Infogram Style Guide

The Winnipeg Free Press uses Infogram (infogram.com) to create charts, maps and graphs that can be embedded in online articles and published in our print edition.

Infogram has a lot of options and functionality, but it also has a simplified mobile style that makes it fast and easy to create a simple graphic. This guide will walk you through the process to create a graphic and keep it looking similar to other graphics on our pages.

So you have some data…

The first thing you'll need to make a graphic is some data. Pretty much if there's a list of numbers related to a story, it could be (and is probably easier to understand) as a graphic.

Sometimes we'll get data in an Excel spreadsheet, in which case you can simply upload to Infogram (click "edit data," then "upload file.")

Other times we'll only get paper or PDF data, or something typed into the fact box field in a story. Depending on the size of the spreadsheet, you can try to digitize the data — say, using optical character recognition services — or if your dataset is small, just typing the numbers directly into Infogram is sometimes faster.
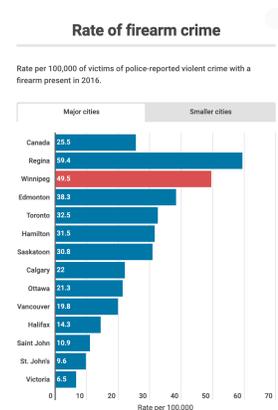
What's this thing going to look like?

Once you have some data, you'll want to give a bit of thought to how to best present the data. Libraries of books have been written about how to select the right chart for the right information, but we'll cover the most common simple formats:

Bar /column graphs show numbers that are independent of each other.
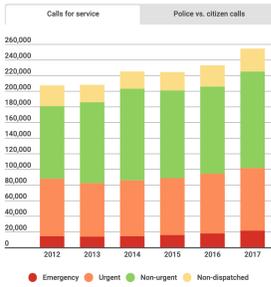
Example data might include things like the number of people who prefer option A, option B, or option C.

In the example at right, the chart shows the rate of crime for a variety of cities. You can see at a glance which is highest, which is lowest, and where Winnipeg (the red bar) fits.

For web purposes, we often use column graphs (the bars are horizontal — as at right) rather than bar graphs (the bars are vertical, as below left) because if you have more than four or five variables, a column chart works better on mobile screens.

Rate of firearm crime

Rate per 100,000 of victims of police-reported violent crime with a firearm present in 2016.

Major cities	Smaller cities

City	Rate
Canada	25.5
Regina	59.4
Winnipeg	49.5
Edmonton	38.3
Toronto	32.5
Hamilton	31.5
Saskatoon	30.8
Calgary	22
Ottawa	21.3
Vancouver	19.8
Halifax	14.3
Saint John	10.9
St. John's	9.6
Victoria	6.5

Rate per 100,000

Winnipeg Police calls for service

Related to the bar / column graph is the **stacked bar / column graph**. This is used when you want to show how much of each variable contributes to the sum.

For example, the stacked bar graph at left shows the number of emergency, urgent, non-urgent and non-dispatched calls for police in various years. At a glance you can see which year had the most calls, and compare the type of calls received.

St. Boniface byelection results

Pie charts show how a whole is divided into different parts. Your data should add up to 100%.
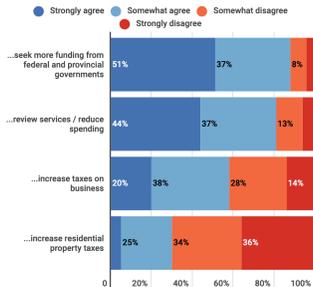
Example data might show how a budget had been spent on different items in a particular year, or the spread of votes among candidates in an election (as at right). The viewer can easily compare which party got the most votes.
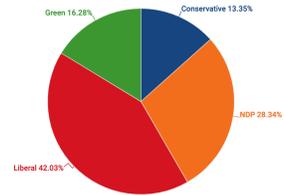
Winnipeggers' views on city spending priorities

Related to pie charts are **100% stacked bar or column charts**. These also show a whole divided into parts. 100% stacked charts are useful when you want people to be able to compare multiple wholes, in which case a series of pie charts can just be confusing.
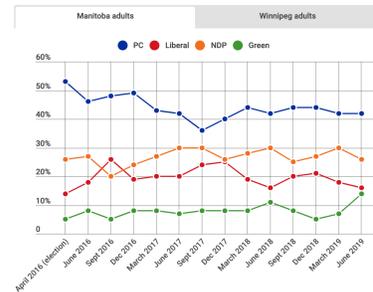
As an example, see the 100% stacked column chart at left, which lets the viewer compare Winnipeggers' views on spending priorities. The viewer can easily see which of the four options is the most preferred.

Provincial party support

Line graphs show how numbers have changed over time.

They are used when you have data that are connected and to show trends, for example, changes in party support over time (as at right), or changes in temperature or water level over time.

Map graphics show how data varies based on location.

Examples include the results of a vote in different ridings, or different ages of majority across jurisdictions (such as the sample at left).

Infogram offers a couple of maps relevant to us, including Canada by province and electoral district (which can be zoomed in to display only Manitoba) and Manitoba by census division.

● 18, same as legal drinking age   ● 19, same as legal drinking age   ● 19, one year older than legal drinking age

Not sure? Sometimes it can be hard to tell which type of chart will work best for your data. Don't worry! Infogram makes it easy to switch between types. You can preview your data in one chart, then switch to a different type to see if it works better.

Getting started in Infogram

Once you've got your data handy, and you've got an idea of what you want your graphic to look like, it's time to get started in Infogram.

Open http://infogram.com and log in. You'll start at a dashboard showing all our previous projects. This is handy in a few cases:

If you want to **see how someone built a previous project,** just pop it open and have a look. Infogram saves changes to a project as you work, though, so make sure you don't monkey around with the data or design on a published project —look with your eyes only. If you want to experiment with changing the data in a published project, see the next option.

If you want to **duplicate a previous project,** hover your mouse over the project, click on the three dots that appear at the right of it, and click "Create duplicate." This will create a duplicate, unpublished file which you can play with and/or change as you like.

When you create a duplicate, by default its title will be "Copy: Name of old project." To make it easier for your colleagues to know which projects are which, if you duplicate a project give it a name indicating it's a test file, or a new project, or whatnot.   No project should have "Copy" in its title.

If you want to **update a previous project**, hover your mouse over it and click the "Edit" button. We update projects where everything is the same, but we're adding new data.

Examples include the graphic showing the number of refugees crossing into Manitoba, and provincial and federal voting intentions over time. Rather than creating new or duplicate files of these commonly used graphics, just add to the existing one and embed it in your story.

If you want to create your own new project, don't just hit "New." Instead, click "Responsive web and mobile layouts" at right:
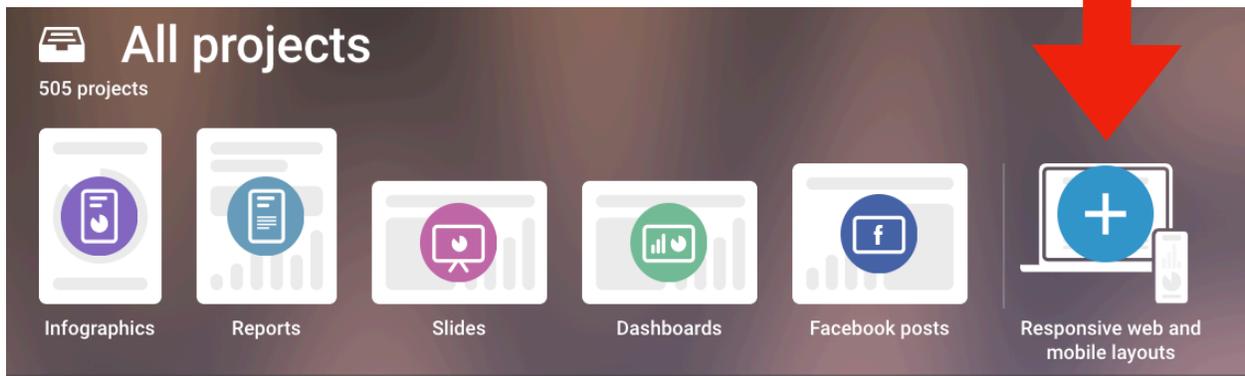
Then click "Single chart," and choose the type of chart you want to make — just make your best guess — you can change the type of chart later if you like.
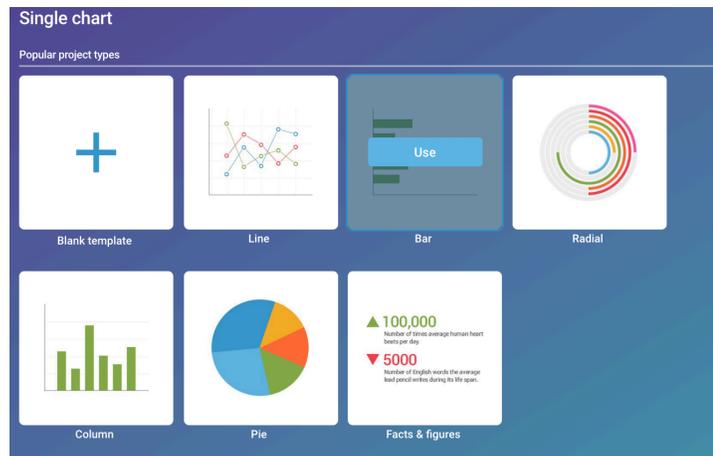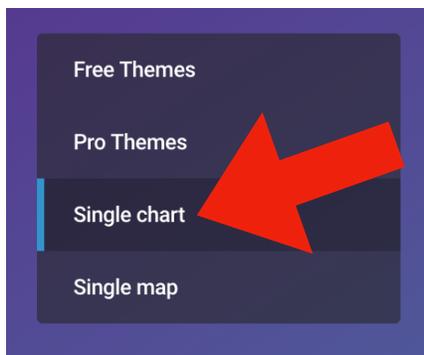
General formatting

To keep our graphics looking consistent, here are a few style points. Click on any element to add the text and/or to change the formatting.

Title: Tell people what they're seeing.

Introductory text - explain what your graph is showing.

If your graph works in one colour, use "Free Press blue," which is hex code #0078A9

Tell the viewer where your data is from

Share tools and footer appears by default.

Title in Roboto, size 30, bold, justified left.

Introductory text in Roboto, size 15, justified left.

Men	Women

Type A
Type B
Type C
Type D

0 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source information is usually in Roboto, size 11, justified left.

⬆ Share

Winnipeg Free Press

A brief tour of the chart-editing tool

Infogram has nearly limitless options. Here is a brief tour options you are likely to use on the chart-editing page:

File drawer: go back to the main dashboard	Add additional text and charts	Change chart type (line, bar, etc)	Download: Get a PNG or JPG of the project	Export: Make public, get preview link and embed code

Settings: change chart options (see details below)
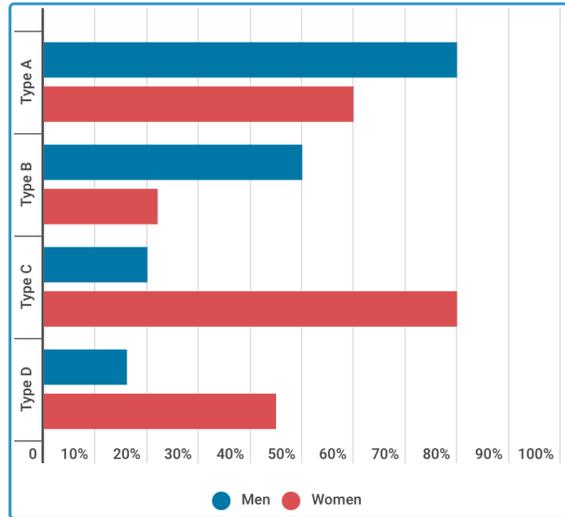
Edit data: change the data in your chart

Here's the data for the chart above:

Because there are two series of data (men and women), Infogram automatically puts them on different tabs.

You can put them on the same tab, in different colours, just by changing the Chart Type to "Grouped":

You can also change the way your data is sorted by switching the horizontal and vertical axes. You accomplish this by clicking the arrow icon in the top right-hand corner of the data table. When you do this the graph also changes.

	A	● B	● C	● D	● E	F
1		Type A	Type B	Type C	Type D	
2	**Men**	80	50	20	16	
3	**Women**	60	22	80	45	
4						
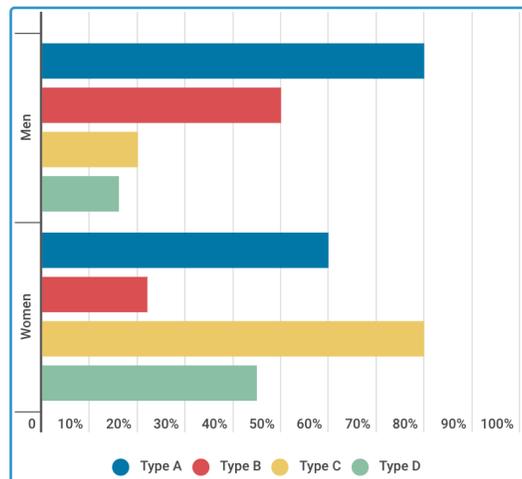
More settings

A tour of frequently used options in the Settings menu.

Chart properties

Show values — Puts the numbers on your chart. Can be helpful, but can also look very busy, so use sparingly.

Color

Use one color — this makes all bars or parts of your graphic the same colour. Useful with bar charts showing only one series. If you are using only one colour, use "free press blue," which is #0078A9.

Chart colors — you can specify the colours used in your chart. If you are choosing specific colors, try to select complementary palettes that are friendly to people with colorblindness. You can find a variety of palettes at colorbrewer2.org.

Axis and grid

Fixed grid in all sheets — if your graphic has multiple tabs/sheets, you might want them all to display on the same scale. Here's where to toggle that.

Grid — If you want lines to show on your grid, select that here — and you can select its transparency. We typically use a grid for the Y axis, set to 80% transparency.

Axis labels — add labels to the x and/or y axis, if needed.

Y-axis labels — change the number of labels along your Y axis. For example instead of showing ten labels: 10%, 20%, 30%, etc., your graphic could show five: 20%, 40%, 60%, etc.

Y-axis range — Infogram defaults to highlight the change in your data. However in most cases we want the Y axis to start at 0, and when displaying percentages we usually want the Y axis to display 0 to 100, to avoid making small changes appear more significant than they are.

Legend

You can turn the legend off in your graphic if it's not needed (for example, if your data includes only one series). If you are including a legend, you can change its position.

Usually we place it at the top of a graphic, so the reader knows what the colours mean before they see the graphic.

Data format

In this section you can decide how the numbers will display, and if anything needs to come before or after the numbers. For example, you can assign % as a suffix or $ as a prefix, which means you don't have to type the symbol in every cell, and it will appear in the Y axis.

If your data is in thousands or millions, you can also choose here to show "12K" rather than 12,000 and 12M rather than 12,000,000.

Other settings

We typically do not change the default Font settings, Tooltips or Accessibility settings in graphics.

Embedding your graphic

Infogram provides embed code for its graphics, but we use a specialized embed code that works on both our site and apps, which cannot display embed code.

Our specialized code essentially says: "If the viewer is using a device that cannot use the embed code, show them the still image instead."

Here's how it looks — with notation in colour:

```
<p><img class="hidden" src="https://
media.winnipegfreepress.com/images/image-name.jpg"
width="100%" alt="Graphic"></p>
<p>wfpremovefromapp:</p>
DROP INFOGRAM EMBED CODE HERE
<p>:wfpremovefromapp</p>
```

The text in blue is the location of the still image. You will download a still image from Infogram, upload it to Clickability, and add an s to the protocol so it reads https rather than http.

The text in yellow is a short text description of the graphic, so users whose browsers can't render the image OR the embed code know what they're missing.

The text in red is replaced by Infogram's embed code.

Here's how to put the code together — it's a simple… well OK perhaps it's not overly simple, but it's only a 14- step process.

First, download an image of your graphic:

1. Click on Infogram's "Download" button.

2. Select "For web - JPG" at the top of the page.

3. You'll see a preview of your graphic. There are checkboxes on the left-hand side of the page that let you choose which elements display in the printed graphic. Typically we use all of them, but if your graphic has multiple tabs you might prefer to select only a few to limit

the size of the still image.

4. On the right-hand side of the page, under the Download button, there is an option with a drop-down box called "Quality/Size multiplier." This lets you select the size of the image downloaded. For web use, we typically use 2x, which is suitably large for display on mobile devices without being a very large file size.

   (Note: on some browsers, you cannot see the size options 2x, 3x, 4x, and custom due to a bug. If you hold your mouse under 1x in the dropdown, the second option is 2x, and it works even if you cannot see it.)

5. Hit the download button. The image will be downloaded to your computer.

6. Hit the grey back arrow at top left in Infogram to return to your graphic.

7. Click the blue "export" button at the top right in Infogram. You'll find yourself in the "Publish & Share" interface.

8. If you want to privately share your graphic with someone before you publish it, use the "Enable private link" button and send the URL to the person.

9. To embed your graphic, click on "Public on the web" to make your graphic public. You cannot embed the graphic without it being public.

10. Click the "Embed" button to see embed codes. The code we use is called "Responsive (Async)" — it's the first available option and should be selected by default.

11. Copy your code and use it to replace the red text in the embed code. You're now done with Infogram and can close it.

12. In Clickability, hit the "media" button and upload the image you downloaded in step 5. Copy its URL.

13. In your embed code, replace the blue text with the URL you just copied from Click. Then — and this is important — ADD AN S to the http. Your resulting URL should start with https://

14. Replace the yellow text with a short description of your graphic.

That's it! Your embed code is ready for primetime.

If you make a fix to your graphic such as updating a number, the graphic should update in the story automatically.

However, some structural changes — such as changing the type of graphic — require you to regenerate the embed code, so if you make significant changes either be sure to check the graphic online, or generate new code to be on the safe side.