



The Economist maps styleguide

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Text styles

City town	Econ sans cnd light 7pt	
Capital city	Econ sans cnd reg 7pt	
NATION	Econ sans cnd reg 6.5pt UPPER CASE	
N A T I O N F O C U S	Econ sans cnd bold 9pt (tracked to 400)	
Area / feature	Area / feature 2	Econ sans cnd med 6.5pt
Area / feature Focus	Area / feature Focus 2	Econ sans cnd med 7pt
Province	Province	Econ sans cnd light 6.5pt
Province Focus	Province Focus	Econ sans cnd reg 7pt
River	Econ sans cnd italic 6.5pt	
Sea bay lake	Econ sans cnd light italic 6.5pt	
OCEAN	Econ sans cnd light 6.5pt UPPER CASE	
Road	Econ sans cnd med 6.5pt	
Scale Source	Scale on sea Source on sea	Econ sans cnd light 6.5pt
Key title Key sub title	Econ sans cnd med 7.5pt Econ sans cnd reg 7pt	
Highlight box Highlight box	Highlight box Highlight box	Econ sans cnd med 8pt

LOCATION MAPS

sea

land fill

focus 1

focus 2

focus 3

focus 4

focus highlight 1

focus highlight 2

focus highlight 3

focus highlight 4

focus highlight 5

focus highlight 6

focus highlight 7

focus highlight 8

DATA MAP

sea

land fill

focus colour 2

WHITE BKGD MAP

no sea

land fill

focus colour 1

focus colour 2

Lines and objects

LINES

national border

0.75pt / solid / WHITE

regional border

0.5pt / dashed 3pt,1pt / WHITE

area border

1pt / dashed 0pt,2pt / WHITE

disputed area border

0.75pt / dashed 0pt,2pt / c20 m0 y0 k80

River

0.5pt / solid / c67 m0 y18 k0

Lake

STROKE 0.3pt / c67 y18 FILL c12

Road

2pt / solid / WHITE/ 50% opacity

Coastline (if required)

0.5pt / solid / c24 m189 y27 k15

naval boundaries

0.5pt / dashed 0pt,2pt / c82 m0 y18 k8

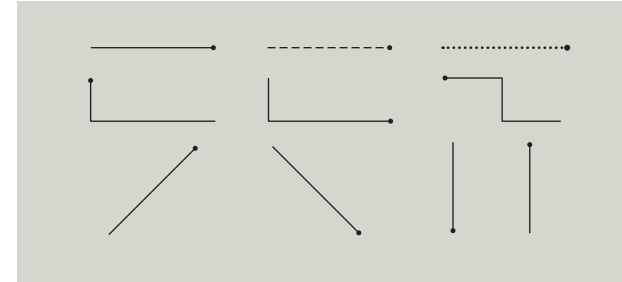
Scale line

0.5pt / Solid / arrow 27, 100% / k75

Key box

0.5pt / Align to inside / c30 k50

LABEL LINES



0.5pt / solid / BLACK / arrowhead 21

label at using right angle / vertical / horizontal lines or if necessary using 45° lines

ARROWS



0.5pt / solid / BLACK / arrowhead 7

ICONS

- **City/town spot**
3pt circle / BLACK fill
WHITE 0.5pt stroke, aligned to outside
- **Capital city**
3.5pt square / BLACK fill /
WHITE 0.5pt stroke, aligned to outside

✈️ Airport ✈️ Airbase

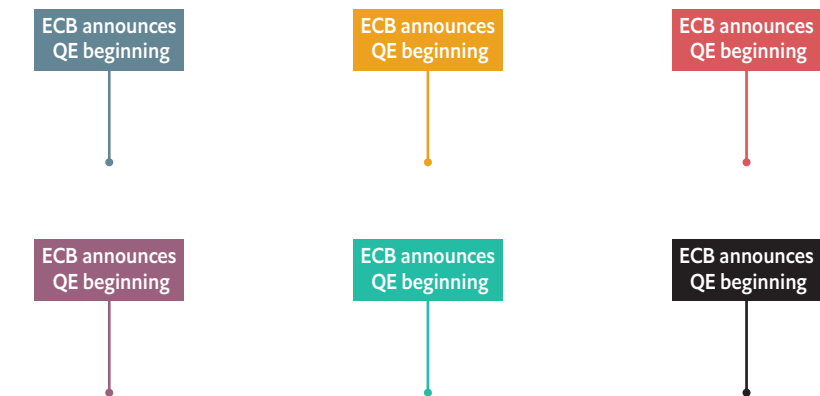
HIGHLIGHT BLOCKS

1 line text **ECB announces QE**] 12pt height / 6pt horizontal padding

2 line text **ECB announces QE beginning**] 23pt height / 6pt horizontal padding

3 line text **European Central Bank announces QE programme**] 34pt height / 8pt horizontal padding

Labels over 3 lines should go in a key



Colour palette

STANDARD

SEA	LAND	LAND TEXT	SEA TEXT	RIVER TEXT
C8 M0 Y0 K0	C12 M7 Y15 K5	C40 M30 Y45 K25	C67 M0 Y18 K0	C82 M0 Y18 K8

FOCUS COLOURS

Use for highlighting / differentiating countries and geographical areas

	1	2	3	4	TEXT	
SET 1						
	C38 M3 Y25 K0	C50 M4 Y33 K0	C63.5 M14.5 Y44 K12.5	C77 M25 Y55 K25	C80 M25 Y50 K50	
SET 2						
	C7 M18 Y42 K0	C9.6 M24 Y56 K0	C12 M30 Y70 K0	C6 M40 Y100 K0	C0 M50 Y90 K15	C0 M70 Y90 K35
SET 3						
	C0 M22 Y20 K3	C0 M35 Y35 K5	C0 M50 Y42.5 K22.5	C0 M65 Y50 K40	C12 M80 Y60 K0	C0 M70 Y50 K60

HIGHLIGHT COLOURS

Use for pulling out important details and non-geographic areas

C90 M50 Y15 K5	C6 M40 Y100 K0	C12 M80 Y60 K0	C33 M13 Y95 K2	C40 M70 Y30 K6	C70 M0 Y45 K0

NEUTRAL

DATA-LED MAP

SEA	LAND	FOCUS	TEXT
C8 M0 Y0 K0	C12 M7 Y15 K5	C8.4 M4.9 Y10.5 K3.5	C40 M30 Y45 K25

WHITE BACKGROUND

LAND	FOCUS 1	FOCUS 2
C8.4 M4.9 Y10.5 K3.5	C12 M7 Y15 K5	C16 M10 Y20 K7

GREY PALETTE

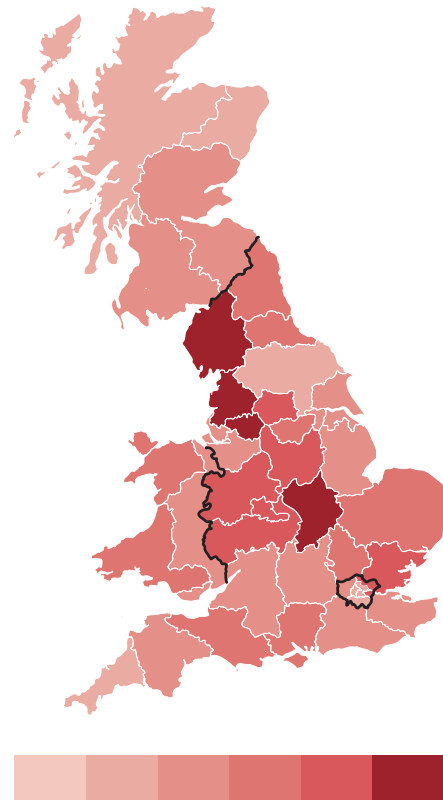
C4 M Y K8	C6 M Y K12	C15 M Y K25	C30 M Y K50	C20 M Y K80

BLACK PALETTE

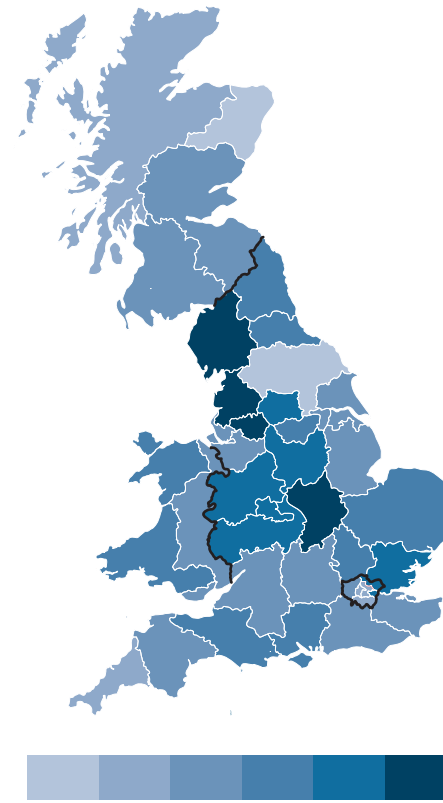
C M Y K25	C M Y K50	C M Y K75	C M Y K100

Colour scales

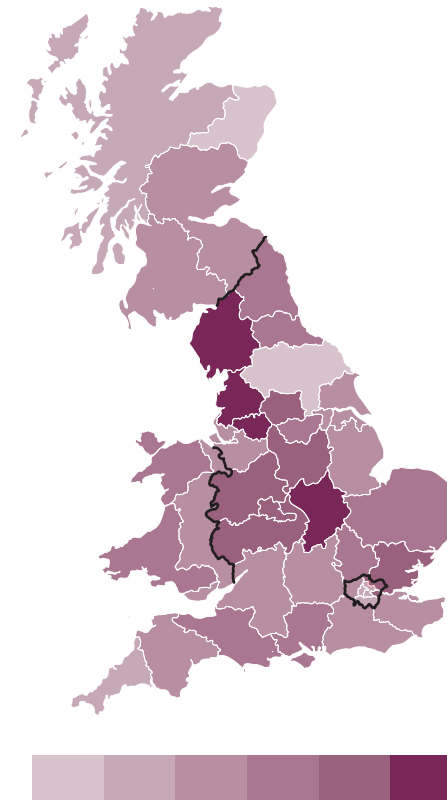
RED



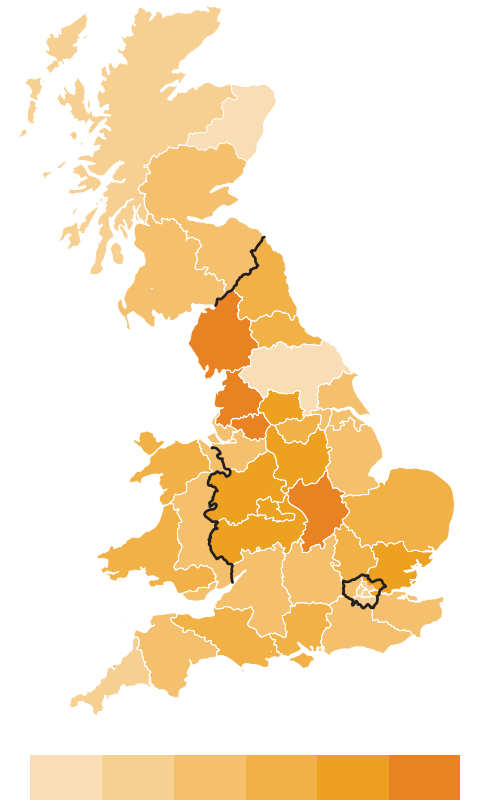
BLUE



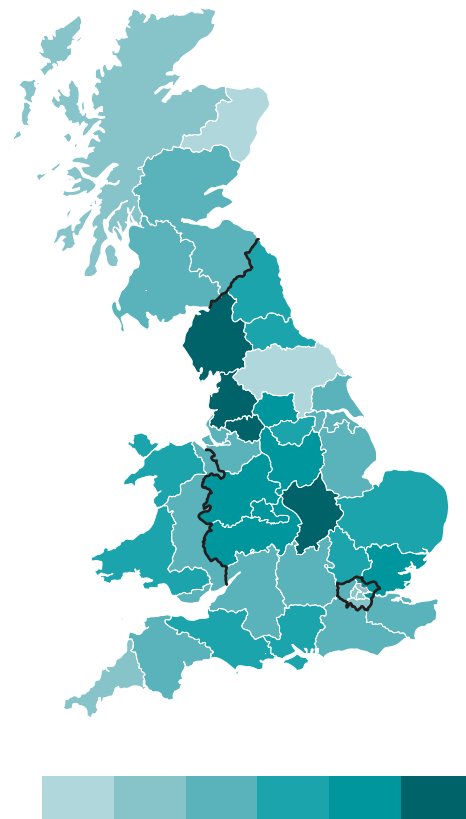
PURPLE



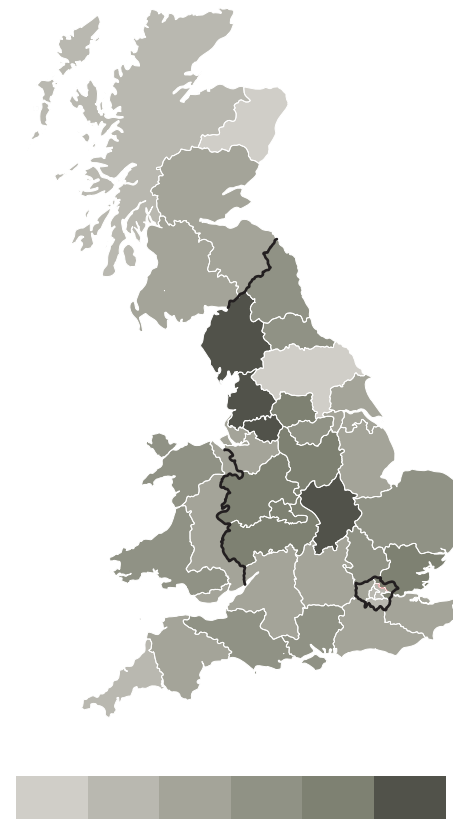
YELLOW



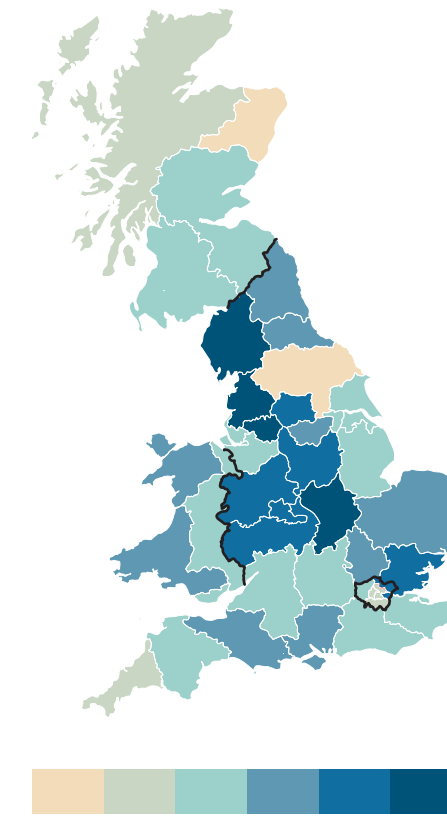
GREEN



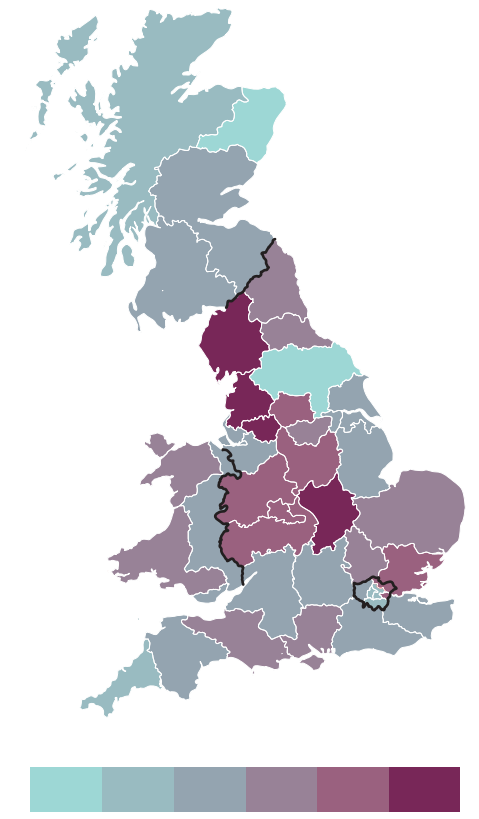
STONE



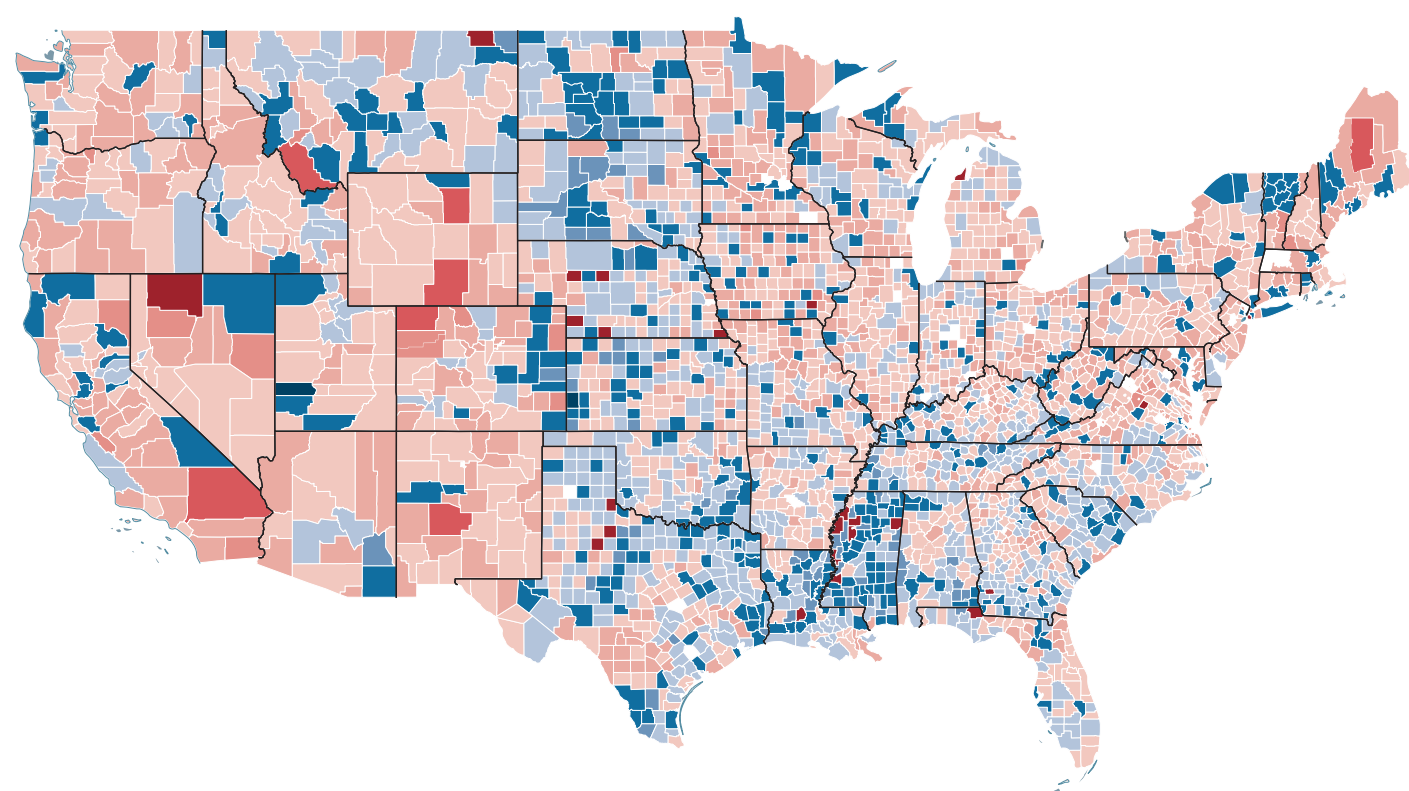
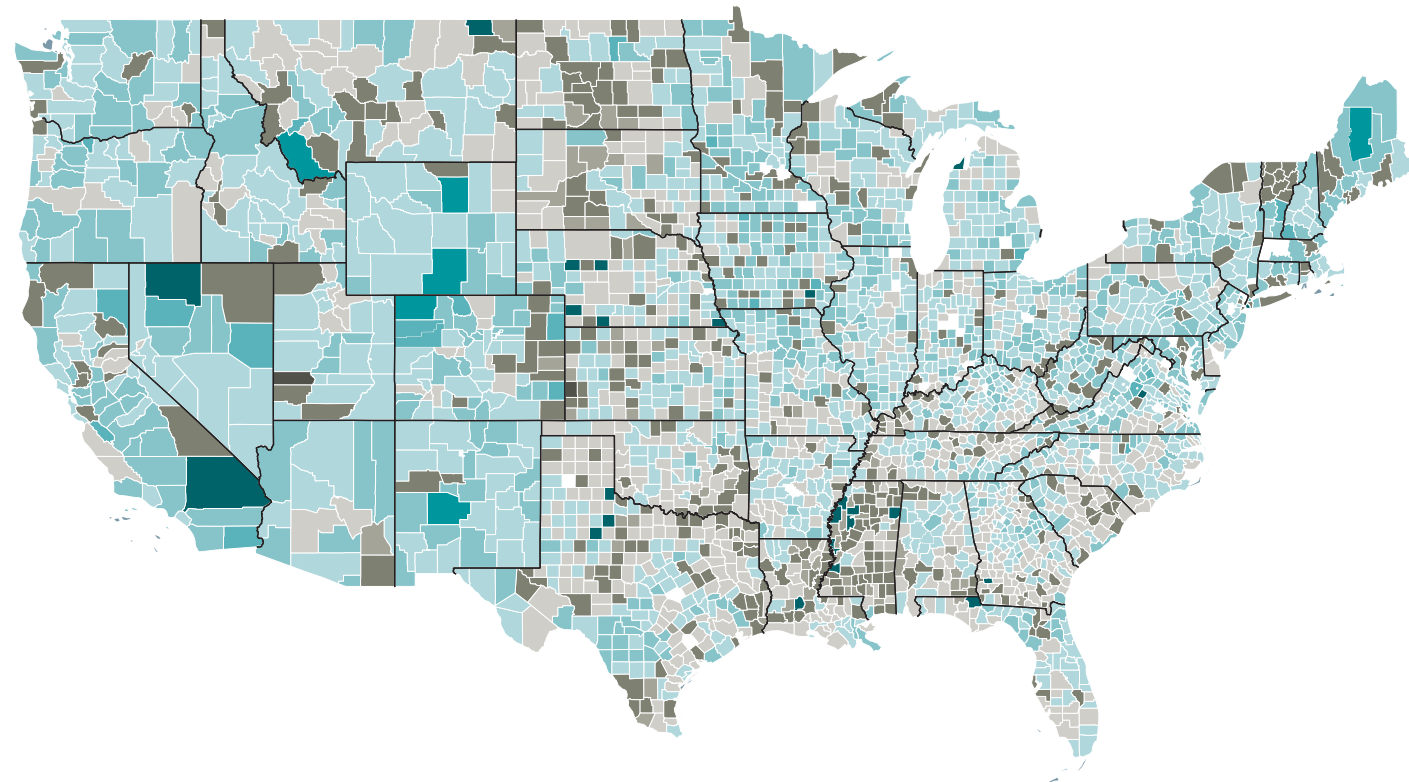
YELLOW-BLUE



GREEN-PURPLE



Colour scale combinations



Locator squares

Standard size

50 x 35pt
portrait or landscape



EUROPE



MID EAST



CHINA



ASIA PACIFIC



N AMERICA



AFRICA



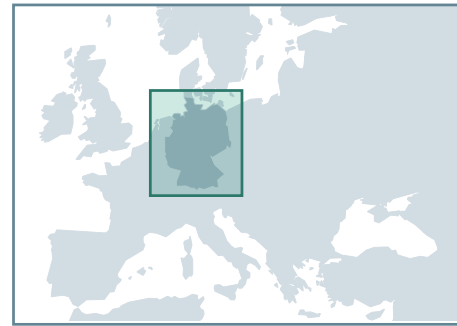
AMERICAS



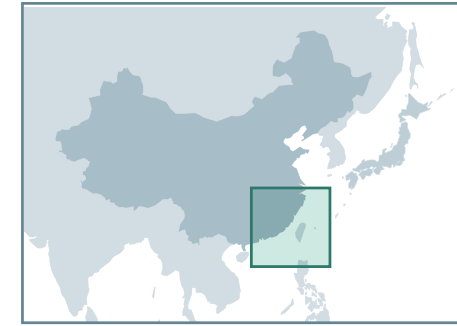
Standard crops

Adjust as required for specifics of story

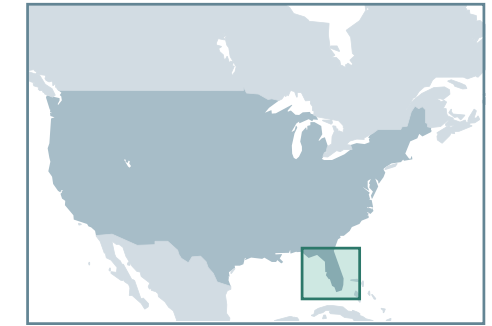
EUROPE



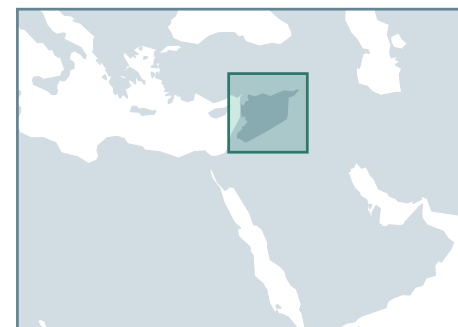
CHINA



N AMERICA



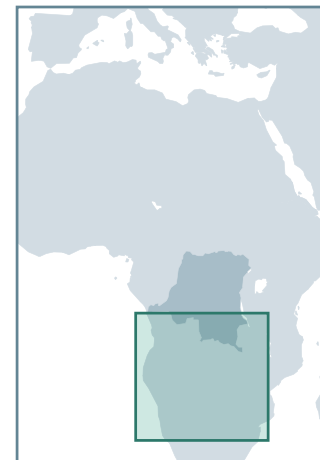
MID EAST



ASIA PACIFIC



AFRICA



AMERICAS



map fill c6 k12

highlight country c15 k25

Box stroke c30 k50, 0.3pt

Highlight box

Box stroke FOCUS 1.4, 0.3pt

Box fill FOCUS 1.1, 50% multiply

For maps where sub-national labelling is important, cut-out country locator can be used



NOTE
Don't highlight country on locators showing Kashmir region of India / Pakistan border

Standard locator

1 highlight region



Focus country with 2 highlight regions



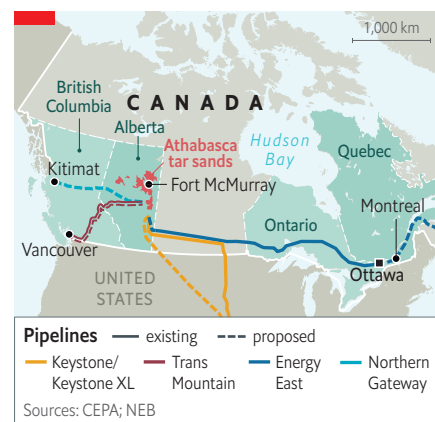
track country name out as appropriate to fill space



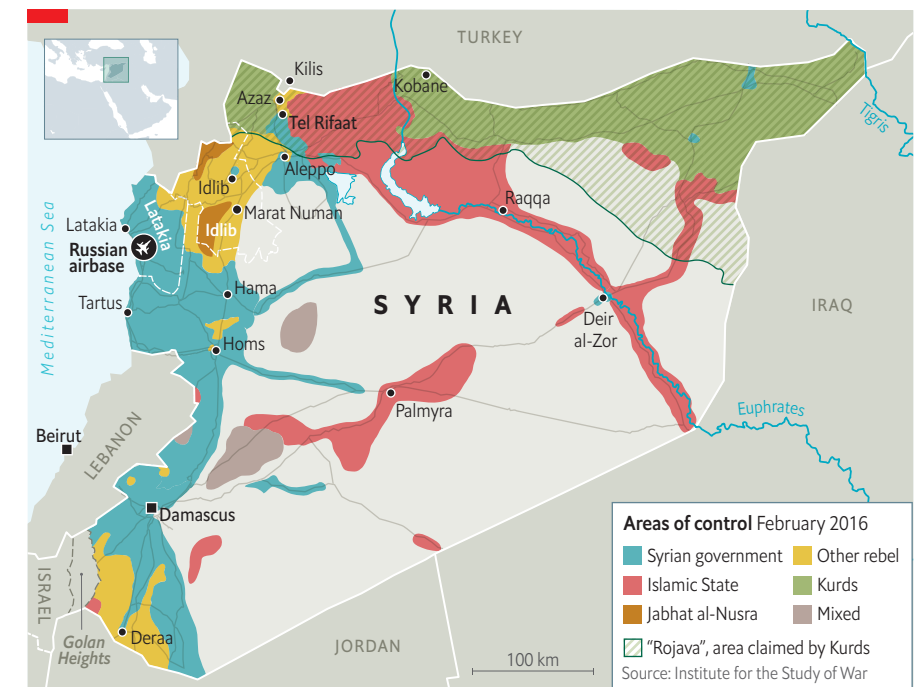
2 Focus countries with 2 highlight regions



LOCATOR MAP WITH DATA OVERLAY



Where just one variable is shown, label directly with highlight box instead of key



On zoomed-in maps where only a part of national border is visible, use Land text colour instead of white

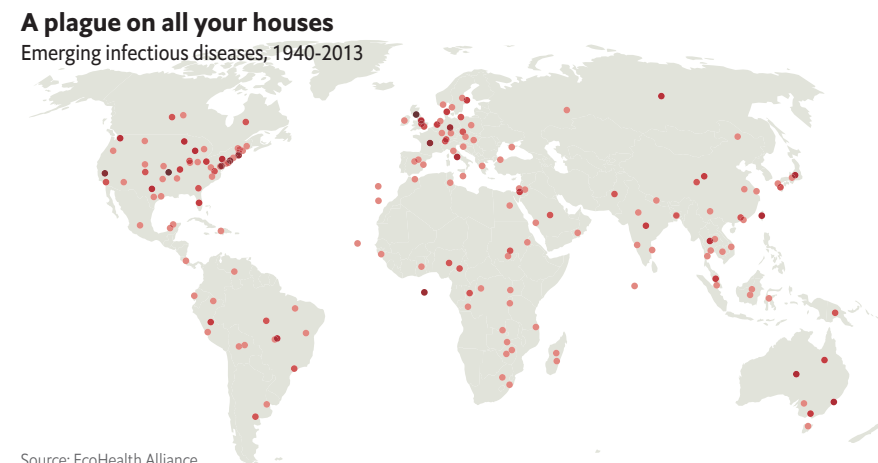
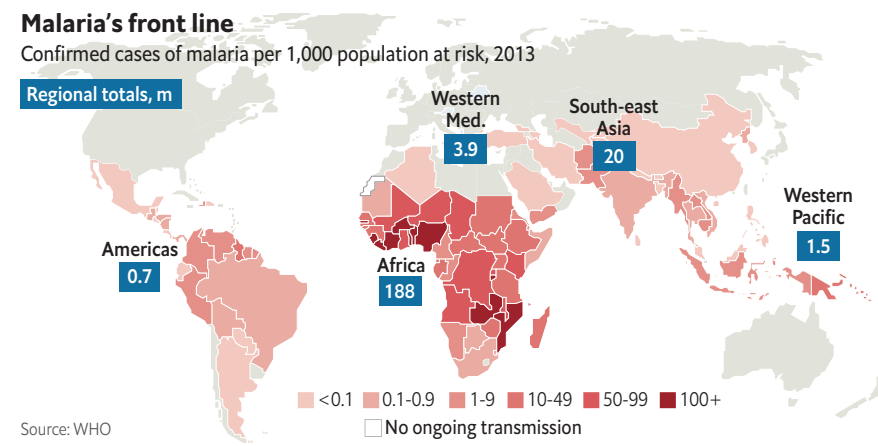


Lake outline colour and state labels knocked back to 70% tint to let the text breathe

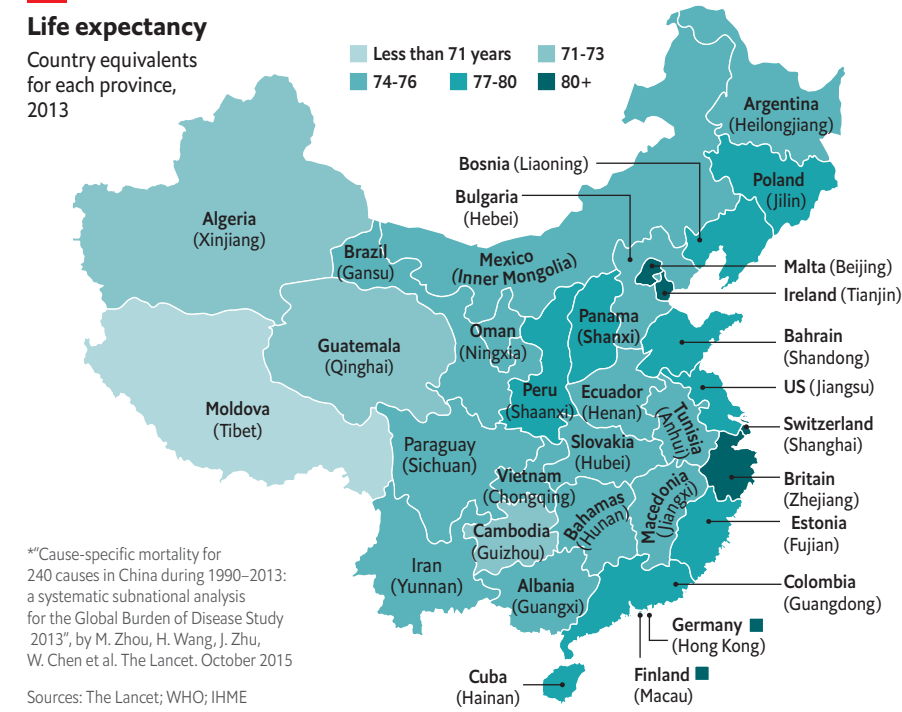
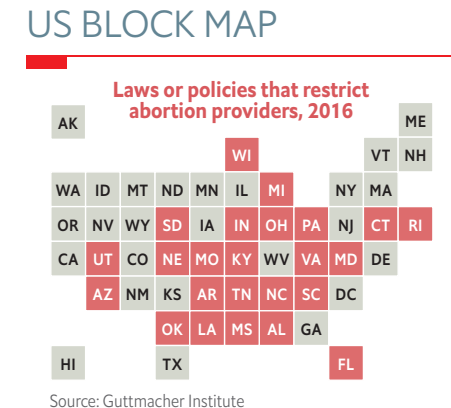
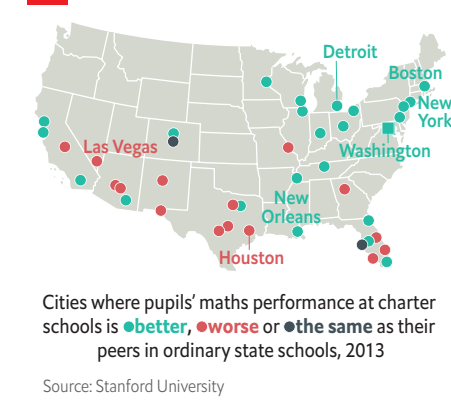
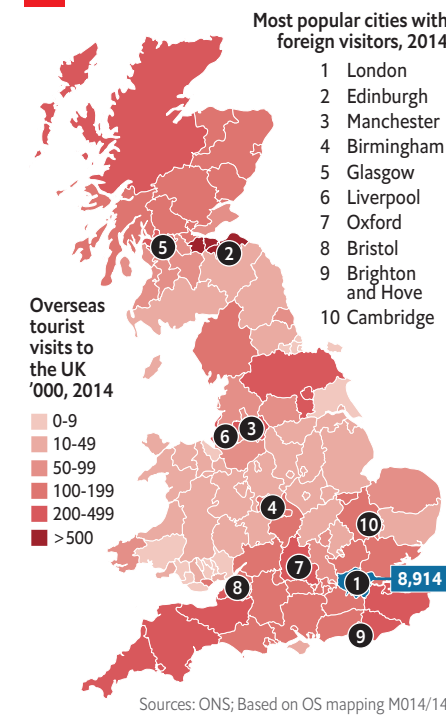


Cutout maps

For world maps, and data-led maps of single countries, use white background with red line



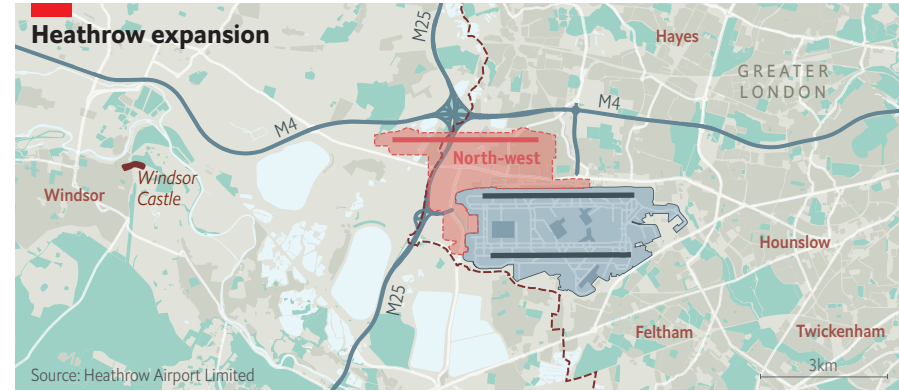
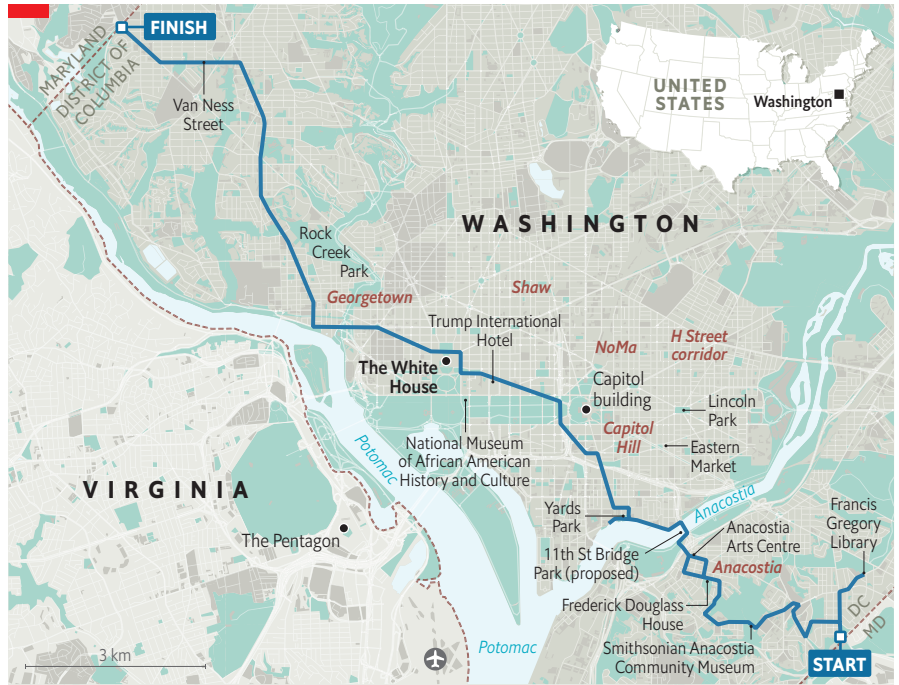
NOTE
If Kashmir region of India / Pakistan border cannot be obscured by labelling, remove country borders



⁴⁴Cause-specific mortality for 240 causes in China during 1990-2013: a systematic subnational analysis for the Global Burden of Disease Study 2013*, by M. Zhou, H. Wang, J. Zhu, W. Chen et al. The Lancet. October 2015

Street-level maps

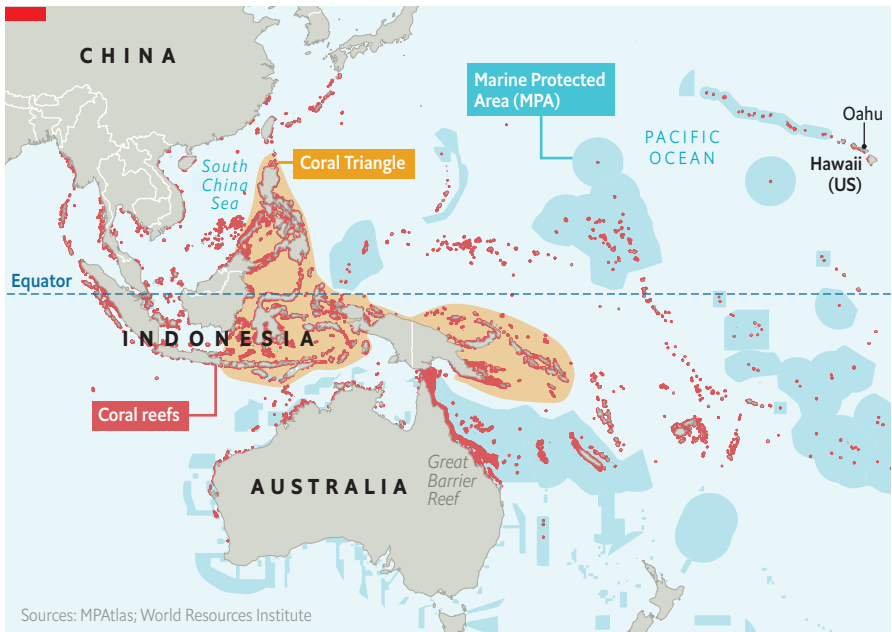
- rivers / sea
- background
- background highlight
- Detail 1
- Detail 2
- Detail green space
- Highlight elements
- Roads
- Regional borders



Coastline

For detailed maps where land areas need extra contrast, a subtle coastline can be added

Coastline
0.5pt / solid / c24 m18 y27 k15



Map projections

GENERAL GUIDELINES

For standard maps at country-level zoom, use either a mercator projection or a conical projection specific to the focus country.

For larger countries, countries above 60 degrees north latitude and continent-level views, use the specific conical projection for that view

WORLD MAP

USE: Robinson World Cylindrical



NORTH AMERICA

USE: North America Albers Equal Area Conic



BRITAIN

USE: OSGB 1936 / British National Grid



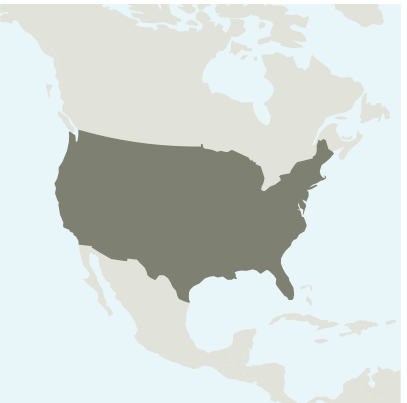
RUSSIA

USE: Asia North Lambert Conformal Conic



UNITED STATES

USE: USA contiguous Albers Equal Area Conic



EUROPE

USE: Europe Lambert Conformal Conic



CHINA

USE: Asia Lambert Conformal Conic



CANADA

USE: Canada Albers Equal Area Conic



SOUTH AMERICA

USE: South America Albers Equal Area Conic



AUSTRALIA

USE: GDA/Australian Albers

