STYLE GUIDE
INTRODUCTION

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

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# TYPE

<table>
<thead>
<tr>
<th>Typeface</th>
<th>Color</th>
<th>Size</th>
<th>Notes</th>
</tr>
</thead>
</table>
| PAGE HEADER   | Patua One          |      | HEX #ffffff
RGB(255,255,255)                                                      |
| FIGURE NUMBER | Muli               | 8    | To be added by graphic designer. Ex: FIGURE 1.2                        |
| Figure Title  | Muli, bold         | 14   | The main point. Keep shorter than two lines.                           |
| Body Text     | Muli               | 11   | For online documents, publications, and presentations.                 |
| Axis Titles   | Muli, italics      | 12   | Always horizontal. Put units in parentheses (e.g. millions).           |
| Axis Labels   | Muli               | 10   |                                                                         |
| Direct Labels | Muli, bold         | 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           | 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

Healthy People 2020
HEX #f6ae2d
RGB (246, 174, 45)

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

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

Non-Specific
HEX #b8336a
RGB (184, 51, 106)

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

Males
HEX #b2b2b2
RGB (178, 178, 178)

Background lines
HEX #d9d9d9
RGB (184, 51, 106)
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
Note: Age-adjusted.

**Line Graph Note:** Use solid line if data is for every year. If not, use circle markers.
FIGURE 2.17
Title

Units

United States  South Carolina

Marker size 7
fill: white
outline: color same as line

Markers Note: Use if data is every other year.
Figure 1.2
Title

<table>
<thead>
<tr>
<th>Units</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>6.4</td>
</tr>
<tr>
<td>55-64</td>
<td>22.9</td>
</tr>
<tr>
<td>45-54</td>
<td>33.3</td>
</tr>
<tr>
<td>35-44</td>
<td>34.0</td>
</tr>
<tr>
<td>25-34</td>
<td>26.9</td>
</tr>
<tr>
<td>20-24</td>
<td>18.1</td>
</tr>
</tbody>
</table>

FIGURE 1.3
Title

Units

Source: SC DHEC Division of Surveillance and Technical Support, 2016.
FIGURE 5.10

Title

Units

<table>
<thead>
<tr>
<th>Units</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$15K</td>
<td>32.9%</td>
</tr>
<tr>
<td>$15K - &lt;$25K</td>
<td>31.8%</td>
</tr>
<tr>
<td>$25K - &lt;$35K</td>
<td>22.1%</td>
</tr>
<tr>
<td>$35K - &lt;$50K</td>
<td>21.9%</td>
</tr>
<tr>
<td>$50K+</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

Bar
Solid line
Width: 7 pt

Marker
Solid fill
Border: 9 pt

X Axis Title
Mul, italics
12 pt
Color Schemes:

**Orange**
- #fef0d9
- #fdcc8a
- #fc8d59
- #d7301f

**Green**
- #edf8fb
- #b2e2e2
- #66c2a4
- #238b45

**Blue**
- #f1eef6
- #bdc9e1
- #74a9cf
- #0570b0