

Data visualisation style guide

citi

Contents

How to choose a chart 3

Introduction 4

Chart chooser 5

Comparison 6

Composition 7

Correlation 8

Distribution 8

Colours 9

Primary colours 10

Secondary colours 11

Text colour palette 12

Categorical colour combinations 13

High-contrast categorical colour combinations 14

Sequential colour combinations 15

Divergent colour combinations 16

Special colour combinations 17

Layout and typography 18

Chart elements 19

Print 20

Web and Powerpoint 22

Social media 23

Standard applications 24

Bar chart 25

Bar chart – stacked 26

Diverging bar 27

Column chart 28

Column chart – stacked 29

Line chart 30

Column and line chart 31

Scatter chart 32

Bubble chart 33

Donut chart 34

Treemap 35

Dot plot 36

Sankey 37

Tables and heatmaps 38

Maps 39

Special applications 40

Emphasising colours 41

Receding colours 42

Validation colours 43

Risk colours 44

Low/medium/high colours 45

Negative/positive colours 46

Gender colours 47

Inset data 48

How to choose a chart

Introduction

Data visualisation is the graphic presentation of data, making complex information easier to understand and communicate. This guide outlines how public-facing data visualisations should be presented by the EITI at the global level, ensuring they are clear, accessible, consistent and aligned with the EITI's brand.

When preparing a data visualisation, adhering to the following parameters and best practices will ensure that the visualisation is impactful and effective.

Further reading

[What is data visualisation \(IBM\)](#)

[Comprehensive chart decision tree
\(From data to viz\)](#)

Purpose

What is the objective of the data visualisation, and who is its audience? The visualisation should clearly communicate a story.

Context

What question will the visualisation answer? The visualisation should only contain the relevant content. It should relate the data to the audience's experience in the real world.

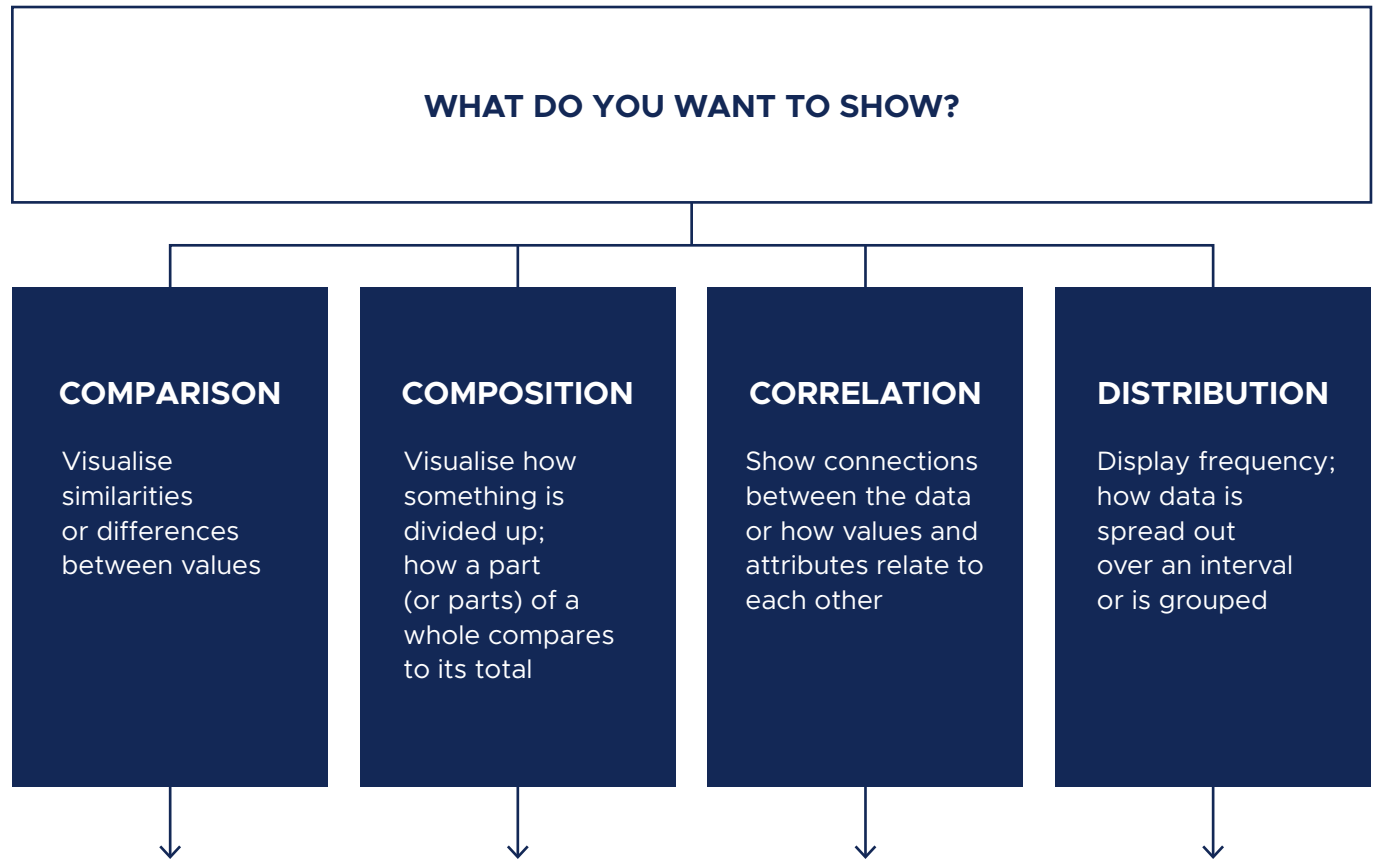
Clarity

How is the data visualised? The structure and formatting of the chart should enable the audience to understand the visualisation intellectually and intuitively, and should instill an appropriate sense of urgency.

Action

What is the reader supposed to do with the visualised information? The visualisation should nudge the audience towards a specific course of action.

Chart chooser



Source

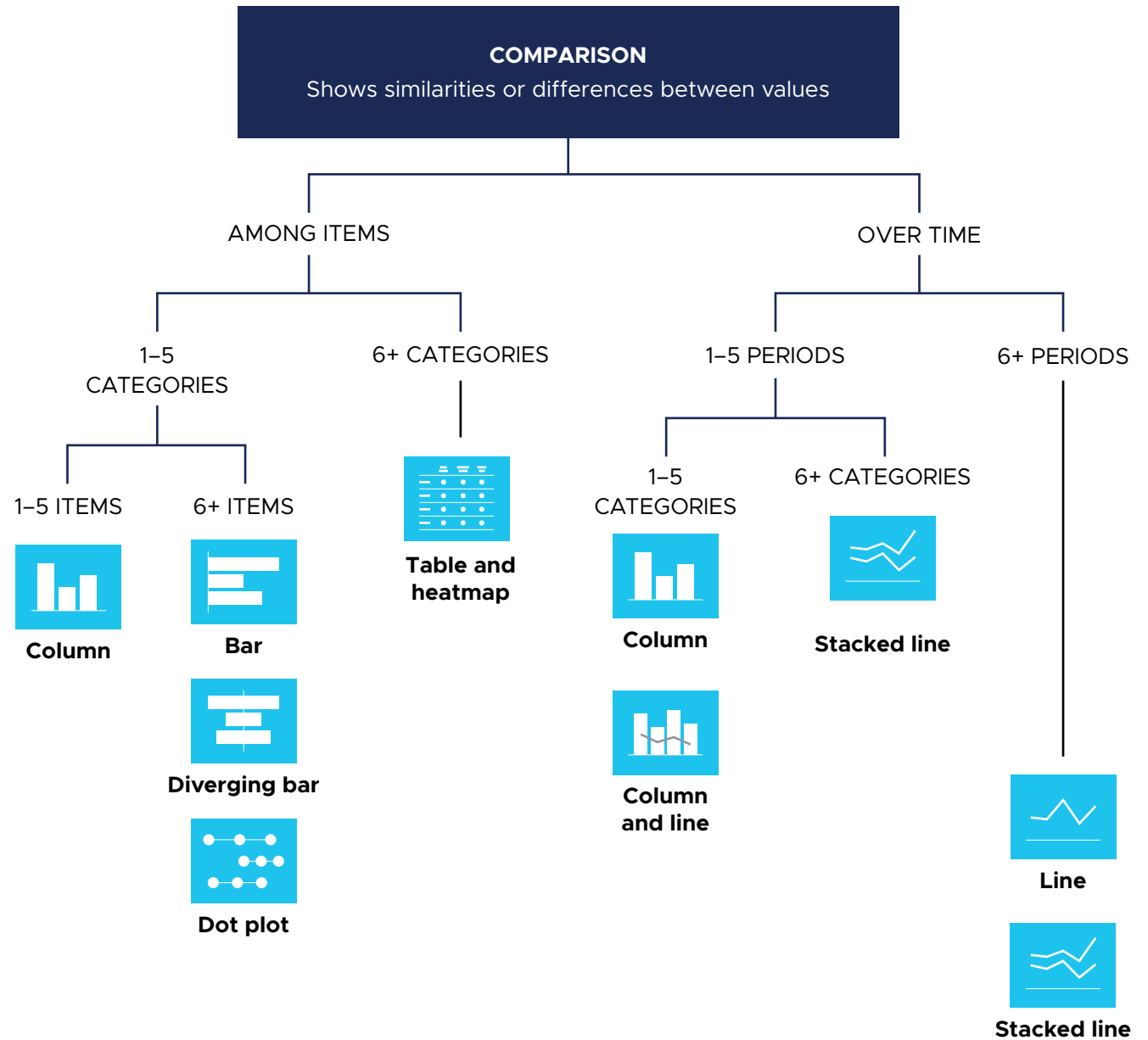
© 2009 A. Abela
www.ExtremePresentation.com

Chart chooser

Comparison

In general “many” refers to five or more categories or items. “Few” refers to 1–4 items.

However, every data visualisation is unique.

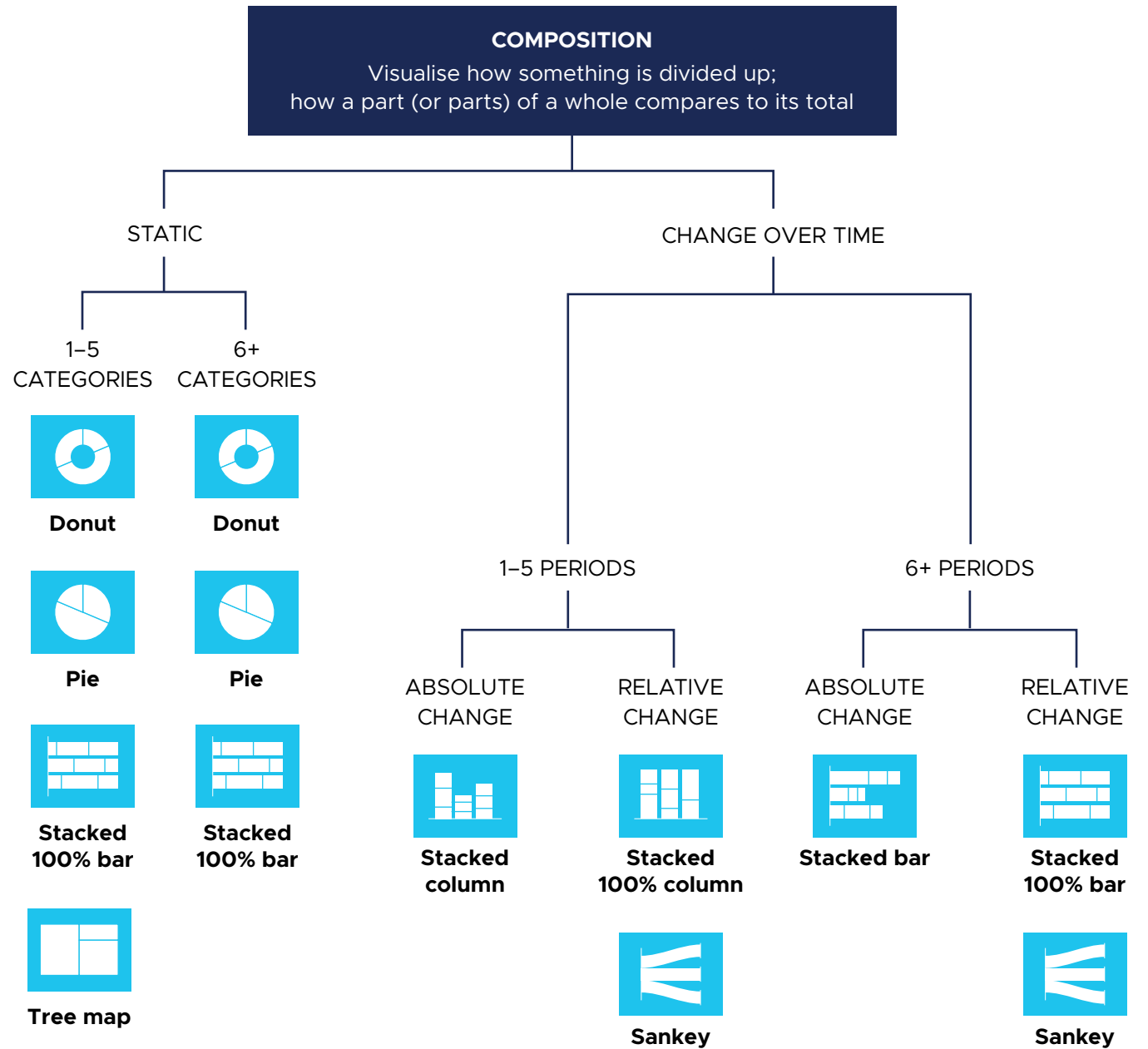


Source

© 2009 A. Abela
www.ExtremePresentation.com

Chart chooser

Composition

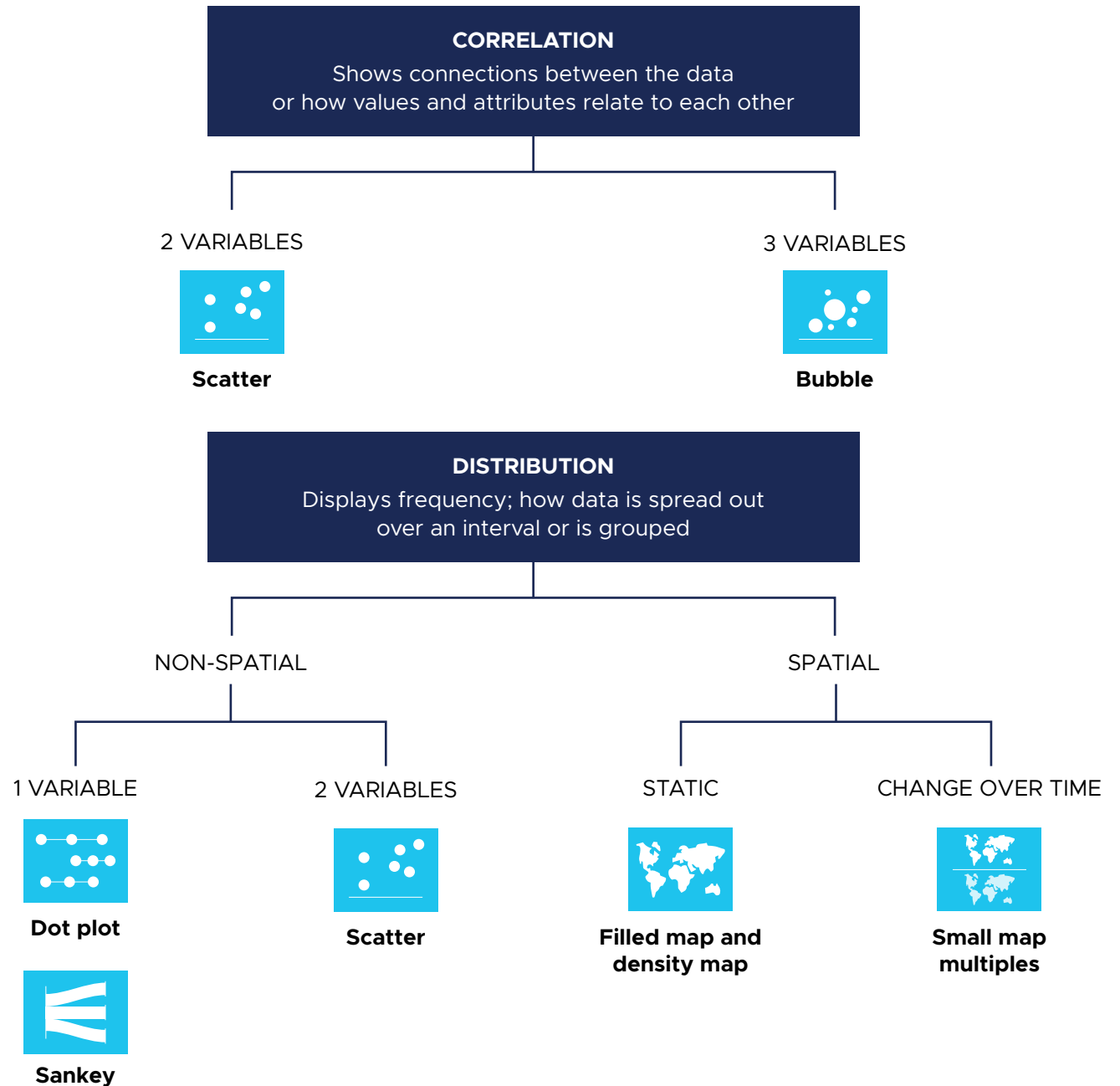


Source

© 2009 A. Abela
www.ExtremePresentation.com

Chart chooser

Correlation and Distribution



Source

© 2009 A. Abela
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Colours



Chart colour palette

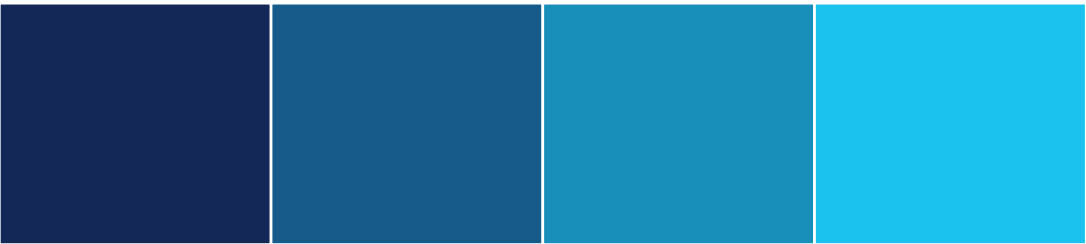
Primary colours

Blue is the **primary colour** and should be the predominant colour in all EITI visuals.

An expanded blue gradient palette can be applied for large data sets (see Sequential colour combinations) by adding darker shades of dark blue and lighter tints of light blue.

See the following pages for guidance on combining colours.

Primary colours: blues



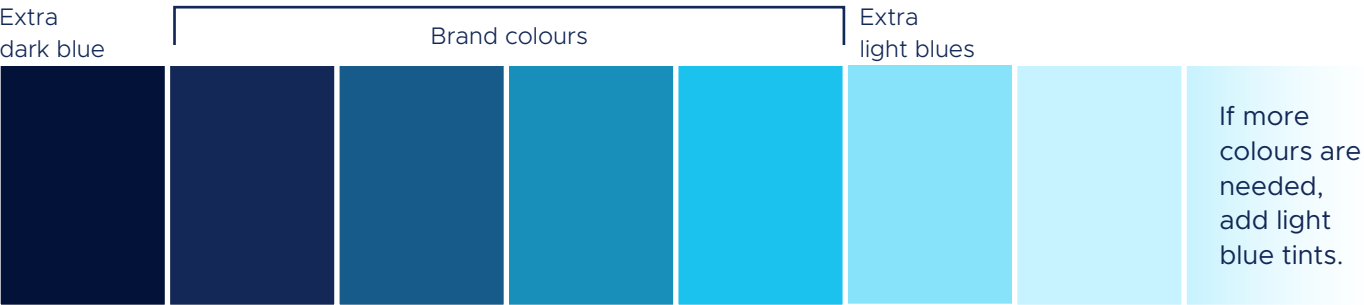
Dark blue
Pantone 2955
C100 M80 Y10 K35
R19 G40 B86
#132856

Medium blue
Pantone 300
C95 M65 Y25 K7
R22 G91 B137
#165B89

Medium light blue
Pantone 2925
C80 M30 Y15 K0
R24 G143 B187
#188FBB

Light blue
Pantone 298
C65 M0 Y2 K0
R27 G194 B238
#1BC2EE

Expanded blue gradient



Dark blue grade 1
C100 M92 Y43 K57
R3 G18 B55
#031238

Light blue grade 1
C39 M0 Y1 K0
R134 G227 B251
#87E3FA

Light blue grade 2
C19 M0 Y1 K0
R198 G242 B254
#C7F2FF

If more colours are needed, add light blue tints.

COLOURS

Chart colour palette

Secondary colours

Secondary colours are shown in order of prevalence and use.

Generally, greens, orange and purple are most frequently paired with the primary blue palette. See the prescribed colour combinations on the following pages for specific colour orders.

Try to limit the number of colours used in a single graphic. Use secondary colours only where necessary (e.g. to highlight a particular trend or outlier).

Consistent use of these colours in the order shown enhance clarity and reinforce a strong visual identity across all EITI communications and platforms.

Secondary colours



Light green C52 M16 Y100 K0 R137 G170 B46 #89AA2E	Green C86 M24 Y100 K10 R43 G134 B54 #2B8636	Orange C2 M38 Y100 K0 R246 G167 B10 #F6A70A	Purple C50 M90 Y39 K21 R122 G51 B92 #7A335C	Salmon pink C8 M65 Y38 K0 R225 G121 B128 #E17980
--	--	--	--	---

Emphasising colours



Orange C2 M38 Y100 K0 R246 G167 B10 #F6A70A	Red C12 M89 Y100 K2 R210 G66 B40 #D24228
--	---

Emphasising colours **highlight** content and express urgency. Use these colours sparingly to retain impact.

Receding colours



Grey C52 M42 Y42 K8 R127 G127 B127 #7F7F7F	Light grey C9 M6 Y7 K0 R229 G229 B229 #E5E5E5
---	--

Receding colours can **de-emphasise** content. This can remove distraction and direct the audience’s attention to the data that’s important.

COLOURS

Text colour palette

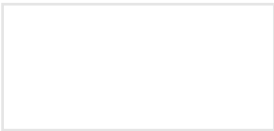
All data visualisations must be clear, legible and accessible. The colour combinations shown here follow the [Web Content Accessibility Guidelines](#) and achieve their recommended [AA accessibility rating](#).

Only use these combinations when adding text to data visualisations.

Text colours



Dark blue
Pantone 2955
C100 M80 Y10 K35
R19 G40 B86
#132856



White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Accessible text combinations



Dark blue



Medium blue



Medium light blue



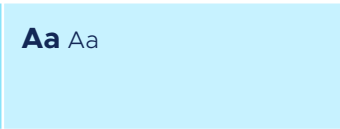
Light blue



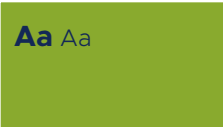
Dark blue grade 1



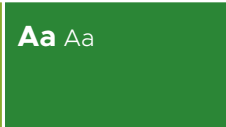
Light blue grade 1



Light blue grade 2



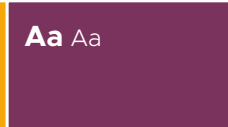
Light green



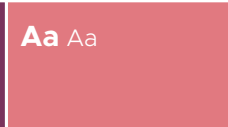
Green



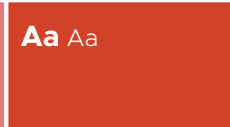
Orange



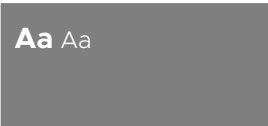
Purple



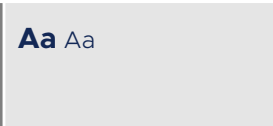
Pink



Red



Grey



Light grey

Categorical colour combinations

Categorical palettes are used to distinguish variables that do not have inherent ordering.

Examples of categorical data are countries, regions, activity or gender.

It is recommended to have **no more than eight variables** in a single chart. If there are more than eight groups, either use a single colour, combine variables or break up the chart into two or more visualisations.

Note: see the [Special colour combinations](#) for displaying specific categories of data (Validation, risk maps, low/medium/high, gender and geographical areas).

1 variable



#132856

2 variables



#132856

#1BC2EE

3 variables



#132856

#188FBB

#1BC2EE

4 variables



#132856

#165B89

#188FBB

#1BC2EE

5 variables



#132856

#1BC2EE

#F6A70A

#89AA2E

#2B8636

6 variables



#132856

#1BC2EE

#F6A70A

#7A335C

#89AA2E

#2B8636

7 variables



#132856

#188FBB

#1BC2EE

#F6A70A

#7A335C

#89AA2E

#2B8636

8 variables



#132856

#165B89

#188FBB

#1BC2EE

#F6A70A

#7A335C

#89AA2E

#2B8636

9 or more variables

If it's absolutely necessary to show nine or more variables in a chart, follow the sequential colour palette.

COLOURS

High-contrast categorical colour combinations

Certain charts may require stronger differentiation between colours in order to see the data clearly. For example, if the data visualisation features overlapping lines (e.g. **line charts**, **sankey charts**), small shapes (e.g. **bubble charts**, **heatmaps**), or irregular shapes (e.g. **maps**).

In these cases, use these high-contrast colour combinations.

Note: see the [Special colour combinations](#) for displaying specific categories of data (Validation, risk maps, low/medium/high data, gender and geographical areas).

1 variable



#1BC2EE

2 variables



#1BC2EE

#F6A70A

3 variables



#1BC2EE

#F6A70A

#2B8636

4 variables



#1BC2EE

#F6A70A

#2B8636

#132856

5 variables



#1BC2EE

#F6A70A

#2B8636

#132856

#E17980

6 variables



#1BC2EE

#F6A70A

#2B8636

#132856

#E17980

#89AA2E

7 variables



#1BC2EE

#F6A70A

#2B8636

#132856

#E17980

#89AA2E

#7A335C

8 variables



#1BC2EE

#F6A70A

#2B8636

#132856

#E17980

#89AA2E

#7A335C

#D24228

9 or more variables

Apply the sequential colour palette to maps with nine or more variables. Add lighter blue tints to the sequence as needed. See [Colour in data viz.](#)

Sequential colour combinations

Sequential palettes are used to visualise data that has an inherent order or numerical value. They are useful for showing varying intensities of a single variable.

The colours are graded from light to dark (or vice versa), with each gradation signifying a numerical value.

Examples of sequential data are numbers that go from low to high, such as population, income, temperature or age.

2 variables



3 variables



4 variables



5 variables



6 variables



7 variables



8 or more variables

Lighter blue tints can be added to the sequence for larger data sets.

COLOURS

Divergent colour combinations

Divergent palettes combine two sequential palettes. Darker shades of each sequence are shown at either extremity, moving towards a lighter palette and a common hue located in the middle of the set.

Divergent palettes are used to visualise negative and positive values, with a baseline in the middle.

Examples of divergent datasets are economic growth and ratings of opinions or attitudes, such as the Likert Scale.

Note: see the [Special colour combinations](#) for displaying specific categories of data (Validation, risk maps, low/medium/high, gender and geographical areas).

2 variables



3 variables



4 variables



5 variables



6 variables



7 variables



8 variables



Diverging bar charts

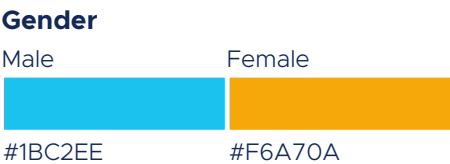
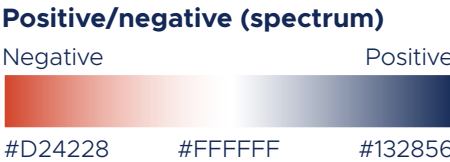
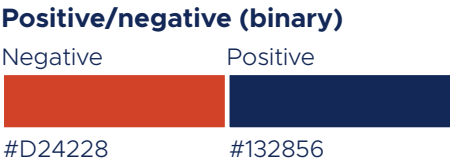
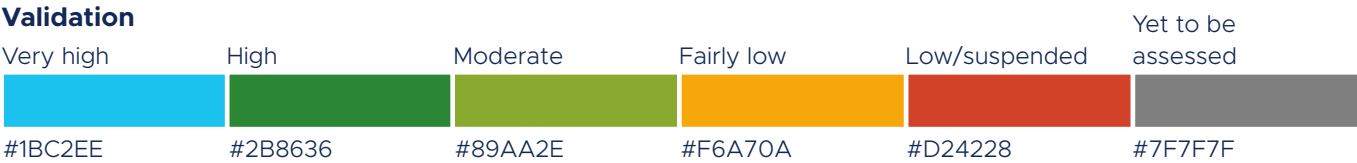
Apply this colour combination to [diverging bar charts](#).

COLOURS

Special colour combinations

For consistency across all EITI outputs, apply these special colour combinations for the described categories.

See examples in the [Special applications](#) section.



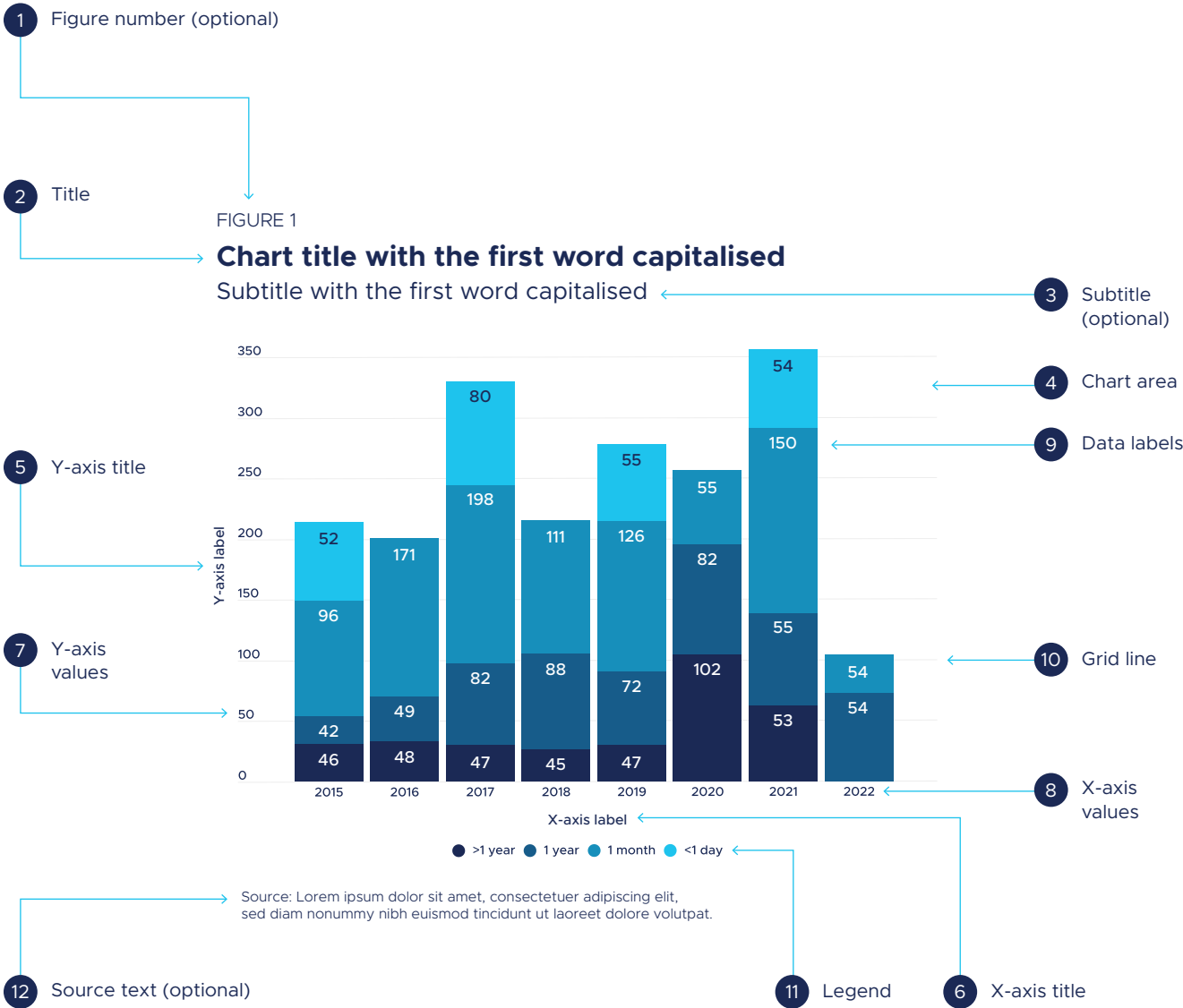
For **maps**, it is important to apply colours consistently to underlying topography, such as water and land masses.

Layout and typography

Chart elements

Charts may contain the following elements:

- 1 Figure number (optional)
- 2 Title
- 3 Subtitle (optional)
- 4 Chart area
- 5 Y-axis title
- 6 X-axis title
- 7 Y-axis unit labels
- 8 X-axis unit label
- 9 Data labels
- 10 Grid line
- 11 Legend
- 12 Source (optional)

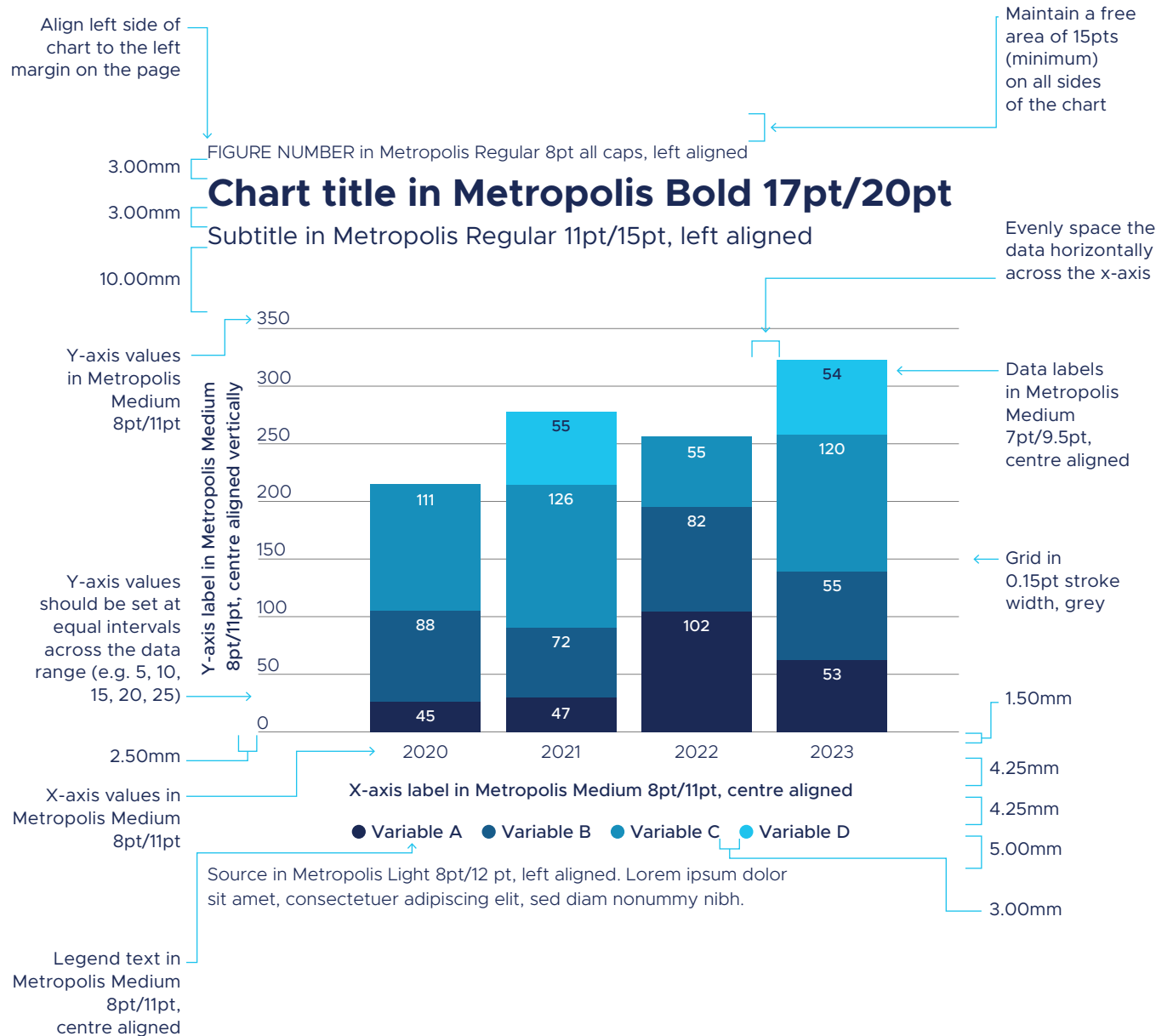


Print

Type size and spacing

Note

Data labels are required for all printed data visualisations.



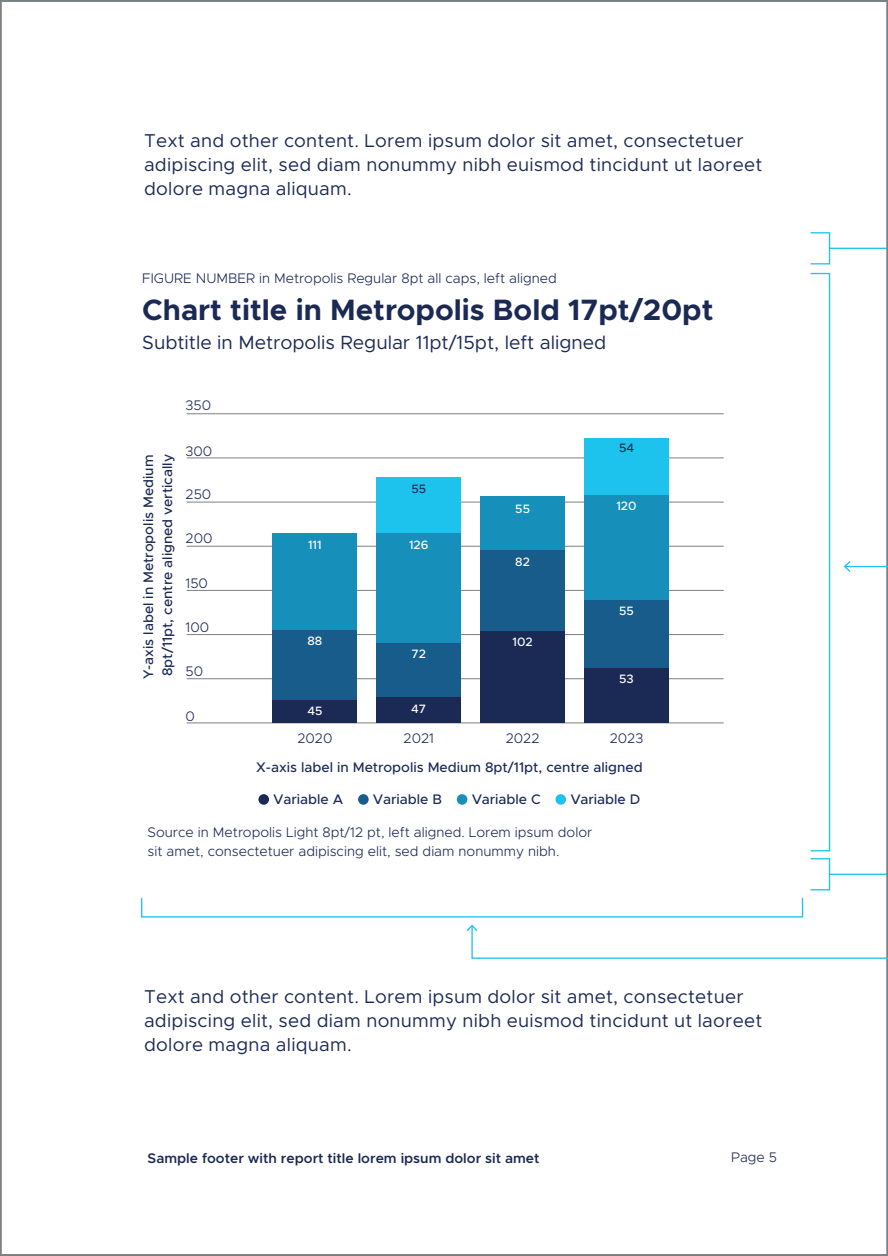
Print

Example layout on an A4 page

Note

Data labels are required for all printed data visualisations.

Page size: A4



Maintain a free area of 15pts (minimum) above and below the chart.

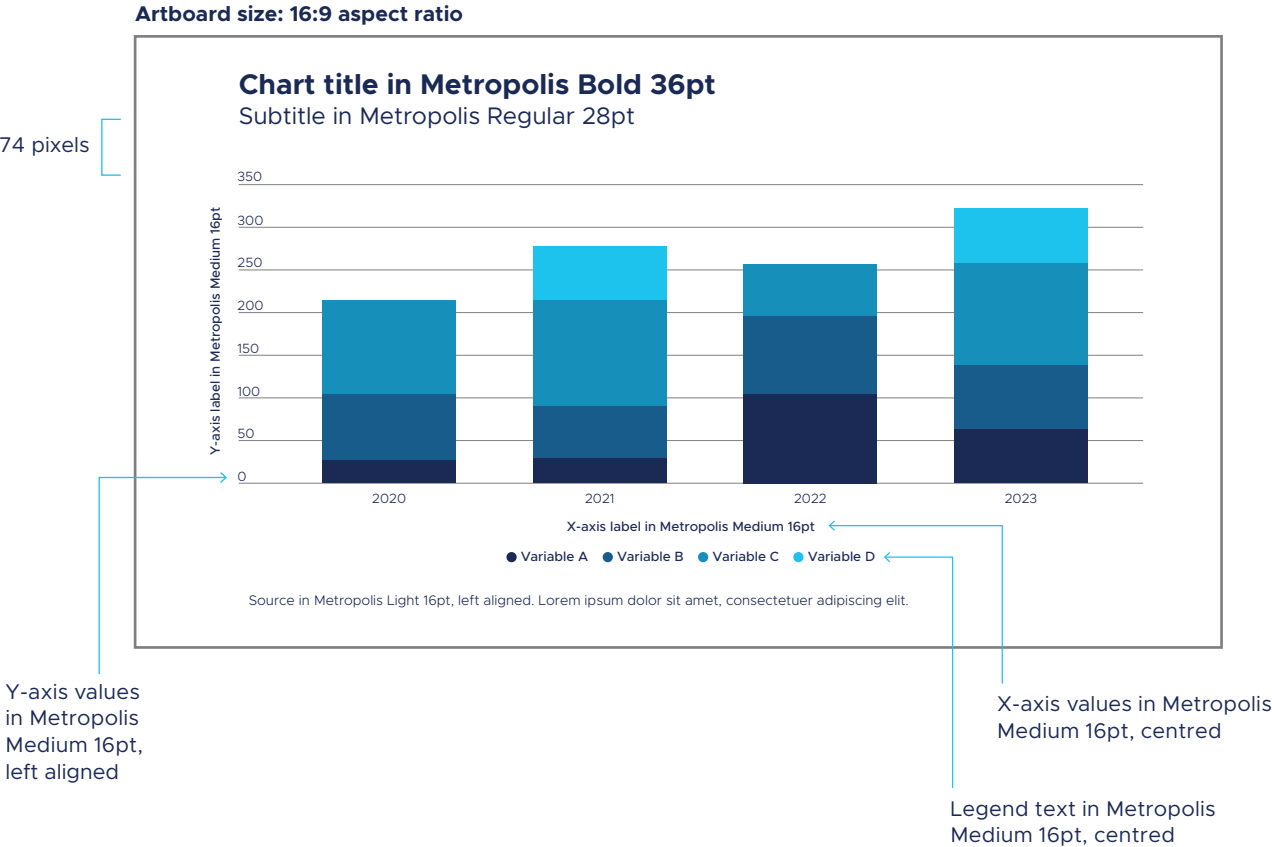
The maximum height for the chart is the page height minus the size of the top and bottom margins. The height is variable and may change depending on the length of the title and the size of the data.

Maintain a free area of 15pts (minimum) above and below the chart.

The maximum width of the chart is the page width minus the size of the left and right margins. We recommend always designing the chart to span the full maximum width allowed.

Web and Powerpoint

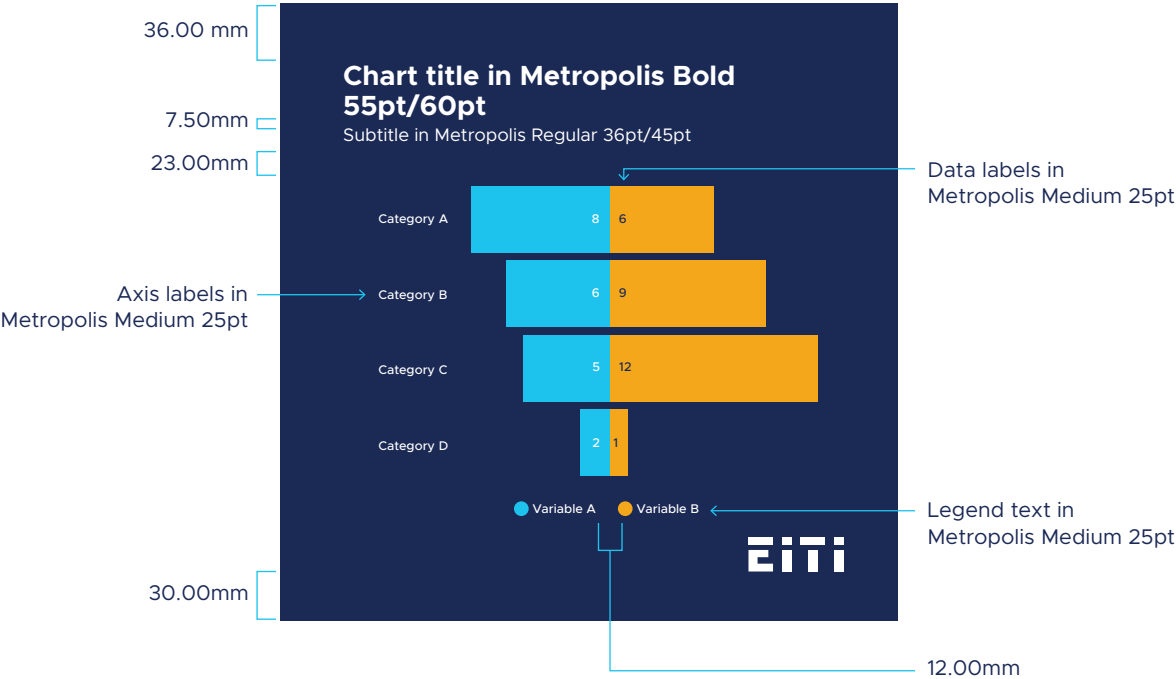
Example layout in Infogram



Social media

Dimensions and type size

Recommended image size:
Square 1080 x 1080 pixels

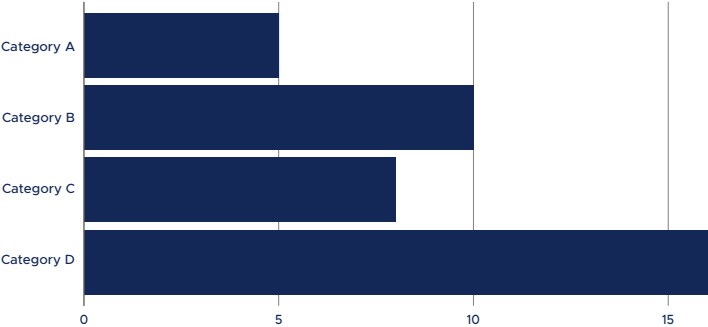


Standard applications

Bar chart

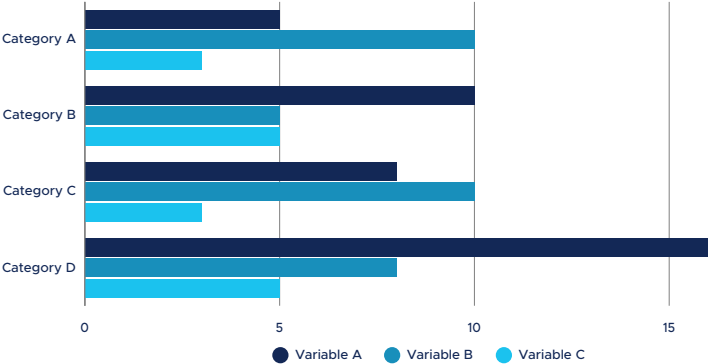
Single bar chart

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Grouped bar chart

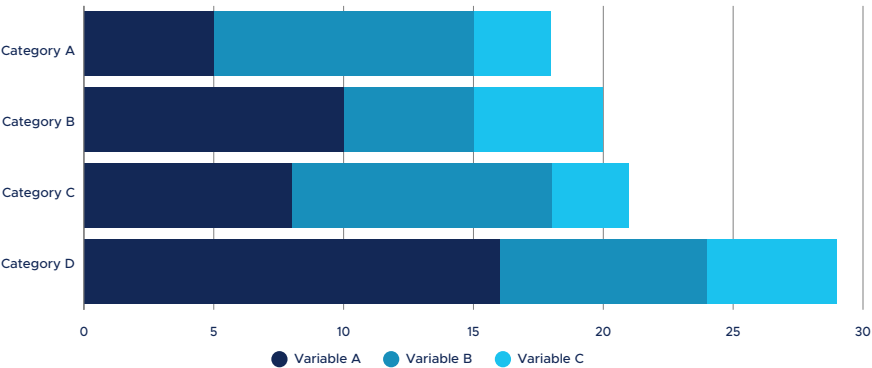
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Bar chart – stacked

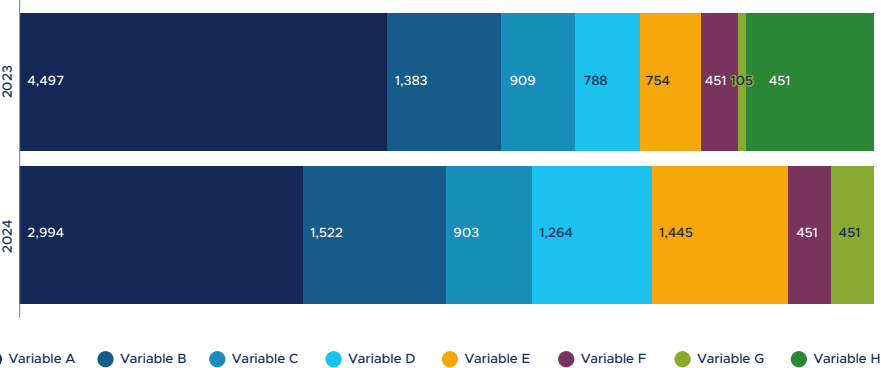
Stacked bar chart
Categorical colours – standard

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Stacked 100% bar chart
Categorical colours – standard

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Notes

For stacked **100% bar charts**, apply **data labels** to the individual segments, especially if the chart does not have an x-axis.

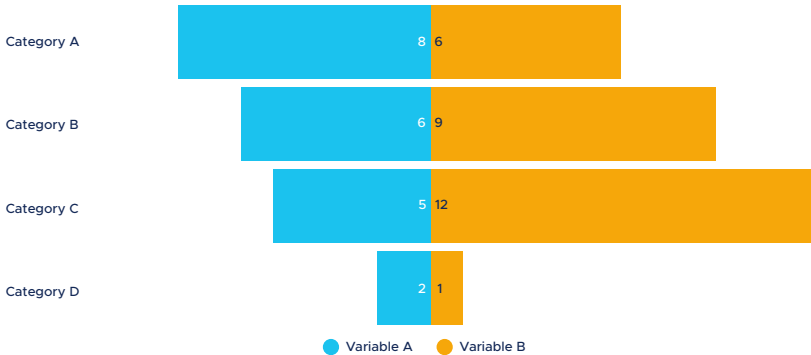
See more examples of 100% stacked bar charts in the [Special applications](#) section.

Diverging bar

Divergent colour palette

Title of chart lorem ipsum

Subtitle of chart dolor sit amet



Note

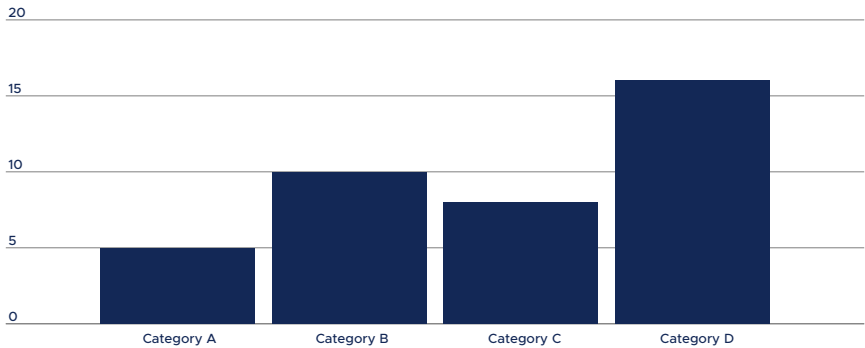
See the [Special colour combinations](#) for displaying gender-specific data.

See the example in the [Special applications section](#).

Column chart

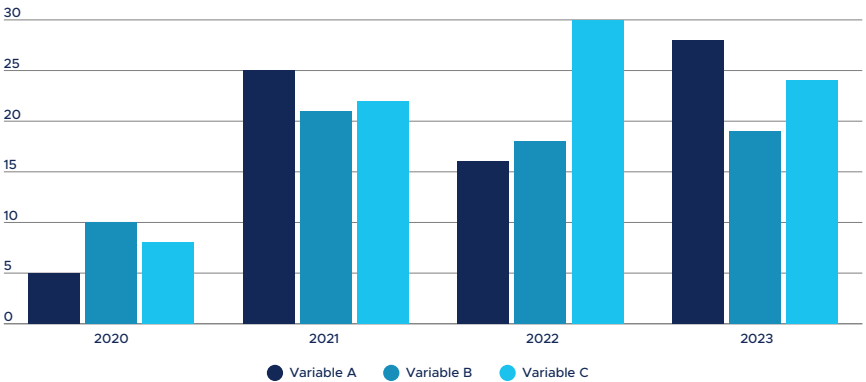
Single column chart

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Grouped column chart

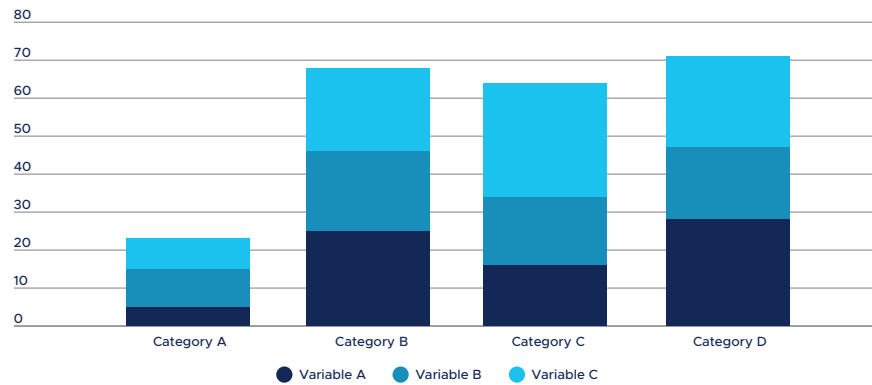
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Column chart – stacked

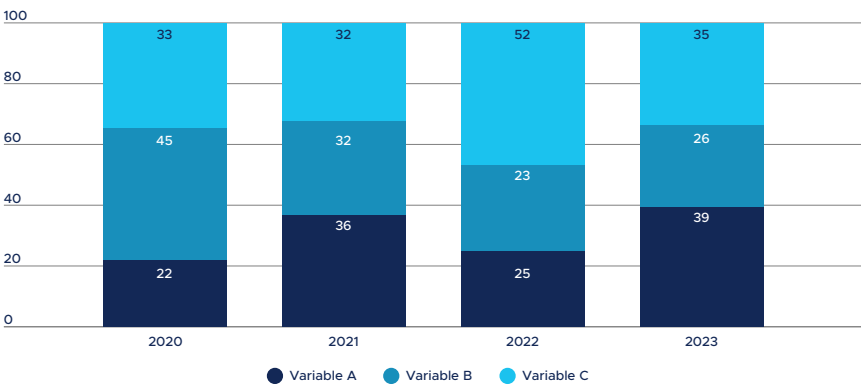
Stacked column chart

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Stacked 100% column chart

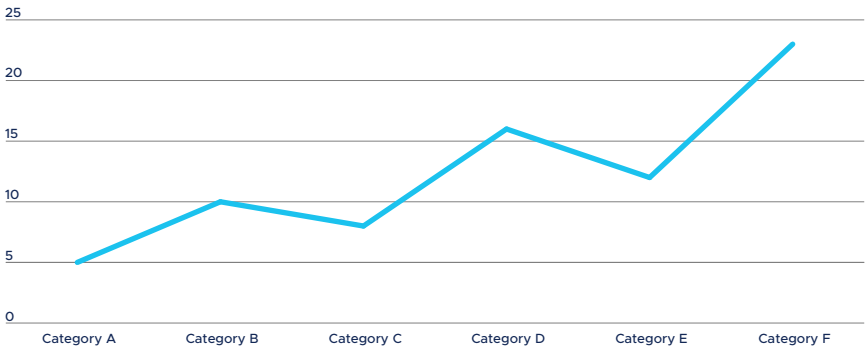
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Line chart

Single line chart
High-contrast categorical colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Note

Apply the [High-contrast colour combinations](#) for all line charts.

See more examples of line charts in the [Special applications](#) section.

Stacked line chart
High-contrast categorical colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet

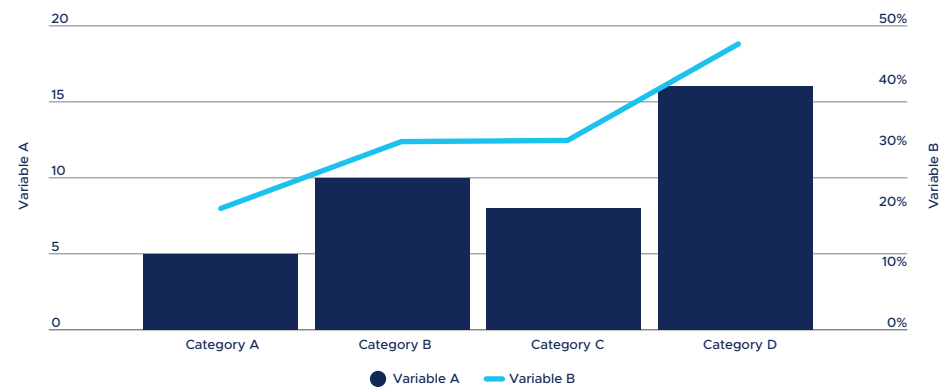


Column and line chart

Column and line chart

Title of chart lorem ipsum

Subtitle of chart dolor sit amet



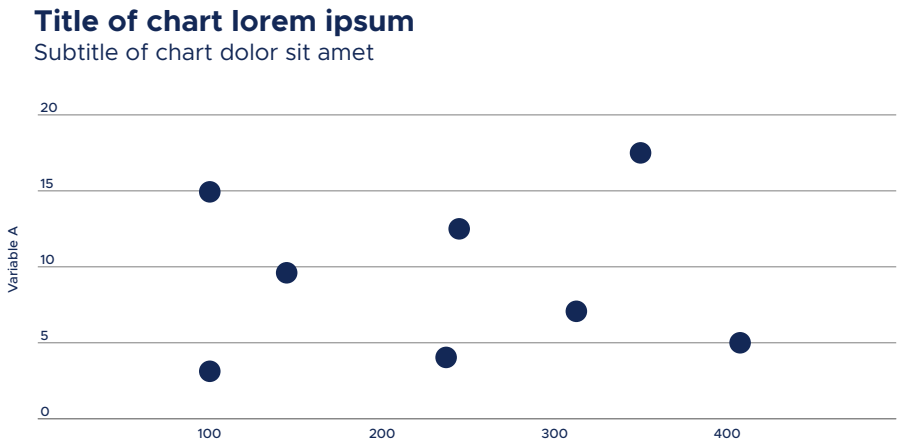
Notes

In most circumstances, a combined column and line chart have **two y-axes with different units**. Align and label the two y-axes as shown.

See more examples of column and line charts in the [Special applications](#) section.

Scatter chart

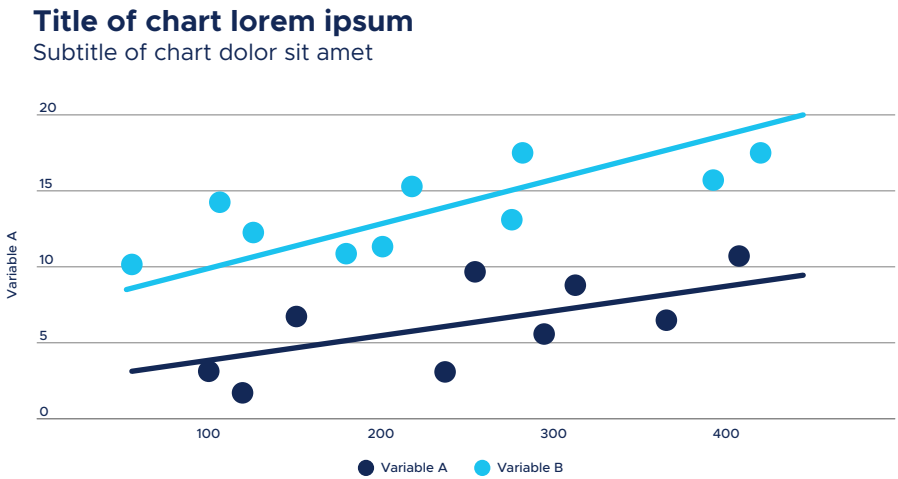
Single scatter chart



Note

See more examples of a scatter chart in the [Special applications](#) section.

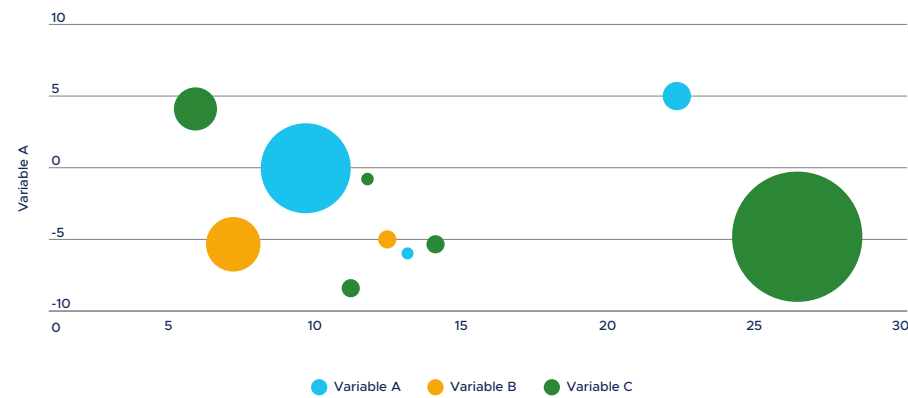
Stacked scatter chart with trend lines



Bubble chart

Bubble chart
High-contrast categorical colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet

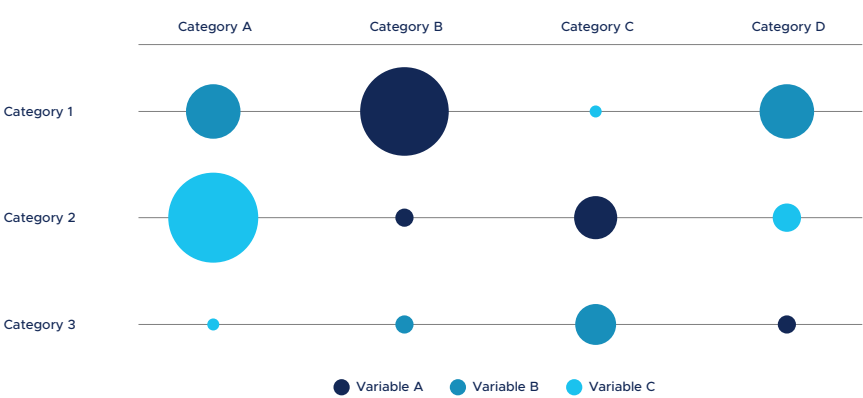


Note

See more examples of a bubble chart in the [Special applications](#) section.

Stacked bubble chart
Categorical colours

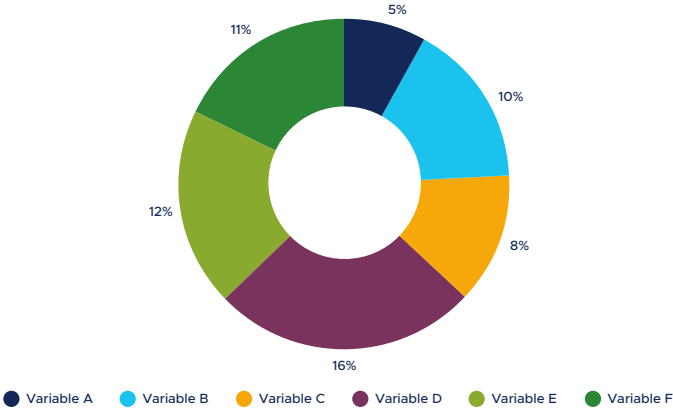
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Donut chart

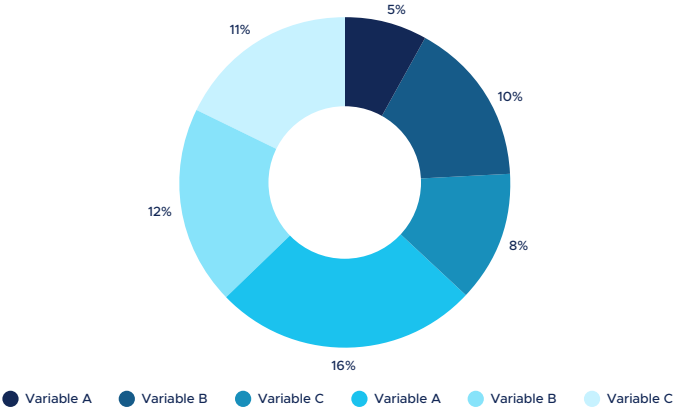
Categorical colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Sequential colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Notes

Data labels can be added next to each segment of the donut.

See more examples of a bubble chart in the [Special applications](#) section.

Treemap

Categorical colours

Title of chart lorem ipsum

Subtitle of chart dolor sit amet



Notes

Treemaps are recommended for data sets of up to five categories. If the data set has more than five categories, use a donut/pie chart or stacked 100% bar chart instead.

If the data set results in very small segments, try the high-contrast categorical colours.

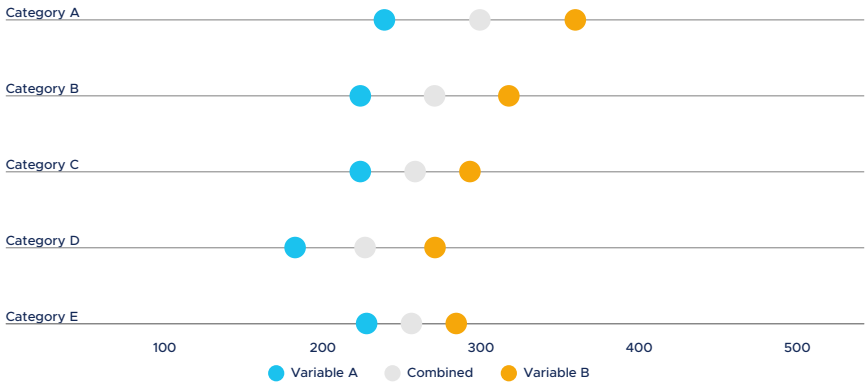
Data labels can be added inside each segment of the treemap.

Dot plot

Divergent colours

Title of chart lorem ipsum

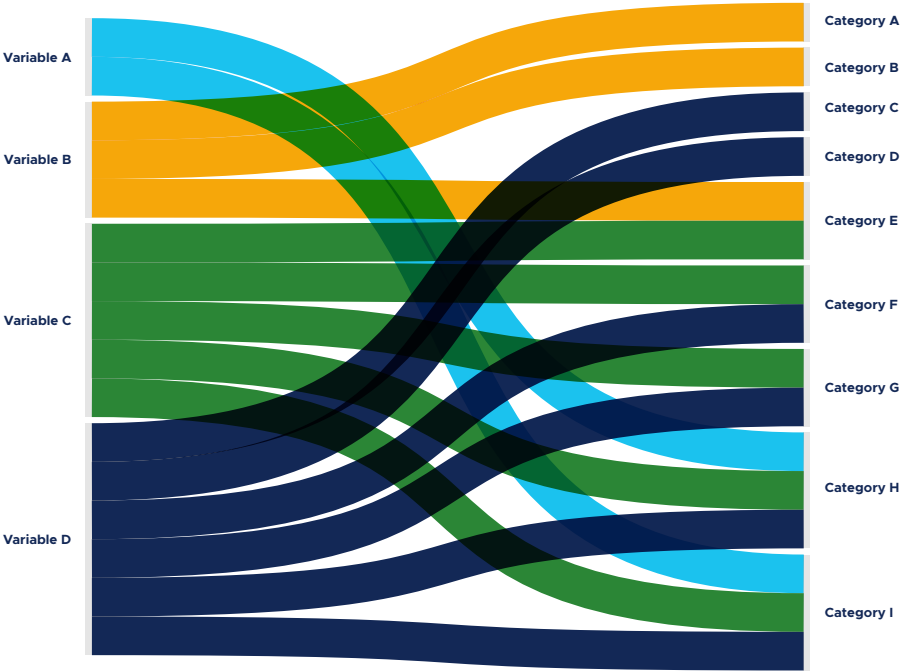
Subtitle of chart dolor sit amet



Sankey

High-contrast categorical colours

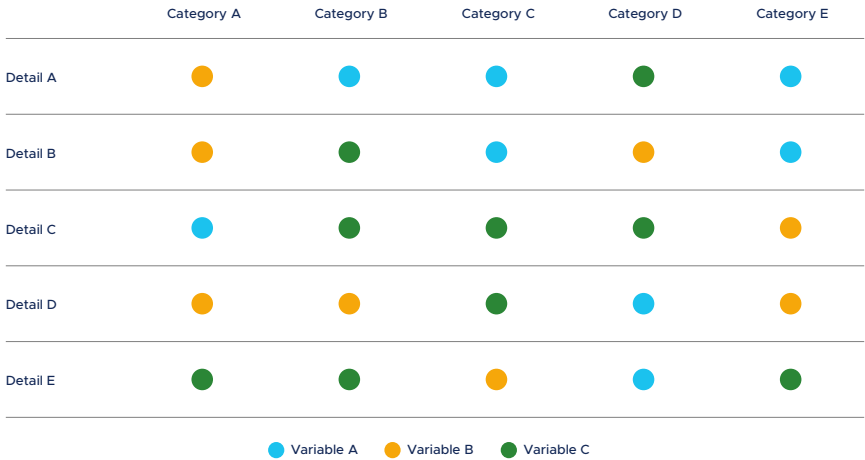
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Tables and heatmaps

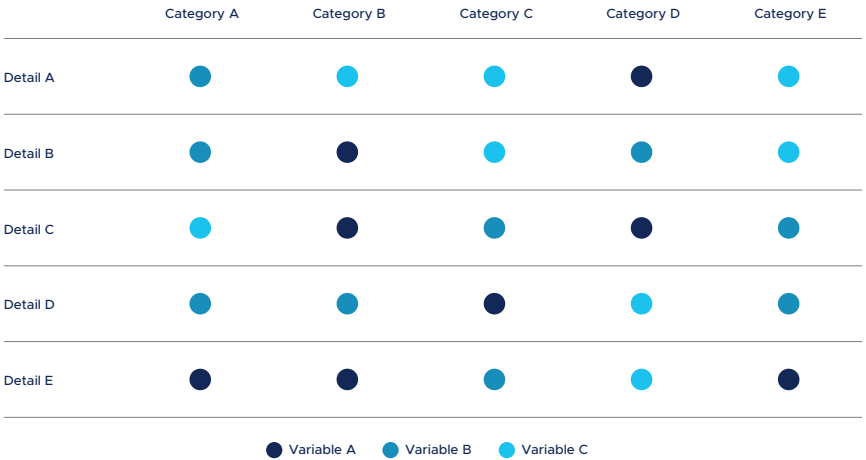
Table with high-contrast colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Heatmap with sequential colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



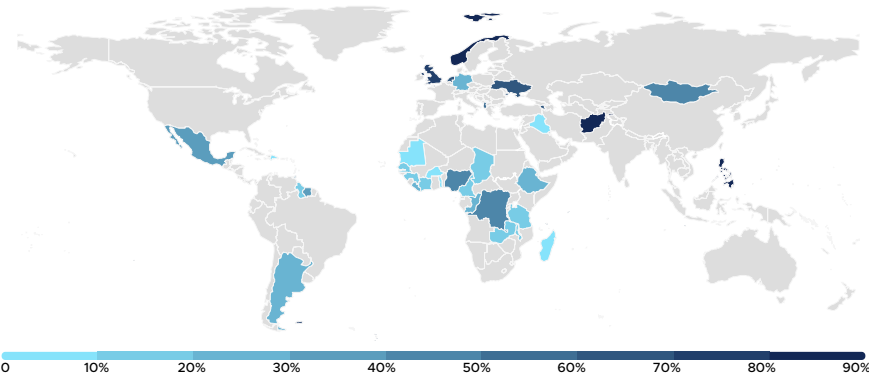
Note

See more examples of heatmaps, including a risk map, in the [Special applications](#) section.

Maps

Density map (geographic heatmap)
Sequential colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet

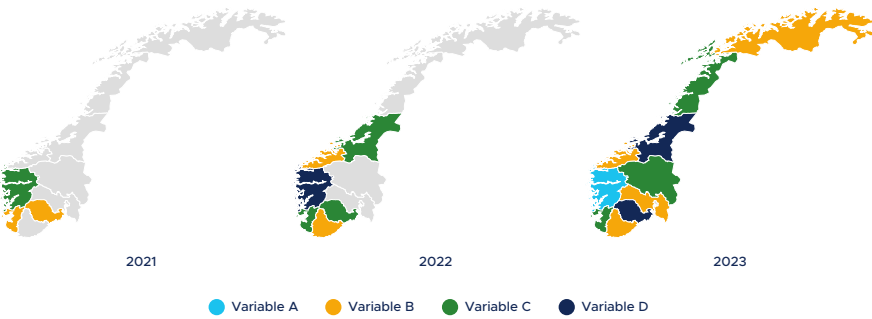


Note

See more examples of maps, including a validation map, in the [Special applications](#) section.

Grouped map
High-contrast categorical colours

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Special applications

Emphasising colours

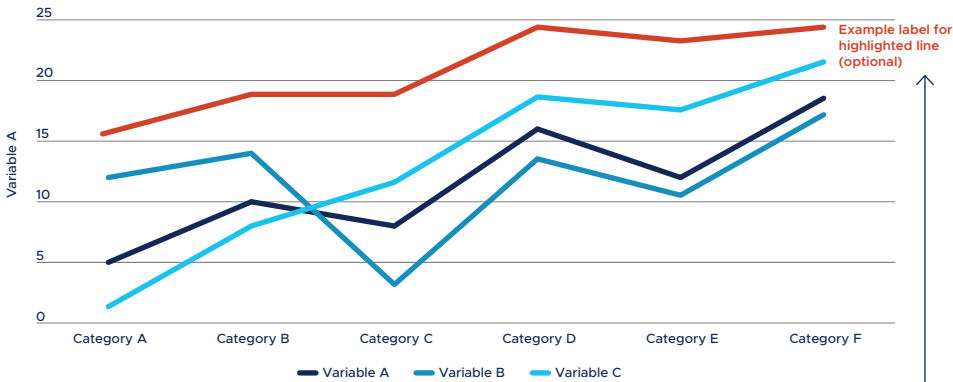
Highlighting data

Stacked line chart

Sequential colour palette with a highlighted variable

Title of chart lorem ipsum

Subtitle of chart dolor sit amet



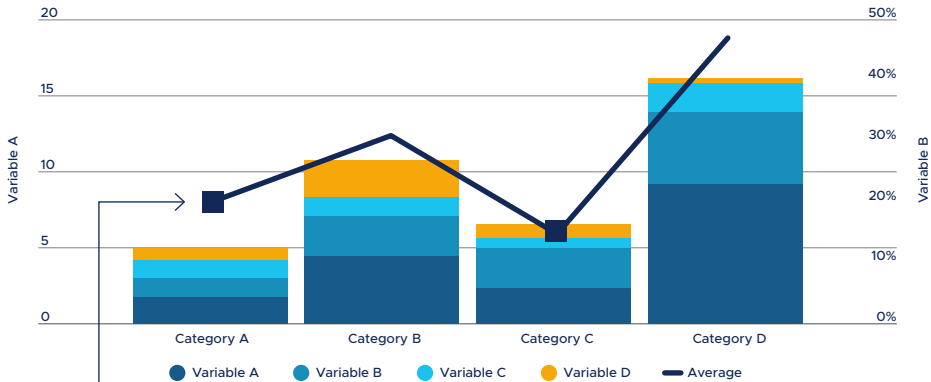
Red is applied to highlight one line in the chart.
The highlighted line is labelled with red text.

Column and line chart

Categorical colour palette with highlighted variable and data points

Title of chart lorem ipsum

Subtitle of chart dolor sit amet



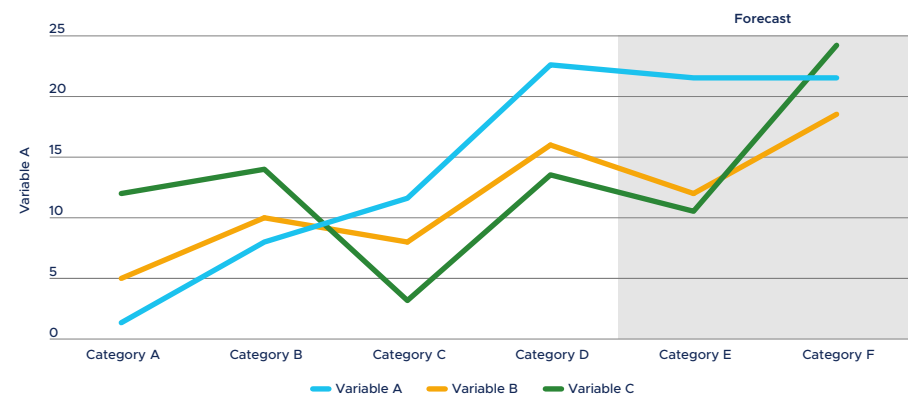
A square marker is applied to highlight two points on the line.

Orange is applied to highlight one variable.

Receding colours
De-emphasising data

Stacked line chart
Categorical high-contrast colour palette with a background colour

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Subtitle of chart dolor sit amet

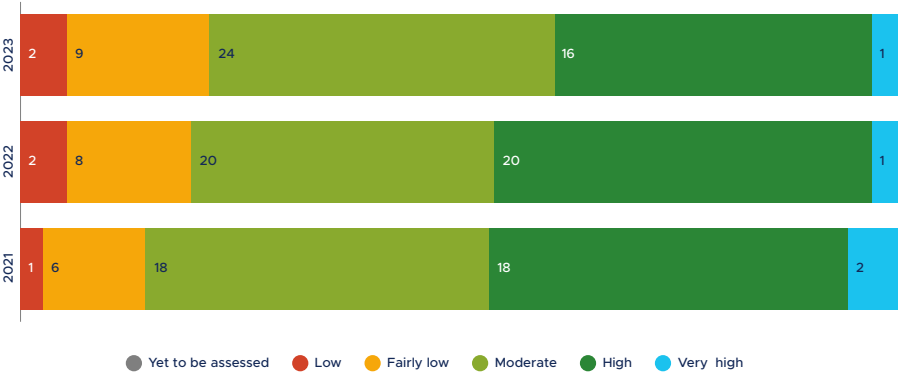


↑
A grey background is applied to distinguish two categories along the x-axis as different from the other categories (in this example, real vs. forecasted data).

Validation colours

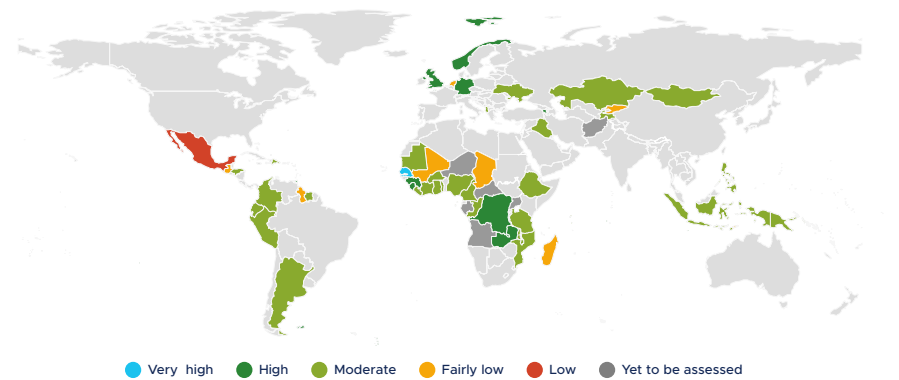
Stacked bar chart

Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Map

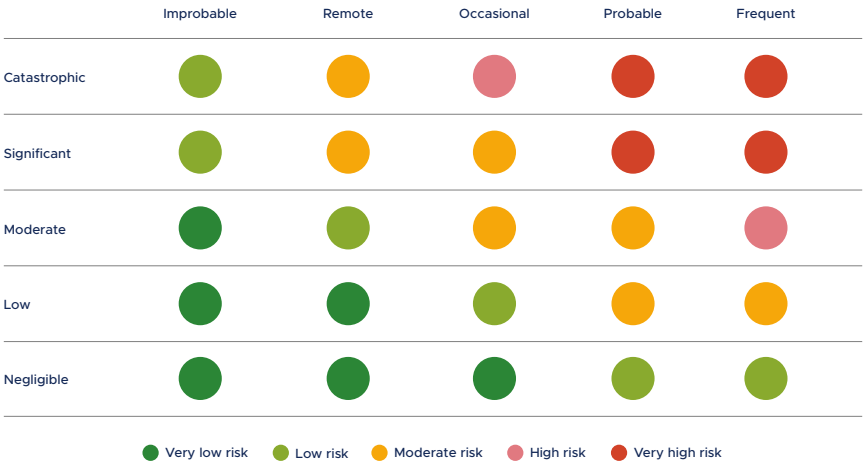
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Risk colours

Risk map

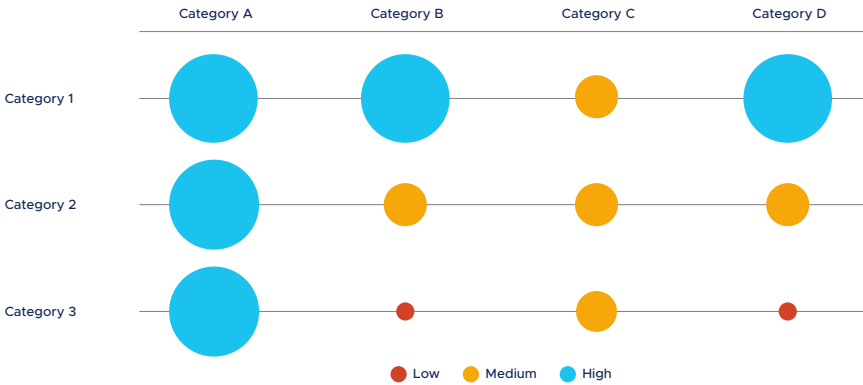
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Low/medium/high colours

Stacked bubble chart

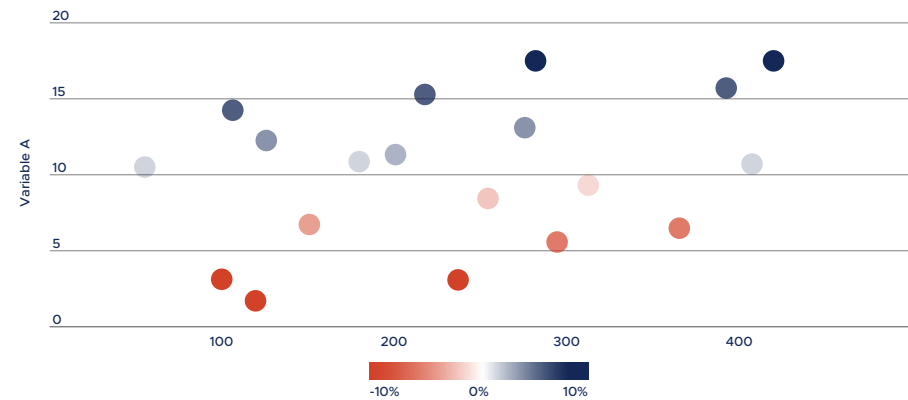
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Negative/positive colour

Scatter chart
Negative/Positive spectrum colours

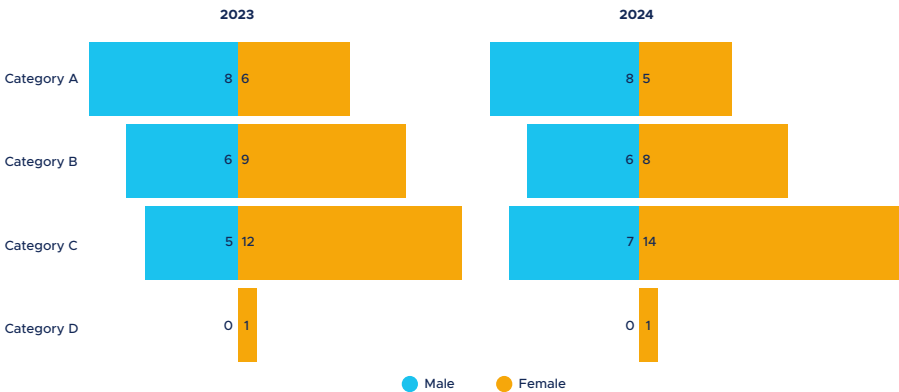
Title of chart lorem ipsum
Subtitle of chart dolor sit amet



Gender colours

Multiple diverging bar charts

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Subtitle of chart dolor sit amet

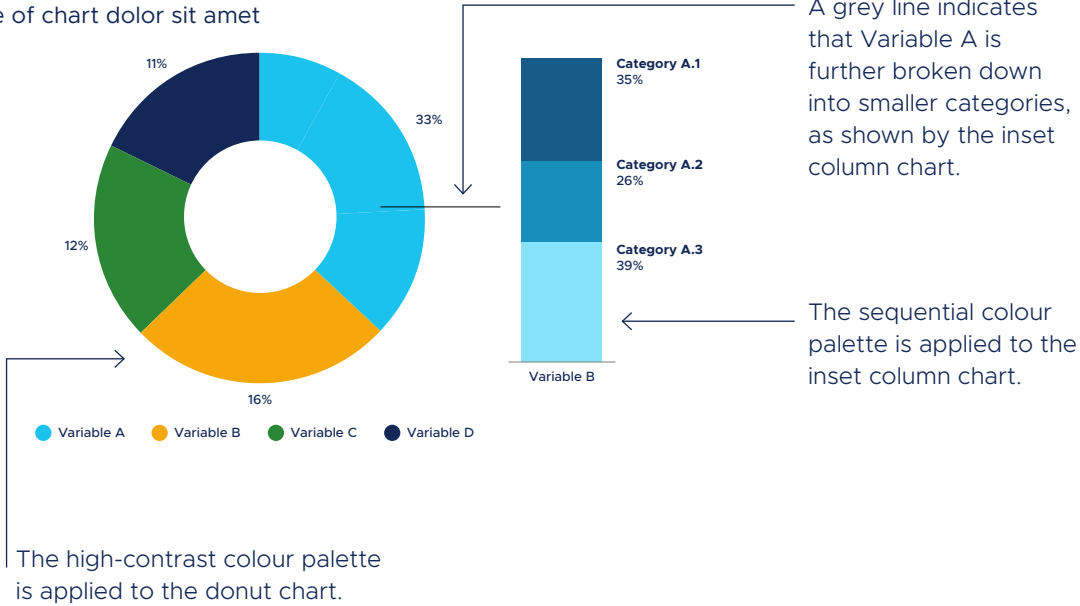


Inset data

Donut chart with inset column chart

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