

infographics and memes guidelines

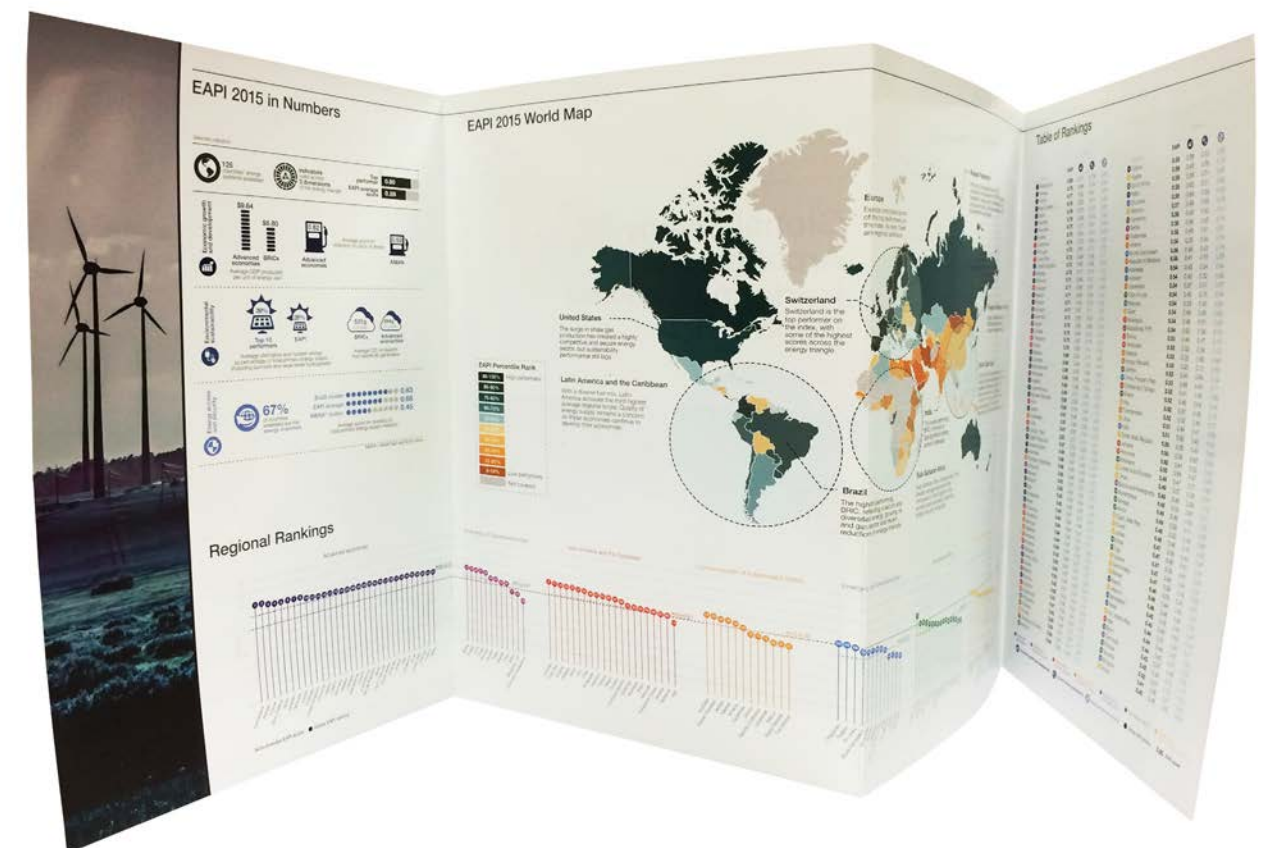


infographics

Information graphics or **infographics** are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. The process of creating infographics can be referred to as data visualization, information design, or information architecture.¹

¹ Wikipedia

Sample: Energy Architecture Performance Index 2015 - [download](#)



The following rules **also apply to the Forum graphs**

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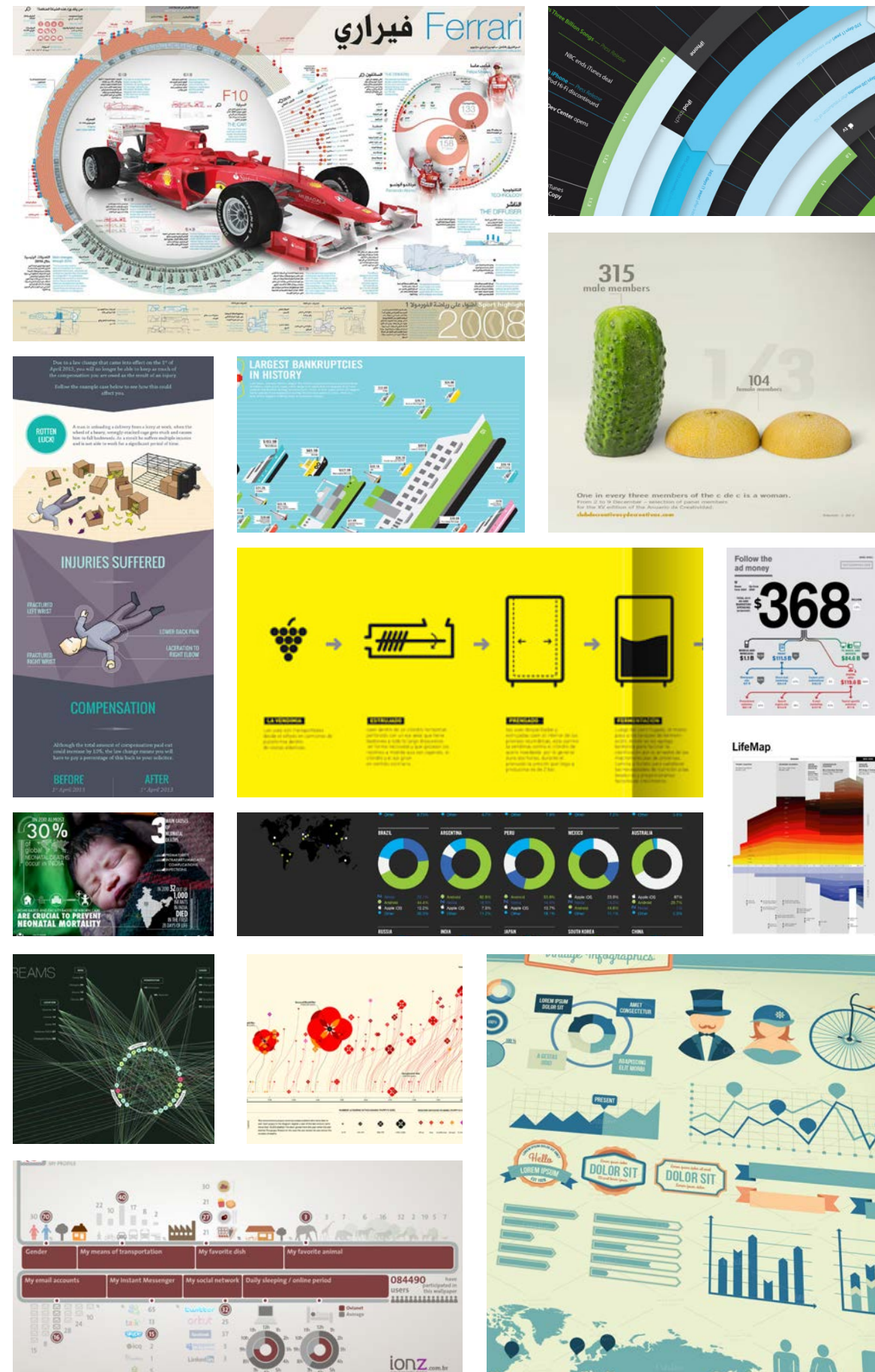
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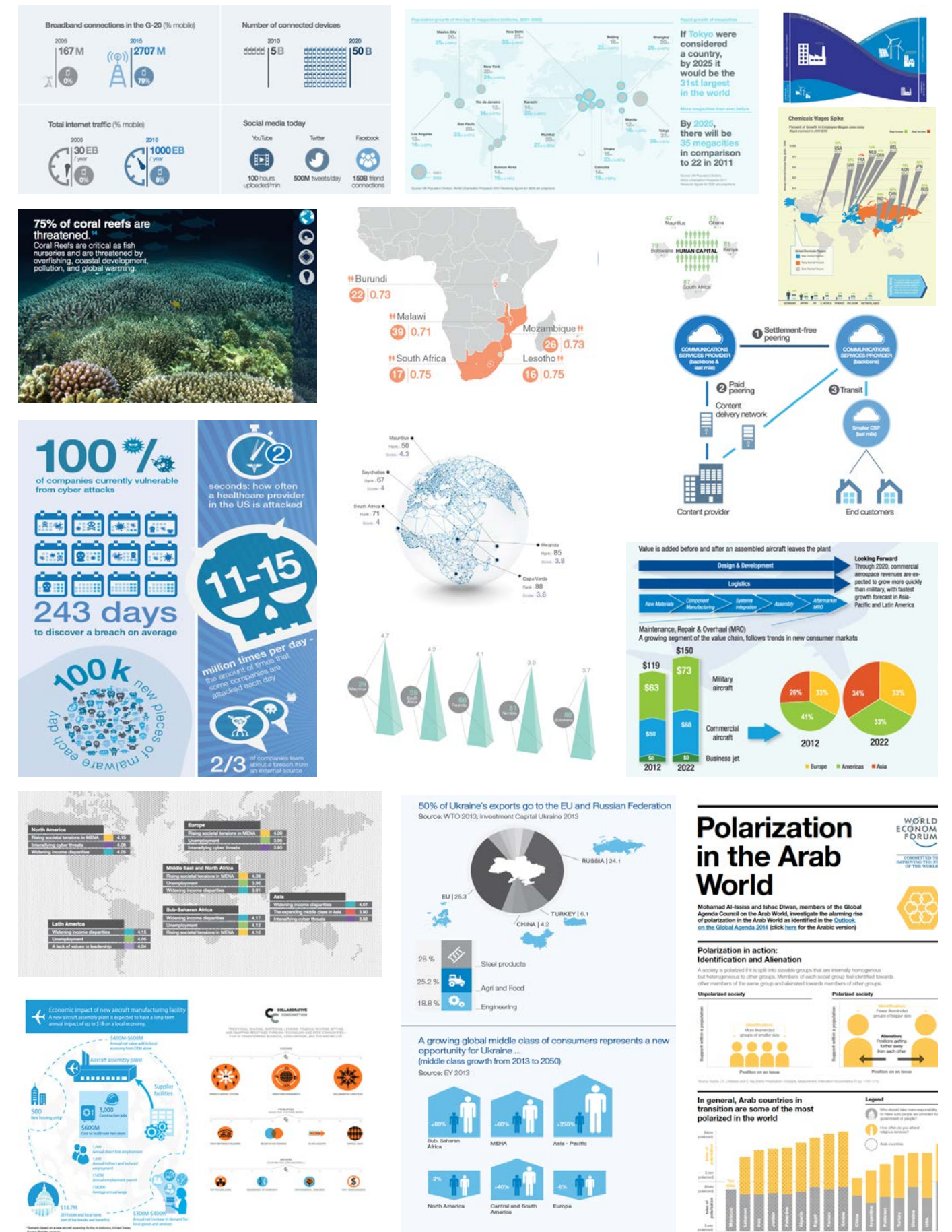
outside the Forum

The number of different styles and usage of the infographics is huge worldwide. Very different levels of detail, usage of 3D, photography, colours, abstraction.



Forum visuals

Those infographic (& graphic) guidelines should help to unify the styles of the visuals that are produced internally and externally. Here are some samples of very valuable infographics that were used, unfortunately with too different styles:

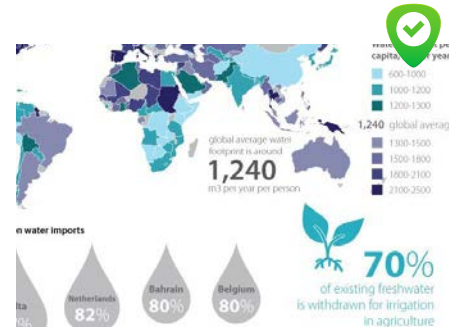
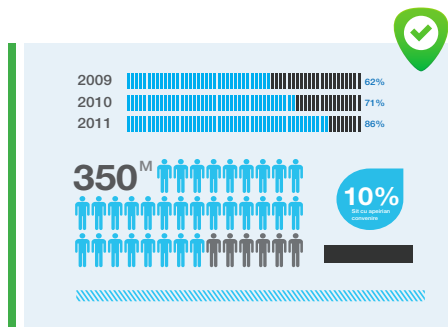
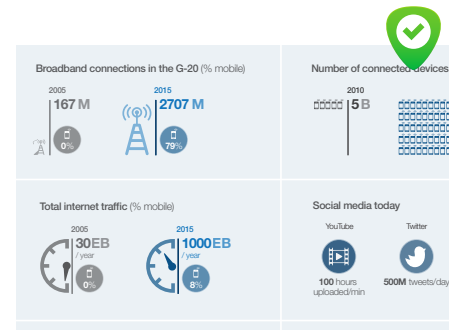
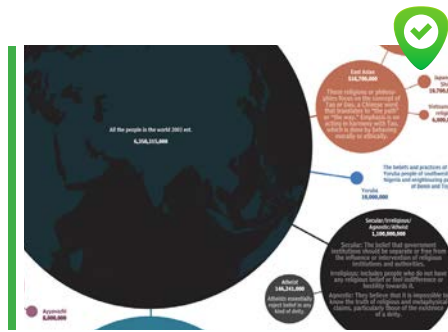


styles

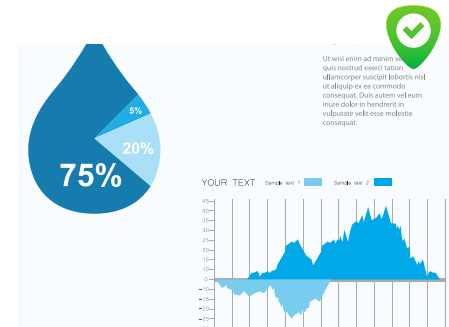
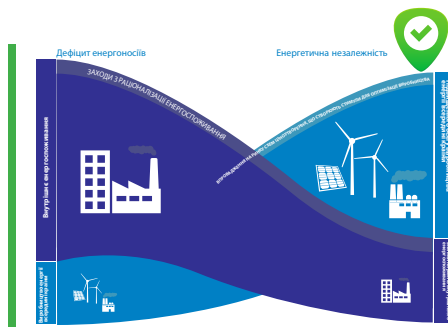
Infographic styles can be diverse but in order to align them with our general design guidelines we propose to follow those rules:

use

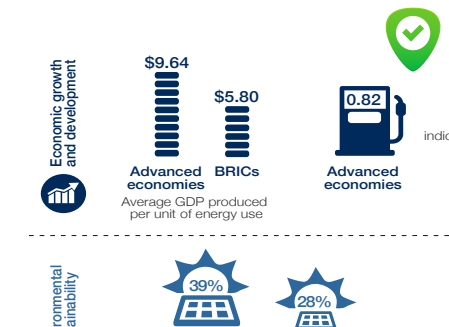
... clean and minimalist graphic elements



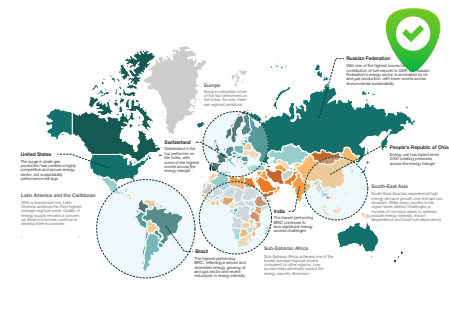
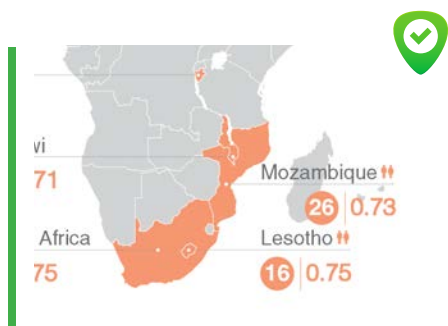
... combination of official Forum colours



... flat iconography

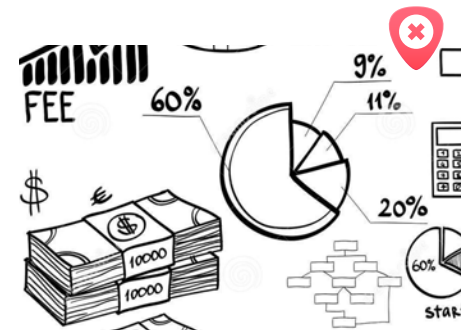
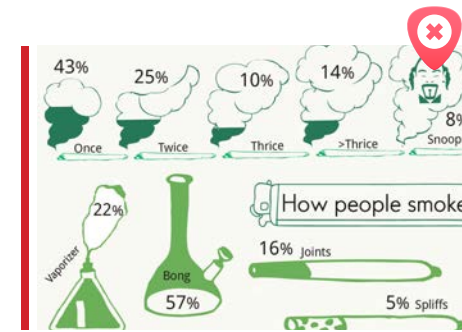


... xgood quality maps or supports

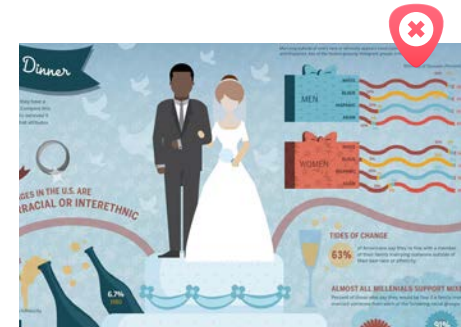


don't use

... hand drawn elements



... cartoon style elements



... gradient backgrounds



... 3d and/or 3d realistic elements



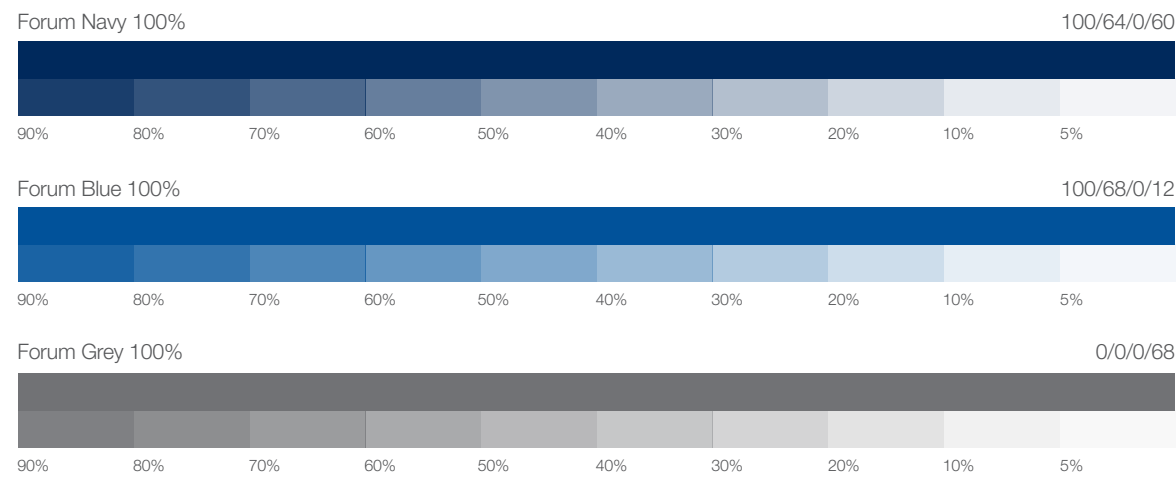
... combined photos and graphical elements



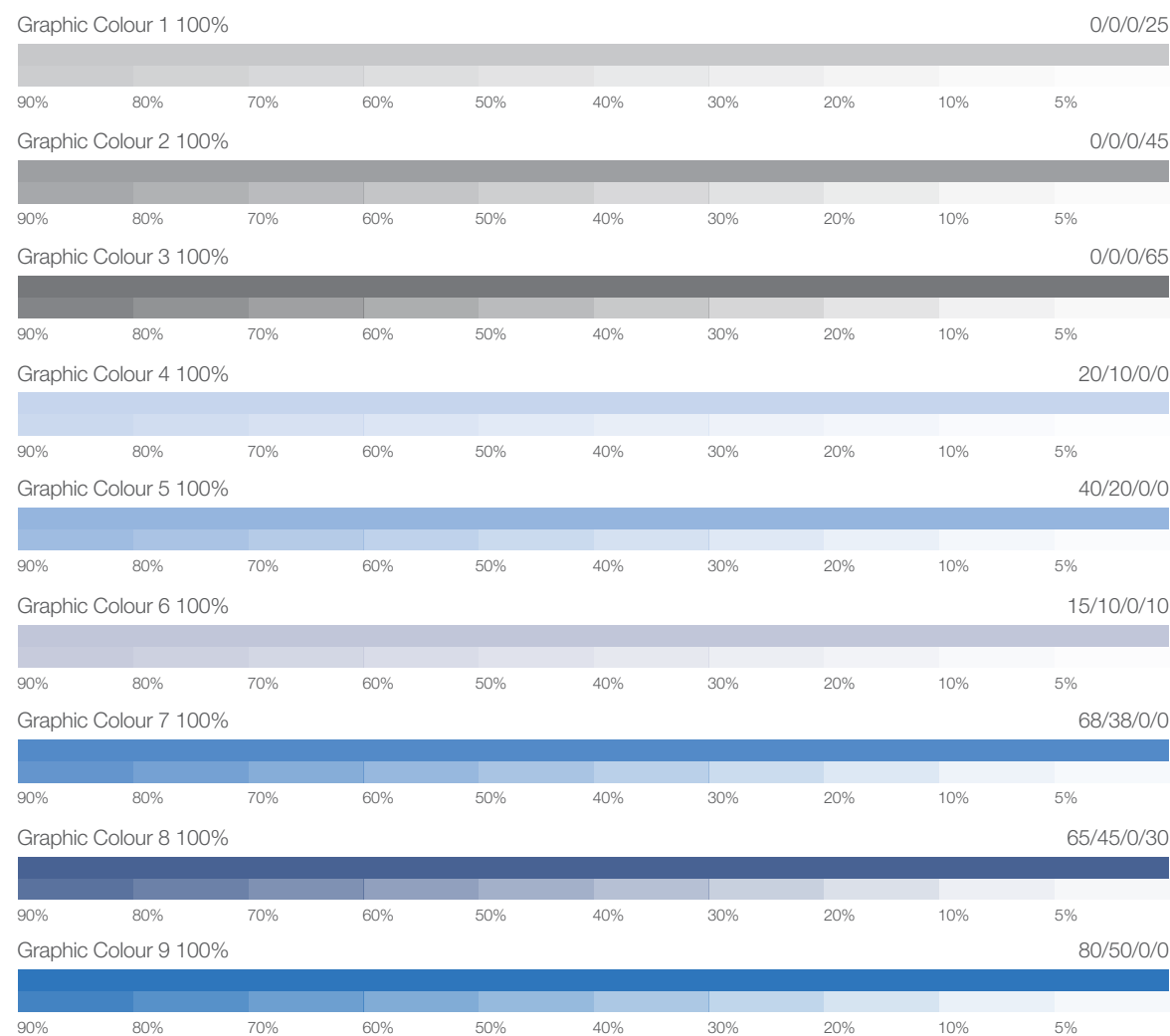
colours

The Forum blues and greys should be used as main colours of the infographics. Their transparency versions can also be used to create new tones.

main colours

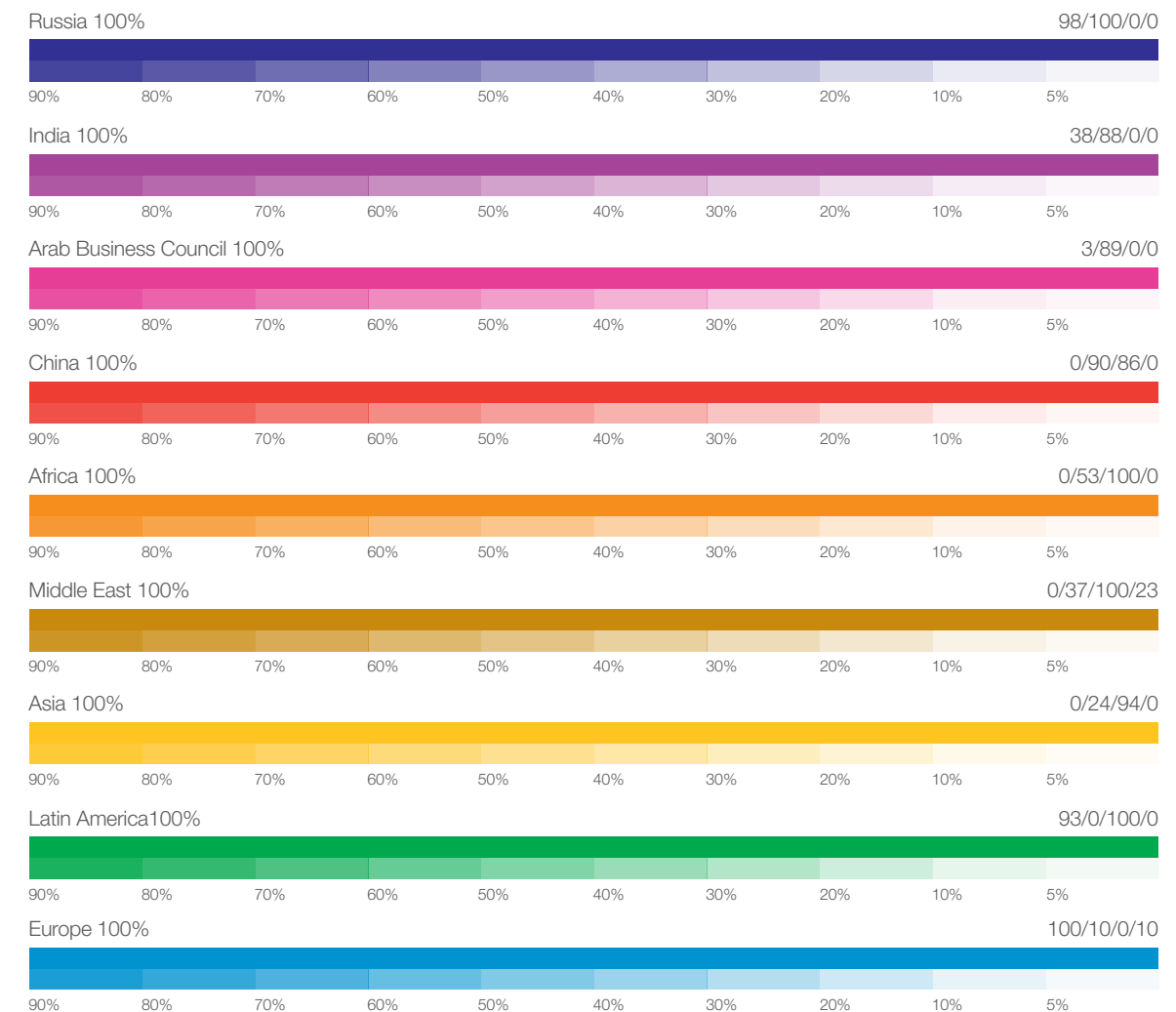


secondary colours

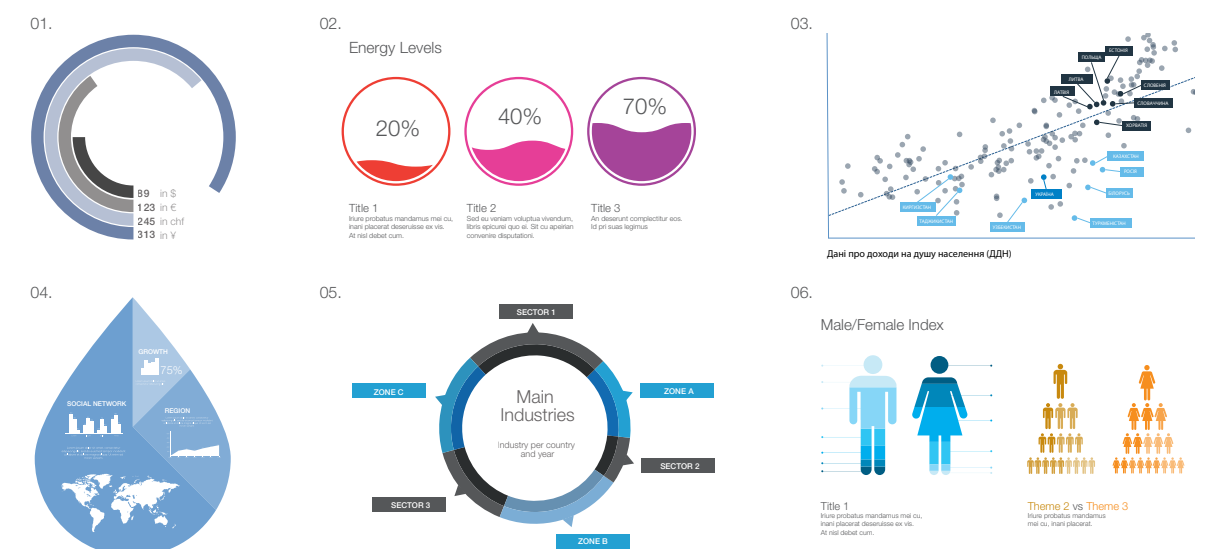


Forum regional colours can also be used when needed:

regional colours



samples:



fonts

The following Forum publications official fonts have to be used in the infographics. Designers must guarantee that colour and size of fonts

Helvetica Neue Pro

Helvetica Neue Pro 25 Ultra Light
 Helvetica Neue Pro 45 Light
Helvetica Neue Pro 46 Light Italic
Helvetica Neue Pro 65 Medium
Helvetica Neue Pro 75 Bold

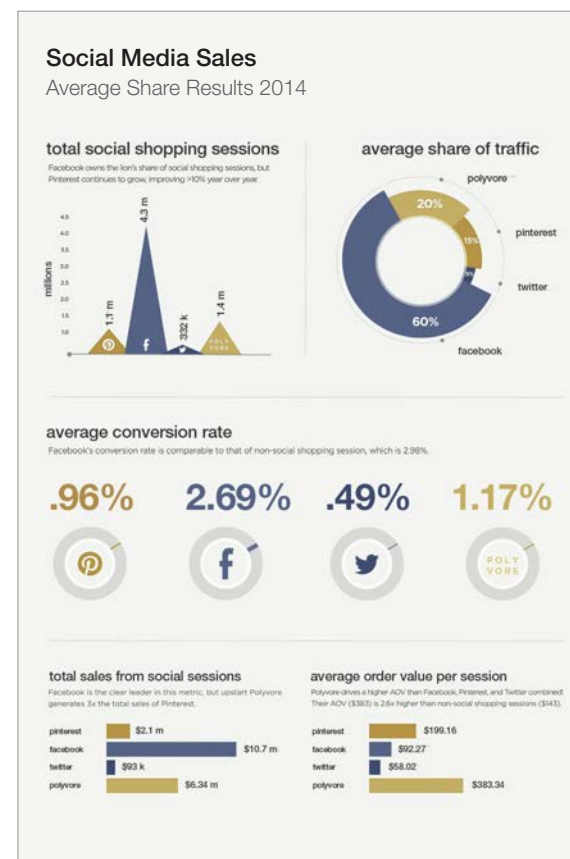
Helvetica Neue

Helvetica Neue 35 Thin
 Helvetica Neue 45 Light
 Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy

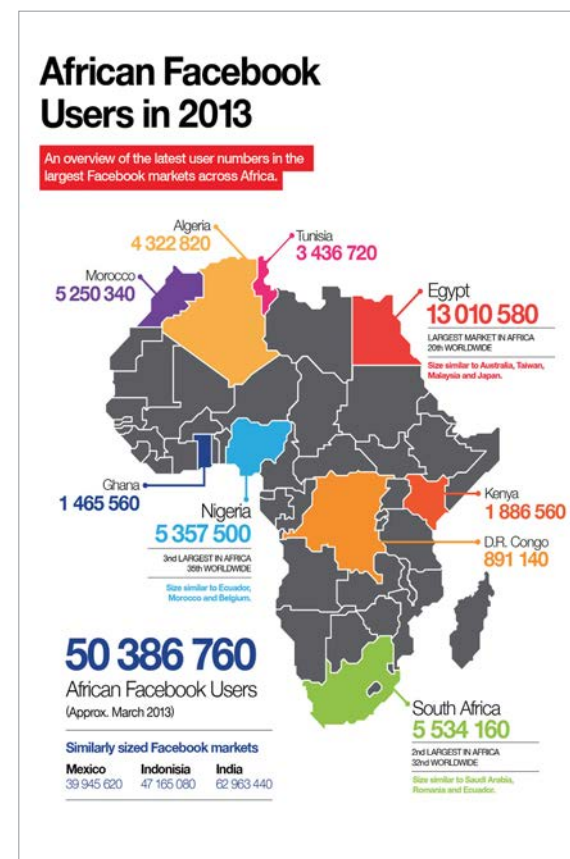
size

Elements like text and numbers will have a different strength in each infographic, depending on the message/meaning they have to communicate. It's therefore impossible to set a size or scale, each case has to follow the designer's intuition to guarantee the success of the visual

sample 1



sample 2



supports

The infographics can be used as shareables for social media, web, for plasma screens at the events, for reports, folded posters etc.

samples:

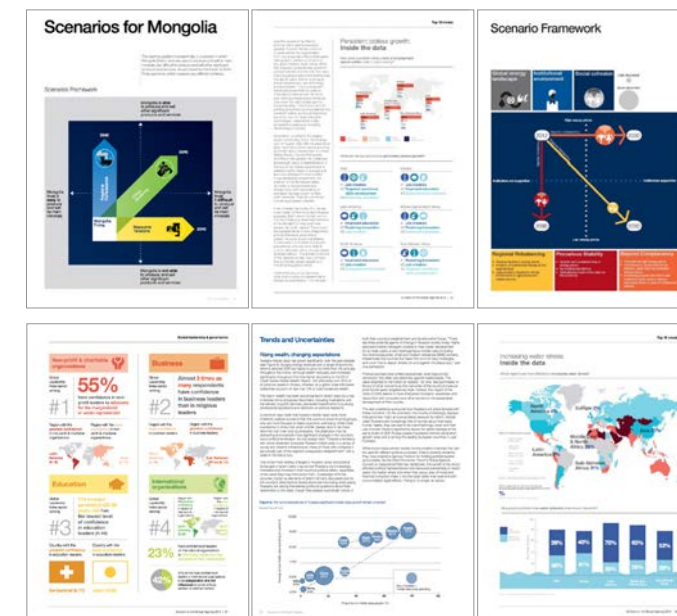
webpage



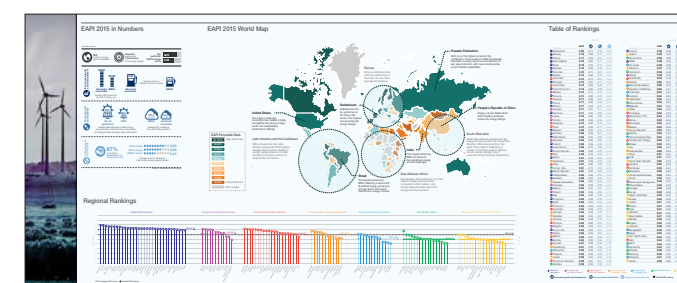
mobile platforms



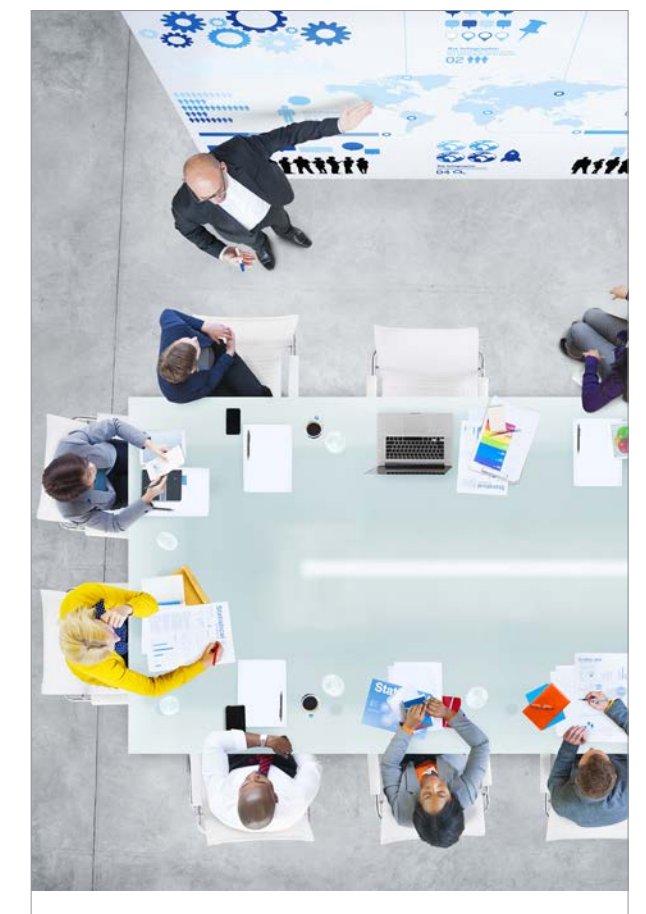
reports

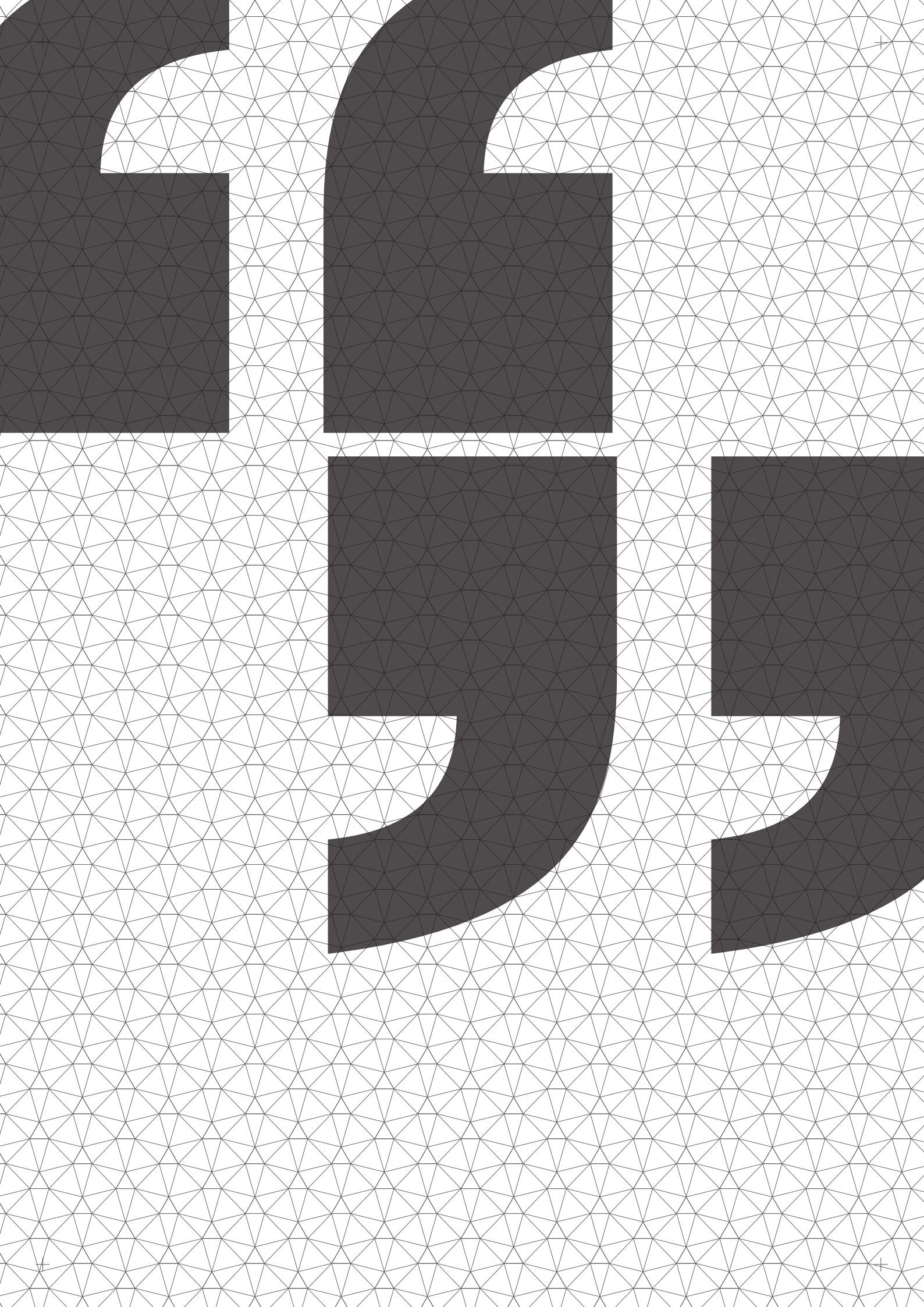


poster (pull-out in a report)



presentation poster





meme

An image, video, piece of text, etc., that is copied and spread rapidly by Internet users, often with slight variations.

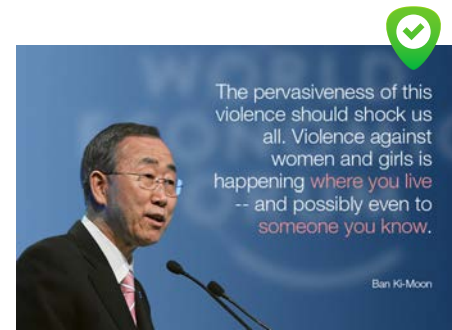


meme's images

Memes must also follow some rules to guarantee consistency.
A source psd file for memes can be downloaded [here](#)

use pictures

... complete portrait image



... which background can be replaced by a rebuilt Forum's identity background

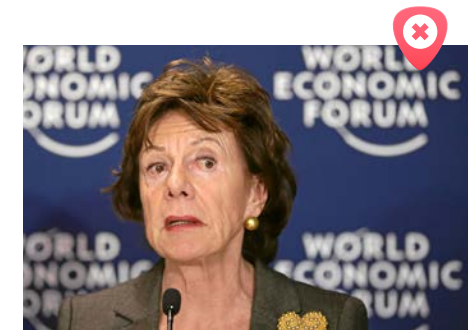
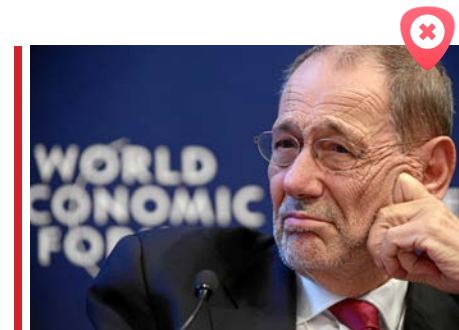


... thematic image related to the subject of the quote

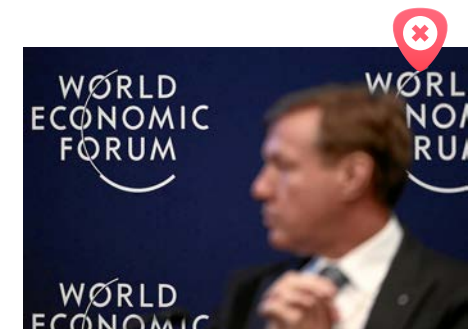


don't use pictures

... of sleep/ depressed people, or of unnatural nature



... in bad quality, with lack of contrast, blurry etc



... with external commercial visual elements and/ or foreground perturbing objects (bottles, glasses, bags, etc.)



... cutting body parts or image characteristics that make framing impossible



don't use massive text

... that will loose the nature of the meme if too long. Depending on the word but could be limited to 25-30 words





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