Colors and Fonts

Research info from Lynell Burmark
Graphic design principles: color

- Hard to read
- Avoid red on green
- Earth to sky
- Use white on black
- Use black on yellow
- Use yellow on black

Research shows the best color combination is light yellow on blue
Other color information...

- Red backgrounds stimulate emotion
- Use burgundy instead
Other color information…

• Green backgrounds make the viewer feel involvement with the topic
Other color information...

• Gray backgrounds make the viewer feel the information shows a lack of commitment or neutrality
Other color information…

• Blue backgrounds indicate a calm, conservative message
Other color information…

• Yellow backgrounds indicate hope for the future and cheerfulness
Other color information…

• Purple backgrounds give the feeling of fantasy or are perceived as child-like
• Save purple for the “lighter” topics
Other color information…

• Brown backgrounds are perceived as the presentation of passive information
• Viewers feel information on brown backgrounds is less stable
Other color information…

- Black backgrounds indicate power and sophistication
- Ideal for presenting information the audience has no choice but to accept
  - fixed budget figures
  - student enrollment
Graphic design principles: font

• Use serif fonts for large blocks of texts

• Sans serif for headlines or secondary headlines

• Match the mood of the infographic with a font

• Vary the colors and size of the fonts

• Reduce/increase the saturation to highlight information