**Creating Powerful Infographics**

Seven Super Tips

Story

*What’s the Big Idea?*

* Connect the dots to share your story.
* Help educate or inspire your target audience.
* Provide support and structure to your story.

Style

*A well-styled infographic is…*

* Visually appealing
* Balanced and consistent
* Digestible – bite size chunks of information
* Hierarchical – use size, color and images to make important information pop

Simplicity

*White space is your friend!*

* Stick to one style for images/graphics/photos.
* Be consistent and limit the number of fonts you use (try and use Helvetica or Museo).
* Restrict your color palette (use HDS colors) and the density of the graphic.
* Establish a flow and connection from section to section.

Size and Shape

*The size should fit the medium*

* Take into account viewability on tablets and mobile devices.
* Ideal horizontal width is 735 pixels – 5000 pixels high. If it’s too long you will lose attention.
* Use compressed JPEG images to reduce load-time.

Stats

*It’s not about the pie chart*

* 53% of the most-shared infographics do not actually contain data visualization.
* Stats should be current, topical, factual, helpful, and reliable.
* Infographic posts are shared more readily than traditional posts on Twitter, Linkedin and other social sites.

Source

*Give your infographic credibility*

* Use reputable sources.
* Confirm your facts.
* Confirm your facts again.

Sign and Share

*Optimize and spread the love*

* Include source info and URL.
* Don’t forget links to social accounts.
* Must include the proper Hitachi and Hitachi Data Systems logos.
* Get approval from HDS Brand Review before finalizing.

© Hitachi Data Systems Corporation 2014. All rights reserved. HITACHI is a trademark or registered trademark of Hitachi, Ltd.