

Mobile Design

REFERENCE GUIDE

- ☐ Dimensions 1200 x 2134px - 9:16 ratio suggested for main visualization.
- ☐ Minimum font size 21pt - Sources, footnotes
- ☐ Minimum font size 26pt - Blurbs
- ☐ Looser leading - 4pts or greater compared to font size
- ☐ Font choices - Sans serif recommended for body copy. Minimum Regular weight recommended
- ☐ Accessible color - Use accessible palettes when possible.

Fira Sans

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over.

1234567890

\$11.20.9%

Google
Fonts

Montserrat

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Google
Fonts

Poppins

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Google
Fonts

Barlow

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Google
Fonts

Inter

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Google
Fonts

Soleil

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1234567890

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Adobe
Fonts

Mission Gothic

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Lost Type
Co-Op

Color starter suggestions

Not sure where to start? Try some of these Visual Capitalist color-accessible favorites:

Magma



Inferno



Plasma



Viridis



Cividis



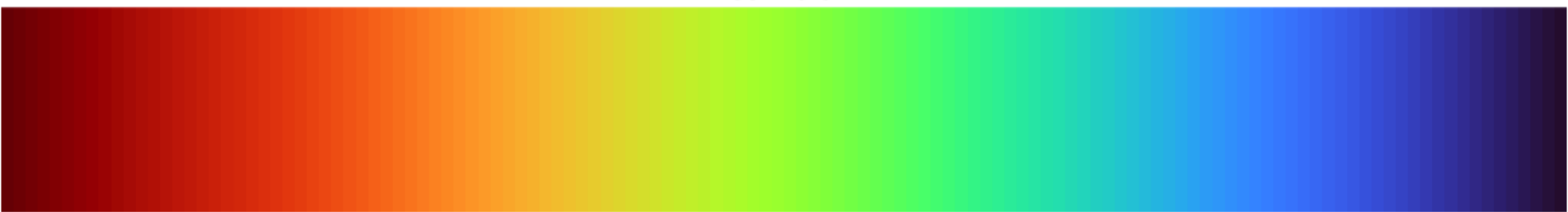
Rocket



Mako



Turbo



Recommended Safe Zone for Important Content
Keep visualizations within this zone when possible

Example Template

1200 x 2134PX

Height is flexible. Graphics can be taller up to 9,000 pixels.
Width should remain 1200px wide.

Add sources here.

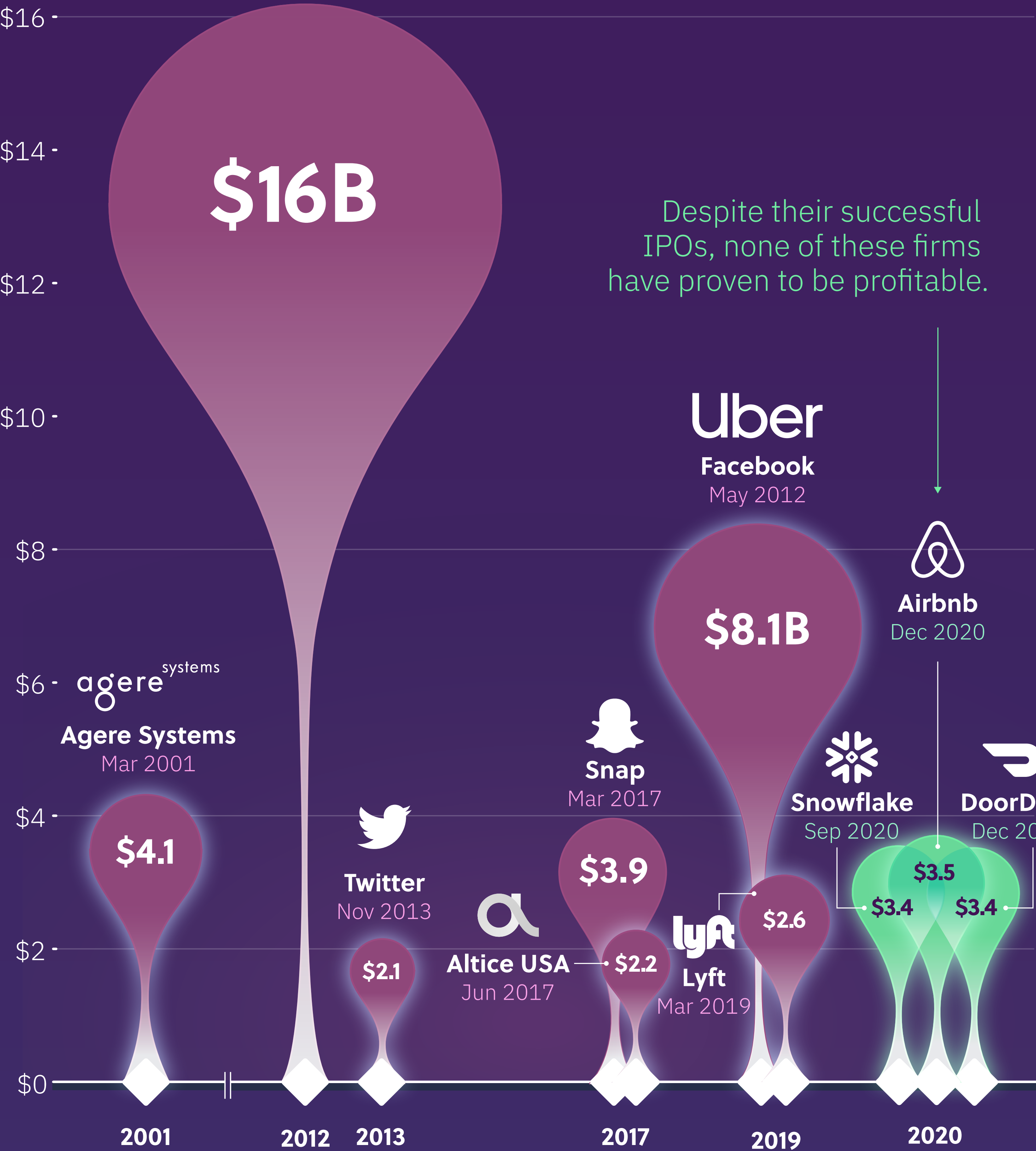
The 10 Largest U.S. Tech IPOs

2020 was a resounding year for tech IPOs, with Airbnb, DoorDash, and Snowflake all making their way into the top 10.

facebook

Amount Raised
(USD billions)

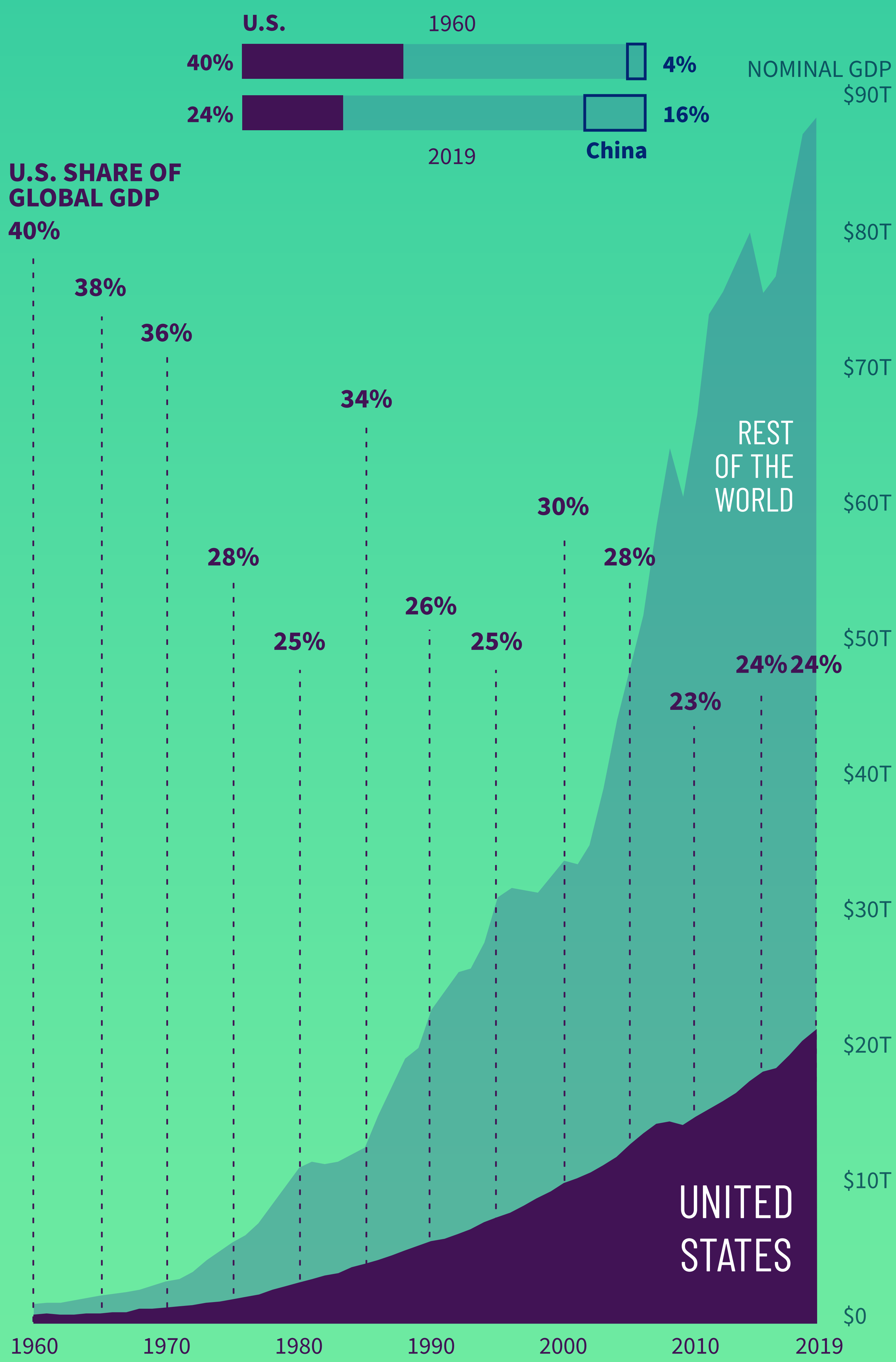
Facebook
May 2012



Sources: FactSet, Nasdaq

THE U.S. SHARE OF THE WORLD ECONOMY

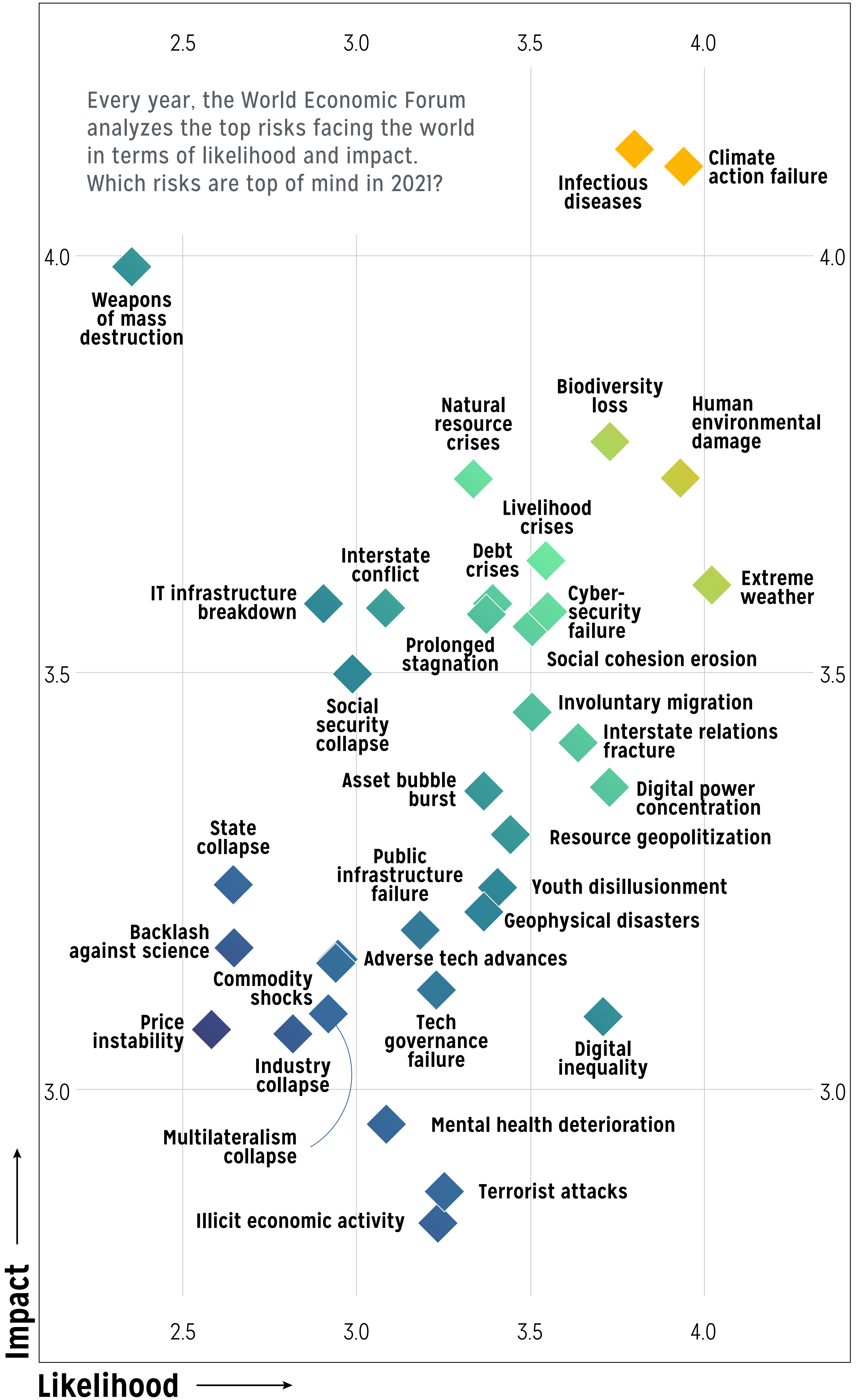
The American share of the pie was at its peak after WWII, and has been on a slow, uneven decline ever since



Nominal GDP figures are in current US\$. Source: The World Bank

2021 Global Risks Outlook

Every year, the World Economic Forum analyzes the top risks facing the world in terms of likelihood and impact. Which risks are top of mind in 2021?



People Living In Poverty

1990

Asian economies—and China in particular—have harnessed global trade for economic growth. Doing so has lifted 1.3 billion people out of poverty since 1990.

East Asia / Pacific
976.9M

Share of China's population living in poverty

1990
60%

2016
0.5%

◀ China joins the World Trade Organization (WTO) in December 2001.

South Asia
551.9M

2017
29.3M

159.0M

24.4M

Africa **283.8M**

430.8M

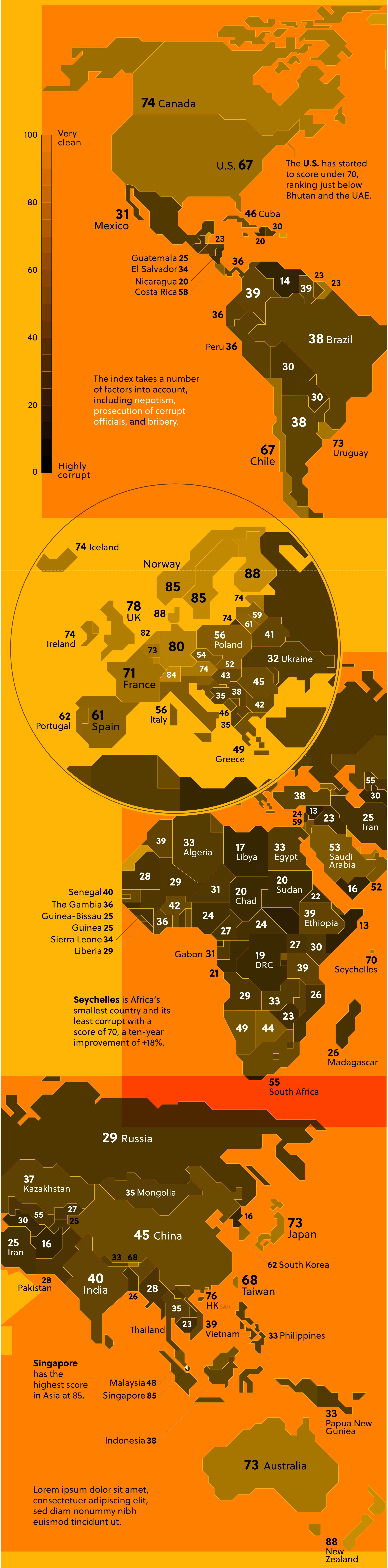
Latin America / Caribbean **66.3M**



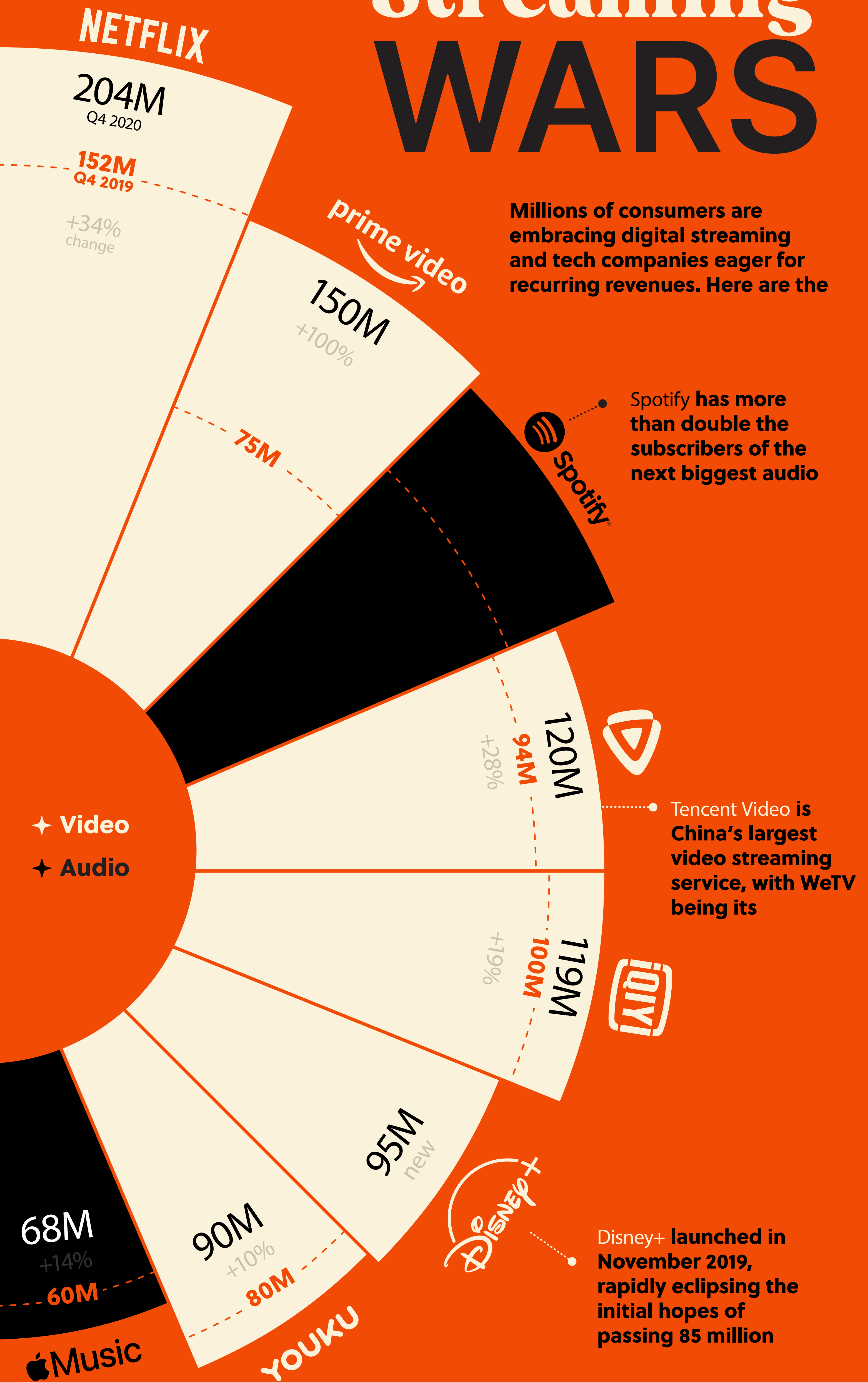
Based on a poverty line of \$1.90 USD/day
Source: World Bank (2020), Our World in Data (2020)

Corruption Perceptions Index 2021

The 2021 Corruption Perceptions Index by Transparency International measures the perceived levels of public sector corruption on a scale from zero to 100.



Streaming WARS

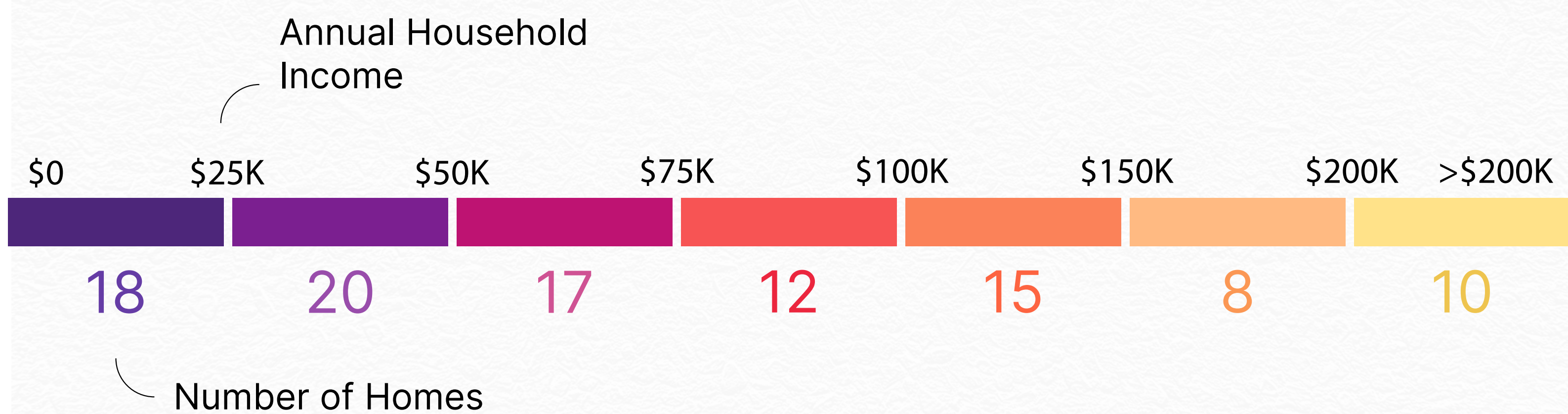


Sources: FIPP, Company Earnings Reports (as of Feb. 2021)



AMERICA'S HOUSEHOLD INCOME DISTRIBUTION

AS 100 HOMES



The official poverty line is \$26,496 for a family of four.

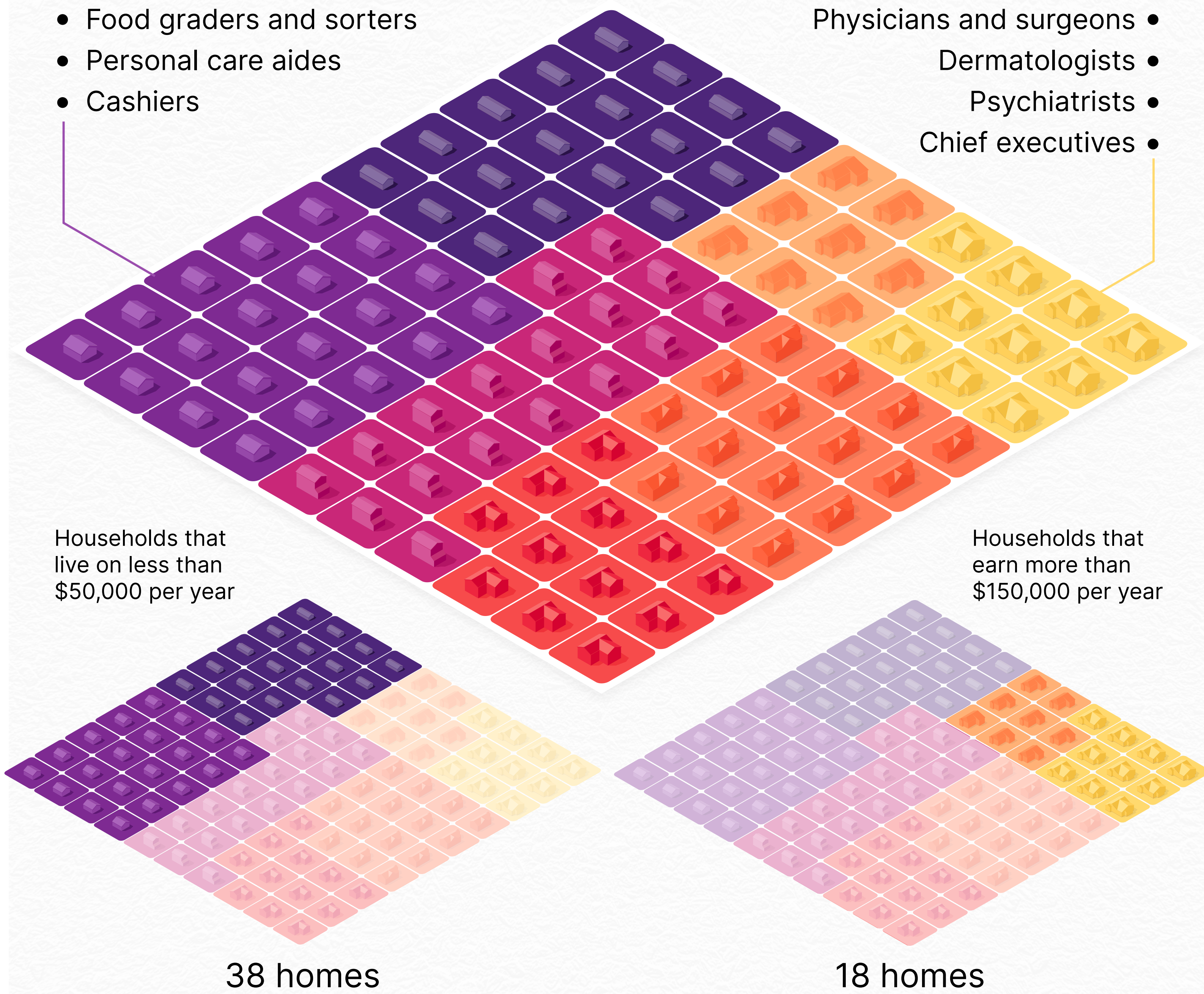
Who lives here?

- Food and beverage workers
- Food graders and sorters
- Personal care aides
- Cashiers

10 homes have a household income of over \$200K.

Who lives here?

- Dual income professionals
- Physicians and surgeons
- Dermatologists
- Psychiatrists
- Chief executives



Source: United States Census Bureau