

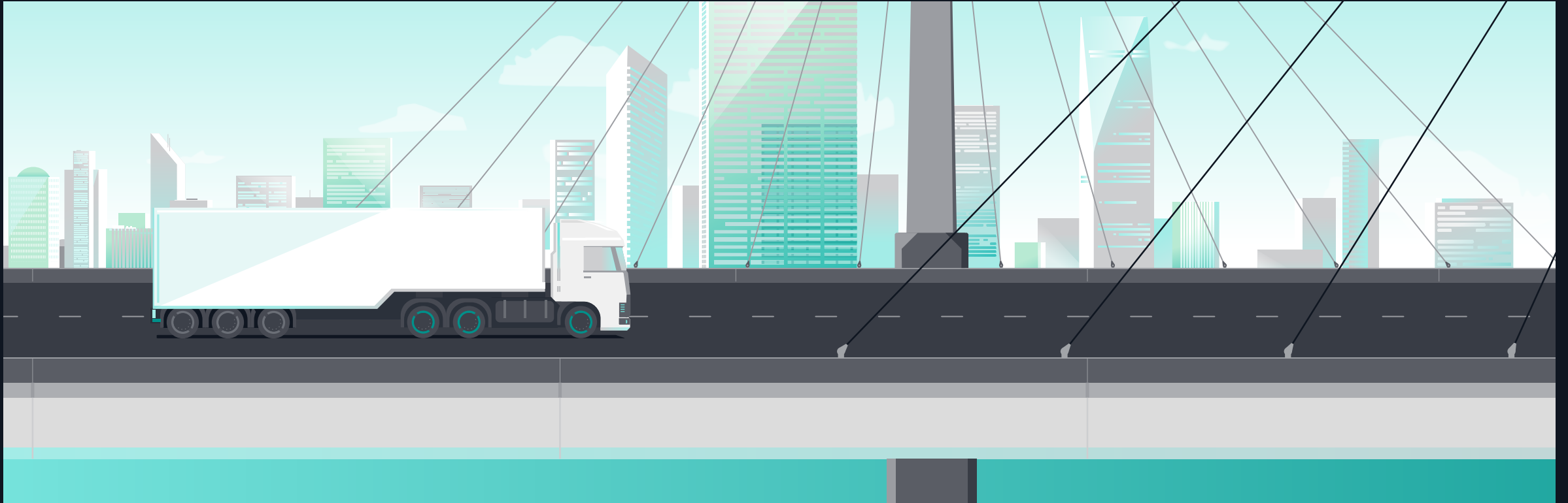
**Illustration.**

## 2D vs 3D

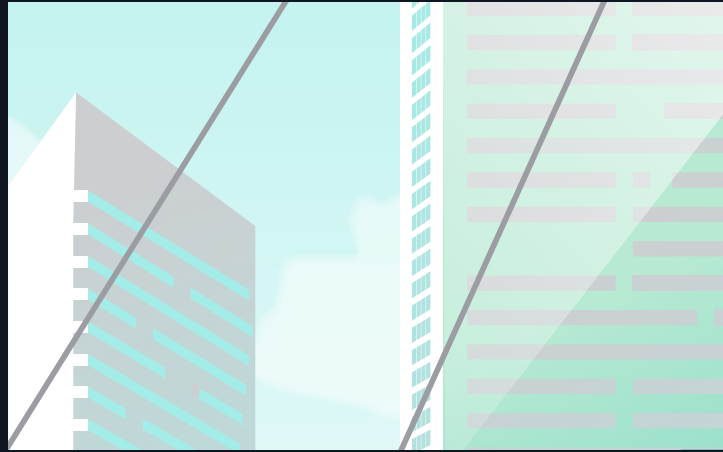
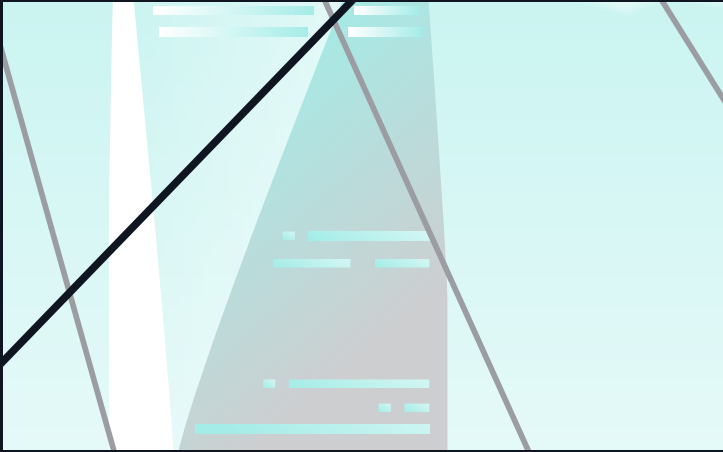


OPTION 1.  
2D look and feel

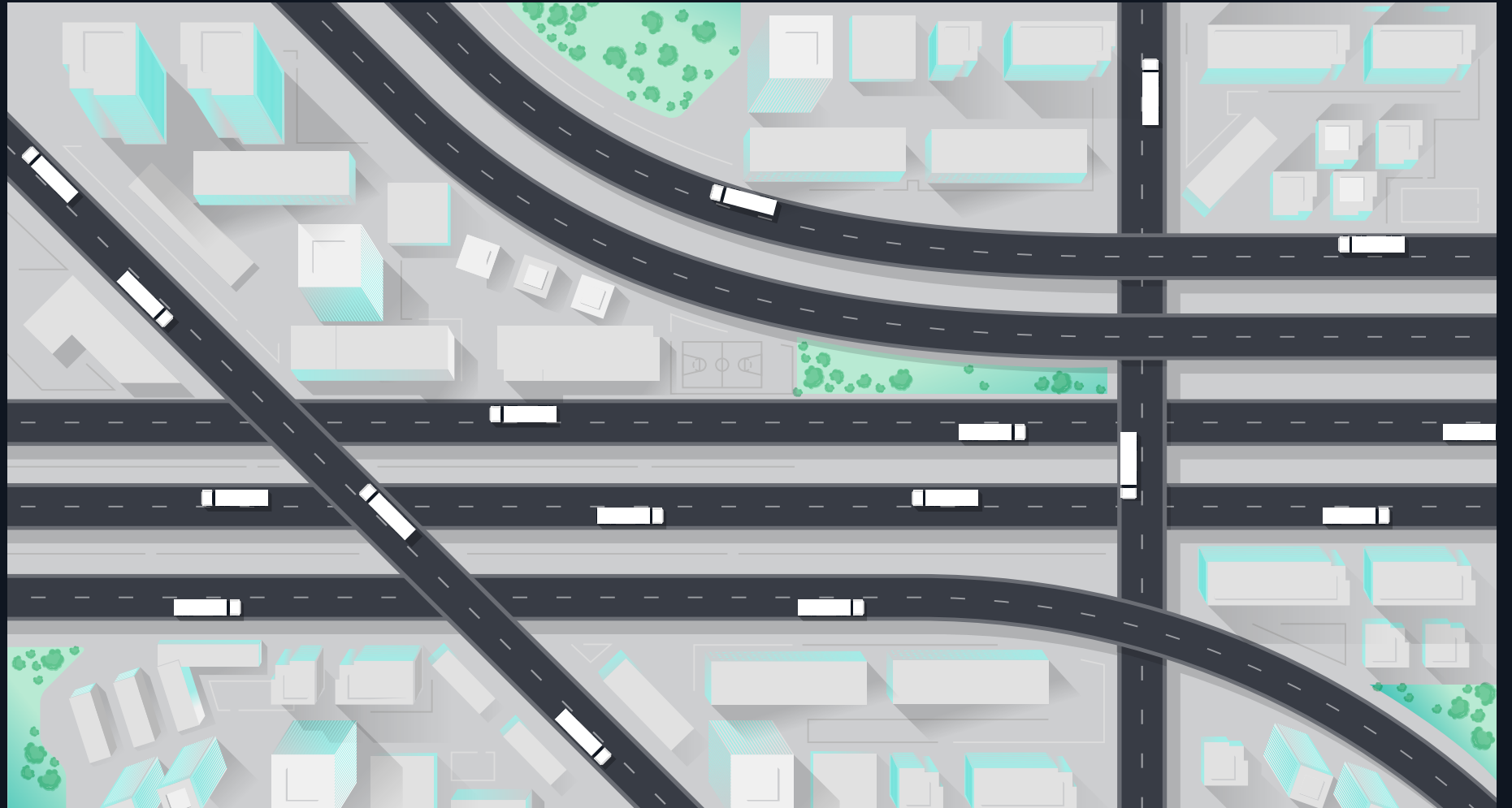
## Truck / city example (2D)



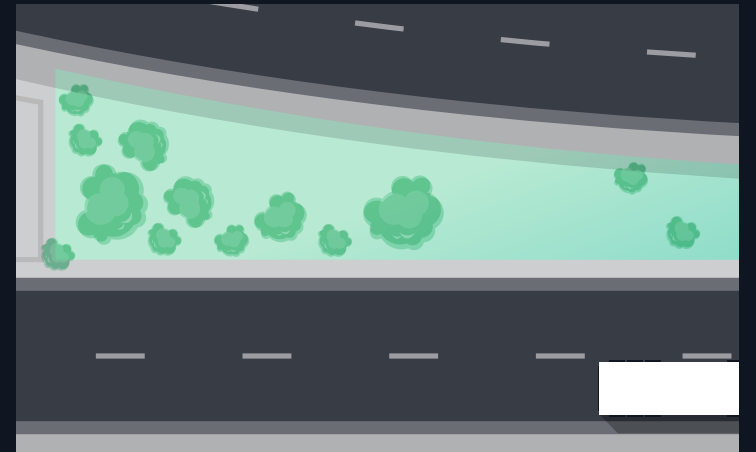
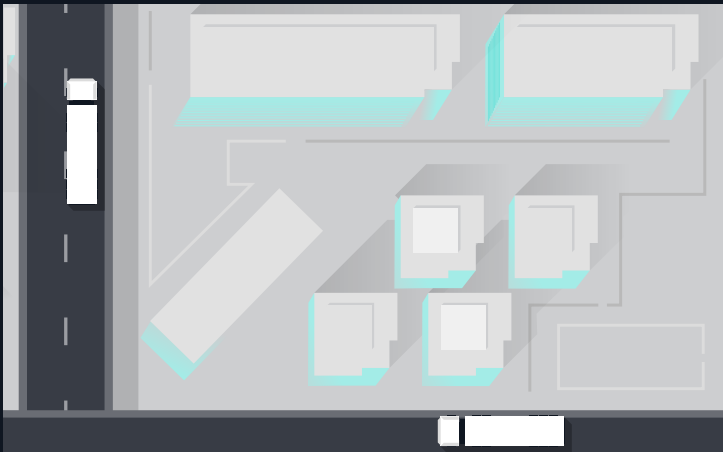
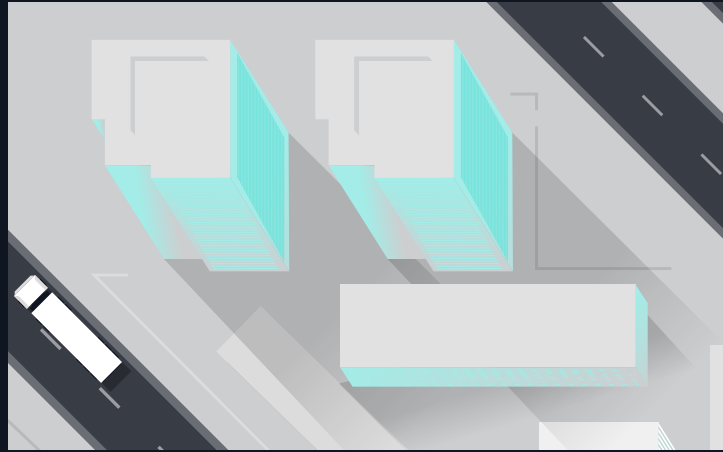
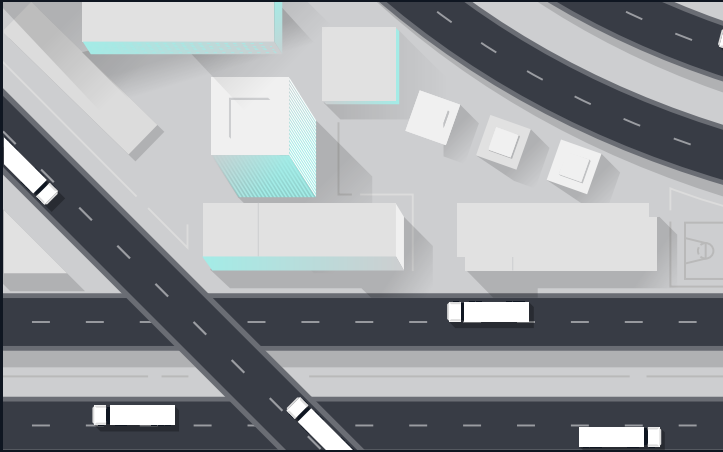
## Scene details showing line-work and gradients



# City overhead view



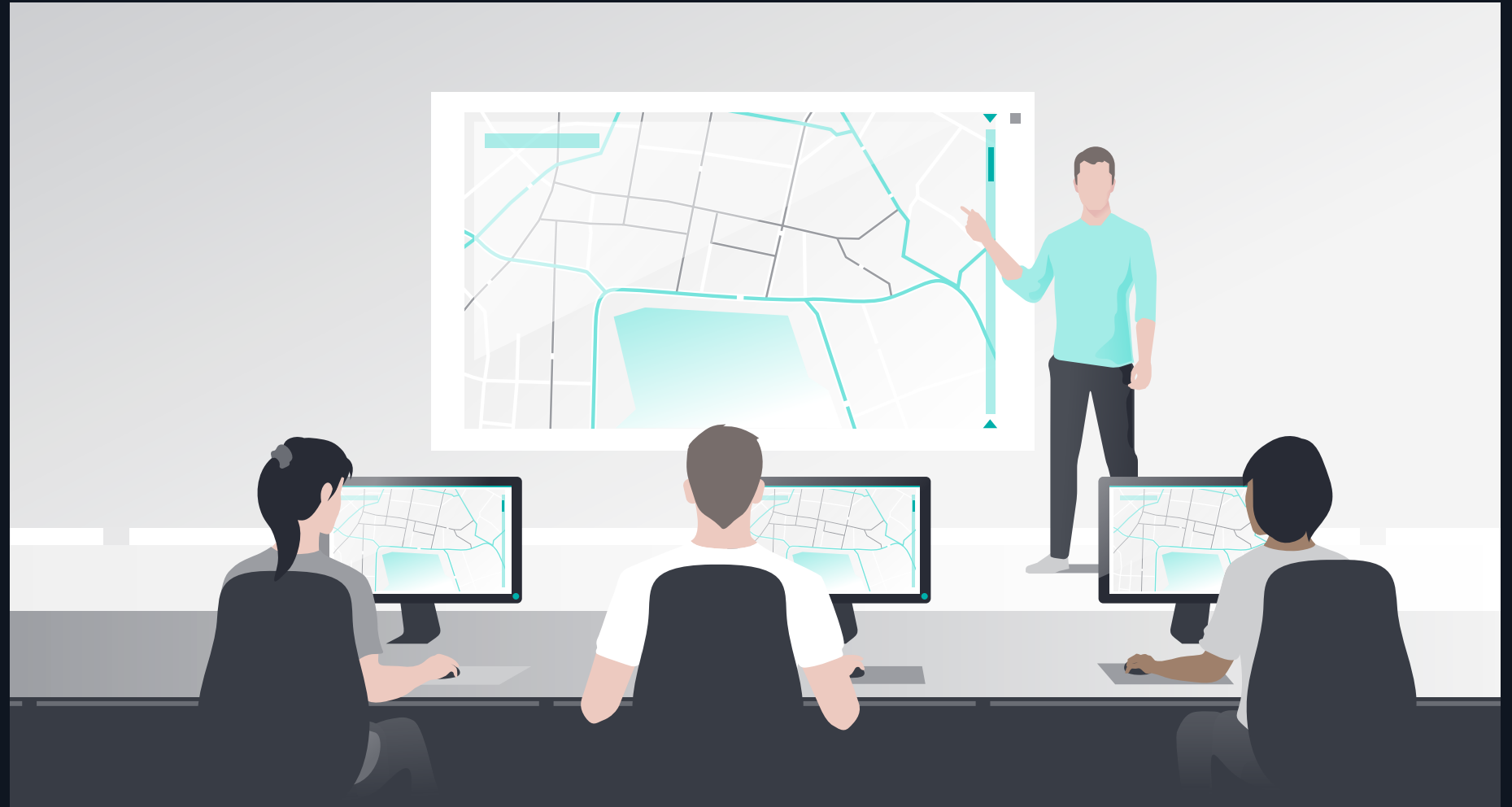
# Details showing linework and gradients



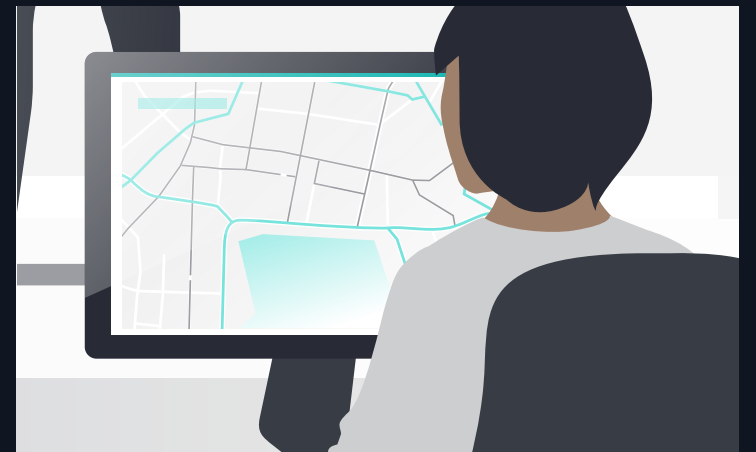
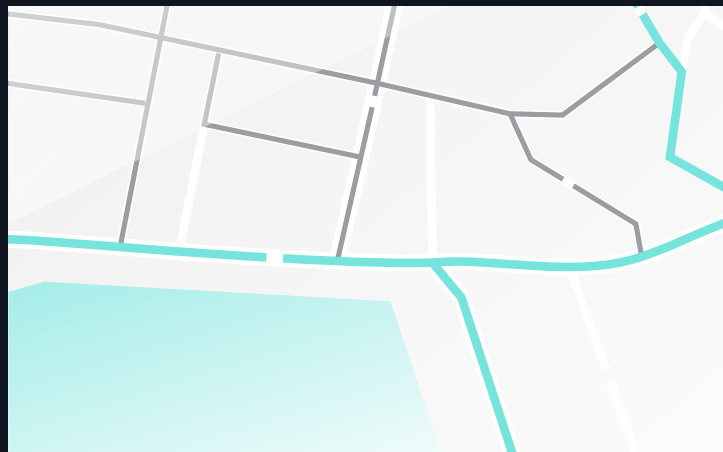
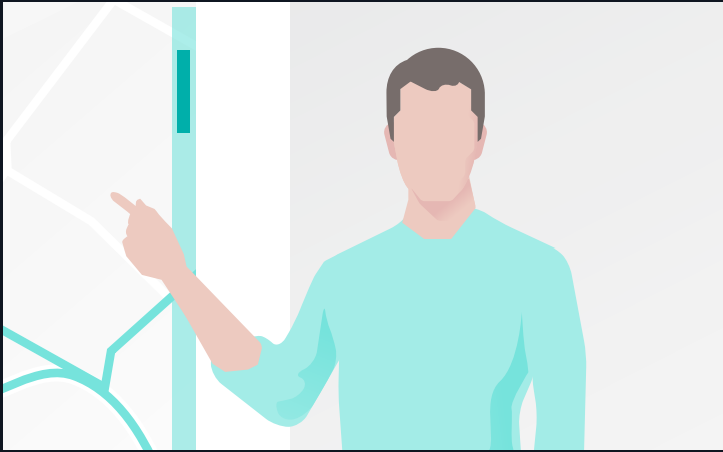
# People example.

## PEOPLE STYLE CHARACTERISTICS

- Realistic shapes (eg body & face)
- Flat forms
- real skin tones and hair
- No faces
- people are wearing modern clothes and have modern hairstyles



# Details





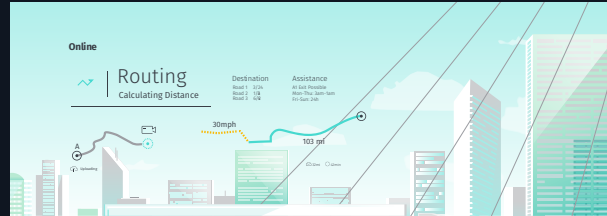
**Data overlay system.**  
Infographics.

# Data overlay system. Infographics. Box visibility hierarchy.

To ensure the visibility of the information, a box can be added underneath the infographic.

LEVEL 1

First option:  
Infographics on calm  
backgrounds stand  
directly on the image  
without a box.

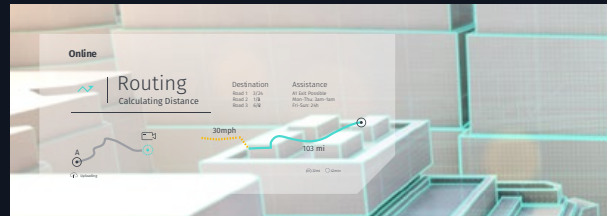


Preferred option:  
without box

CALM BACKGROUND

LEVEL 2

Second option:  
Infographics on busy  
backgrounds stand on a  
box with a tint of 40%.

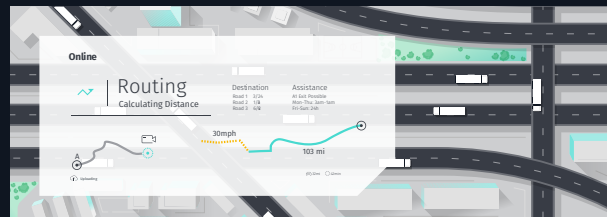


Second preferred option:  
with light box (40%)

BUSY BACKGROUND

LEVEL 3

Third option:  
Infographics on very busy  
backgrounds stand on a box  
with a tint of 80% (White: 90%).



Third option:  
with more solid box  
(White: 90%)

VERY BUSY BACKGROUND

# Data overlay system. Infographics. Overview.

Overview of basic types of infographics. Gray container examples.



Infographic without container. Examples.

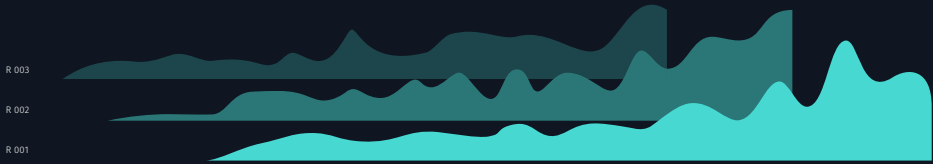
Infographic without container. With pointer line.

Infographic with container. With 40% opacity.

Infographic with container. With 80% opacity (white 90%).

# Data overlay system. Infographics language toolkit.

All infographic overlays are based on the following elements.



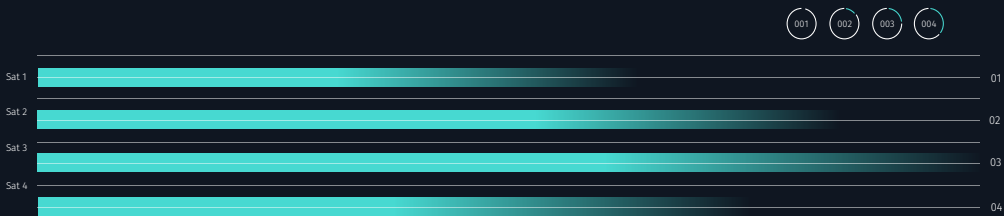
Data visualization



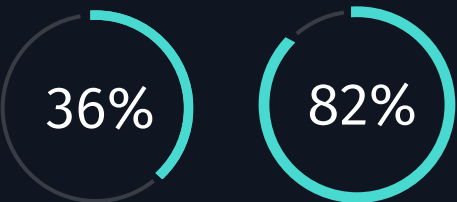
Symbol pointer styles



Icon language



Big Infographic styles

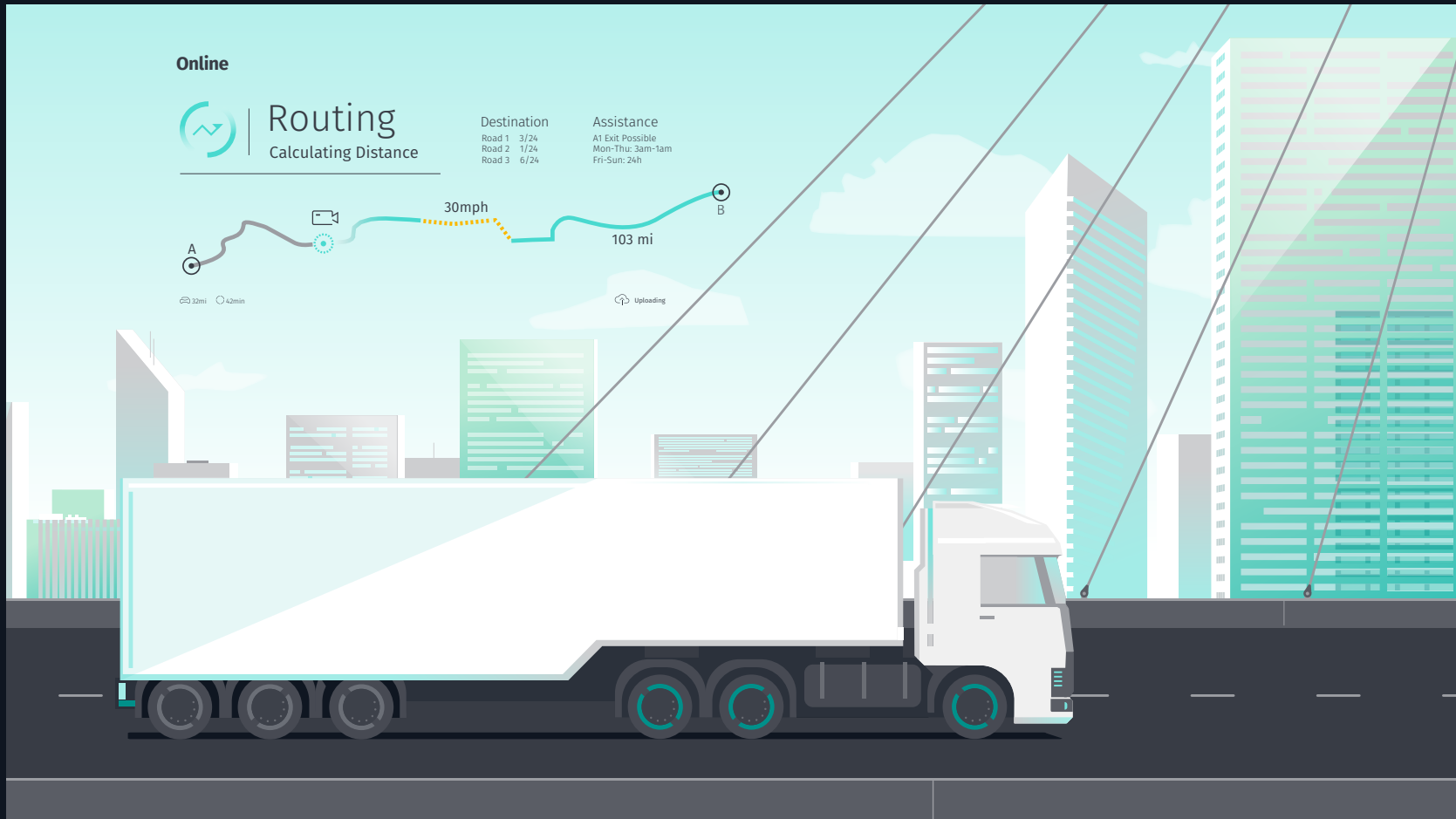


Small Infographic styles

**Data overlay system.**  
Infographic examples.

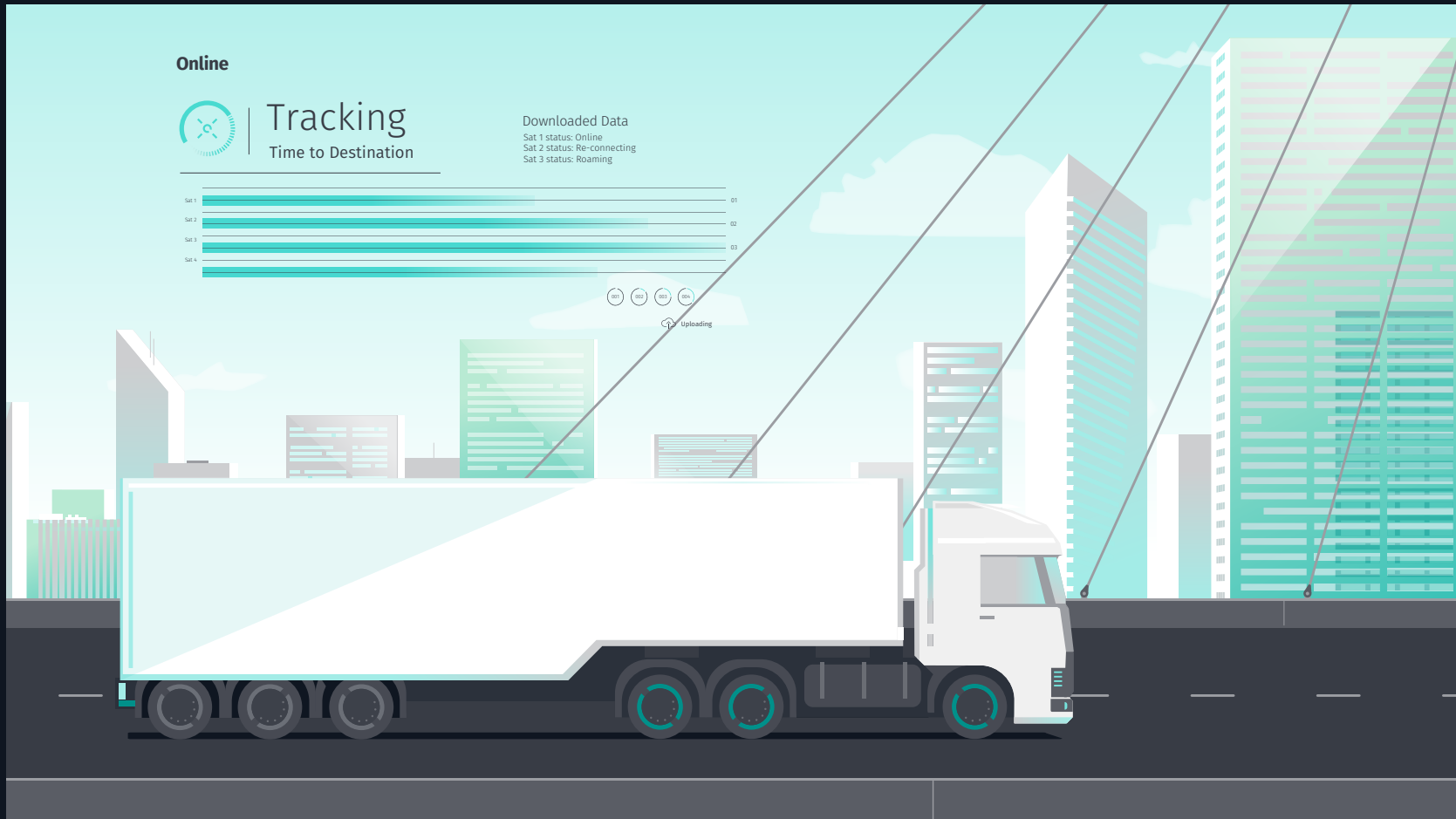
# Data overlay system. Infographics. Container example 1.

Infographic on illustration.



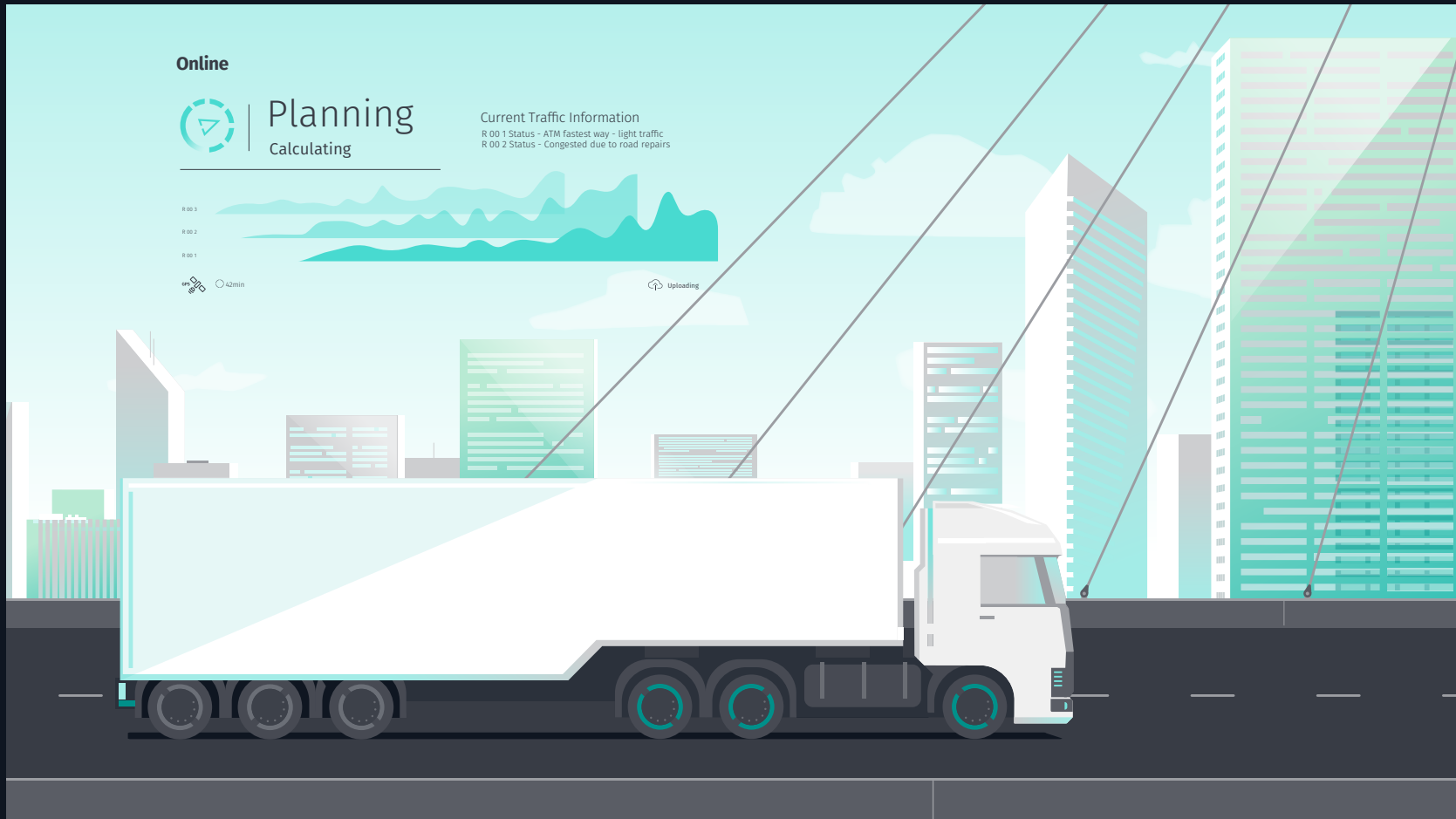
# Data overlay system. Infographics. Container example 2.

Infographic on illustration.



# Data overlay system. Infographics. Container example 3.

Infographic on illustration.





# Data overlay system. Infographics. Container example 1D.

Infographic with container (90%) on very busy background.

