Color:
The Map’s Best friend … or Enemy

ANDY SKINNER
• Why?
• Who?
• How?
• Where?
• How much?
• How many?
Is Color Absolutely Necessary?

WHY?
Is color absolutely necessary?

Protected Areas in Southern California
Is color absolutely necessary?

Protected Areas in Southern California
Is color absolutely necessary?

Protected Areas in Southern California
Is color absolutely necessary?

Protected Areas in Southern California
Who is the user, and how will they react?
Who is the user, and how will they react?

Kids color palette on the ‘colored pencil’ vector basemap.
Who is the user, and how will they react?

More subtle variations of the same palette on the Topographic basemap.

Kids color palette on the ‘Colored Pencil’ vector basemap.
Who is the user, and how will they react?

Geology of the United States
How is the map going to be delivered?
How is the map going to be delivered?

National Geographic
How is the map going to be delivered?
How is the map going to be delivered?

Geology of the United States
How is the map going to be delivered?

Geology of the United States
How is the map going to be delivered?

Predominant Population in the United States
Does it stand alone, or is it a part of something else?
Does it stand alone, or is it part of something else?

Rand McNally NASCAR Atlas

Daytona International Raceway
City of Long Beach Story Map

Does it stand alone, or is it part of something else?

OFFICIAL CITY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Blue</td>
<td>C: 70, M: 3, Y: 11, K: 0</td>
<td>#17B9D9</td>
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<tr>
<td>Medium Blue</td>
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<td>#136194</td>
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SECONDARY WEB COLORS

<table>
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<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
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<td>#010101</td>
</tr>
<tr>
<td>Gray</td>
<td>C: 0, M: 0, Y: 0, K: 51</td>
<td>#6C6C6C</td>
</tr>
</tbody>
</table>

IMPROVING OUR STREETS

IMPROVING OUR STREETS

The Fiscal Year 17 Measure A Residential Street Improvement Projects will primarily provide for slurry sealing of residential streets at various locations throughout the city.

A slurry seal is a layer of emulsified asphalt and is used to prevent erosion, improve ride quality, and extend the life of existing streets.
Do I need full color, or should I be selective?
Do I need full color, or should I be selective?

City of Portland
Traffic Fatalities & Serious Injuries, 2005-2014
Am I reaching all users?

WHAT MANY?
Am I reaching all users?

Geology of the United States …
Am I reaching Everyone?

... as seen by a user with color blindness

Geology of the United States ...
Color Blindness in the USA

Women make up about 51% of the population, and about 0.5% are color blind regardless of race.

For men, the breakdown is:
Around 5-6% of Caucasian men are color blind
3% of Hispanic
3% of Asian
2% of African

There are approximately 320 million in the USA, so...

Around 2.5% of people in the USA are color blind...

Or approximately 8 million...
Am I reaching Everyone?

http://colororacle.org/
http://colorbrewer2.org/

Color Oracle
Design for the Color Impaired

Color Oracle is a free color blindness simulator for Window, Mac and Linux. It takes the guesswork out of designing for color blindness by showing you in real time what people with common color vision impairments will see.

Color Oracle applies a full screen color filter to art you are designing—indeed, it works independently of the software in use. Eight percent of all males are affected by color vision impairment—make sure that your graphical work is readable by the widest possible audience.

Read this article for more information: Color Design for the Color Vision Impaired
Color
The Maps Best Friend ... or Enemy

- Why?
- Who?
- How?
- Where?
- How much?
- How many?
  - Is color absolutely necessary?
  - Who is my user, and how will they react?
  - How is the map going to be delivered?
  - Does it stand alone, or is it part of something else?
  - Do I need full color, or should I be selective?
  - Am I reaching all users?

Links

Color Brewer  http://colorbrewer2.org
Color Oracle   http://colororacle.org