

Your data, told so people feel it.

One look for every chart in your report. Same colors, same voice, one clear point each.

COLORS

Navy
#1F2A44 · text, lines

Gold
#C9A227 · the one thing to see

Slate
#6B7A99 · everything else

Cream
#F7F4EC · page

Stone
#D9D4C7 · rules, quiet dots

TYPE

Students who kept going came back
Source Serif 4 · headlines say the point, in plain words

Fewer missed days in the year after starting counseling, by sessions.
Source Sans 3 · labels, notes, sources

FOUR CHART MOVES

Bar
Gray the rest, gold the one.

Line
Mark the moment things changed.

Icon grid
Each desk is a student. Icons fit the story.

Callout
Say what it means.

BEFORE AND AFTER · SAME DATA

BEFORE

Default spreadsheet chart

Every bar shouts the same. The reader has to find the story.

Chronic Absenteeism Rate by Grade Level (2025-26)