

# 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.

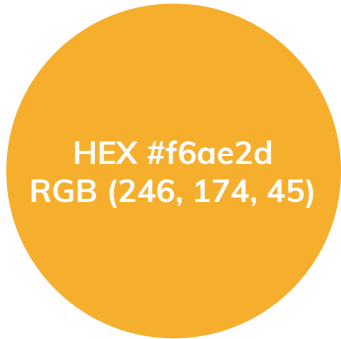
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# TYPE

	Typeface	Color	Size	Notes
<b>PAGE HEADER</b>	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
<b>Figure Title</b>	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	
<b>Direct Labels</b>	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.

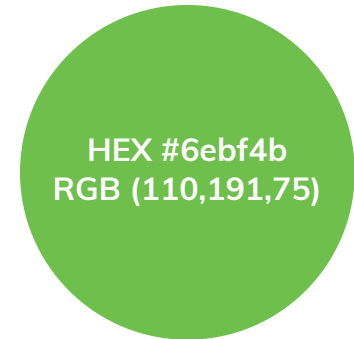
# COLOR



Healthy People 2020



South Carolina



United States



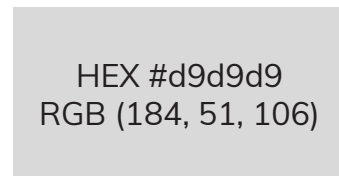
Non-Specific



Females



Males



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

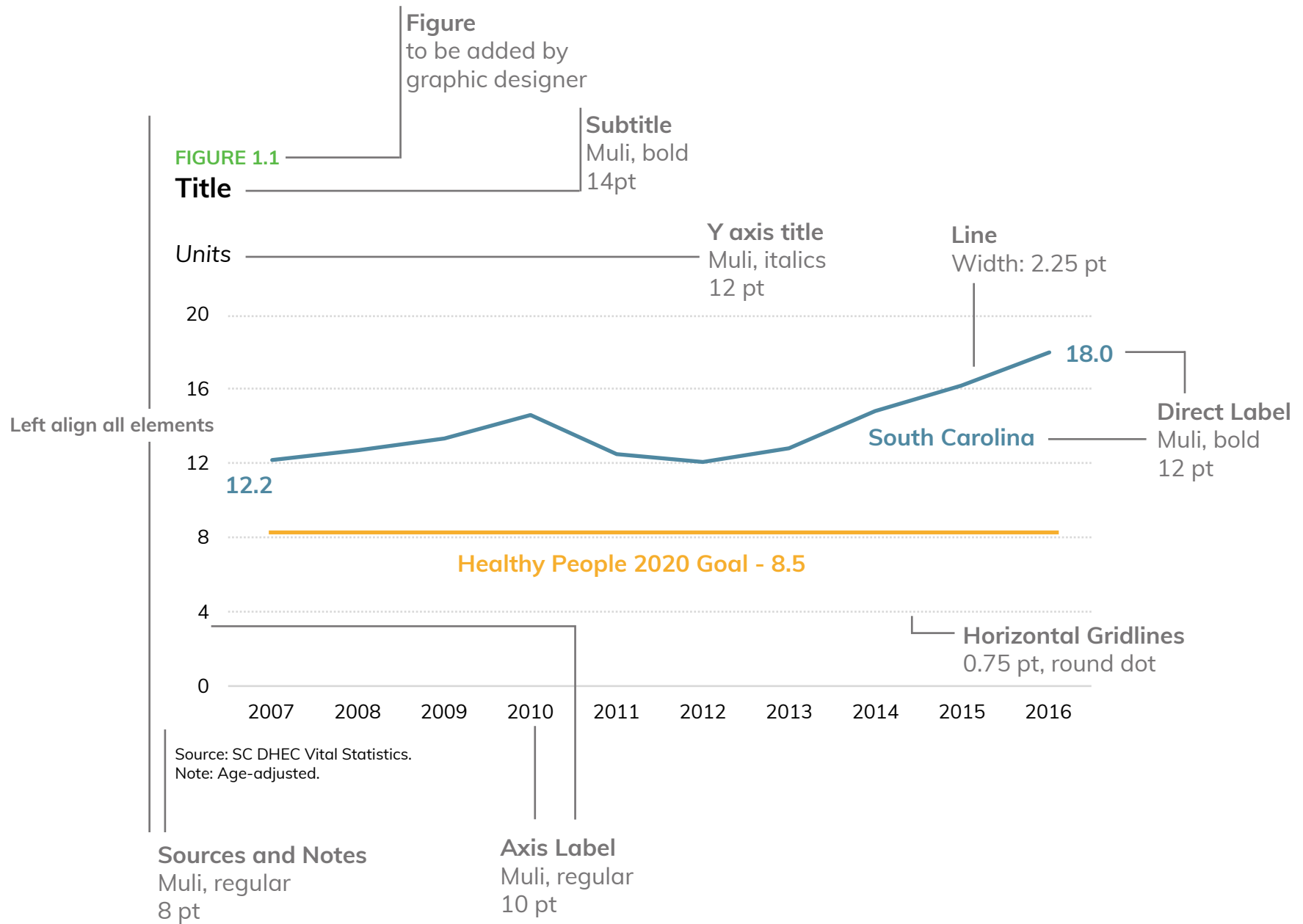
Scale by 4 if y-axis maximum is under 20

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



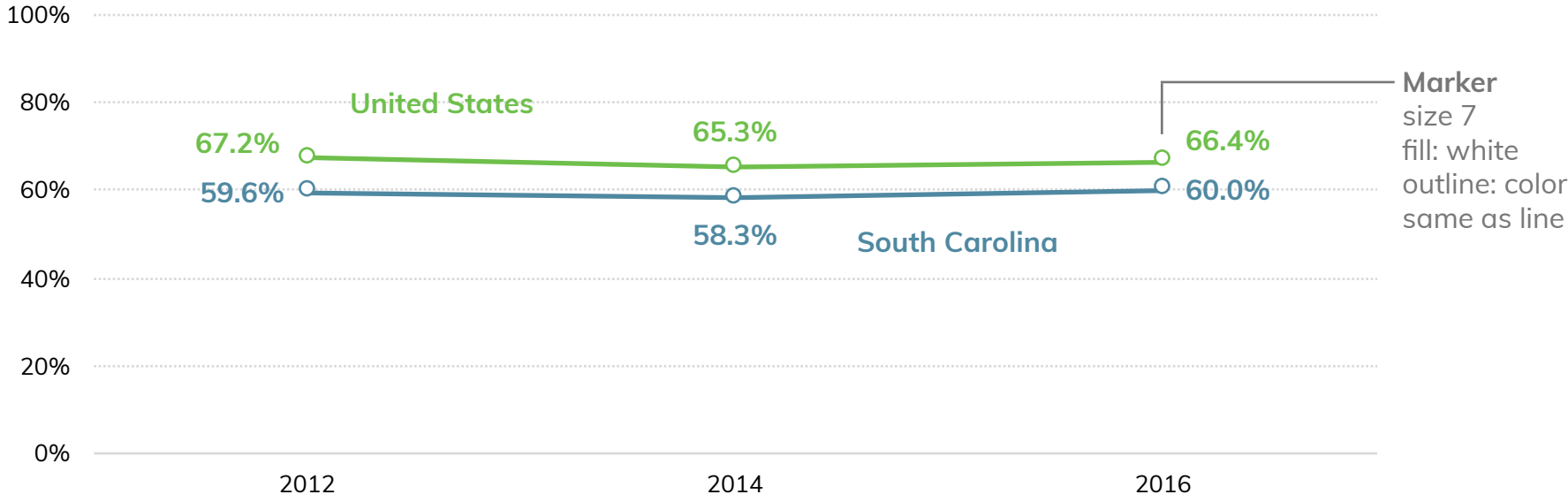
**Line Graph Note:** Use solid line if data is for every year. If not, use circle markers.

# CHART FORMAT | Line Graph with Markers

FIGURE 2.17

Title

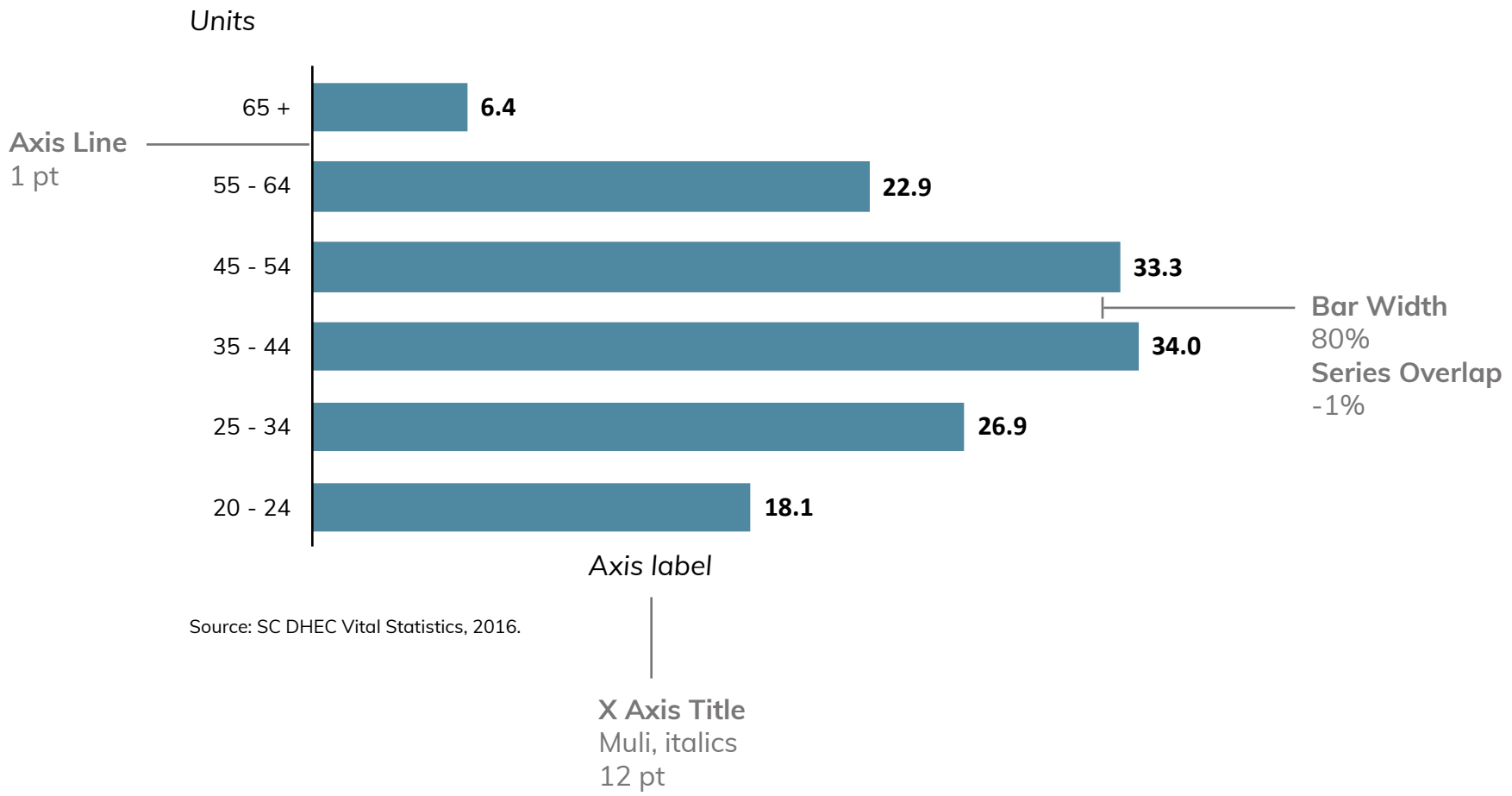
Units



Markers Note: Use if data is every other year.

# CHART FORMAT | Horizontal Bar Graph

**FIGURE 1.2**  
**Title**



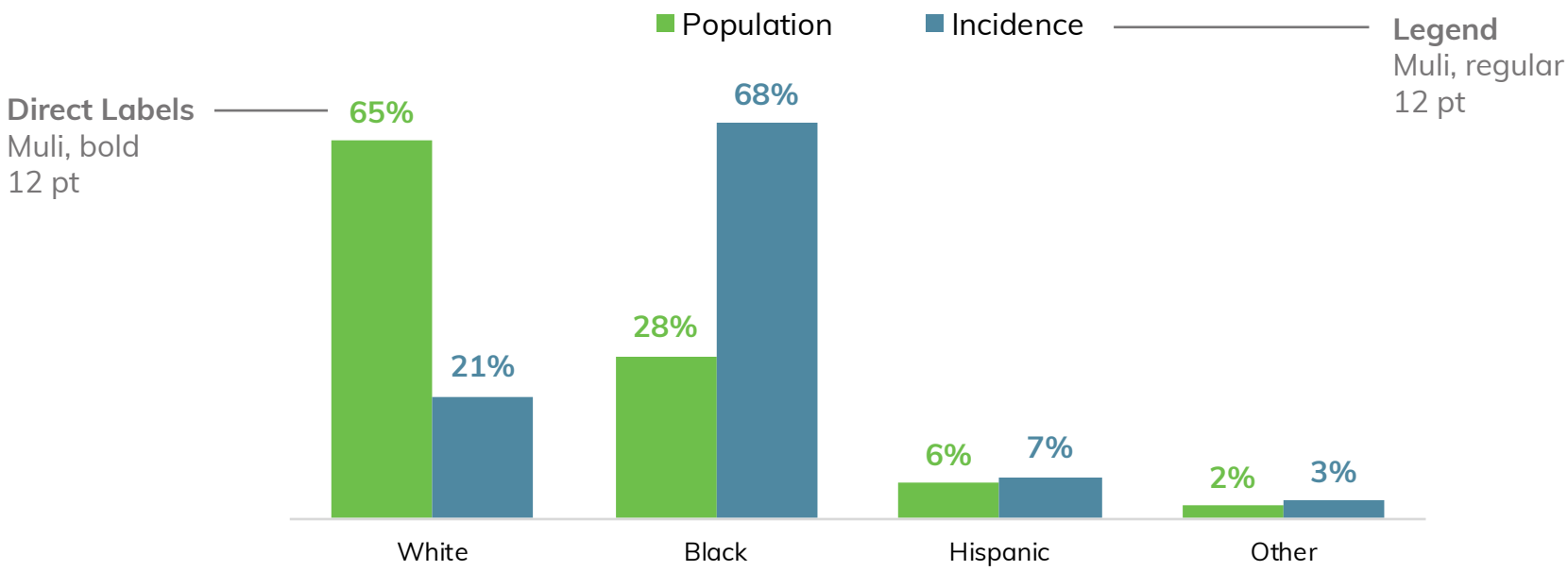


# CHART FORMAT | Bar Graph

FIGURE 1.3

Title

Units



Direct Labels  
Muli, bold  
12 pt

Legend  
Muli, regular  
12 pt

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

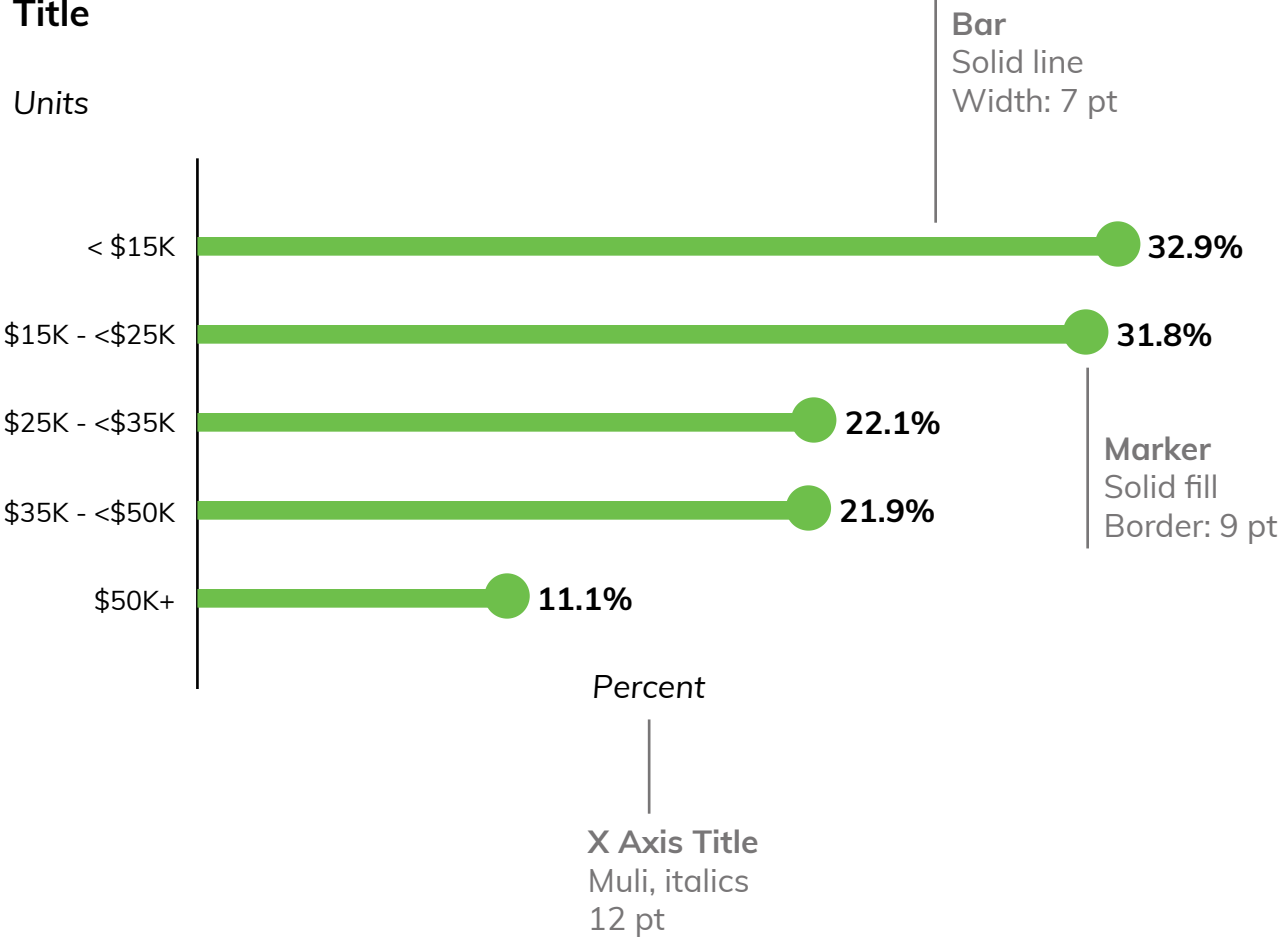
Axis Label  
Muli, regular  
10 pt

# CHART FORMAT | Bar with Lollipop Markers

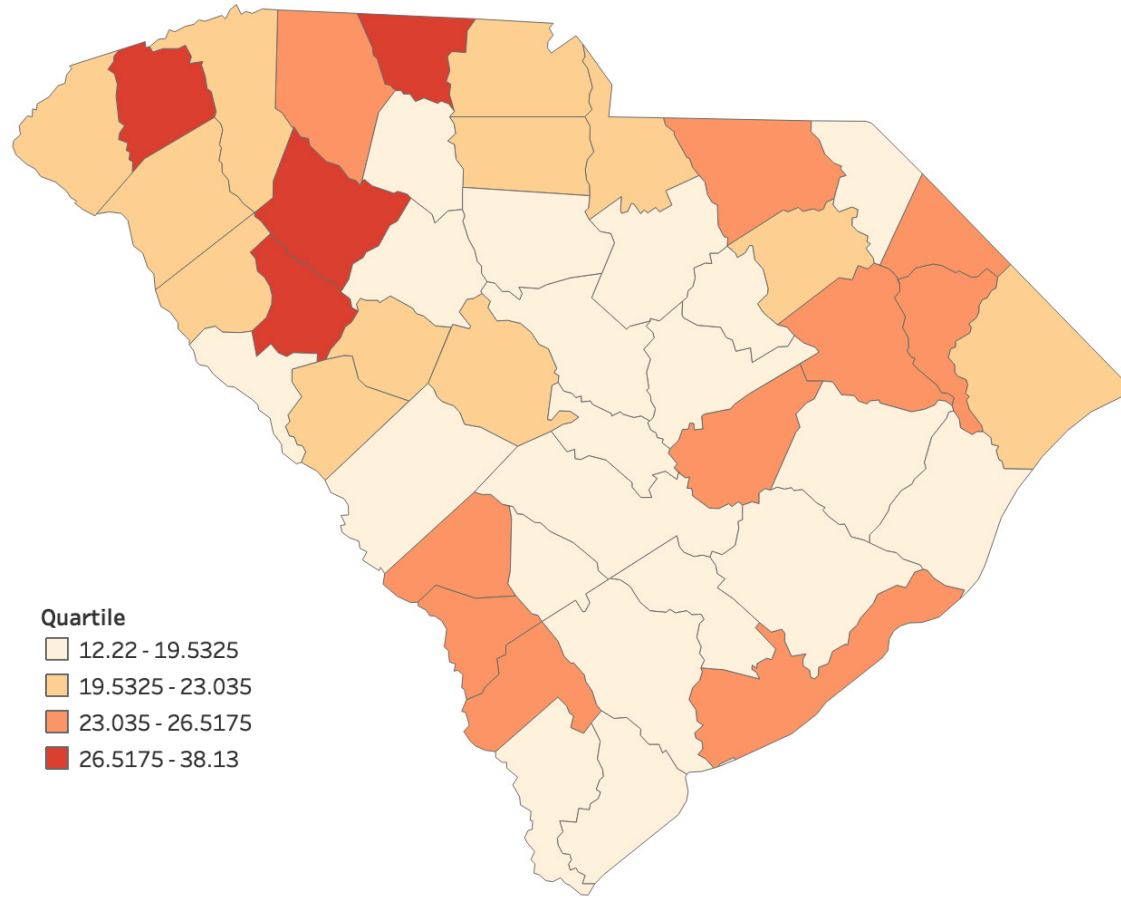
FIGURE 5.10

Title

Units

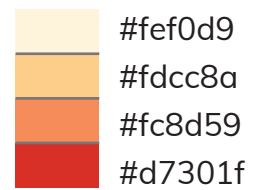


# MAPS | Color

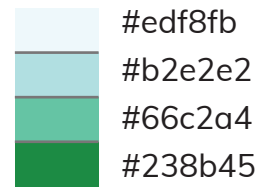


## Color Schemes:

### Orange



### Green



### Blue

