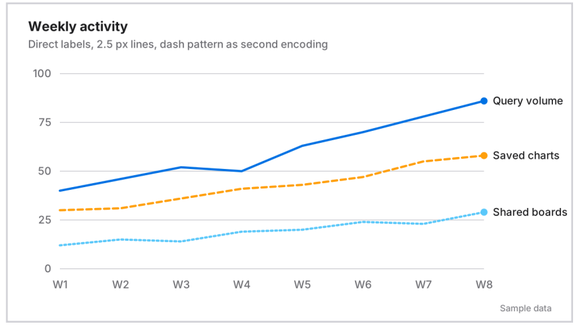
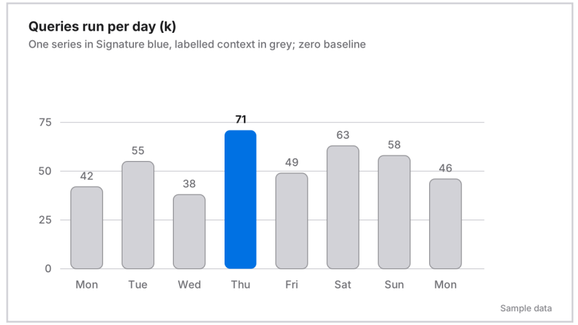
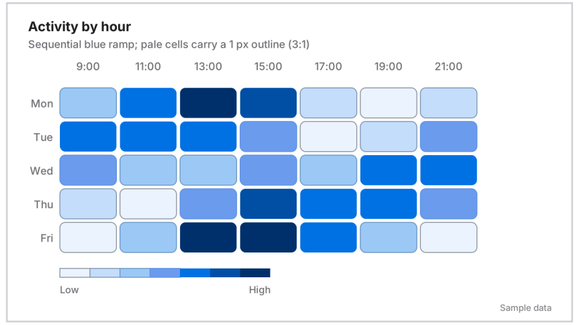
Imagery & chart guide

One page, Apple colour palette. Charts left, imagery right.

Series 1–4 are colour-blind safe · 5–6 need labels · grey = other







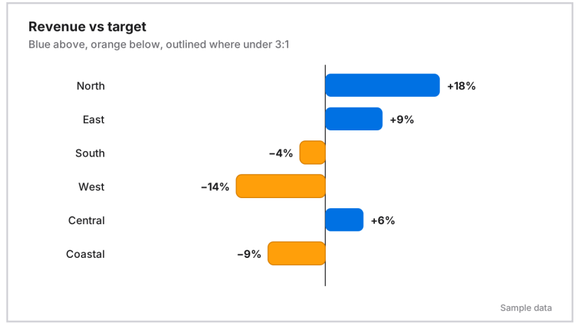


Chart rules

- Direct labels over legends.
- One highlight in #0071E3; context in #D2D2D7.
- Bars from zero; say when a line axis is cropped.
- Tabular numerals; 12 px axis text in #6E6E73.
- Never colour alone: dash, marker or label too.
- Diverging = blue ↔ orange. Never red/green.
- Status colours only for status data.

Imagery

- Real product, true data, framed on #F5F5F7 or black (12–16 px radius, 1 px #D2D2D7 border).
- People at work: natural light, candid, neutral grade. No stock handshakes, glowing networks or brand-shifting filters.
- Mask hero images with the mark's pill or circle. Tone-on-tone mark crops for backgrounds.

Illustration

- Circles and pills only, flat fills, ≤ 3 colours.
- For empty states, onboarding and docs. Never inside charts. No faces, 3D or gradients.







Accessibility

- Apple orange, teal and green are under 3:1 on white: 2.5 px lines with direct labels, and a 1 px outline on any fill under 3:1.
- Text on status tints uses the -text tokens (≥ 4.5:1). Tertiary #86868B is for large or non-essential text only.
- Alt text + data table for every chart; hover detail also on focus; dark ramps in dark mode; reduced motion respected.