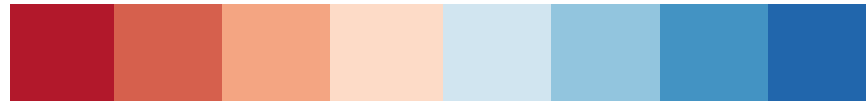


Before you make a map:

- What is the story you're trying to tell?
- What is the clearest way for you to tell the story?

Color on your Maps

- Choose an appropriate scheme based on your data.



Divergent



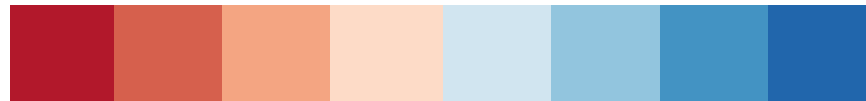
Sequential



Qualitative/Categorical

Divergent

- Highlights middle range of quantitative data.
- Accentuates the mean of your data, exposing locations that significantly 'diverge' from the norm.
- Pick two saturated contrasting colors for the extremes of the data, and the middle ranges blend into a lighter mix of the two.



Divergent

281 Obama/Biden

Toss Ups
0

Romney/Ryan **257**

178

28

75

62

19

176

270 Electoral Votes Needed To Win (Recent Race Changes)

Pre-Fill Map:



RCP Electoral Count

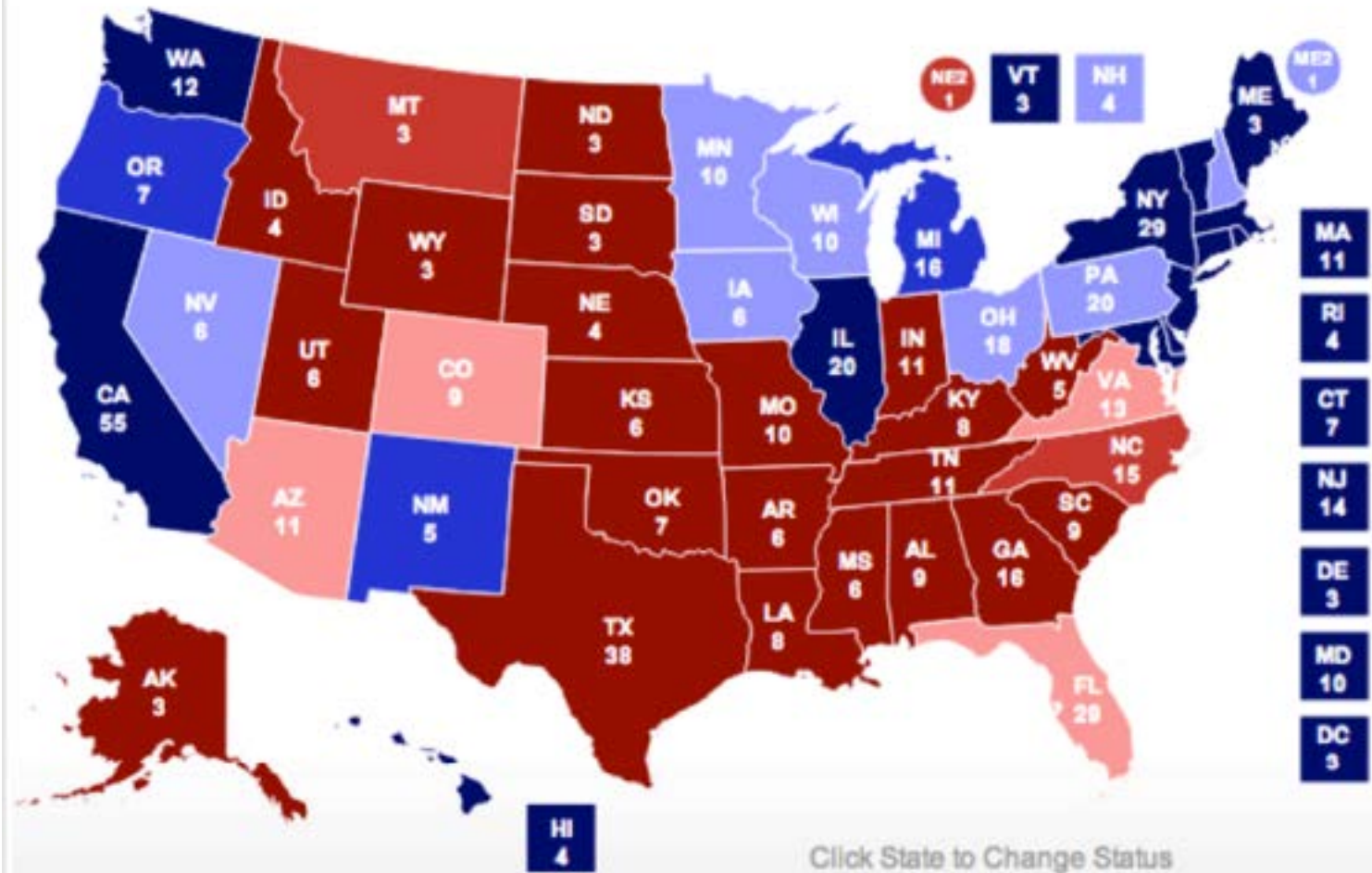


No Toss Ups



Obama vs. McCain

More Election Year

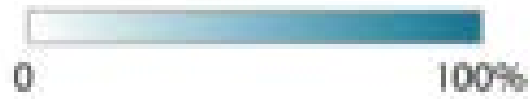


Sequential

- Used for quantitative data ordered from high to low



Sequential



Qualitative/Categorical

- If you are working with qualitative data pick a series of ‘unrelated’ colors.
- Focus aspects of your data by your choice of color. Ex., a strong dark color among lighter colors will ‘pop’ out of the map, highlighting that data against others.



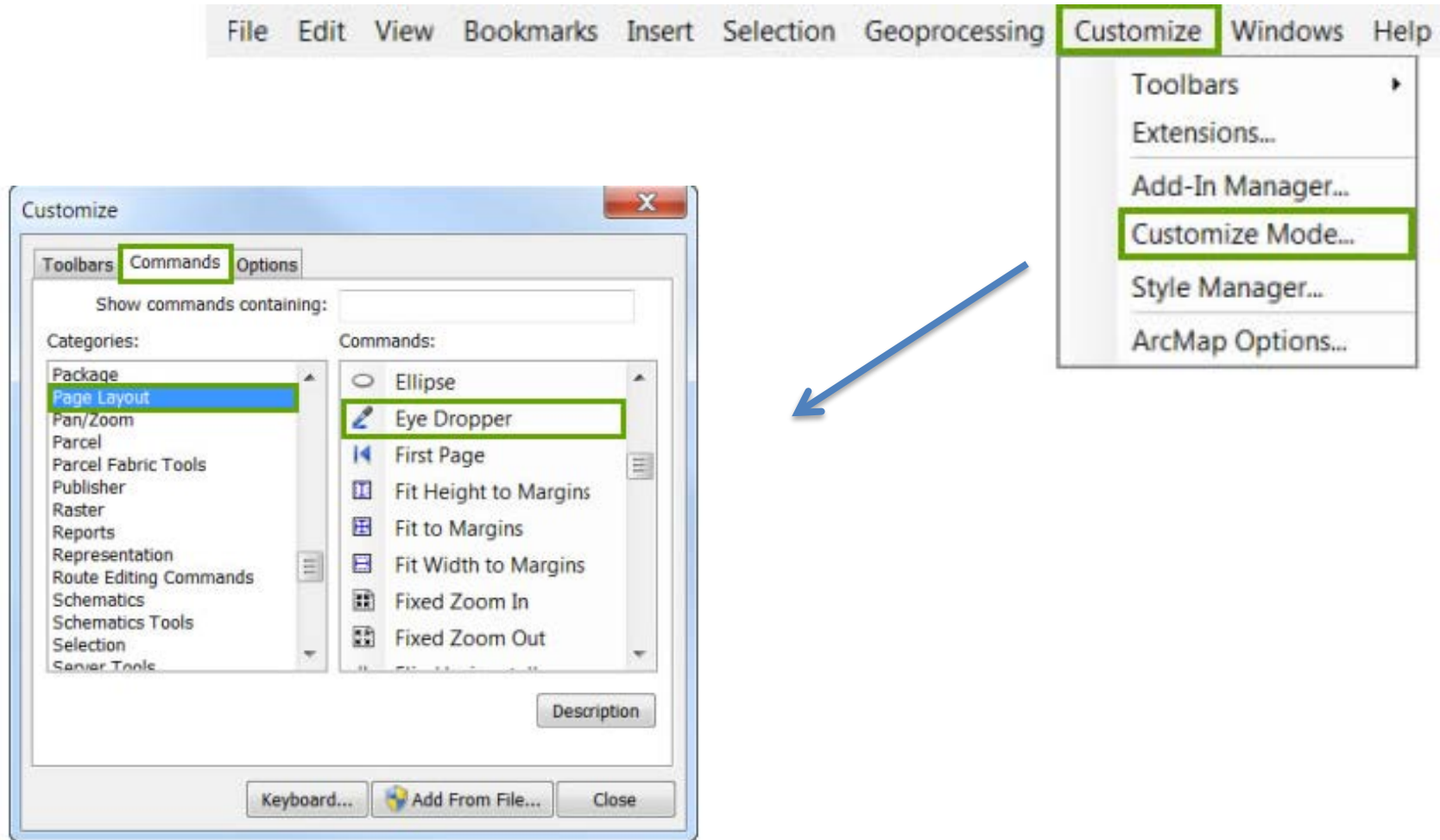
Qualitative/Categorical



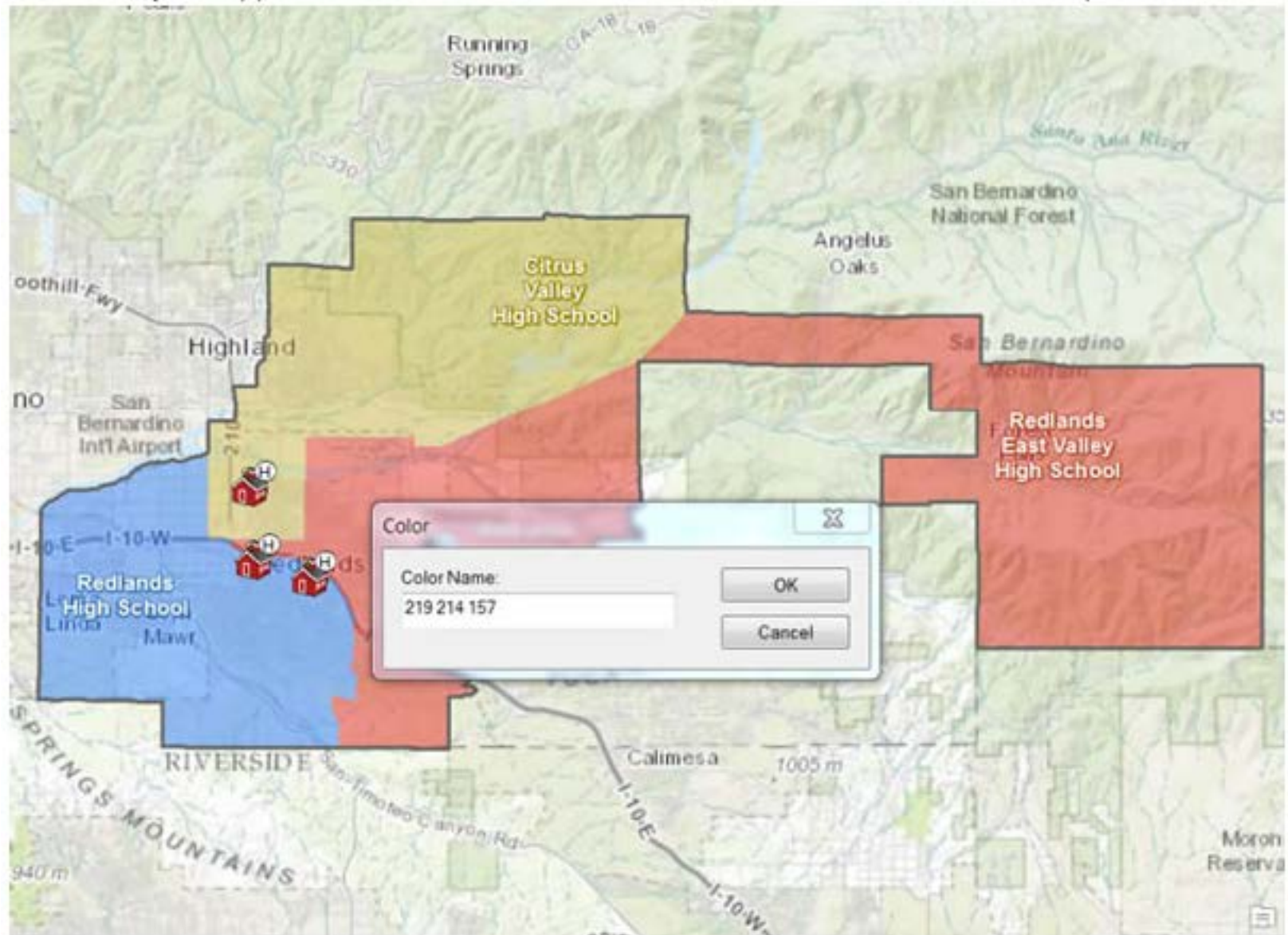
- | | |
|---|---------------------------------------|
| ■ A | ■ D |
| ■ B | ■ E |
| ■ C | |

Choosing Map Colors

Finding Colors on Maps using the Eye Dropper Tool



Click the Eye Dropper tool and then click an area with the desired color on the map.



Click on an area containing a gold color with the Eye Dropper tool and it returns the RGB values for that color.

Number of data classes: 3

how to use | updates | downloads | credits

COLORBREWER 2.0

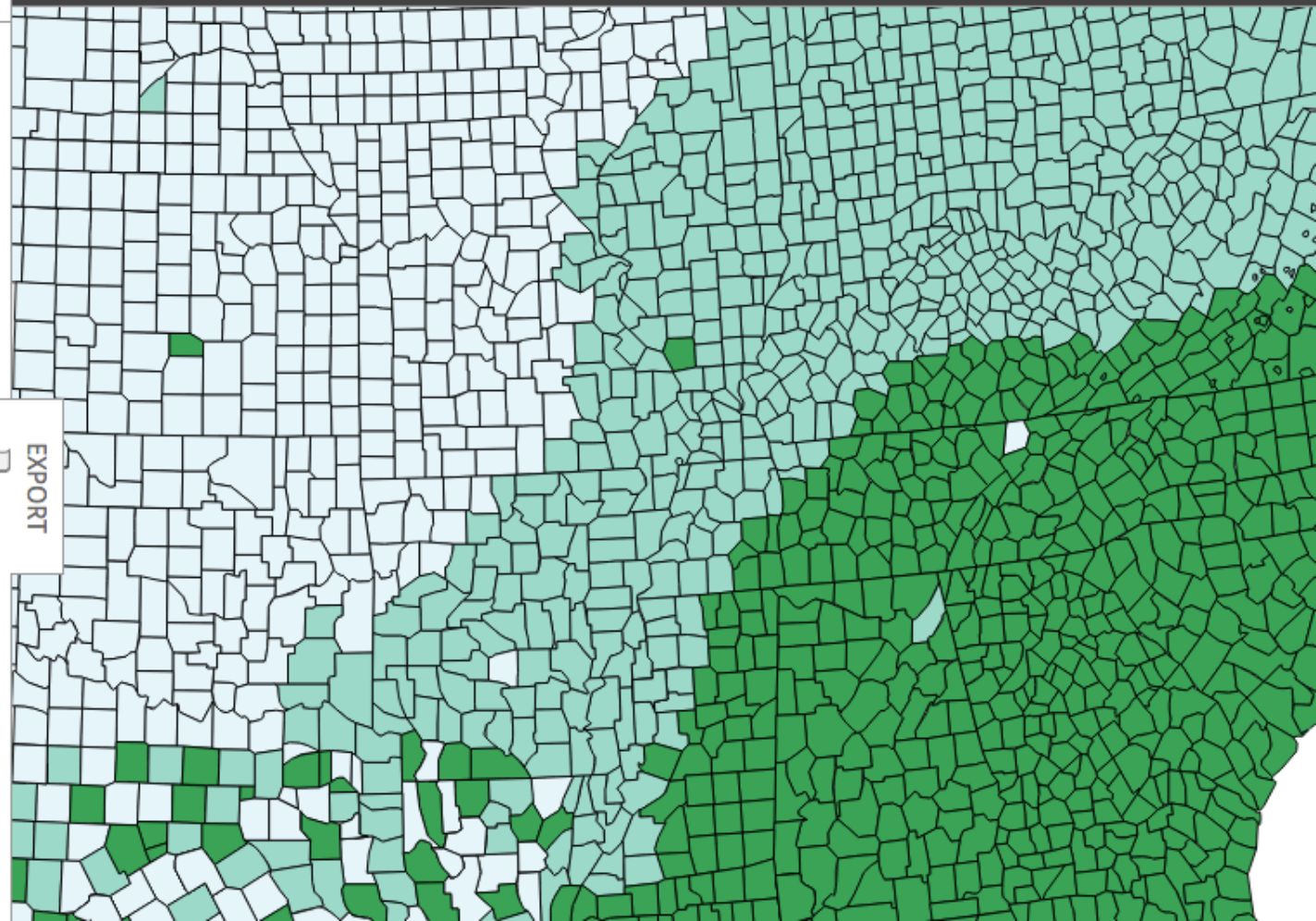
color advice for cartography

Nature of your data:
 sequential diverging qualitative

Pick a color scheme:

Multi-hue:

Single hue:



Only show:

- colorblind safe
- print friendly
- photocopy safe

Context:

- roads
- cities
- borders

Background:

- solid color
- terrain

color transparency

3-class BuGn

HEX

- #e5f5f9
- #99d8c9
- #2ca25f

EXPORT

Color Scheme Designer is now Paletton! Check out Paletton.com

Undo Redo Random Colorblind Color space Export Help

Color Scheme Designer →

2002-2010 © Petr Stanicek + v3.51 + [Blog & News](#)

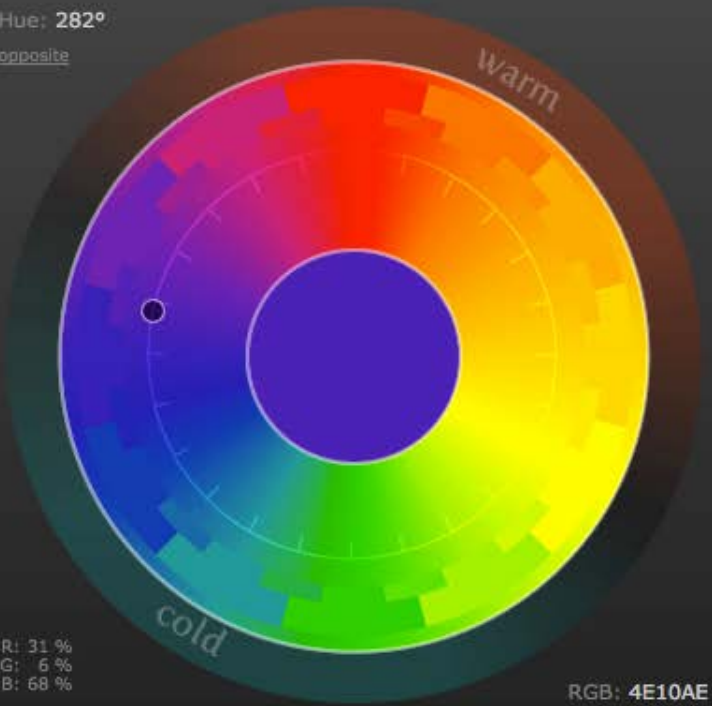
-  mono
-  complement
-  triad
-  tetrad
-  analogic
-  accented analogic



Scheme ID: [4a11Tw0w0w0](#)

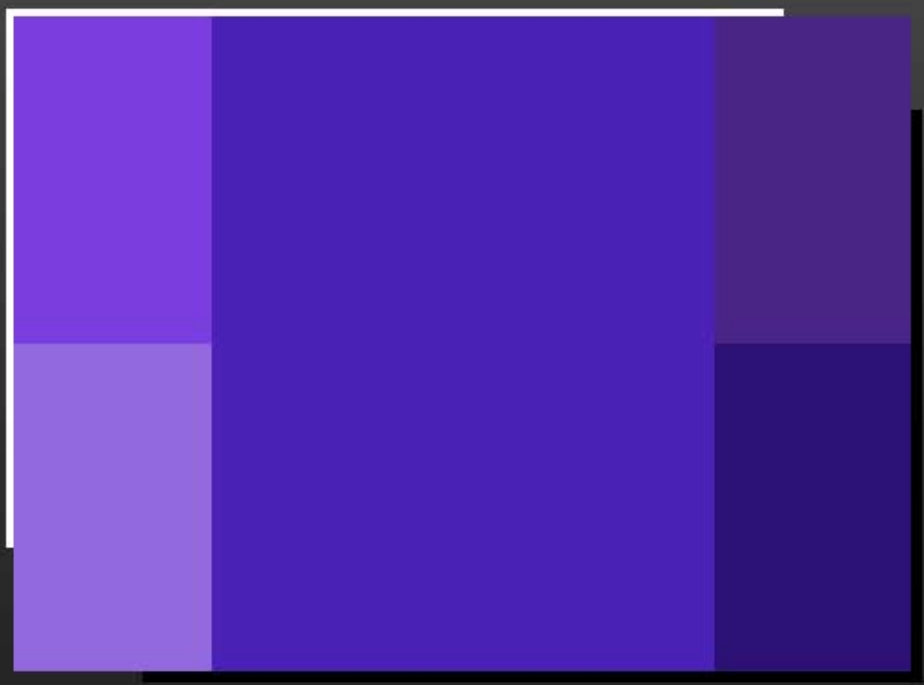
CREATE
FREE
 STUNNING
 WEBSITES
 GO >>

Hue: 282°
[opposite](#)



R: 31 %
G: 6 %
B: 68 %

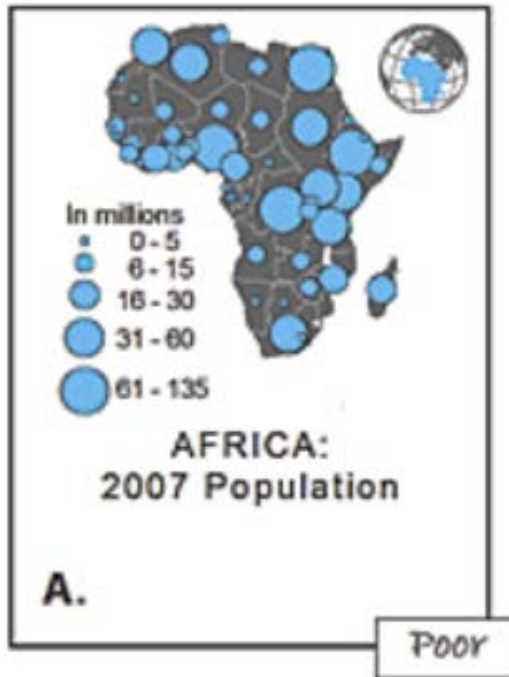
RGB: 4E10AE



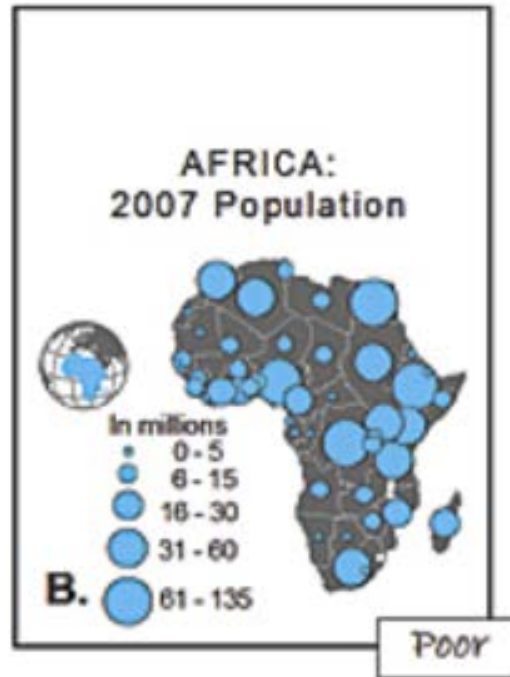
Show sample text.

Hierarchy

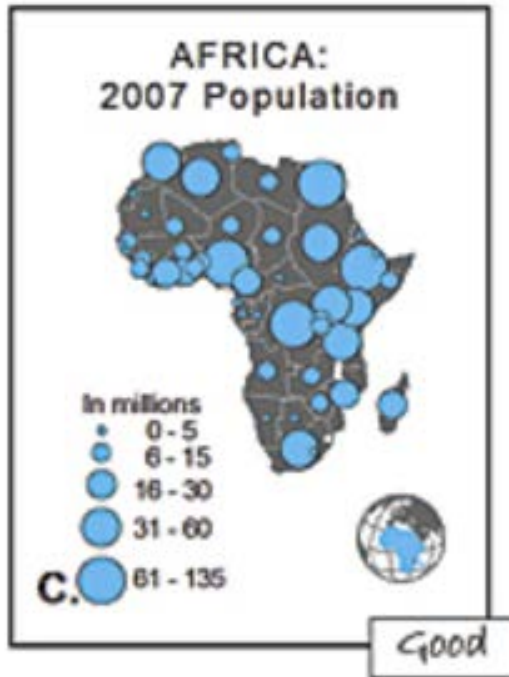
- What are the different elements around the map
- What is their relative importance?
- Your typeface and font usage should follow your visual hierarchy.
- Important items should bold and larger, lesser important items smaller.



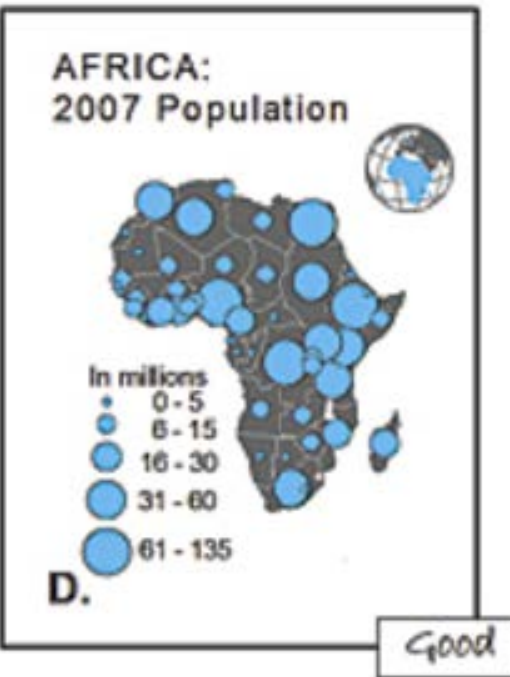
Poor



Poor



Good

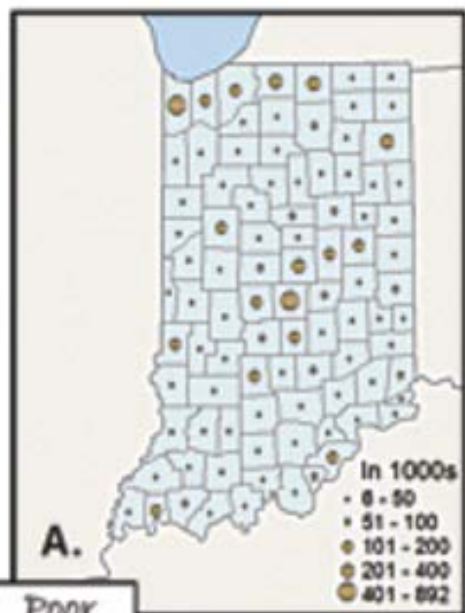


Good

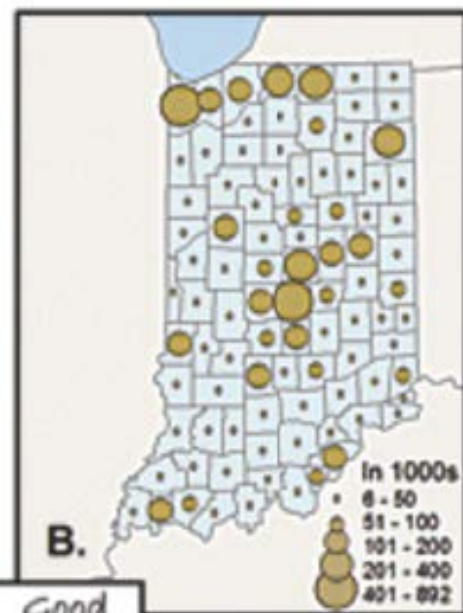
Legibility

- Ability to be seen and understood.
- Legibility can depend on good decision making when selecting symbols.
- Chose symbols that are familiar and are appropriate sizes.

2010 Population



2010 Population



Major Airports



Fifteen Top Colleges



Tips and Tricks

- Clean up your legend
- Change your outline color
- Make your layers transparent
- Consider layer order (ex. Water layer should be on top of land layer)



"VERY NICE DUNCAN, BUT I DO THINK YOU'RE SACRIFICING
CONTENT FOR APPEARANCE"