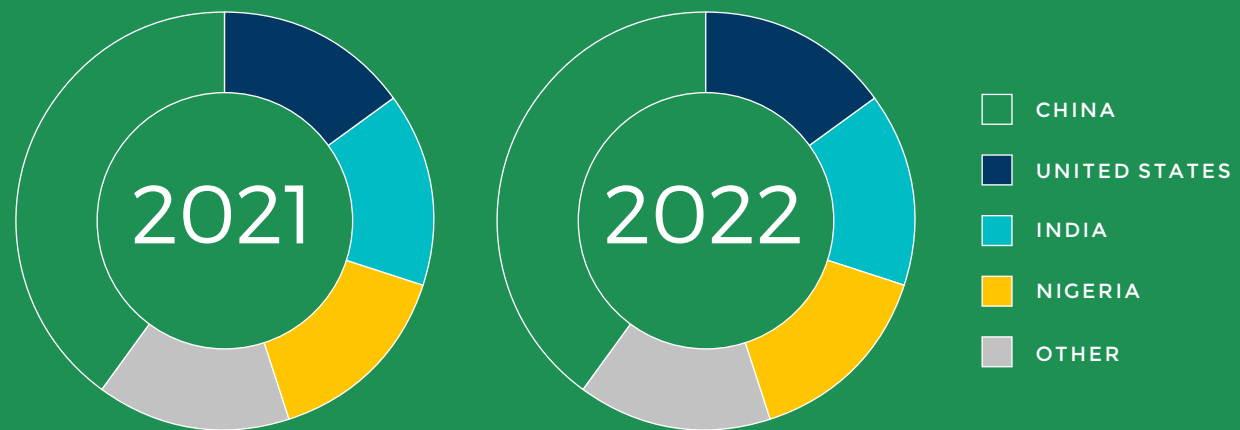
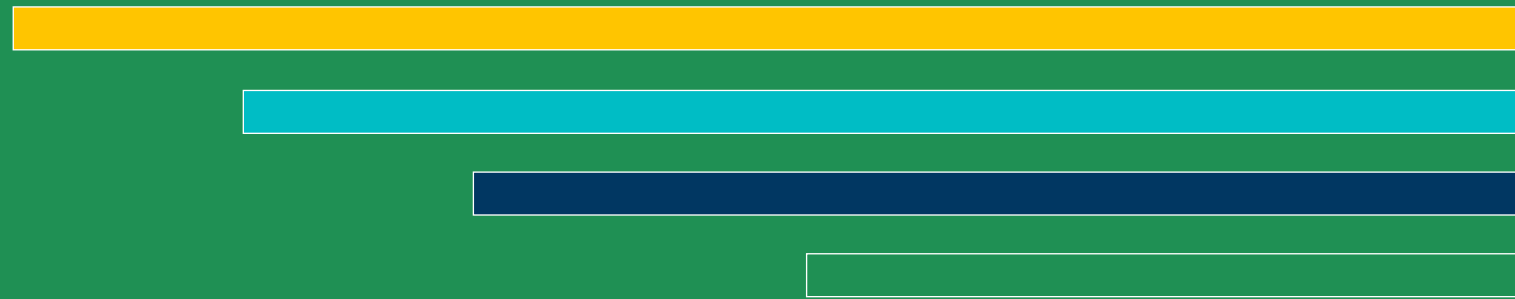


REFERENCE GUIDE: Additional Chart/Graph Colors

MAY 2022 v1





REFERENCE GUIDE: Additional Chart/Graph Colors

ABOUT THE ADDITIONAL COLORS

This guide provides information on the identification and usage of additional WES colors, which were developed only to distinguish different segments in charts and graphs.

For better differentiation and clarity within WES research graphs (including pie, bar, line, etc.) and charts along with their legends, four colors have been added to complement the WES digital and print palettes.

These additional colors are not part of WES' main color palette, therefore, they should be reserved for chart/graph usage only.

COLORS ARE LIMITED IN USE

DO NOT USE for any other application or purpose, including:

- Website assets
- Banners
- Plaques
- Tables
- Stationery
- Text
- Callout blocks
- Maps
- PowerPoint slides except in graphs or charts

REFERENCE GUIDE: Additional Chart/Graph Colors

DOS AND DON'TS

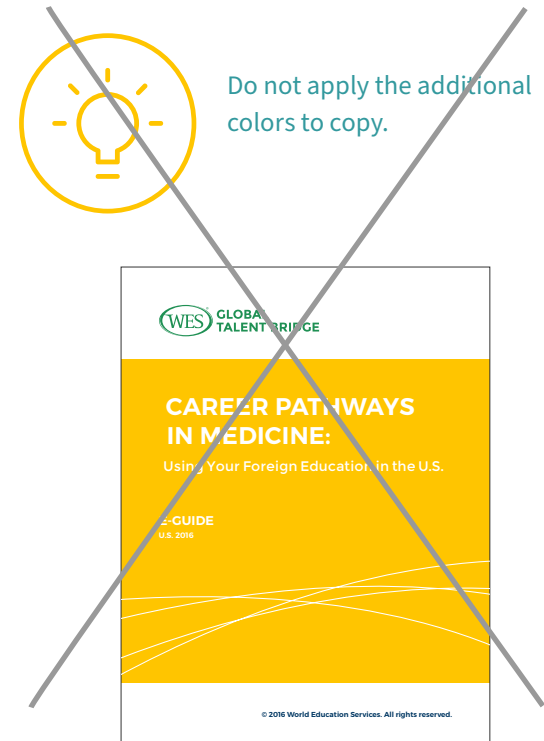
DO FOLLOW THE COLOR ORDER

The color order changes depending on what type of chart/graph is being created.

Green (100%) #1f9055 31, 144, 85	Green (50%) #8fc7aa 143, 199, 170	Blue (100%) #013763 0, 55, 100	Blue (100%) #338ec7 51, 142, 199
Turquoise (100%) #8ddee1 141, 222, 225	Turquoise (100%) #00bec6 0, 190, 198	Gold (100%) #ebc37b 235, 195, 123	Lavender (100%) #b7addf 183, 173, 223
Violet (100%) #8ddee1 141, 222, 225	Salmon (100%) #ff6241 255, 98, 65	Light Gray (100%) #c2c2c2 194, 194, 194	Dark Gray (100%) #333333 51, 51, 51

DO NOT USE THESE COLORS ELSEWHERE

These colors are meant to supplement the need to distinguish complicated graphs and charts. The colors cannot be used in any other application or for any other purpose.



REFERENCE GUIDE: Additional Chart/Graph Colors

USING THE ADDITIONAL COLORS

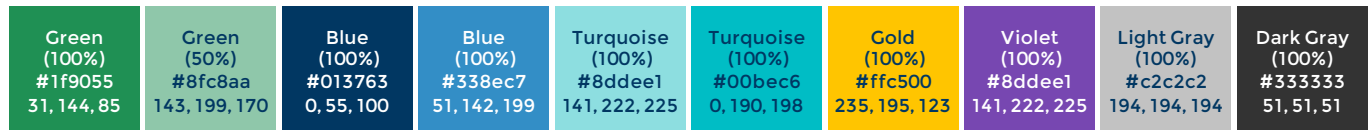
2 SEGMENTS



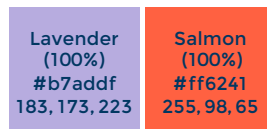
3 SEGMENTS



3+ SEGMENTS



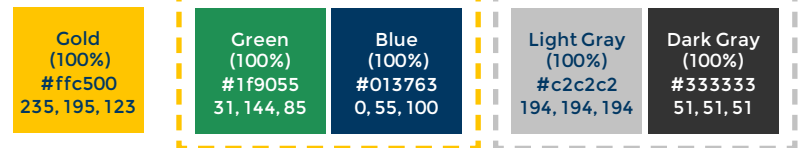
OTHERS/UNSPECIFIED



ASTERISK*



RUBBER BAND



POSITIVE

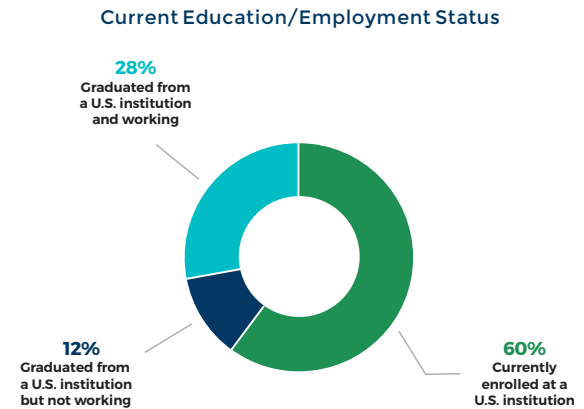
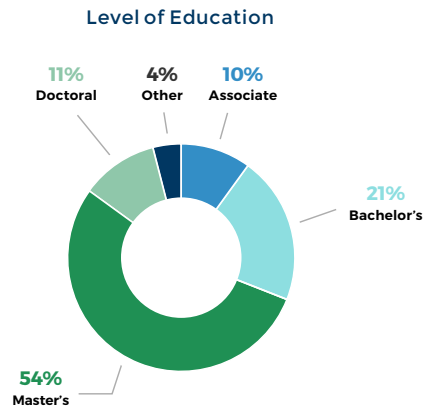
NEGATIVE

REFERENCE GUIDE: Additional Chart/Graph Colors

USING THE ADDITIONAL COLORS - SAMPLES

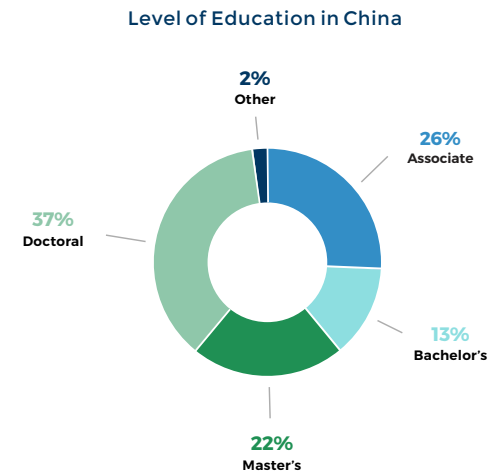
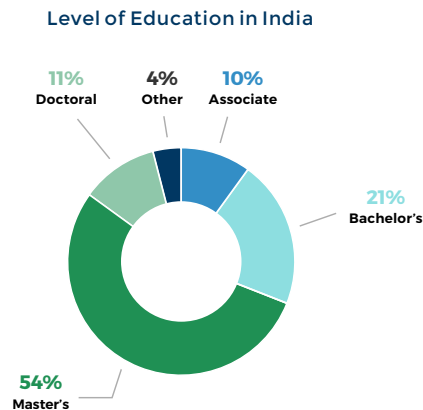
PIE CHART

Apply colors from the largest segments and clockwise onward in pie charts.



EXCEPTION: COMPARING PIE CHARTS

When there are multiple pie charts with same categories, keep the colors consistent for easy comparison.

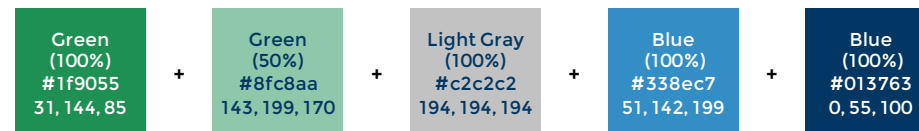


REFERENCE GUIDE: Additional Chart/Graph Colors

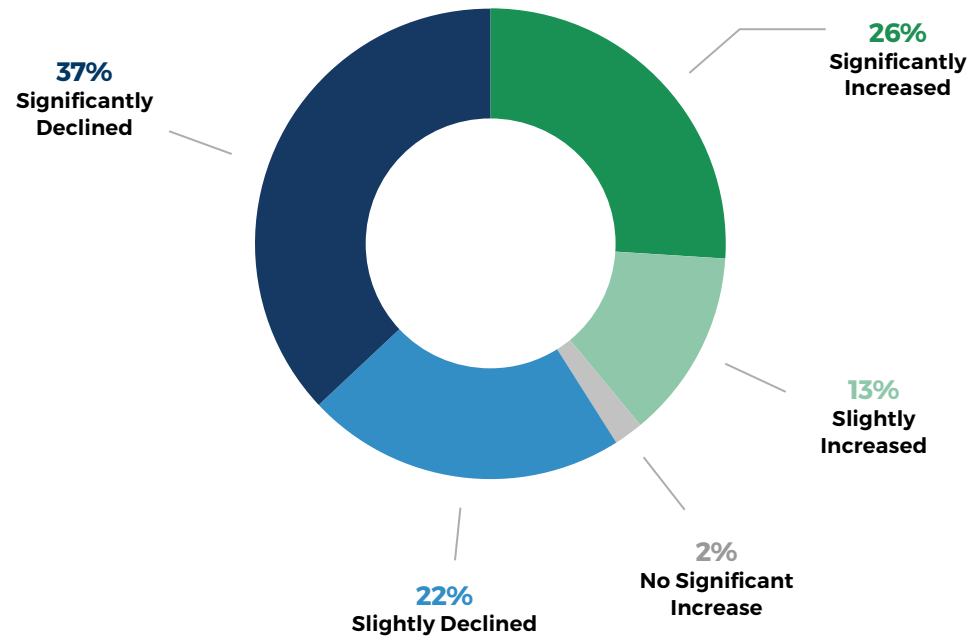
USING THE ADDITIONAL COLORS - SAMPLES

EXCEPTION: RANKING SCALE PIE CHART

Apply the colors suggested below for pie charts with ranking scale (e.g., very good, good, neutral, bad, very bad).



How did international enrollment numbers for your institution change this Fall compared to Fall 2014?

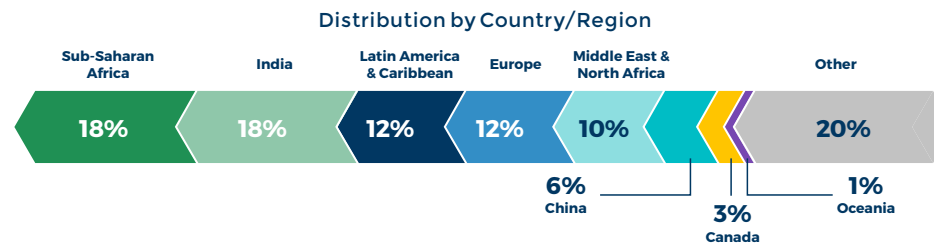


REFERENCE GUIDE: Additional Chart/Graph Colors

USING THE ADDITIONAL COLORS - SAMPLES

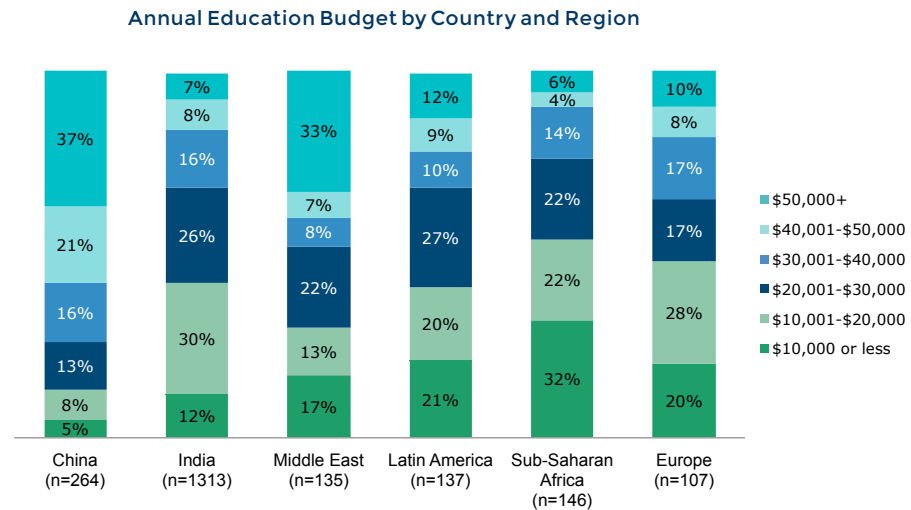
HORIZONTAL ONE BAR CHART

Apply the standard color order from left to right.



SAMPLE: STACKED BAR CHART

Apply the standard color order from the bottom to top.

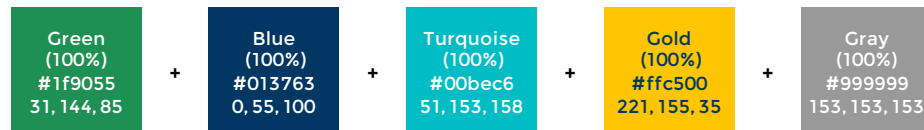


REFERENCE GUIDE: Additional Chart/Graph Colors

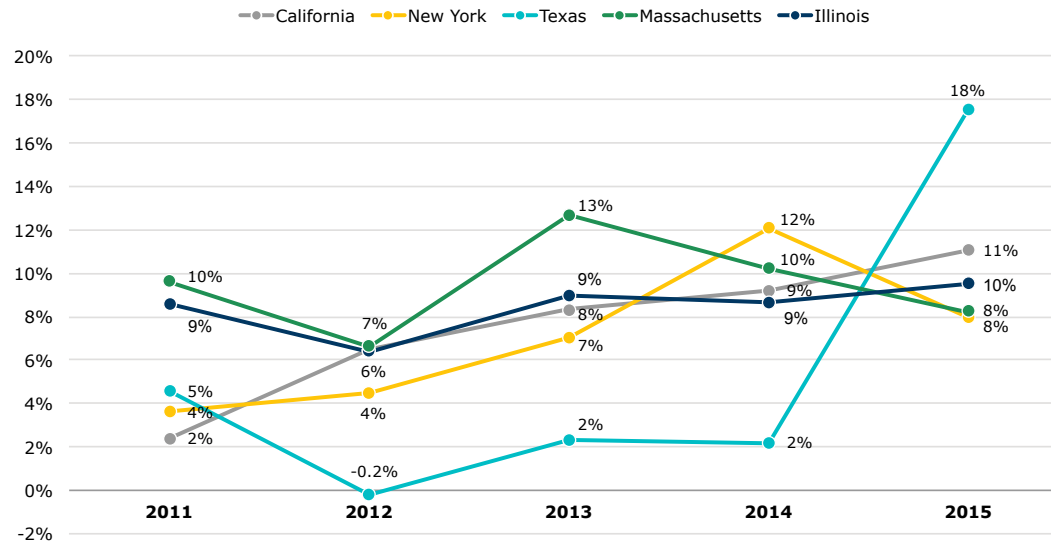
USING THE ADDITIONAL COLORS - SAMPLES

EXCEPTION: LINE GRAPH

Apply the colors suggested below in order from top to bottom.



Year-over-year Growth of International Students in Top 5 States

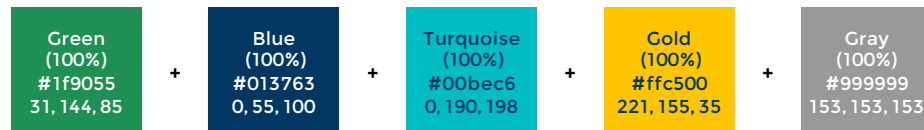


REFERENCE GUIDE: Additional Chart/Graph Colors

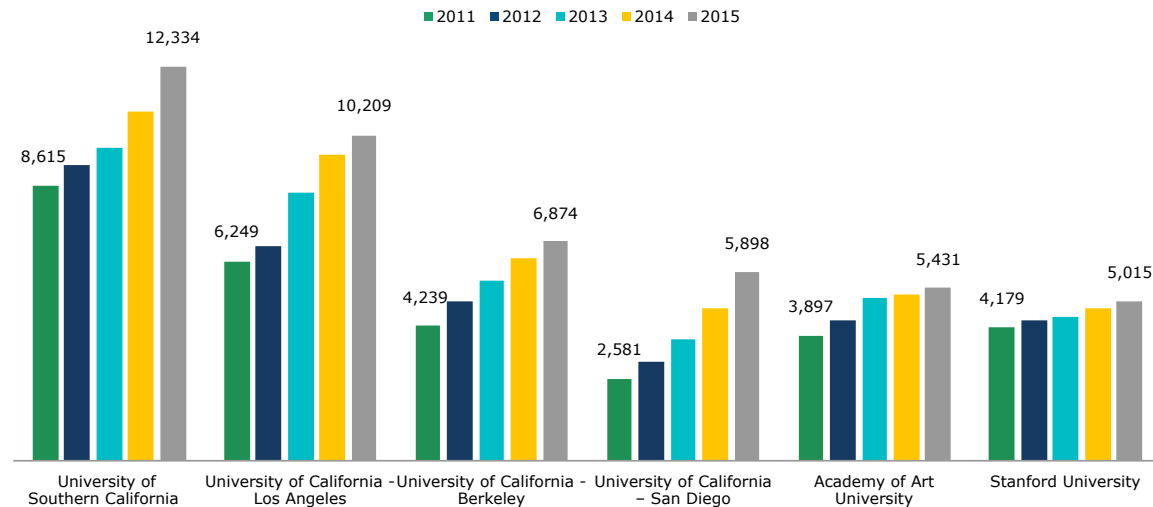
USING THE ADDITIONAL COLORS - SAMPLES

EXCEPTION: BAR CHART

Apply the colors suggested below in order from left to right.



International Students at Top California Destinations



REFERENCE GUIDE: Additional Chart/Graph Colors

USING THE ADDITIONAL COLORS - SAMPLES

ARROWS

Use Gray for arrow pointing up to show positive effects and use Red for arrow pointing down to show negative.



Place of Origin	Rank in 2012 (Change of Rank from 2004)	Undergrad Enrollment in 2012	% Change from 2004	% Undergrad from Source Country in 2012
China	1 (↑6)	74,516	828%	46%
South Korea	2 (-)	38,232	68%	64%
Saudi Arabia	3 (↑28)	14,344	609%	70%
India	4 (-)	13,059	-3%	18%
Canada	5 (↓2)	12,866	-8%	53%
Vietnam	6 (↑22)	11,244	405%	81%
Japan	7 (↓6)	9,359	-66%	68%
Mexico	8 (↓2)	7,564	-9%	64%
Taiwan	9 (↓4)	6,000	-29%	33%
Kenya	10 (↓15)	2,145	-60%	64%