EDF Visual Language
Style Guide

EDF
ENVIRONMENTAL
DEFENSE FUND®

Finding the ways that work

EDF Visual Language

Table of Contents

A Visual Language is a set of guidelines and recommendations essential for maintaining consistency and professionalism across visual extensions of a corporate brand. Creative professionals (designers, developers, data scientists, publicists, etc.), both internal and external, should be familiar with the material herein and use it as a reference when producing visual content on behalf of EDF and its programs. These designs may be pulled in vector form from the Visual Language or re-designed independently in accordance with the guidelines set forth in this document.

Best Practices guidelines are derived from industry data visualization standards with considerations for storytelling appeal, ease of communication, optical interpretation, and data science. They have been developed over years of industry discussion and optimization and are therefore strong recommendations. When the data at hand absolutely necessitates flexibility of these rules, a designer should be mindful of the narrative losses that occur as a result and should make sure in all instances to maintain data integrity and accuracy.
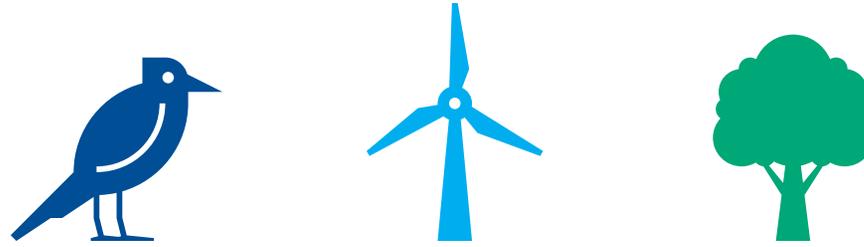
Note: All logo, font, template files and other assets are available on the style guide disc
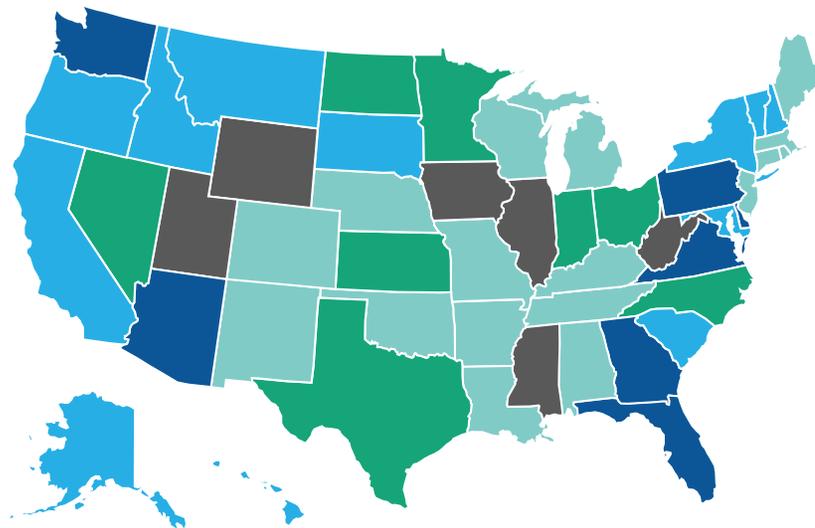
INFOGRAPHICS

Infographics should:

• be cleanly and legibly designed to facilitate understanding of complex data and information.

• be graphically bold and simple. Use flat, solid shapes of color whenever possible.

• follow the thematic color palette set up in the templates whenever applicable. Otherwise, use colors from the EDF palette as specified on pages 17–19 of the EDF Branding Style Guide.

DO NOT copy and paste information graphics from one document to another without reformatting if needed to fit the latter document style.

| 30% | 40% | 20% | 10% |

Program Icons

These icons represent the Climate and
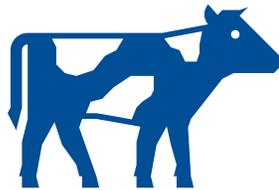Energy, Ecosystems, Oceans, and Health
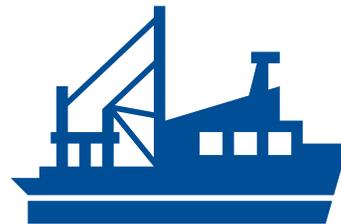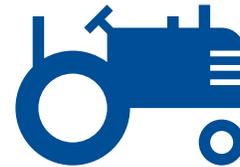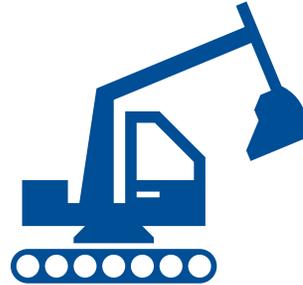programs respectively.

Icon Set (1 of 10)

Icons should not be shrunk to the point where they begin to lose legibility.

Icon Set

Icon Set (3 of 10)

Icon Set (4 of 10)

Icon Set (5 of 10)
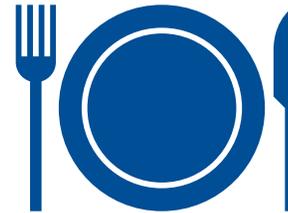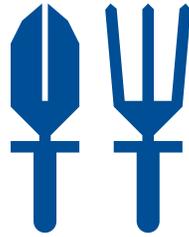
Icon Set (6 of 10)

Icon Set

Icon Set (8 of 10)

CO$_2$

CH$_4$

HFC

N$_2$O

NH$_4$

NH$_4$
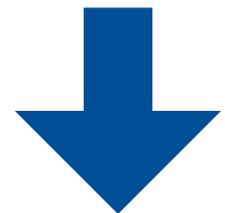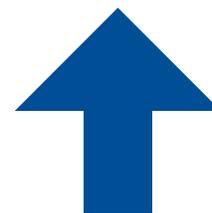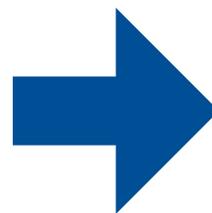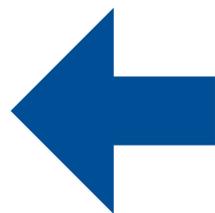
* All chemical icons can
also be used in cloud form

Icon Set

Icon Set (10 of 10)

Bar Graphs

Do not add horizontal lines unless necessary for multiple sets of overlaid data.
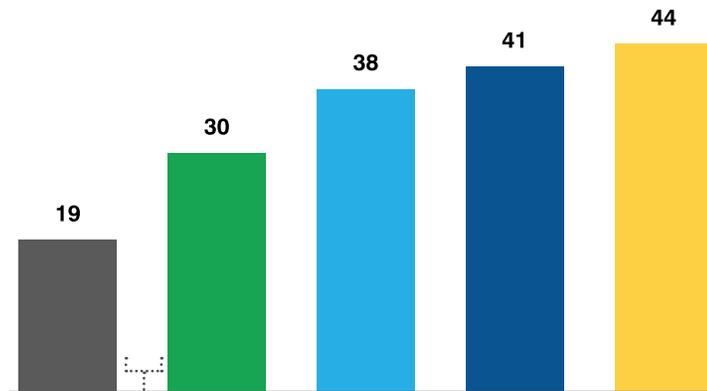
The bars should always be bold.

Only use multiple colored bars when necessary to understand the subject matter.

Use numbers and/or percentages at the end of each bar when appropriate.

Use a border or a few rules to ground and define information.
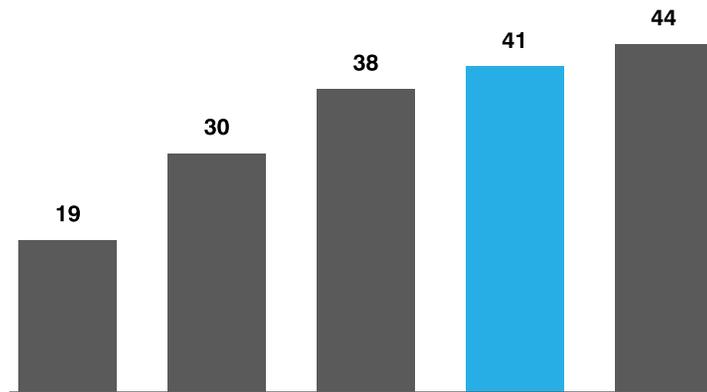
Example 1

This is a title
This is a subtitle

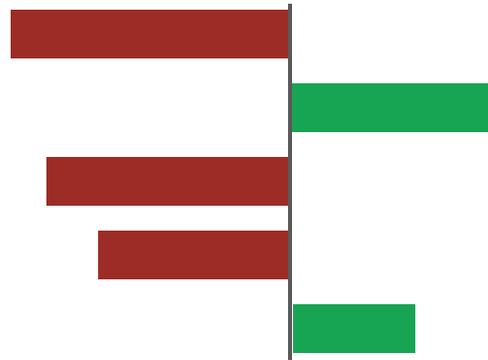Ratio of bars to space between bars: **2:1**

Example 2

This is a title
This is a subtitle

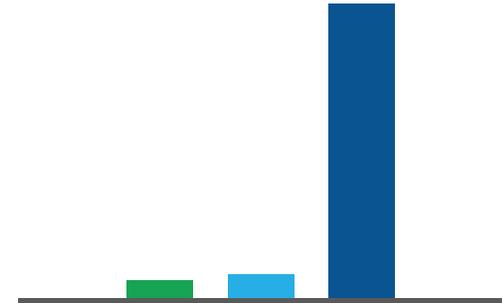

Minimum bar width: **15px/5mm**
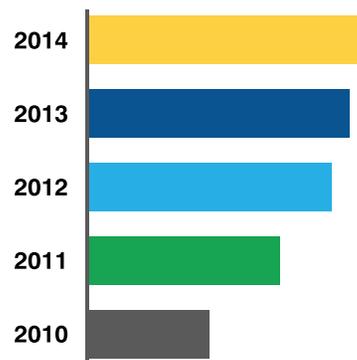
Bar Graphs
best practices

Example 1

If most values are negative, **avoid** using horizontal bar graphs.

Example 2

Avoid data samples that are extremely large or extremely small, relative to each other.
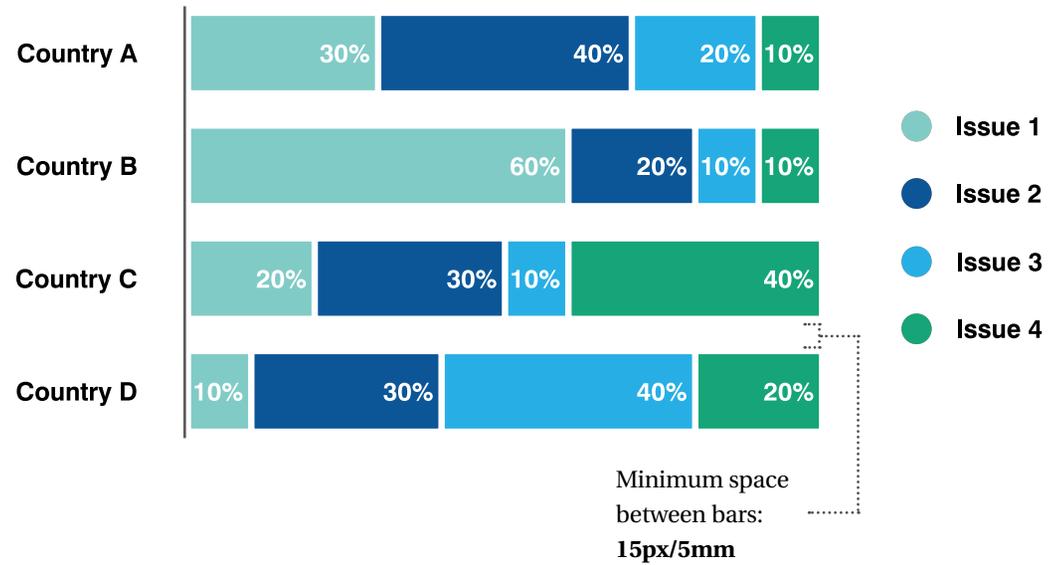
Example 3

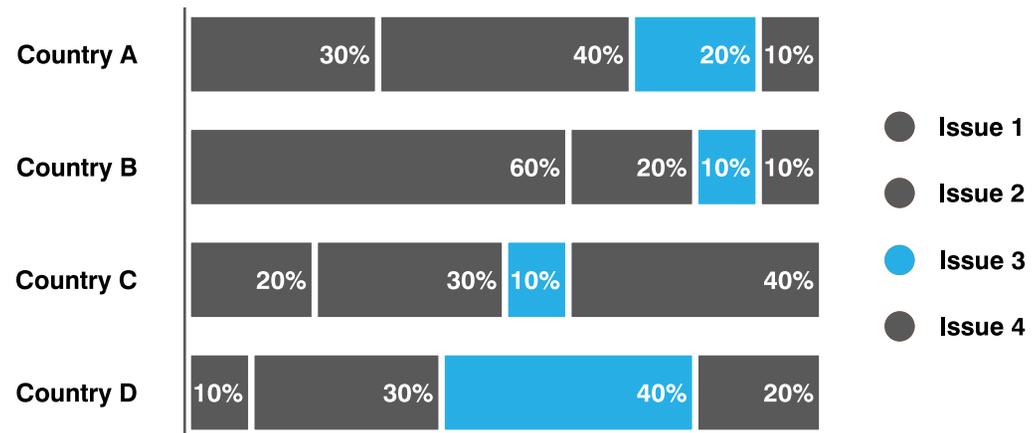**Do not** use horizontal bars to show chronological data.

Stacked Bar Graphs

Stacked bar graphs should be used to portray parts of a whole and cumulative data.

Example 1

Country A | 30% | 40% | 20% | 10%

Country B | 60% | 20% | 10% | 10%

Country C | 20% | 30% | 10% | 40%

Country D | 10% | 30% | 40% | 20%

- Issue 1
- Issue 2
- Issue 3
- Issue 4

Minimum space between bars: **15px/5mm**

Example 2

Country A | 30% | 40% | 20% | 10%

Country B | 60% | 20% | 10% | 10%

Country C | 20% | 30% | 10% | 40%

Country D | 10% | 30% | 40% | 20%

- Issue 1
- Issue 2
- Issue 3
- Issue 4

Stacked Bar Graphs best practices

Example 1

- Issue 1
- Issue 2
- Issue 3
- Issue 4

Shorter text is recommended when using a key.

Example 2

| 30% | 40% | 20% | 10% |

Only chart data sets that add up to 100% (part-to-whole relationships).

Example 3

Order colors consistently on each chart when positioning similar data sets for comparison.
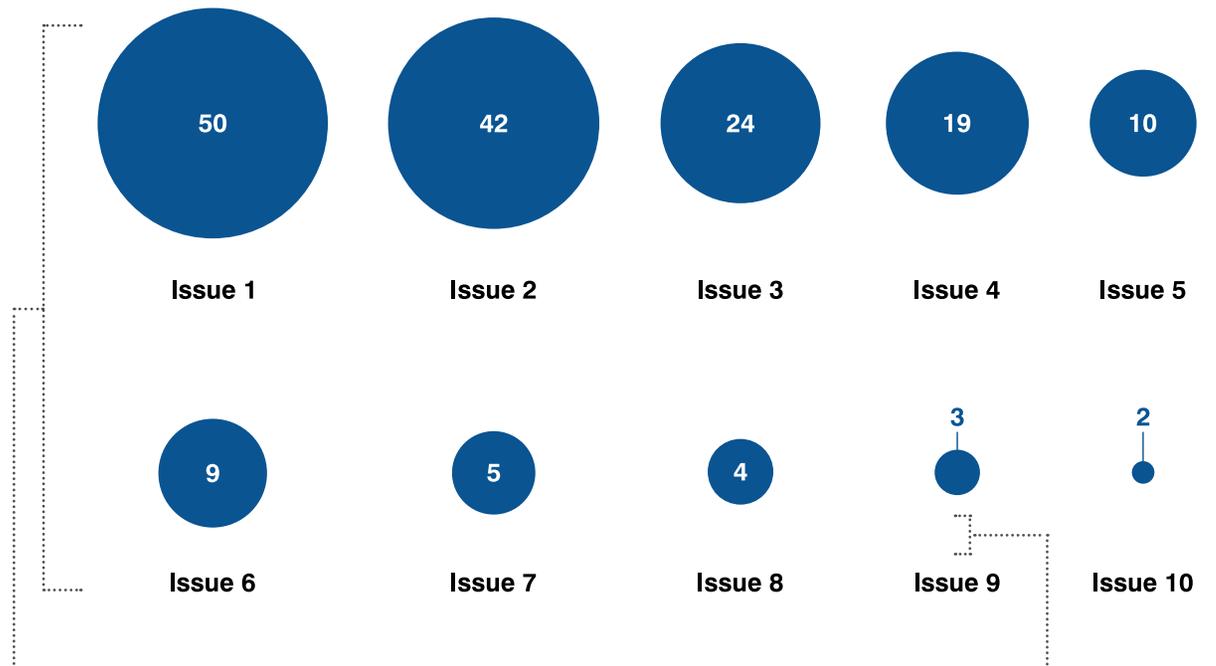
Example 4

3%

Label small data points outside the bar chart.

Example 1

Bubble Charts

The size of the bubbles on the right is calculated based on area.

This is a title
This is a subtitle

50	42	24	19	10
Issue 1	**Issue 2**	**Issue 3**	**Issue 4**	**Issue 5**

			3	2
9	5	4		
Issue 6	**Issue 7**	**Issue 8**	**Issue 9**	**Issue 10**

Order bubbles top to bottom, starting each row with the largest value to the left and vertically aligning each column.
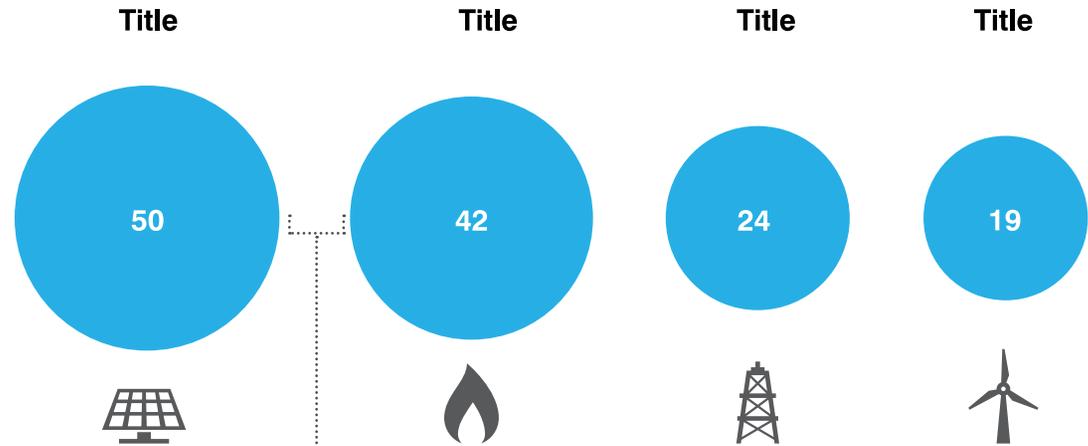
Minimum space between label and bubble: **15px/5mm***

* Maintain these spacing rules independent of bubble sizes.

Example 2

Bubble Charts
(continued)

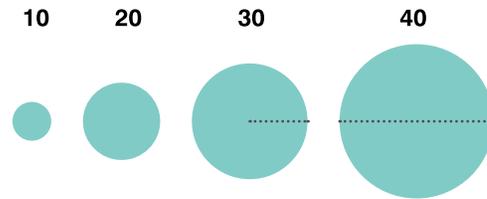Title | Title | Title | Title

50   42   24   19

Minimum space
between bubbles: **25px/9mm***

* Maintain these spacing rules
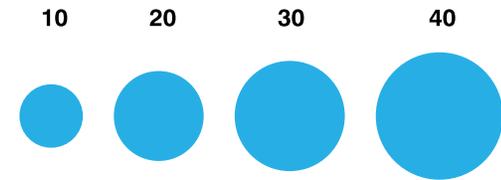independent of bubble sizes.
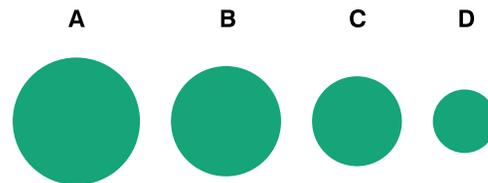
Bubble Charts best practices

Example 1

10 20 30 40

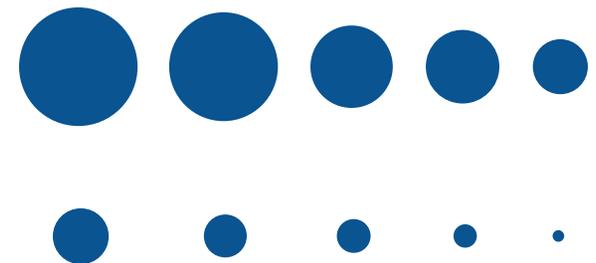**Do not** calculate bubble size by setting the value to radius or diameter.

Example 2

10 20 30 40

Calculate bubble size based on area (value = $\pi\, r^2$). Ex: $10 = \pi\, r^2$, $20 = \pi\, r^2$, etc.

Example 3

A B C D

Always use meaningful ordering from left to right.
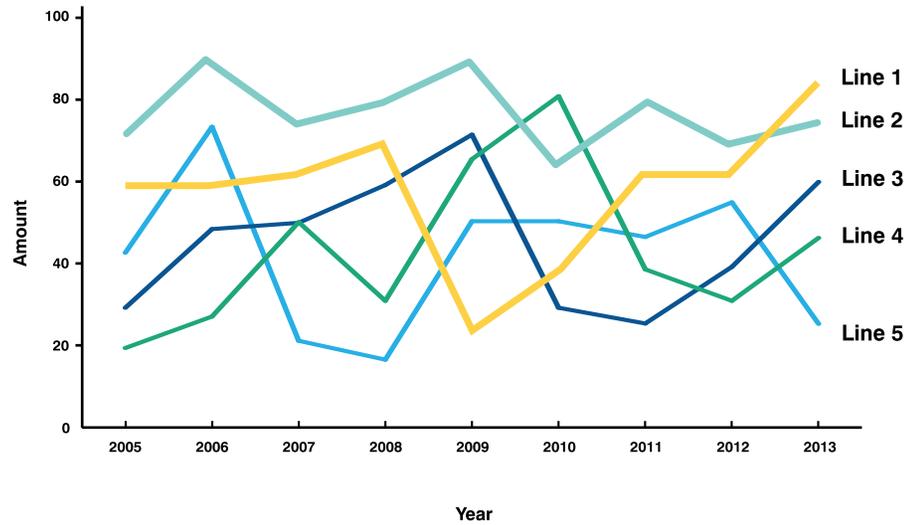
Example 4

With multiple rows, order bubbles from left to right, starting with the largest on the left.
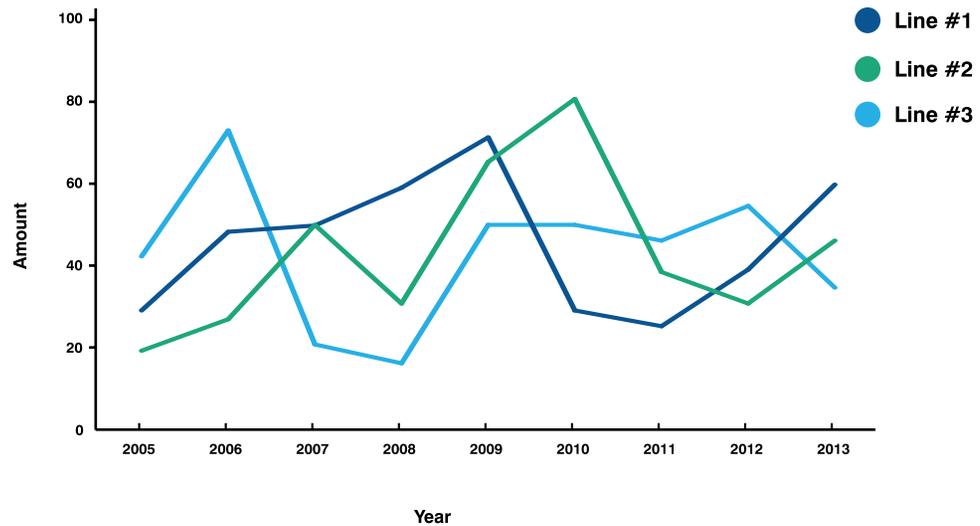
Line Graphs

Line graphs should be airy. They should not include unnecesary lines that clutter and make them less legible.

Line 1
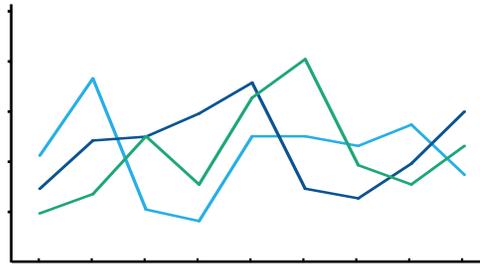Line 2

When using line graphs containing more that seven data points:
1. Find ways to consolidate and categorize data.
2. Use spark lines: very small line charts without axes or coordinates that present the data in a highly condensed format.
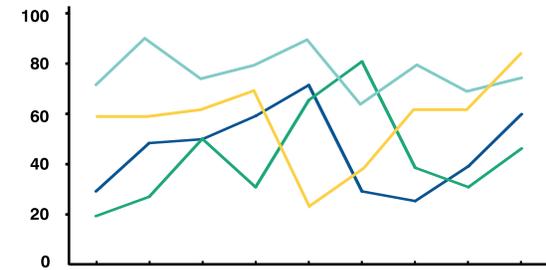
Example 1

Amount

Line 1
Line 2
Line 3
Line 4
Line 5

Year

Example 2

Amount

Line #1
Line #2
Line #3
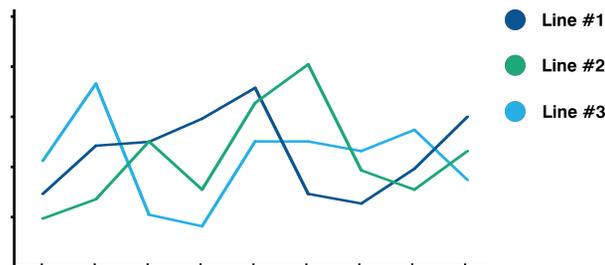
Year

Line Graphs
best practices

Example 1

Do not use a line stroke greater than 2px, to ensure data points are not obscured.

Example 2

Choose a y-axis height that enables the lines to occupy roughly 2/3 of the chart area. The y-axis scale should encompass all relevant reference points to avoid misrepresentation of trends. Use even axis increments.
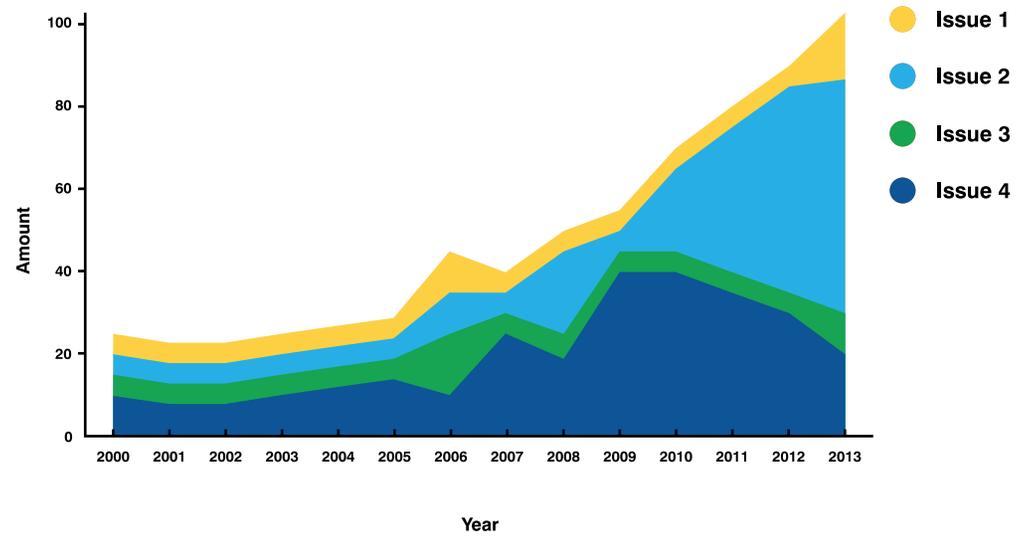
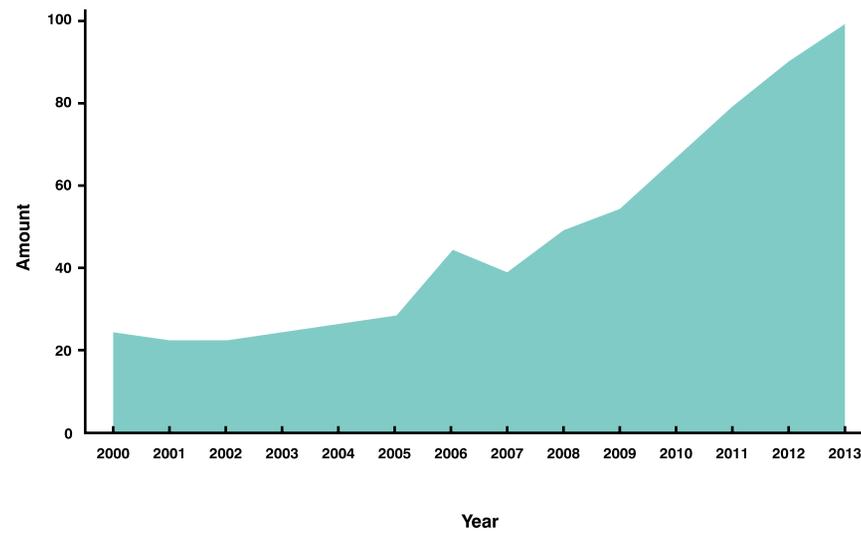## Example 3

Use a key to label lines when space is tight.

Line #1

Line #2

Line #3

Example 1

Area Graphs

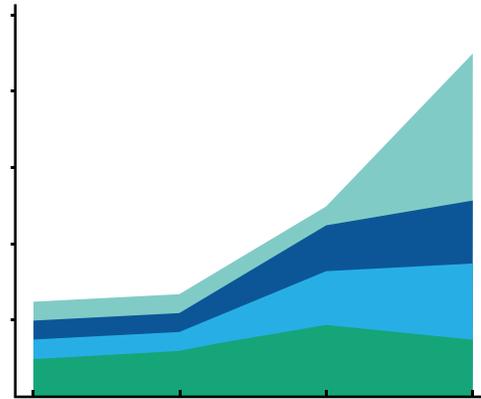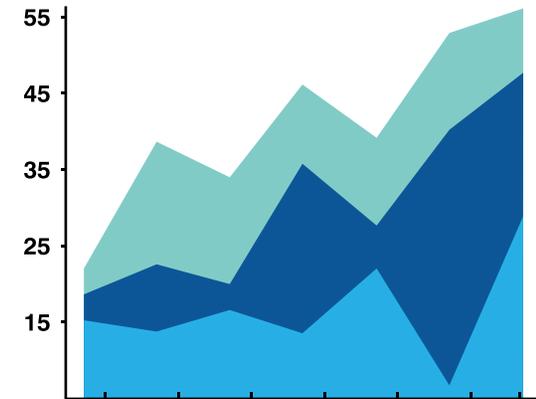Area graphs should be used to display cumulative data over time.
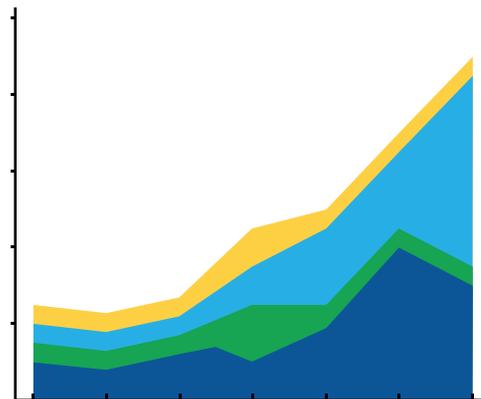
Example 2

Area Graphs best practices

Example 1

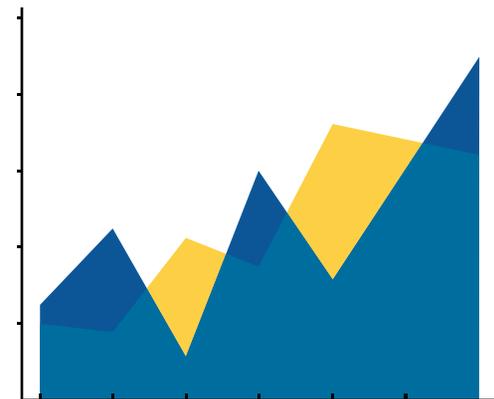Use no more than four lines to ensure maximum clarity and comparison.

Example 2

Use even axis increments.

Example 3

Use contrasting color combinations to clearly display data.
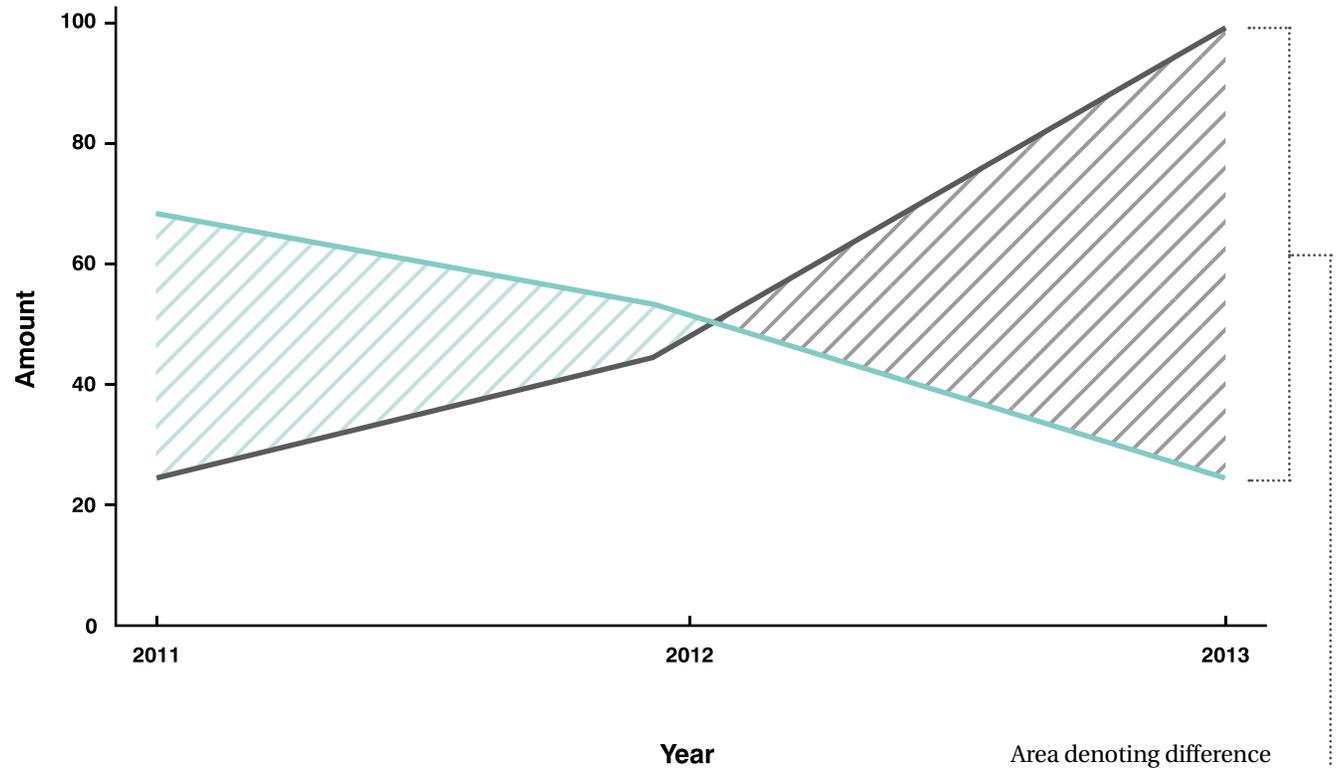
Example 4

Minimize overlap as much as possible (consider a difference graph if overlapping is unavoidable).

Difference Graphs

Difference graphs should be used when highlighting the difference between two data sets (e.g., revenue minus costs).
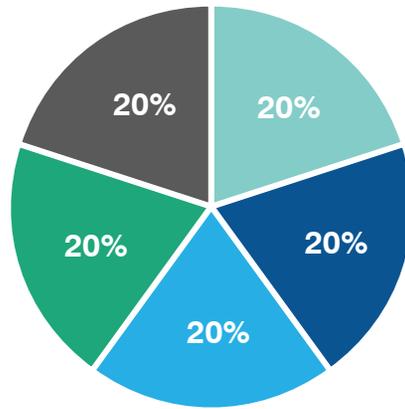
Amount

Year

Area denoting difference should shade downward, matching the color of the line with the greater value.
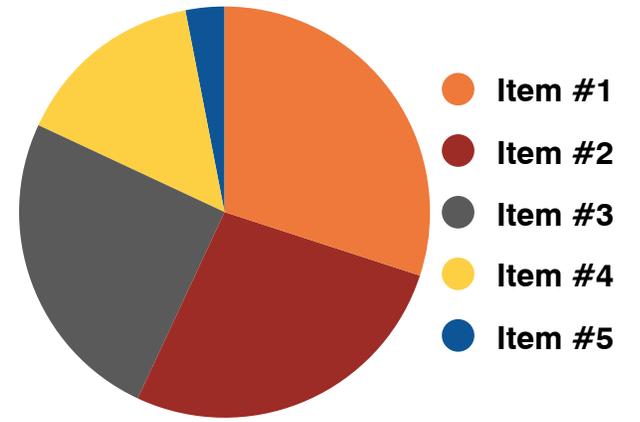
Pie Charts

Arrange call outs for the pie slices in order of size as shown here. Organize slices accordingly.
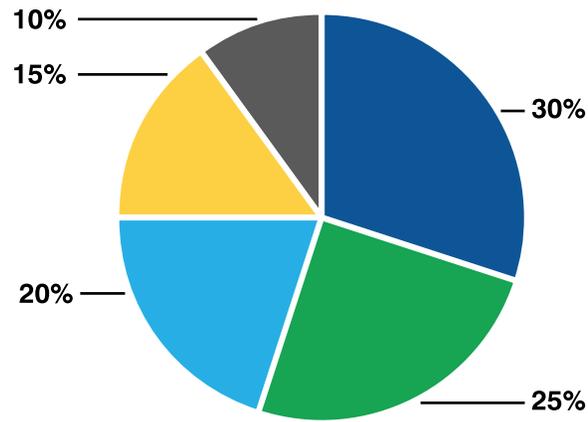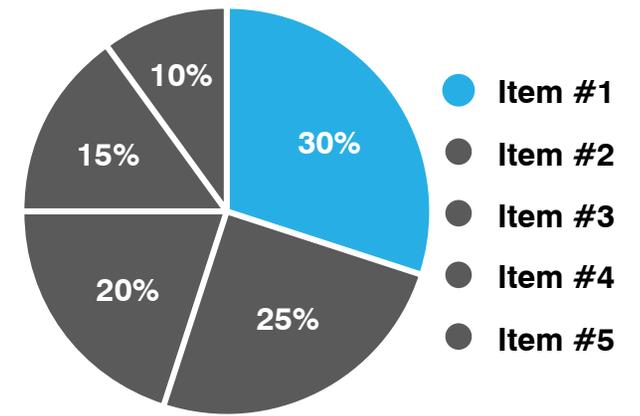
Example 1

Example 2

- Item #1
- Item #2
- Item #3
- Item #4
- Item #5

Example 3

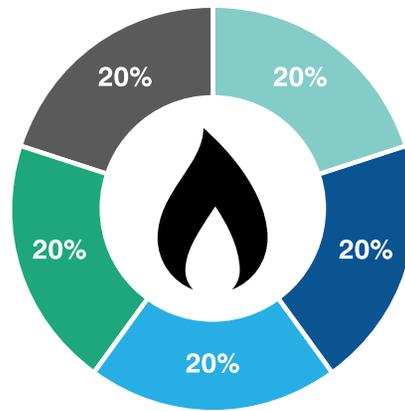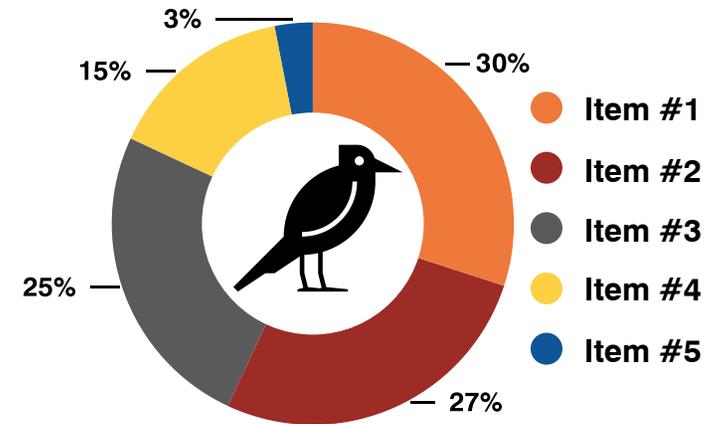## Example 4

- Item #1
- Item #2
- Item #3
- Item #4
- Item #5

Donut Charts

Arrange callouts for the pie slices in order of size as shown here. Organize slices accordingly.

Example 1

20%
20%
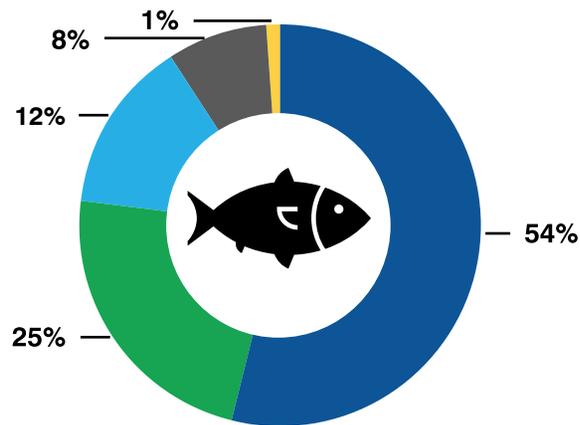20%
20%
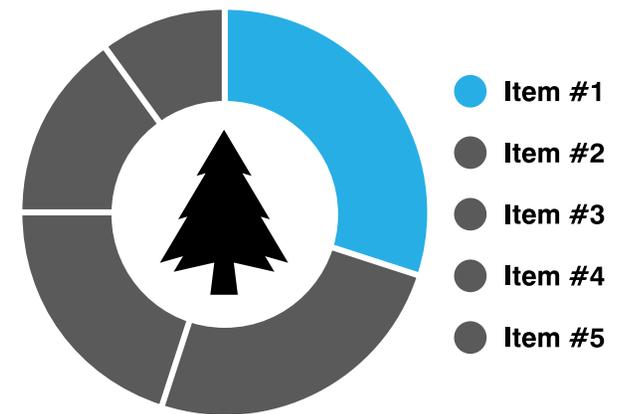20%

Example 2

3%
15%
30%
25%
27%

Item #1
Item #2
Item #3
Item #4
Item #5

Example 3

1%
8%
12%
54%
25%

Example 4

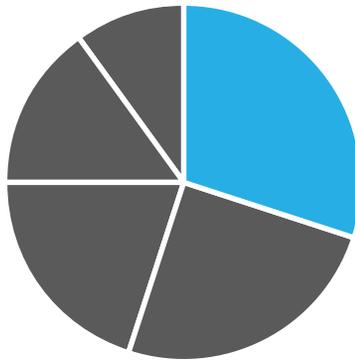**Item #1**
Item #2
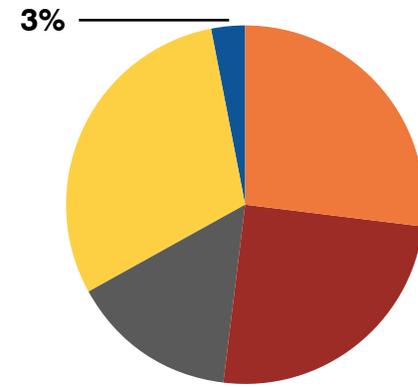**Item #3**
Item #4
Item #5

Pie & Donut Charts best practices
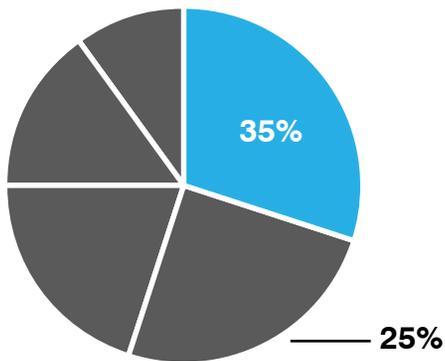
Example 1

Order segments from largest to smallest, starting at 12 o'clock and rotating clockwise.
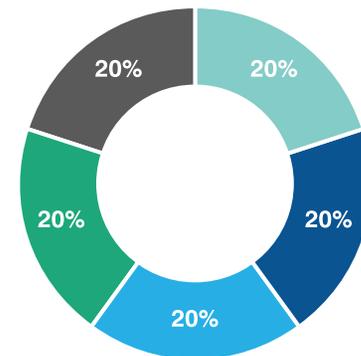
Example 2

3%

To avoid clutter, label small data points outside a chart with no white borders.

Example 3

35%

25%

Data labeled on a pie chart should be white, while data labeled outside the chart should be in a color that contrasts with the background.

Example 4

20% 20% 20% 20% 20%

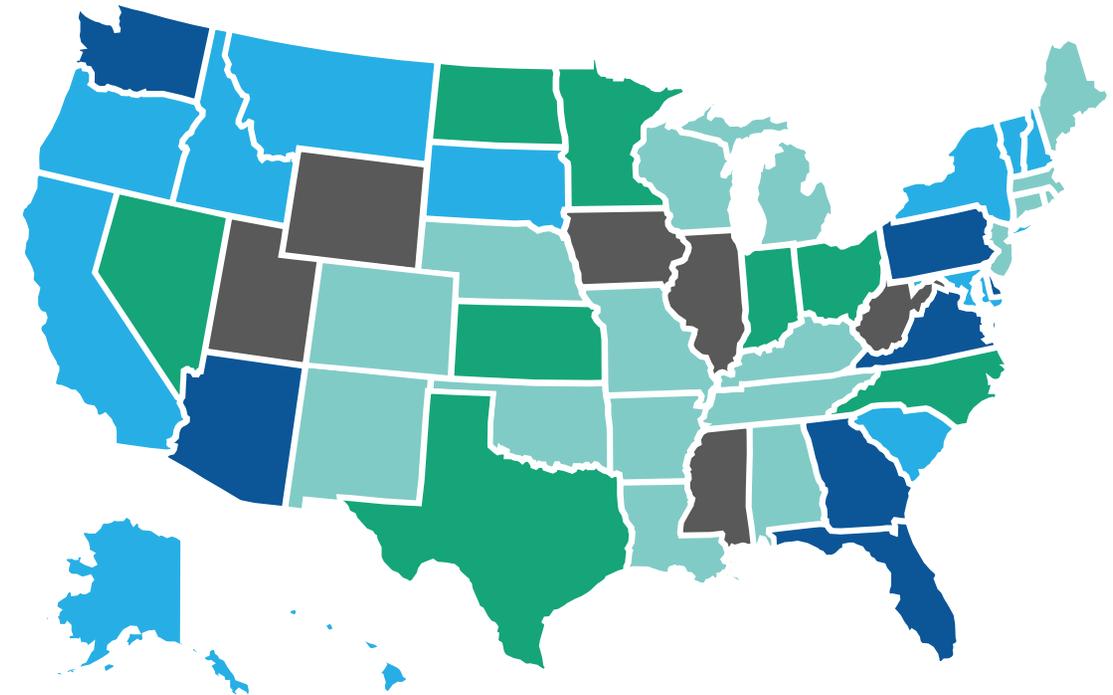Only chart data sets that add up to 100% (part-to-whole relationships).

Example 1

This is a title
This is a subtitle

Maps

Maps need to be bold and clear. Do not include information that does not directly relate to the data.

Labeling of maps must be clean and clear.
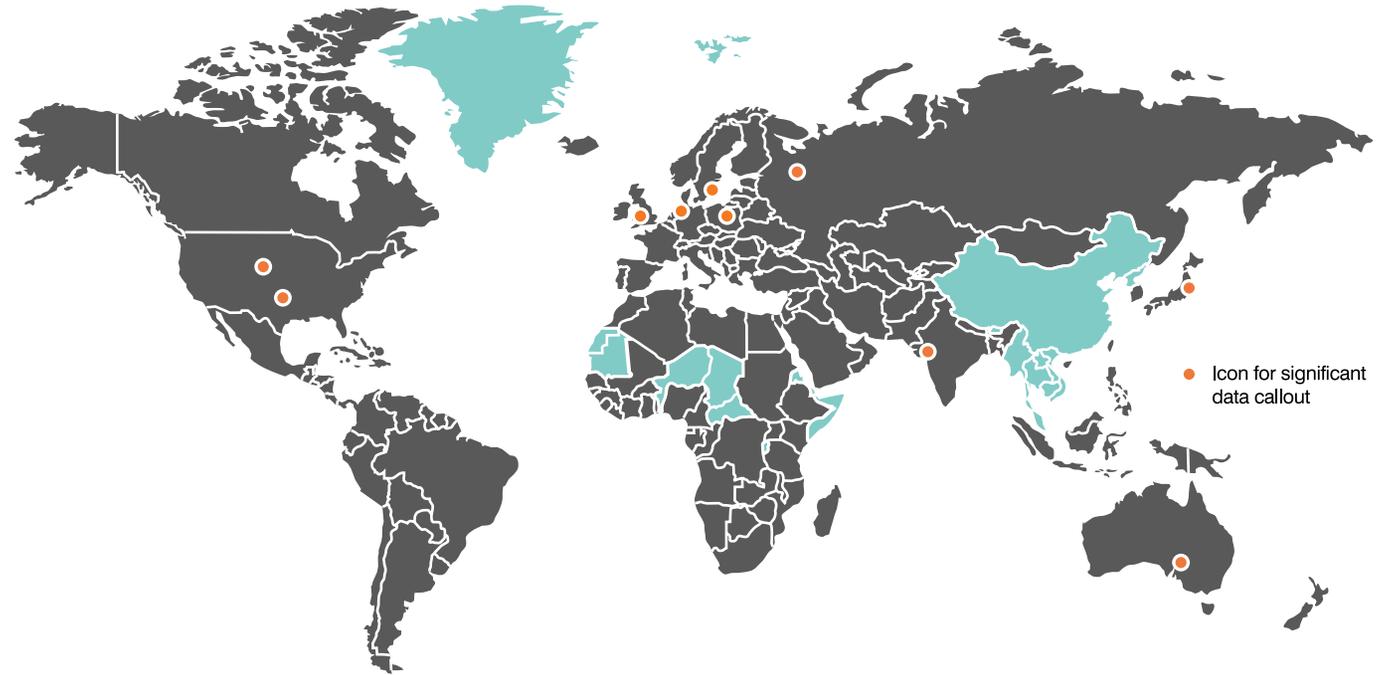

- Neutral
- Proactive
- Undecided
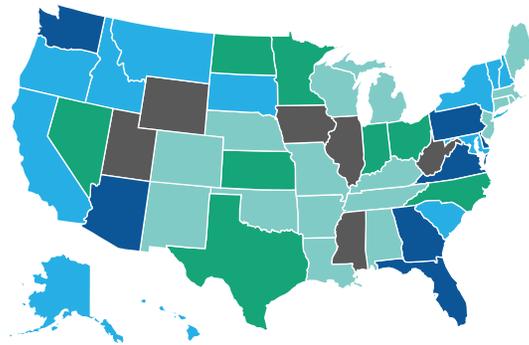- Moderate
- Against

Example 2

This is a title
This is a subtitle

Maps (continued)

Dots, labels and other information needs to contrast well against background map color for maximum legibility.
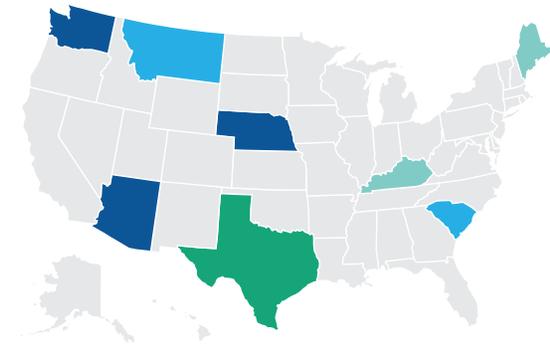
● Icon for significant data callout
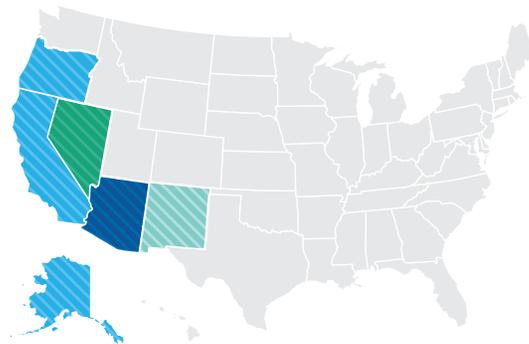
Maps
best practices

Example 1

Choose a theme that best suits the display of data (maximum five colors).

Example 2
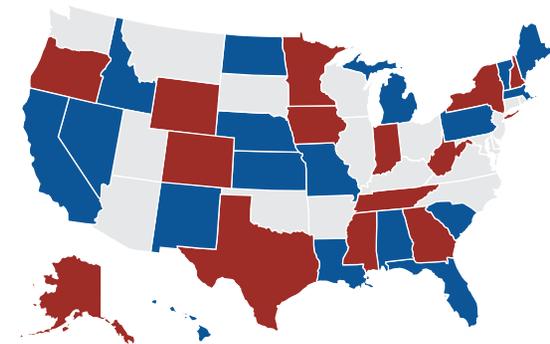

Do not use a map with sparse data or one with unimportant geographical relationships.

Example 3

Use solid colors only. **Do not** use patterns or cross-hatching to highlight an area in a map **unless** multiple data points must be shown in the same state.
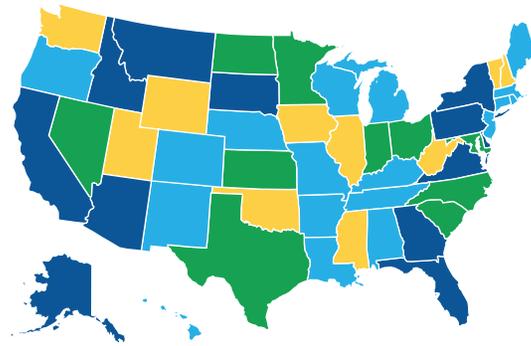
Example 4

One color should correspond to one set of data. Neutral areas should be a pale color such as light gray.
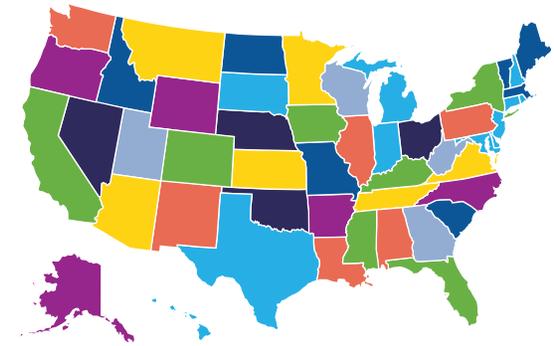
Maps
best practices

(continued)

Example 5

Choose contrasting colors to achieve full legibility.

Example 6

Do not use more than five colors in the same map visualization.

Timelines

Timelines should be presented in chronological order, with appropriate icons that support each event.

1999
This is a description

2000
This is a description

2001
This is a description

2004
This is a description

2003
This is a description

2002
This is a description

2005
This is a description

2006
This is a description

2007
This is a description

Timelines
best practices

Example 1

2000
This is a description

2001
This is a description

Leave approximately two circles' width spacing between each event.

Example 2

2000
This is a description

2001
This is a description

2003
This is a description

2002
This is a description

In winding timelines, leave approximately two circles' width spacing between the bottom of an event description and the row below.

Example 3

2007
This description is a little bit longer

2008
This is a description

Use no more than two circles' width per event description.