datto

Data Visualization Brand Guide

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Introduction

This style guide was created to standardize data visualization styles at Datto. For both internal and external content, following these standards will allow for clear understanding of our data and increased consistency of how this data is presented. These guidelines should be used for charts and graphs created in Tableau, Excel, and PowerPoint.

When creating graphs and charts to visualize data, consider the following:

Purpose: What story are you trying to tell with the data? What is the focus of your visualization?

Audience: Who is the target audience? What do you want your audience to take away from the data visualization?

**Data:** Do you have usable, clean data? Will this data set be updated frequently?

Context: Where will this data live? How will it be presented?

Chart Selection

Questions to ask before you begin: Does the data change over time? Am I comparing the composition of something? Am I looking for the relationship between multiple variables? How many categories of data points do I need to display?

Bar Charts - Horizontal

- Bar charts are great for comparing data across categories, highlighting differences, showing trends, and viewing high and lows at a glance.

- Use bar charts when your data can be split into multiple categories, and the values are hierarchically equivalent. Horizontal bar charts should be used instead of column charts when the data has long category labels.
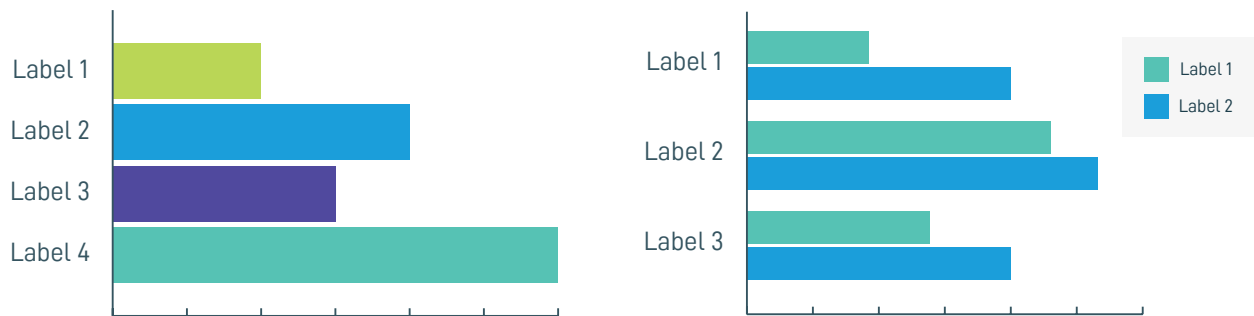

Column Charts - Vertical

- Use Column charts when you are trying to show change over time, compare categories, or parts of a whole.

- Use column charts when your data can be split into multiple categories, and the values are hierarchically equivalent.
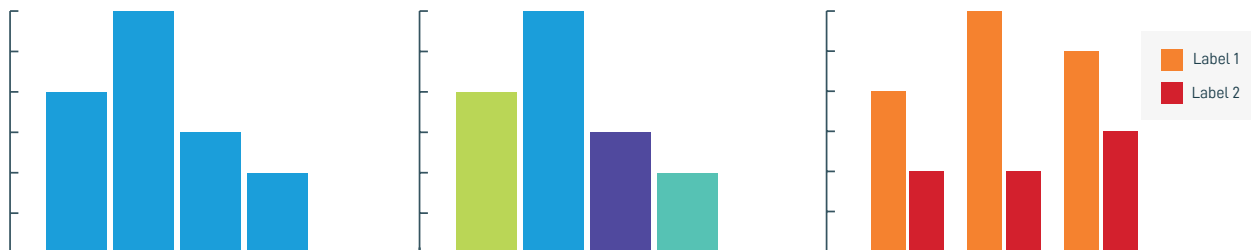
Stacked Bar and Column Charts

- Stacked bar charts are good for comparing elements across categories.
- Use stacked bar charts when you have categories made up of various elements. These charts allow you to visualize how various elements add up to a total within a category.
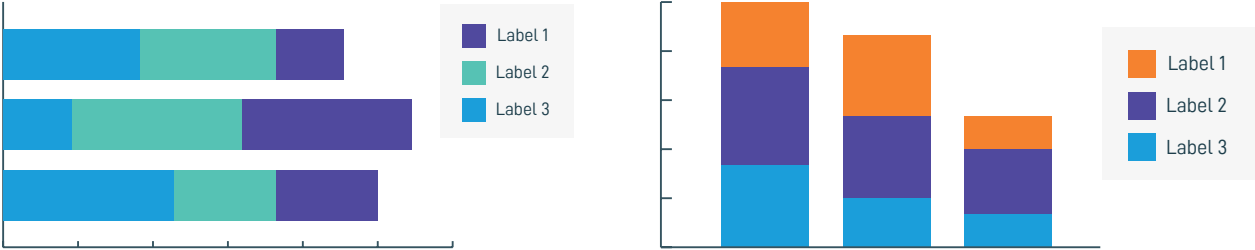
Line Chart

- Line charts show trends, acceleration, deceleration, and volatility. You can use a line graph to show variations over time in various groups by adding a category/dataset (color). Use line charts when you have time based data.
- Use solid lines to indicate actual trends in data. Use dotted lines for showing averages or projections. You can use grey to show historical data, versus color for current data or focus of your chart.
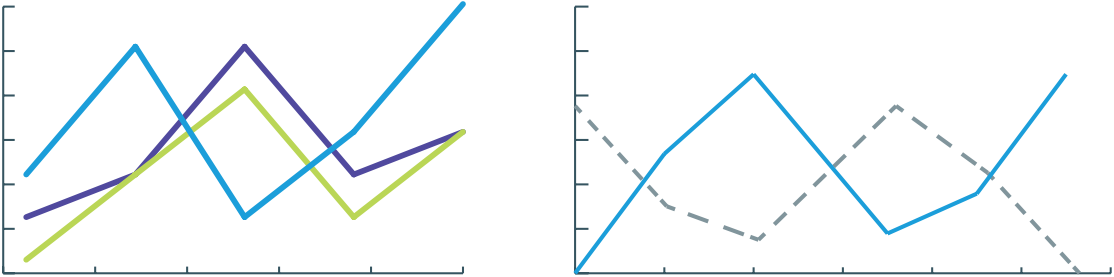
Pie Chart

- Pie charts are best used when the slices add up to a total amount and there is no need to showcase percentages. Pie charts should be used with categorized data to compare or show subdivisions.
- Show 6 slices max, with the biggest one first. Ask yourself: Can data points be grouped to a lower amount of slices?
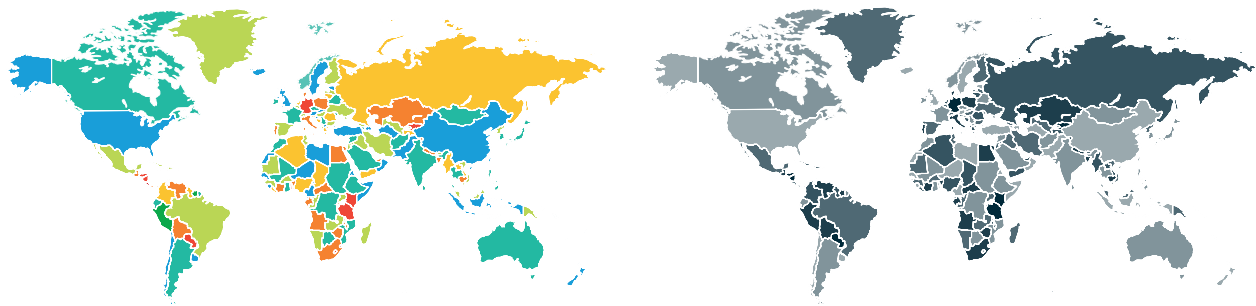
Treemaps

- Treemaps can be used as an alternative to pie charts, and allow for clear comparisons for a larger number of categories.
- Use treemaps to compare sizes between groups and single elements nested in them.

Maps

- Maps can display both categorical or sequential data using intensity of color to represent values of geographic areas.

Scatter Plot

- Scatter plot charts allow for a big number of data. They can be used to identify trends and patterns, clusters of elements, and make outliers stand out.

Label 1
Label 2
Label 3
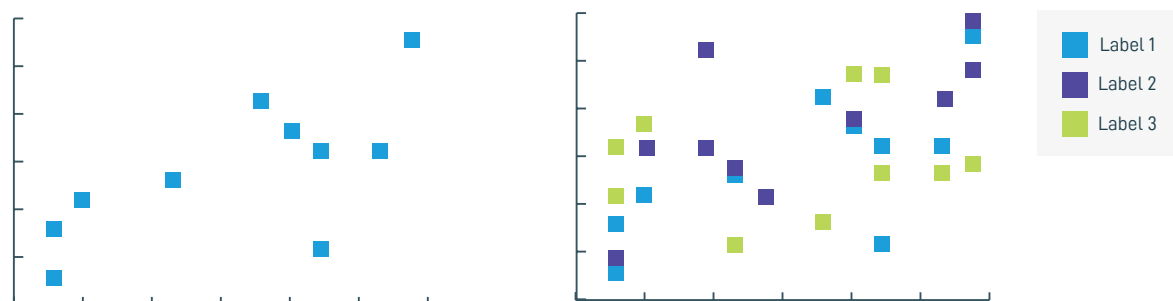
Typography

Fonts

Use Datto DIN as the primary font, and Arial as an alternate.
Note: When sharing graphs/data, keep in mind that your audience may not have Datto DIN installed and therefore the font may display differently. Always use Arial as an alternate if there's a chance visualizations will be shared with someone who does not have Datto DIN installed on their device.

Color

Text should be in Midnight (#002939) or Black(#000000).

Capitalization

Titles are in title case and Datto Din Bold. Labels are in sentence caps and Datto Din Regular.

Labels and Categories

Use a legend only when space is tight; whenever possible label elements directly. Make sure you include unit of measurement. Only rotate type if strictly necessary.
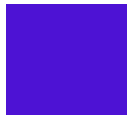
Color Schemes

Categorical

A color set with enough visual differentiation. One color scheme available for use across product pillars. This set of colors has been selected and ordered based on contrast and color hierarchy in the Datto brand. **Use the colors in this scheme in the order they appear.**

When creating a graph that requires only one categorical color (i.e. all of the data points show one category over time), use Datto Blue as the category color.

Note: Be consistent in use of color across charts in the same context. Categories that appear in various charts as part of the same presentation should use the same color.

DATTO BLUE #199ED9	SEAFOAM #30DAC1	EGGPLANT #4C12D4	LIME #BAE050	RED ORANGE #F64535	TEAL #10BDA4
ORANGE #FF832B	MED BLUE #2C6BD7	LIGHT BLUE #56D6F9	RED #D21F2D	GREEN #00A84A	YELLOW #FCC330

Diverging

Diverging schemes should be multi-hued, blending between three colors, where the middle is between the two extremes. Diverging color palettes should be used when the data progresses from low to high (i.e. very negative, to neutral, to very positive). The middle data value should use light colors, and end values should use darker colors.

TEAL
#10BDA4

5% GREYSCALE
#E5E8EB

RED ORANGE
#F64535

DATTO BLUE
#199ED9

5% GREYSCALE
#E5E8EB

ORANGE
#FF832B

LIGHT BLUE
#56D6F9

5% GREYSCALE
#E5E8EB

EGGPLANT
#4C12D4
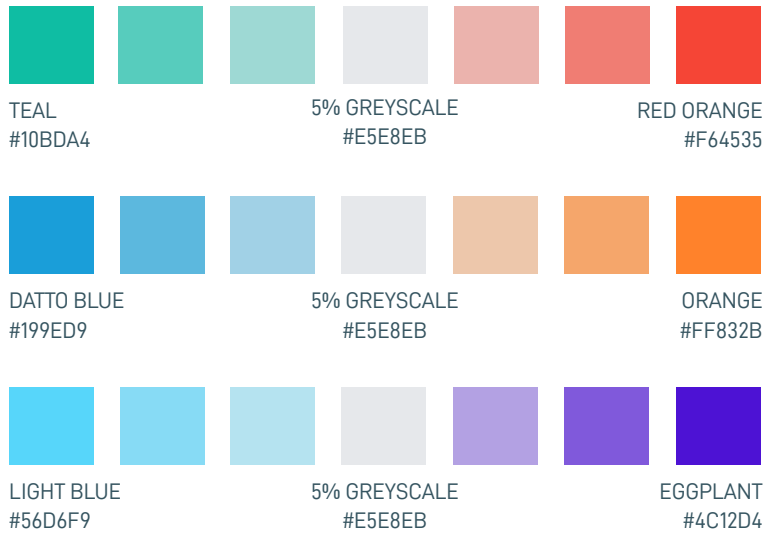
Sequential

Sequential color schemes use tints and shades of a color to show gradual change. Sequential color schemes should create a gradient that shows progression rather than contrast. The color gradient should express a sense of gradual change in the data. Sequential colors can be used in maps to show values of geographical areas.

Color schemes are available for corporate use and each product pillar.

CORPORATE SCHEMES

#00293B   #1A9ED9   #FFFFFF

#00293B   #56D6F9   #FFFFFF

#00293B   #30DAC1   #FFFFFF

#00293B   #2C6BD7   #FFFFFF

#00293B   #2C6BD7   #1A9ED9   #30DAC1   #FFFFFF
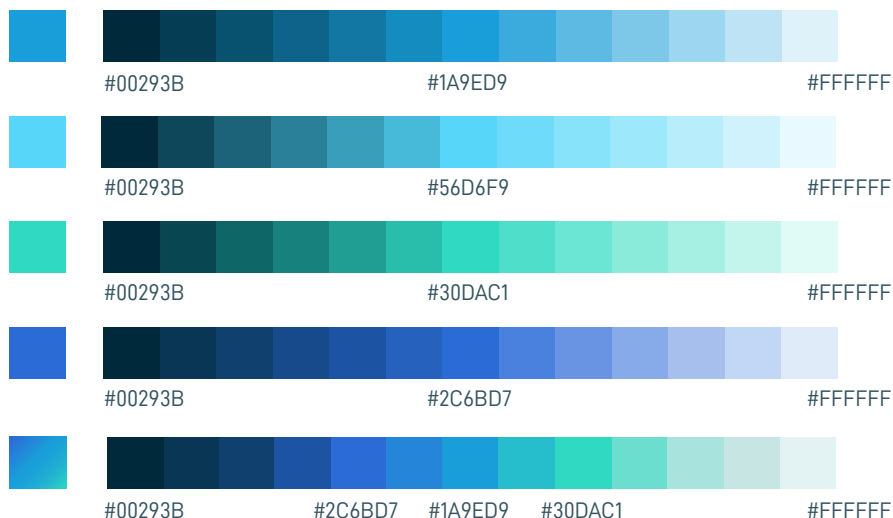
UNIFIED CONTINUITY SCHEMES

#00293B   #1A9ED9   #FFFFFF

#00293B   #2C6BD7   #FFFFFF

#00293B   #4C12D4   #FFFFFF

#00293B   #4C12D4   #2C6BD7   #2C6BD7   #FFFFFF

NETWORKING SCHEMES

#00293B   #56D6F9   #FFFFFF

#00293B   #10BDA4   #FFFFFF

#00293B   #00A84A   #FFFFFF

#00293B   #00A84A   #10BDA4   #56D6F9   #FFFFFF
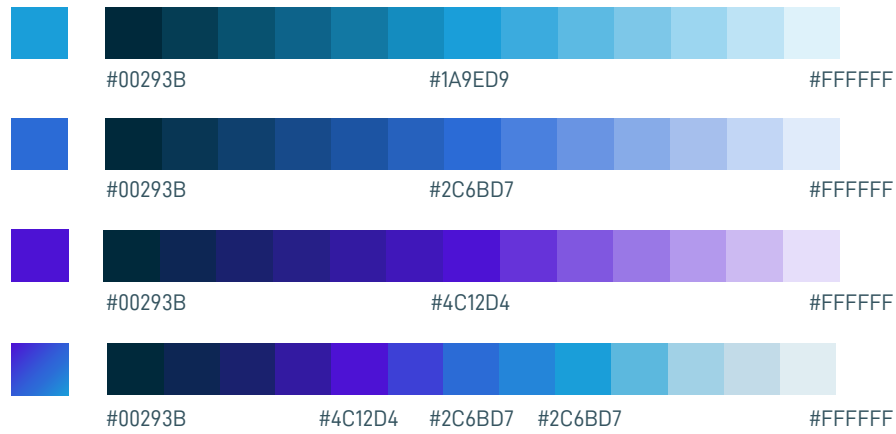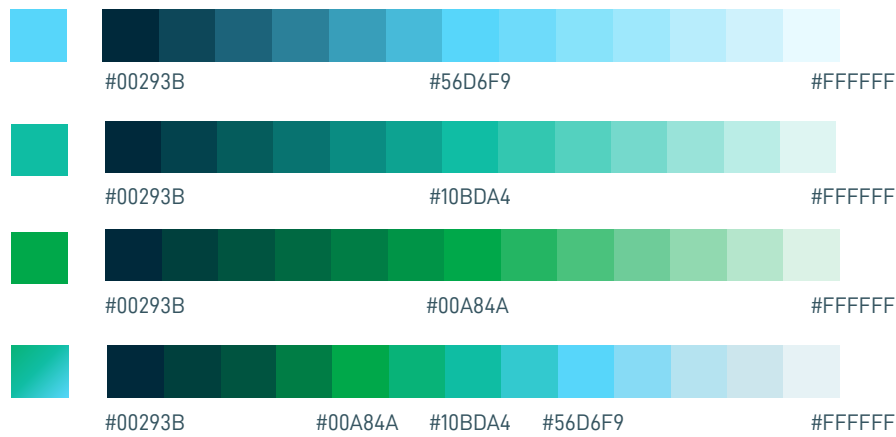
BUSINESS MANAGEMENT SCHEMES

#00293B   #F64535   #FFFFFF

#00293B   #FF832B   #FFFFFF

#00293B   #D21F2D   #FFFFFF

#00293B   #D21F2D   #FF832B   #FFFFFF

#00293B   #1A9ED9   #FFFFFF

#00293B   #56D6F9   #FFFFFF

#00293B   #FFFFFF

#00293B   #1A9ED9   #56D6F9   #FFFFFF
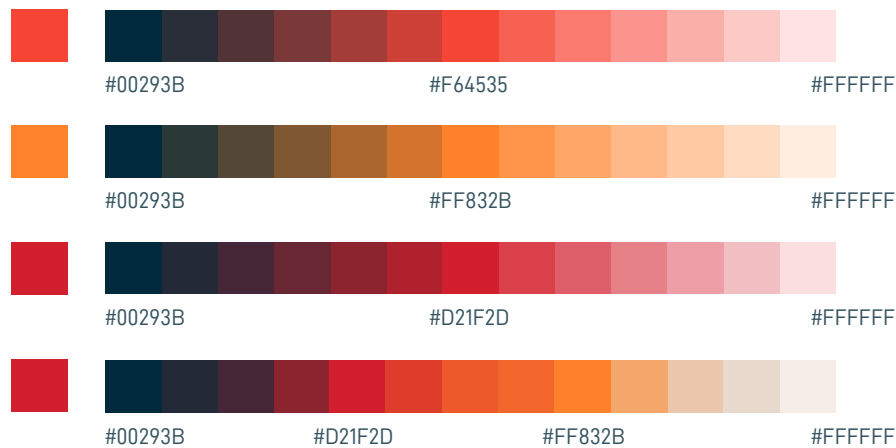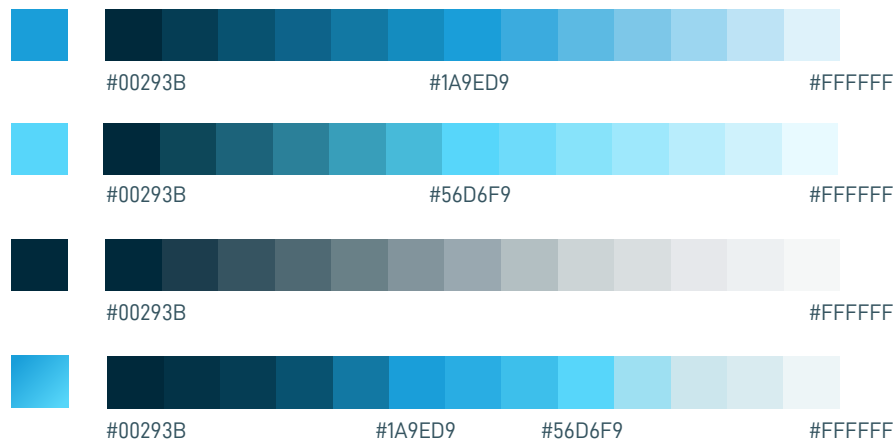
Color as a focus

When telling a story that requires one data point to be highlighted, use grayscale and Datto Blue to highlight a datapoint. Using a colored element among gray elements makes the focus of the chart clear to the reader.

Label 1
Label 2
Label 3

Datto Brand Pillar Guidelines

If your data spans product pillars, but differentiating by pillar is key to telling your story, refer to the pillar specific color scheme. For example, on stacked bar graphs where categories are organized by product. Here's a breakdown of the pillar brand structure, colors and gradients.
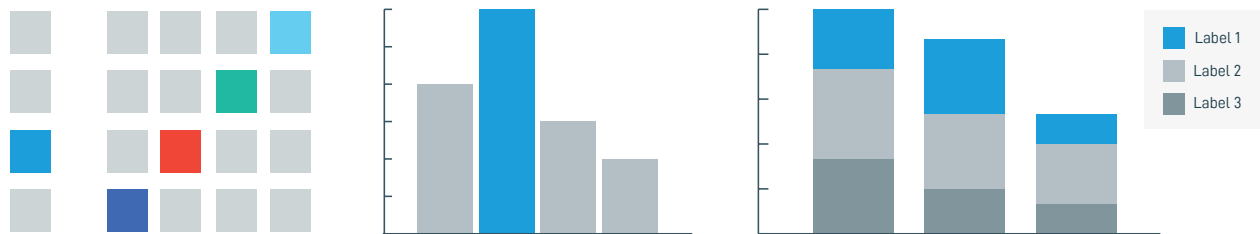
Our brand is structured into 5 pillars: Corporate, Unified Continuity, Networking, Business Management, and File Sync and Share. Each pillar has a gradient with 2-3 focus colors. Datto Blue is used across pillars as an accent in illustrations, text styles, or in this case, data visualizations. The corporate pillar is used when the content speaks to products across pillars, or speaks to broad company projects. The previous color schemes displayed use our pillar colors and have been pre-set for you, but when in doubt, reference the guidelines below.

CORPORATE

SEAFOAM
#30DAC1

DATTO BLUE
#199ED9

MED BLUE
#2C6BD7

UNIFIED CONTINUITY

DATTO BLUE
#199ED9

MED BLUE
#2C6BD7

EGGPLANT
#4C12D4

NETWORKING

LIGHT BLUE
#56D6F9

TEAL
#10BDA4

GREEN
#00A84A

BUSINESS MANAGEMENT

ORANGE
#FF832B

RED ORANGE
#F64535

RED
#D21F2D

FILE SYNC & SHARE

LIGHT BLUE
#56D6F9

DATTO BLUE
#199ED9

GREYSCALE

MIDNIGHT
#002A3A

90%
#1C3E4C

80%
#355460

70%
#4E6973

60%
#687F88

50%
#81949B

30%
#B3BEC3

20%
#CDD4D7

10%
#D9DFE1

5%
#E5E9EB

Table Styles

When displaying larger data sets than are recommended for visual graphs, tables should be used. These graph styles should be used for product specifications and data retrieved from studies or surveys. Tables should be created using Datto Din, or Arial as a backup option. Editable tables are that are shared should use Arial as an alternate font.

Title: The table title should be in Datto Din Bold, in title case. The color should be Midnight (#002939) or Black(#000000).

Table Header rows/columns: The header row/table should use white (#ffffff) text in a cell filled with Datto Blue (#199ed9), or text in Midnight (#002939)/Black(#000000) over white (#ffffff) with a 1pt bottom border in Datto Blue (#199ed9). Text in the header rows should be in title case and bold. Measurement units or other labels should be noted.

Content Rows: Rows within table should be white (#ffffff) with light grey (#231f20) grid lines at 0.5pt width. The text should use Midnight (#002939) or Black(#000000) and not bolded.

Alignment: Titles should be centered over the table. Text in content rows/columns can be centered or aligned right (for data using decimal points, right-align so that decimal points line up per column).

Table Title

Label	Label	Label
Data	Data	Data
Data	Data	Data
Data	Data	Data

Table Title

Label	Data	Data	Data
Label	Data	Data	Data
Label	Data	Data	Data
Label	Data	Data	Data

Table Title

Label	Label	Label
Data	Data	Data
Data	Data	Data
Data	Data	Data

Questions?

For more information on data visualization guidelines, please reach out to Creative Services on Slack #creative

Updated: May 2020