

## CHART TYPOGRAPHY AND SIZING

**Montserrat** is our primary font. If you are unable to use it, **Arial** may be used to substitute. All titles should be **left-aligned**.

| Chart Element                            | Font                  | Color                      | Case     | Size   |
|--|-----------------------|----------------------------|----------|--------|
| FIGURE NUMBER                            | Montserrat<br>Medium  | #3c90c8<br>RGB(60,144,200) | All Caps | 8pt    |
| <b>TITLE</b>                             | Montserrat<br>Black   | #010e1e<br>RGB(35,31,32)   | All Caps | 18pt   |
| <b>KEY WORDS<br/>IN TITLE</b> (optional) | Montserrat<br>Black   | #3c90c8<br>RGB(60,144,200) | All Caps | 18pt   |
| <i>Subtitle</i>                          | Montserrat<br>Italic  | #010e1e<br>RGB(35,31,32)   | Sentence | 15pt   |
| Axis Titles                              | Montserrat<br>Regular | #010e1e<br>RGB(35,31,32)   | Sentence | 9pt    |
| Axis Labels                              | Montserrat<br>Regular | #010e1e<br>RGB(35,31,32)   | Sentence | 9pt    |
| Data Labels                              | Montserrat<br>Regular | #010e1e<br>RGB(35,31,32)   | Sentence | 9pt    |
| Legend Text                              | Montserrat<br>Regular | #010e1e<br>RGB(35,31,32)   | Sentence | 10.5pt |
| Source                                   | Montserrat<br>Regular | #010e1e<br>RGB(35,31,32)   | Sentence | 9pt    |
| Notes                                    | Montserrat<br>Regular | #010e1e<br>RGB(35,31,32)   | Sentence | 9pt    |

## CHART SIZE

- Tableau visualizations should be **no wider than 840px**.
- There should be a **15px margin** inside of each tableau visualization.
- Please consider how charts translate into a web thumbnail (typically best rendered in 16:9 resolutions). Given an 840px width restriction, a single 840x438 chart would be a great way to contain a single chart, or at least, the lead chart for a larger dashboard.

# COLOR USAGE

The Alliance's color palette is below. The text color (black and white) represents the foreground color for any text or iconography placed atop these colors to enhance readability.

## Primary Colors

|                      |                       |                           |
|----------------------|-----------------------|---------------------------|
| Yale Blue<br>#06366d | Rich Black<br>#010e1e | Celestial Blue<br>#3c90c8 |
|----------------------|-----------------------|---------------------------|

## Secondary Colors

|                           |                   |
|---------------------------|-------------------|
| Midnight Green<br>#095f6c | Silver<br>#445163 |
|---------------------------|-------------------|

## Tertiary Colors

These colors should be used sparingly as colors in charts. Mikado Yellow may be used to signal interactive elements, such as buttons.

|                          |                           |                           |
|--------------------------|---------------------------|---------------------------|
| Mikado Yellow<br>#ffc700 | Crayola Orange<br>#fd6826 | Pigment Indigo<br>#9428ef |
|--------------------------|---------------------------|---------------------------|

## Background Colors

In most circumstances, you should use only the "White" background. However, if you are trying to distinguish between two elements in separate columns, you may choose to use "White 2" as an alternate background as a means of creating separation.

|                  |                    |
|------------------|--------------------|
| White<br>#ffffff | White 2<br>#f3f8fc |
|------------------|--------------------|

## Alliance Logos

In most cases, the standard Alliance logo should be used. In cases where you may be using a different logo (Such as the Homelessness Research Institute or the Center for Learning), the same color rules apply.

|  |   |  |
|--|---|--|
| <br>White Logo on Yale Blue | <br>White Logo on Rich Black | <br>Legacy Blue (#2a5780) on White Background |
|--|---|--|

## Shades of Primary, Secondary, and Tertiary Colors

|         |                          |         |                           |                           |                           |                           |                       |
|---------|--------------------------|---------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------|
| #cde7ff | #b1cbff                  | #95b0f3 | #7a95d7                   | #5f7cbb                   | #4463a0                   | #294c86                   | Yale Blue<br>#06366d  |
| #abb6cb | #909cb0                  | #768295 | #5d697b                   | Silver<br>#445163         | #2f3a4b                   | #192434                   | Rich Black<br>#010e1e |
| #b2ffff | #95e2ff                  | #77c7ff | #59abe5                   | Celestial Blue<br>#3c90c8 | #0777ad                   | #005f92                   | #004778               |
| #b5ffff | #99e3f2                  | #7dc7d5 | #62abba                   | #46919f                   | #297785                   | Midnight Green<br>#095f6c | #004654               |
| #dfefff | #3c3d2e9                 | #a8b7cd | #8d9cb1                   | #738297                   | #5b697d                   | Silver<br>#445163         | #2c3a4c               |
| #ffb8ff | #fc9bfe                  | #eb80ff | #cd64ff                   | #af48ff                   | Pigment Indigo<br>#9428ef | #5500b5                   | #5500b5               |
| #ffe43a | Mikado Yellow<br>#ffc700 | #e0ad00 | #c29200                   | #a47900                   | #876000                   | #6b4900                   | #503200               |
| #ffbb75 | #ff9f5b                  | #ff8341 | Crayola Orange<br>#fd6826 | #da4c09                   | #bb2f00                   | #9c0600                   | #7d0000               |

## Categorical Palettes

Choose a palette based on the amount of groups that the chart is comparing (ie: 1 group if the chart is only talking about Black adults, or 3 groups if your chart is comparing Black, White, and Latinx adults.) Sequential palettes should be used when groupings are made based off numbers or ranges (ie: ages 0–17, 18–24, 25–54; 0–30% median income vs. 30–50% median income; homeless for 3 months vs 3–12 months vs. 1+ year; etc.)

These color palettes are not hierarchical. Please choose the option that best suits your message.

### 1 group

|         |
|---------|
| #3c90c8 |
| #010e1e |

### 2 groups

|         |         |
|---------|---------|
| #3c90c8 | #010e1e |
| #3c90c8 | #095f6c |
| #3c90c8 | #06366d |
| #010e1e | #ffc700 |

### 2 groups: sequential

|         |         |
|---------|---------|
| #a0eeff | #3c90c8 |
|---------|---------|

3 groups

|         |         |         |
|---------|---------|---------|
| #3c90c8 | #010e1e | #06366d |
| #3c90c8 | #010e1e | #095f6c |
| #3c90c8 | #010e1e | #ffc700 |
| #3c90c8 | #010e1e | #fd6826 |

3 groups: sequential

|         |         |         |
|---------|---------|---------|
| #a0eeff | #3c90c8 | #06366d |
|---------|---------|---------|

4 groups

|         |         |         |         |
|---------|---------|---------|---------|
| #3c90c8 | #010e1e | #fd6826 | #ffc700 |
| #3c90c8 | #010e1e | #fd6826 | #9428ef |
| #3c90c8 | #010e1e | #ffc700 | #095f6c |
| #3c90c8 | #010e1e | #ffc700 | #9428ef |

4 groups: sequential

|         |         |         |         |
|---------|---------|---------|---------|
| #70c0fa | #3c90c8 | #006599 | #06366d |
|---------|---------|---------|---------|

5 groups

|         |         |         |         |         |
|---------|---------|---------|---------|---------|
| #3c90c8 | #010e1e | #fd6826 | #ffc700 | #9428ef |
| #3c90c8 | #010e1e | #fd6826 | #ffc700 | #06366d |
| #3c90c8 | #010e1e | #fd6826 | #095f6c | #06366d |
| #3c90c8 | #010e1e | #ffc700 | #095f6c | #9428ef |

5 groups: sequential

|         |         |         |         |         |
|---------|---------|---------|---------|---------|
| #a0eeff | #70c0fa | #3c90c8 | #006599 | #06366d |
|---------|---------|---------|---------|---------|

6 groups

|         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|
| #3c90c8 | #010e1e | #fd6826 | #ffc700 | #095f6c | #9428ef |
| #3c90c8 | #010e1e | #fd6826 | #ffc700 | #095f6c | #06366d |
| #3c90c8 | #010e1e | #06366d | #ffc700 | #095f6c | #9428ef |

6 groups: sequential

|         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|
| #231f20 | #5fb0e9 | #3c90c8 | #0073a8 | #00578a | #06366d |
|---------|---------|---------|---------|---------|---------|

7 groups

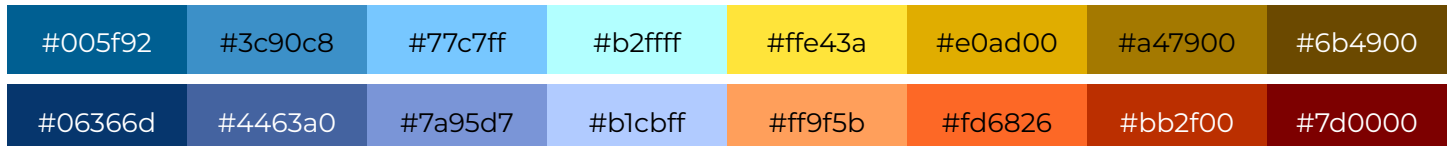


7 groups: sequential



## Diverging Palettes

Option 1 may be best for rendering diverging numbers in maps (where we want to avoid suggesting red vs. blue politics), whereas option 2 is best used in other diverging elements (such as raw numbers, like "+11%" or "-20%").



# STYLE NOTES & DEFINITIONS

- **Avoid unnecessary gridlines or axis labels.** If there are visible data labels, adding gridlines and axis labels can be both redundant and create clutter, making a chart more difficult to read.
- **Strive for consistency.** By using chart elements consistently, users will know where to find information that they need more easily (ie: the legend, source, notes, etc.) Using consistent visuals (color, iconography, etc) helps users to quickly identify our brand, which helps them to better relate to our messaging across all Alliance channels.
- **Follow a clear hierarchy.** Users read from top-to-bottom, seeking to absorb information as quickly as possible. With this in mind, charts and dashboards should establish a hierarchy of importance, displaying the most broadly-important information first, and the most narrow/nuanced information last. This applies to chart elements (title first, source last), but also applies to larger layouts (national data first, before breaking it down by states, subpopulations, etc.)
- **Defining Charts, Dashboards, and Snapshots:**
  - **A chart** is a single set of data that supports a larger publication. In these cases, we will want to add a "Figure" label underneath the source, to signal to viewers that the chart is part of something larger. For charts, a simple title that defines the contents of the chart ("*Veteran Homelessness by Race, 2024*") is best.
  - **A dashboard** is a set of related charts that are published together, often (but not always) without being related to any larger publication. Dashboards frequently contain interactive components, allowing users to isolate data in some way. For dashboards, the lead chart should use a descriptive title summarizing the Alliance's findings ("*Veteran Homelessness is Declining in 2024 Due to Increased Funding*") to help viewers understand the narrative.
  - **A snapshot** is similar to a dashboard, but should be considered lite-reading (like a blog post vs. a research report.) Snapshots should convey key information very quickly. Descriptive titles ("*Veteran Homelessness is Declining in 2024 Due to Increased Funding*") help to do this.

# REGARDING ICONS/GRAPHICS

## Rule of Thumb

Every icon in a visualization should answer the question: “What does this help the viewer understand?” If there’s no clear answer, the icon doesn’t belong.

## Use icons/graphics when:

- **They add semantic value:** Icons should convey additional information or reinforce meaning. For example, using a thermometer icon next to temperature ranges, or a warning triangle next to outliers or critical thresholds.
- **They guide user navigation / improve comprehensive:** Use icons to highlight categories, distinguish data types, or visually group elements (e.g., a dollar sign for financial data, a heart for health metrics). Using icons in this way can help audiences quickly navigate information and grasp key concepts.
- **They support (not replace) textual labels:** Icons should complement labels, not serve as the only source of meaning. Avoid icons that are ambiguous or rely too heavily on interpretation.

## Avoid icons/graphics when:

- **They are purely decorative:** If an icon doesn’t add meaning or improve user understanding, leave it out. Visual noise can undermine clarity and overwhelm the viewer.
- **They distract from the data:** In dense charts, too many icons can clutter the visual space. Prioritize clean, data-focused design over embellishment.
- **They mimic or replace actual data:** Avoid using icons as a substitute for data points (e.g., using emojis or shapes instead of bar lengths or dot positions) unless the visual metaphor is absolutely clear.

## Design considerations:

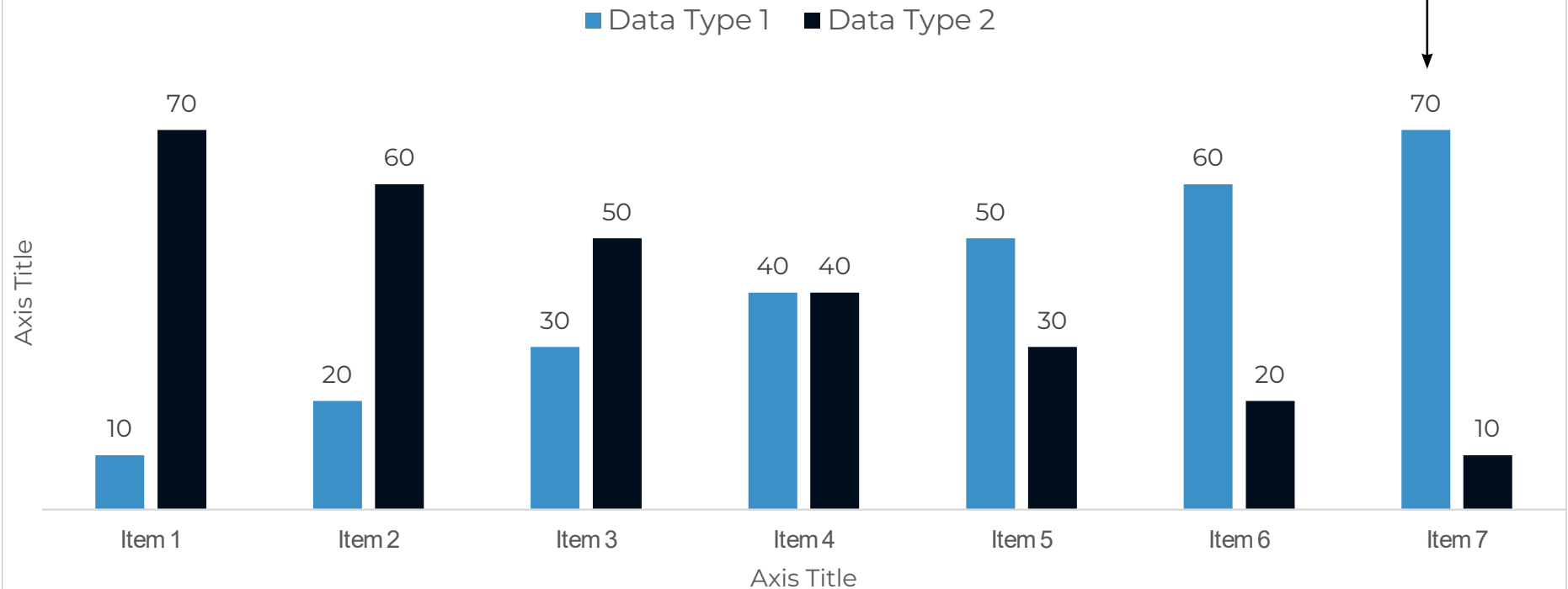
- **Size and spacing:** Icons should be sized appropriately relative to labels and data elements. Too large, and they dominate; too small, and they lose utility.
- **Style consistency:** In most cases, we are using line art icons (as opposed to solid/filled icons). There are exceptions to this throughout the Alliance’s channels, however, icons within a single publication should always match in style.
- **Color and contrast:** Ensure icons are legible against whatever background they are put on, just like text is. The foreground/background colors in the early sections of this document should work for icons, too.

# CHART EXAMPLE #1

Ideally, dark data labels can float against the background. However, this is not always practical if making a stacked chart.

## TITLE TO DESCRIBE CHART CONTENTS

*Subtitle should provide a glimpse into key messaging*



**Source:** Website.com, Author, Year, Publication, etc.

**Notes:** Necessary context on the data



This example is using an 840x438 canvas (approximately a 16:9 aspect resolution), which fits perfectly into a website thumbnail.

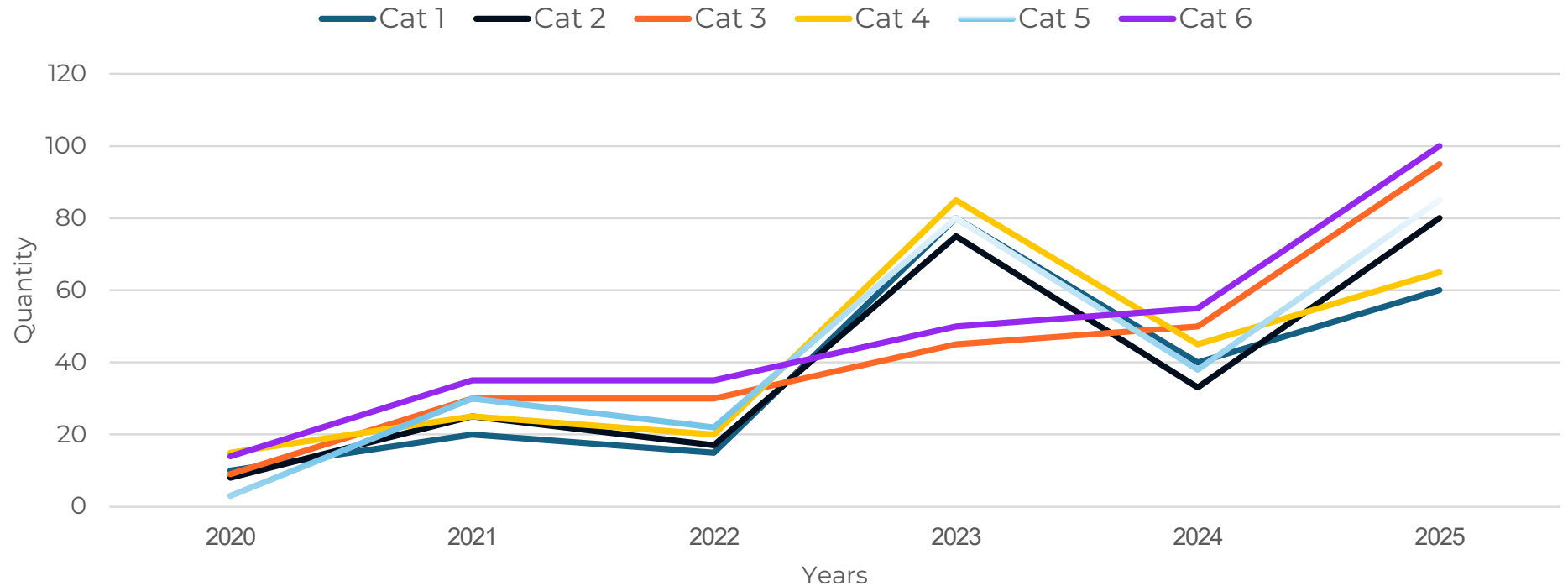
The 15px margin inside the chart is used to contain chart elements. Background colors (White 1 and White 2) can ignore the margin.

**This chart has no gridlines / no vertical axis labels because they are redundant alongside the data labels.**

# CHART EXAMPLE #2

## TITLE TO DESCRIBE CHART CONTENTS

*Subtitle should provide a glimpse into key messaging*



**Source:** Website.com, Author, Year, Publication, etc.

**Notes:** Necessary context on the data



Alliance logo in the corner. (Logos should include "National Alliance to End Homelessness" at minimum.)

Consolidated source & notes in the lower-left corner. Minimalistic language is best; the narrative of the page can provide greater context than the chart can by itself.

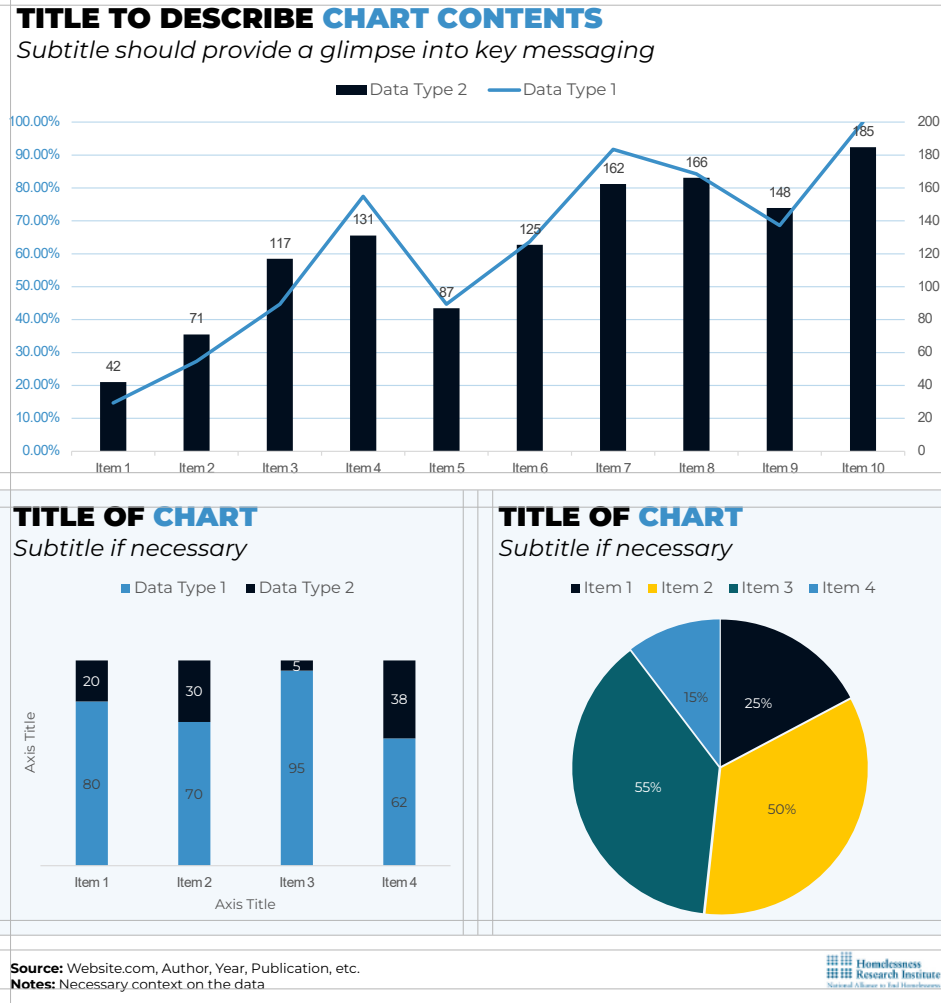
**Line charts overlap a lot. When this happens gridlines and a Y-axis become necessary in lieu of data labels, which would be very difficult to read.**

# DASHBOARD EXAMPLE

The top chart should be capable of telling the main story by itself. If a user has to cross-reference multiple charts to draw conclusions, it may be better to overlap the charts instead. Ideally, you can do so with only a single axis.

Charts further down on the dashboard should be used to break down information from the top chart. This information tells the same story, but from a narrow angle.

White 2 should be used as an alternate background to create a divider between vertical areas.



The top chart should be sized in a way that is appropriate for a preview thumbnail.

When using an overlapping chart with a secondary axis, color gridlines to signal which axis they are for.

Inner margins should surround each section of a dashboard, which creates a double margin (30px) between charts.

Only a single logo at the bottom of the entire dashboard is necessary.

Notes can be spread throughout the dashboard. However, doing so could create visual clutter. A single consolidated notes section, broken up with citations/labels, could help to keep the dashboard clean.