

STYLE GUIDE



INTRODUCTION

This style guide provides a framework for consistent application of the Live Healthy South Carolina brand. It includes guidelines that follows industry standards for data vizualization and design principles along with examples.

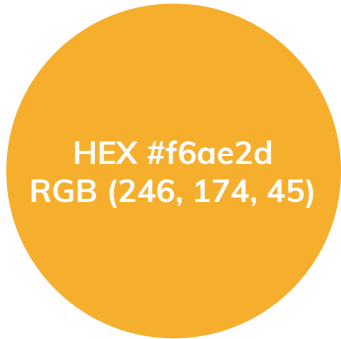
TABLE OF CONTENTS

TYPE.....	2
COLOR.....	3
FORMAT.....	4-9
MAPS.....	10

TYPE

	Typeface	Color	Size	Notes
PAGE HEADER	Patua One	HEX #ffffff RGB(255,255,255)	36	
FIGURE NUMBER	Muli	Black or match to a color used in the chart.	8	To be added by graphic designer. Ex: FIGURE 1.2
Figure Title	Muli, bold	HEX #000000 RGB (0,0,0)	14	The main point. Keep shorter than two lines.
Body Text	Muli	HEX #000000 RGB (0,0,0)	11	For online documents, publications, and presentations.
<i>Axis Titles</i>	Muli, italics	HEX #000000 RGB (0,0,0)	12	Always horizontal. Put units in parentheses (e.g. millions).
Axis Labels	Muli	#000000 RGB (0,0,0)	10	
Direct Labels	Muli, bold	Use the color of the line graph or column chart. When in doubt, use black	12	Always horizontal. Use for line or column charts with three or fewer series. Only directly label if there are fewer than 10 columns.
Source and Notes	Muli	HEX #000000 RGB (0,0,0)	8	Keep as concise as possible. Include age range or other qualifiers if needed. Use acronyms. Line up with axis and include period at the end.

COLOR



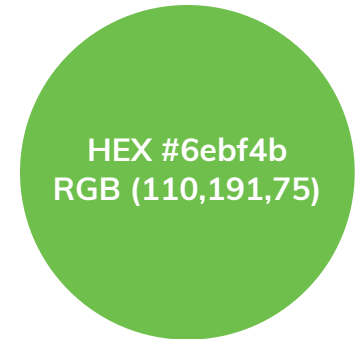
HEX #f6ae2d
RGB (246, 174, 45)

Healthy People 2020



HEX #4f88a1
RGB (79, 136, 161)

South Carolina



HEX #6ebf4b
RGB (110,191,75)

United States



HEX #b8336a
RGB (184, 51, 106)

Non-Specific



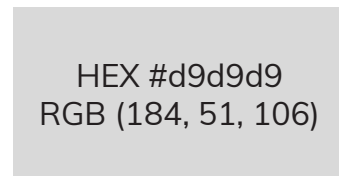
HEX #55dde0
RGB (85, 221, 224)

Females



HEX #b2b2b2
RGB (178, 178, 178)

Males



HEX #d9d9d9
RGB (184, 51, 106)

Background lines

CHART FORMAT | Overview

Graph Size

All Graphs: **Height 4.5" Width 6"**

To adjust in Excel, click on "Format" on the top ribbon and find "Size"

Lines

Line graph line width: 2.25

Error bars: 1 - black, no cap

Horizontal Gridlines: Only use on line graphs. Weight: 0.75pt, Dashed: round dot (second from the top), RGB: 217, 217, 217, no transparency

Axis

The y-axis does not have decimals

The x-axis starts at 0 (in most cases)

The data label has 1 decimal, eg. 25.1%

If using markers, use marker size 7, white fill, and boarder same color as line **if you have data every other year**

Lollipop markers: line size 7, marker size 9, filled circle.

Scale by 2 if y-axis maximum is under 15

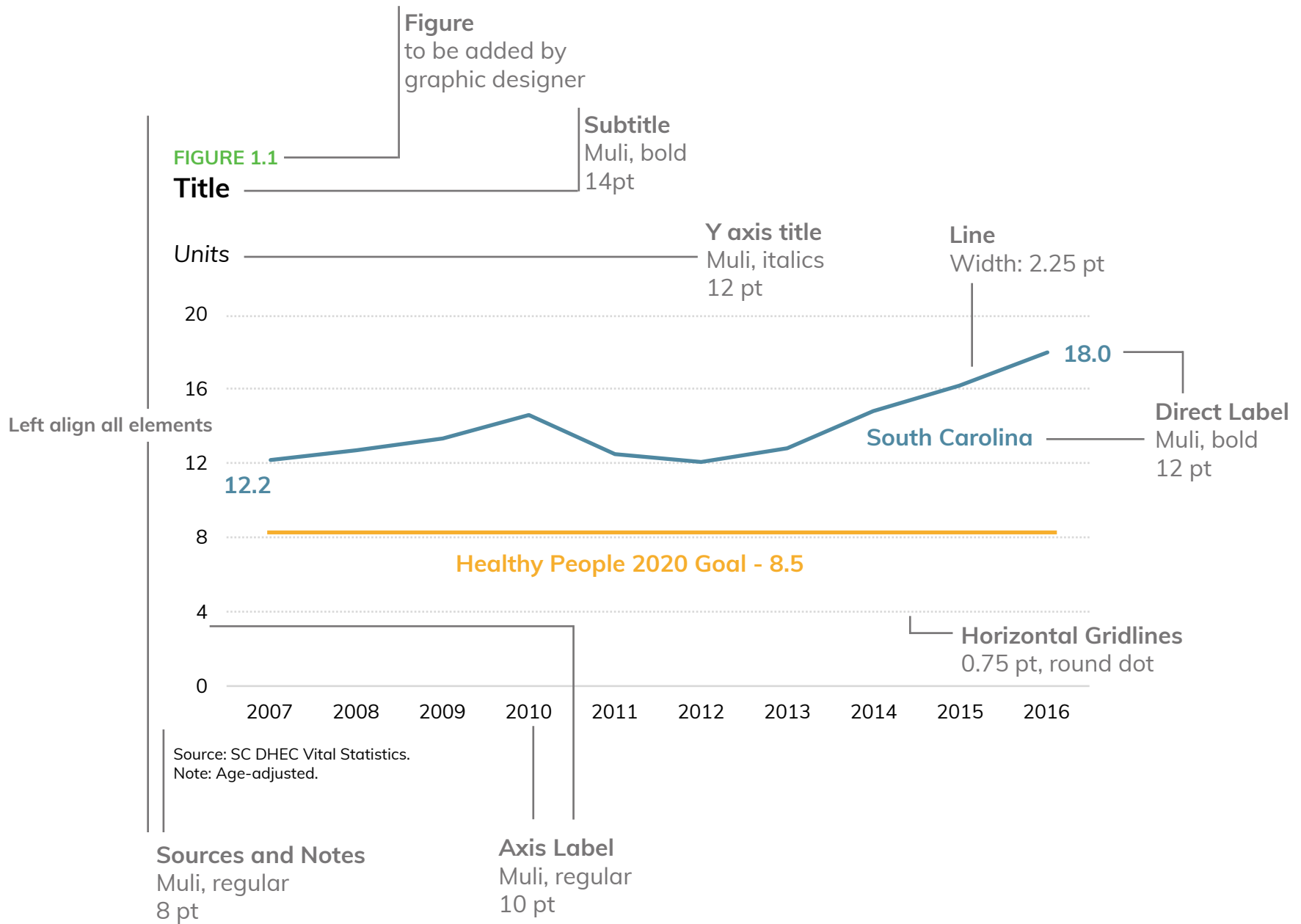
Scale by 4 if y-axis maximum is under 20

Scale by 5 if y axis maximum is under 35

Scale by 10 if y-axis maximum is under 50

Scale by 20 if y-axis maximum is under 100

CHART FORMAT | Line Graph



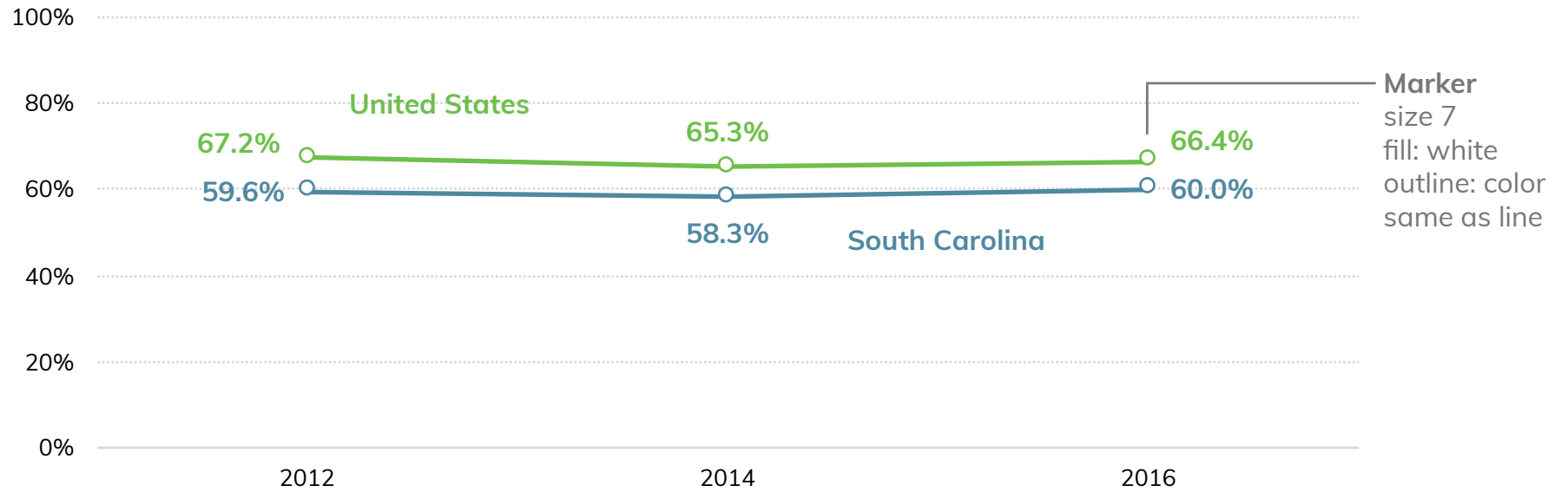
Line Graph Note: Use solid line if data is for every year. If not, use circle markers.

CHART FORMAT | Line Graph with Markers

FIGURE 2.17

Title

Units



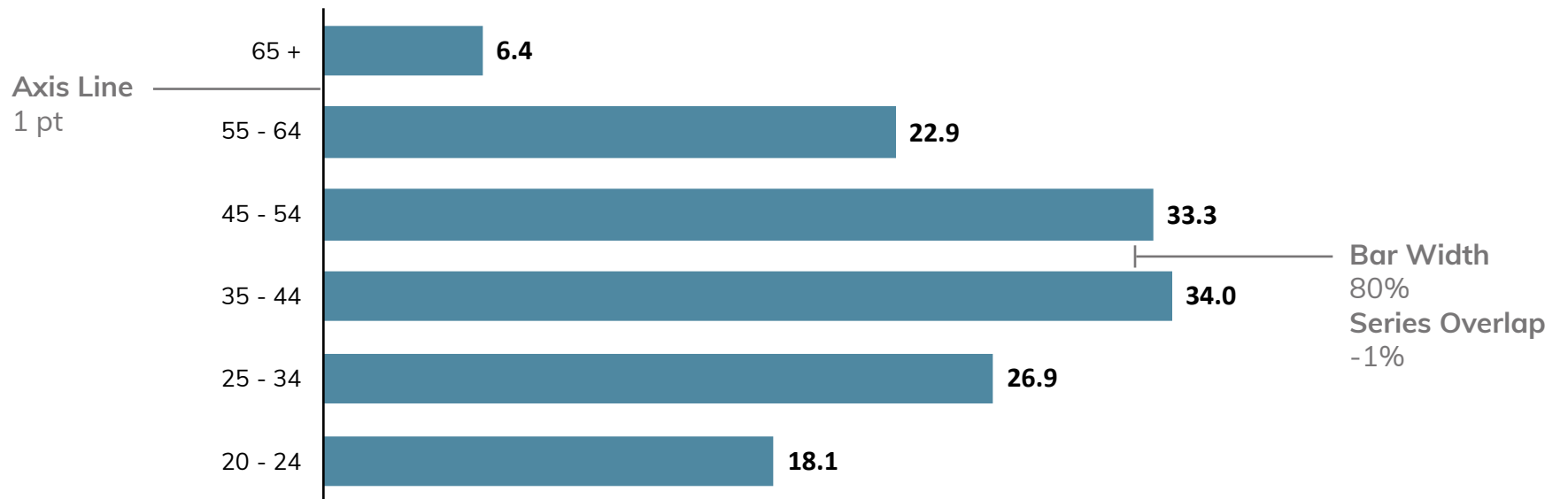
Markers Note: Use if data is every other year.

CHART FORMAT | Horizontal Bar Graph

FIGURE 1.2

Title

Units



Source: SC DHEC Vital Statistics, 2016.

Axis label

X Axis Title
Multi, italics
12 pt

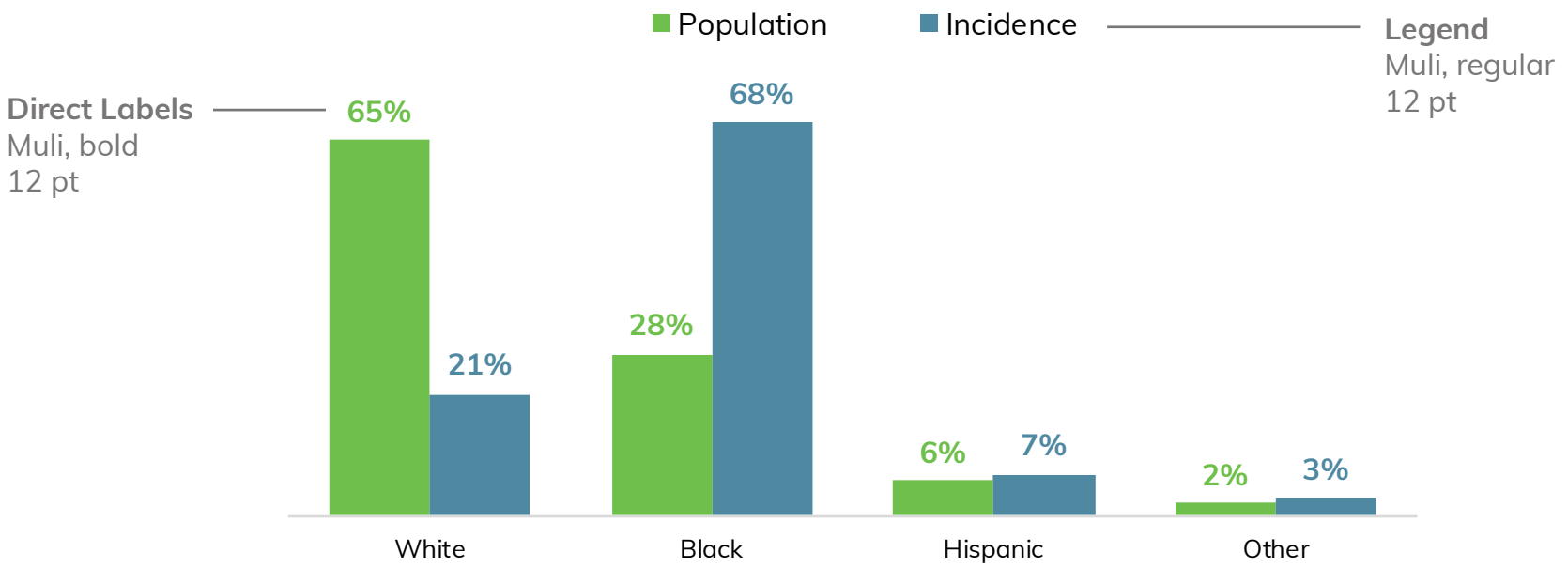
Bar Width
80%
Series Overlap
-1%

CHART FORMAT | Bar Graph

FIGURE 1.3

Title

Units



Source: SC DHEC Division of Surveillance and Technical Support, 2016.

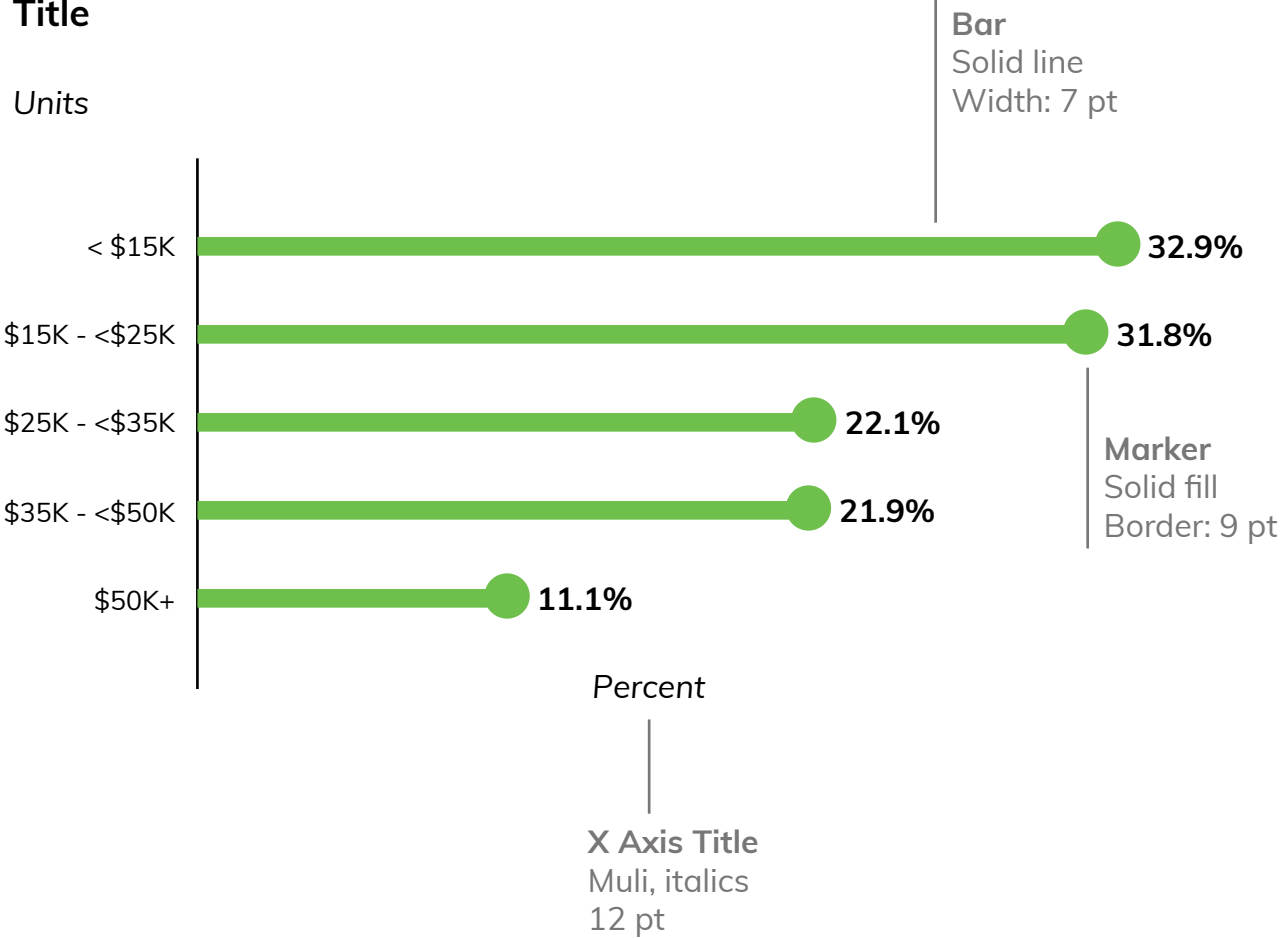
Axis Label
Muli, regular
10 pt

CHART FORMAT | Bar with Lollipop Markers

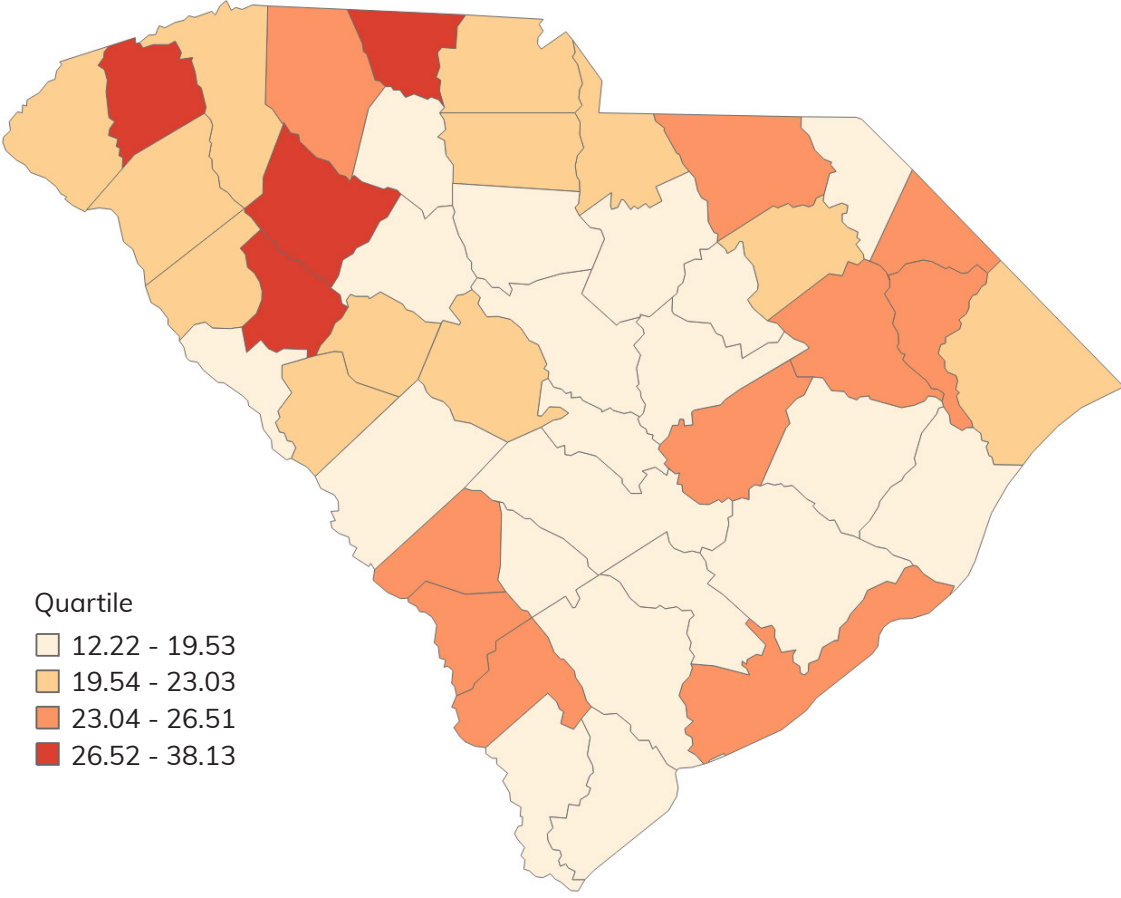
FIGURE 5.10

Title

Units



MAPS | Color



Quartile

Lightest Yellow	12.22 - 19.53
Light Orange	19.54 - 23.03
Orange	23.04 - 26.51
Dark Red	26.52 - 38.13

Color Schemes:

Orange

Lightest Yellow	#fef0d9
Light Orange	#fdcc8a
Orange	#fc8d59
Dark Red	#d7301f

Green

Lightest Yellow	#edf8fb
Light Orange	#b2e2e2
Orange	#66c2a4
Dark Red	#238b45

Blue

Lightest Yellow	#f1eef6
Light Orange	#bdc9e1
Orange	#74a9cf
Dark Red	#0570b0