.

Use LCH ramps for series.

davidjohnstone.net/pages/lch-lab-colour-gradient-picker
marlam.de/gencolormap/wasm-demo/

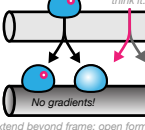
Maintain contrast.

Curved paths take effort. Never starts! Not always worth it.

Smooth, simple and straight shapes.

Don't color text.

Don't over think it.



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

Use color or shape to establish themes.

Circular bursts.

