

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

SERIF FONT SANS SERIF FONT