

**QUICKGUIDE**

22nd March 2018

# Charts



# Story telling through charts

## Chart usage

A good chart always tells one story and focuses on the main point that needs to come across. Charts have to be as clear, simple and readable as possible. If the story is too complex, it has to be broken into smaller chunks using several charts, always providing a clear path for the reader. Good charts don't use more than seven data points, if a chart displays more than 10 data points the human brain struggles to process the information.

## Display of charts

Always provide as much breathing room as possible around a chart, the greater the prominence of the chart on the page, the easier the information can be digested. Break up information and create step-by-step points using different colors to display a clear path that the reader can follow.

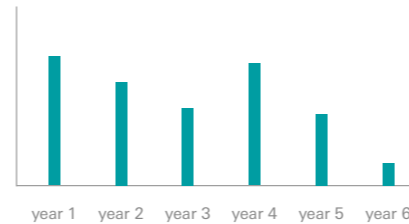
## Chart style and colors

Chart shapes are flat without decoration or outlines. If just a few data points are shown, charts can be filled with a line pattern. Colors help to distinguish between different data points and to create a hierarchy, however charts should never be too colorful. Avoid using several accent colors within one chart unless genuinely needed. Always create a balance between accent colors and more muted colors. Use an accent color to highlight the most important point.

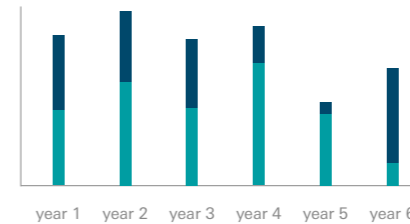
As an asset manager we analyze, process and generate a lot of information. This information has to be provided as clear and readable as possible, data needs to be shown in the simplest way possible. Different kind of charts work best for different kind of information.

	year 1	year 2	year 3
number			
number			
number			

**Tables** work well to display a lot of data points.



**Bar chart** work well to identify fractional differences in data.



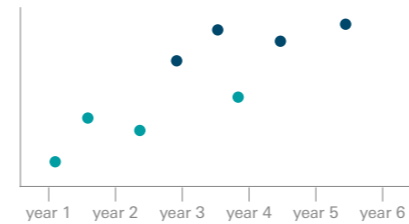
**Stacked bar chart** work well to display interactive content and when values add up to 100%.



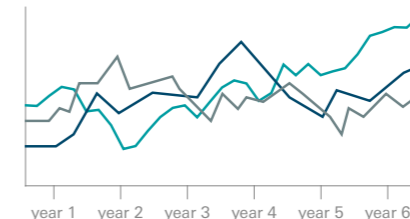
**Pie chart** work well when all numbers add up to 100% and if certain percentages need to be highlighted.



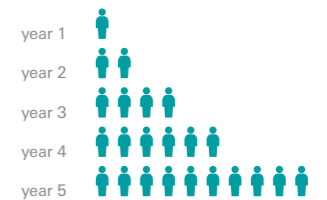
**Bubble chart** work well to display different values.



**Scatter chart** work well to display an entire group of products, sectors or countries.



**Line chart** work well to show development over time.



**Icon** within charts work well to visually transfer the topic and support simple data facts, not more than 3 icons should be used in one chart, otherwise the chart gets too crowded.

# Basic structure

## Typography & Chart elements

---

Line: 1,5pt, 60% Black  
Headline: Univers Next Bold, Capital letters,  
8pt, Spacing 40, Petrol (85/10/40/0)  
Subheadline: Glypha Roman, 8pt, Black  
Copy: Univers Next Light, 7pt, Black

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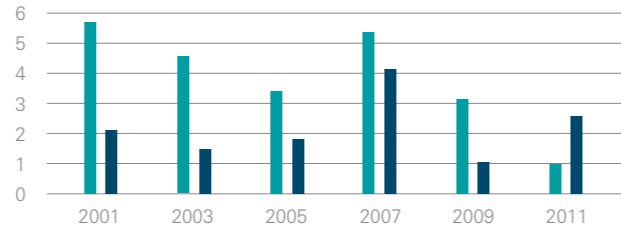
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Graph Content: Univers Next Light, 7pt, 60% Black

Line: 0,35pt, 60% Black

Bars: preferred width 1,5 mm



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Legend: Univers Next Light, 7pt, Black  
Legend square: 2 x 2 mm

Footnote: Univers Next Light, 6pt, 60% Black

Footnote: aliciatios natibusa audaece rchit, sequi dolo

Line: 1pt, 60% Black

# Basic structure

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---

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Headline: Univers Next Bold, Capital letters,  
8pt, Spacing 40, Petrol (85/10/40/0)  
Subheadline: Glypha Roman, 8pt, Black

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80% of the circle is cut out  
White lines: depending on size of  
circle and medium, serve to separate  
the colours



Legend: Univers Next Light, 7pt, Black  
Line: 0,35pt, 60% Black

Software	22%
IT services	18%
Internet software & services	17%
Semiconductors & semiconductor equipment	16%
Technology hardware storage & peripherals	9%
Internet & direct marketing retail	7%
Communications equipment	4%
Aerospace & defense	3%
Electronic equipment instruments & components	1%
Biotechnology	1%
Containers & packaging	1%
Equity real estate investment trusts (reits)	1%

Footnote: Univers Next Light, 6pt, 60% Black

Footnote: aliciatios natibusa audaece rchit, sequi dolo

Line: 1pt, 60% Black

# Basic structure

## Typography & Chart elements

Line: 1,5pt, 60% Black

Headline: Univers Next Bold, Capital letters, 8pt, Spacing 40, Petrol (85/10/40/0)

Table header: Univers Next Bold, 7pt, Black

Subline: Univers Next Bold, 8pt, Petrol

Copy: Univers Next Light, 7pt, Black

Lines: 0,35pt, 60% Black

Footnote: Univers Next Light, 6pt, 60% Black

Line: 1pt, 60% Black

### AVERAGE ANNUAL TOTAL RETURNS (as of 9/30/17)

Share class	YTD	1-year	3-year	5-year
<b>Adjusted for maximum sales charge</b>				
A (max 5.75% load)	18.93%	20.13%	11.84%	<b>14.38%</b>
C (max 1.00% CDSC)	18.15%	19.09%	10.91%	13.45%
<b>Other share classes</b>				
S	18.93%	20.13%	11.84%	14.38%
INST	18.15%	19.09%	10.91%	13.45%
R	18.15%	19.09%	10.91%	13.45%
Russel 1000 Growth Index	18.15%	19.09%	10.91%	13.45%

Footnote: aliciatios natibusa audaece rchit, sequi dolo

Possibilities for accentuation of numbers in a table:

1. Columns can be accentuated by using one colour for the background. Typo can be set in white.
2. Single numbers can be accentuated by using Univers Next Bold and a colour.

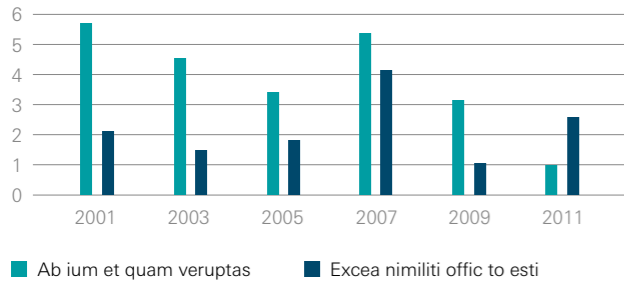
# Form of charts

## Bar Chart

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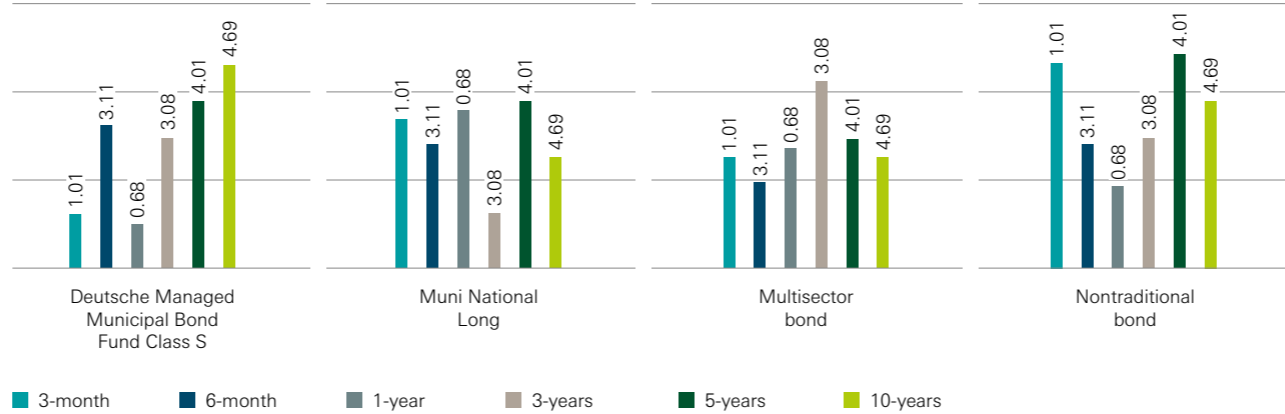


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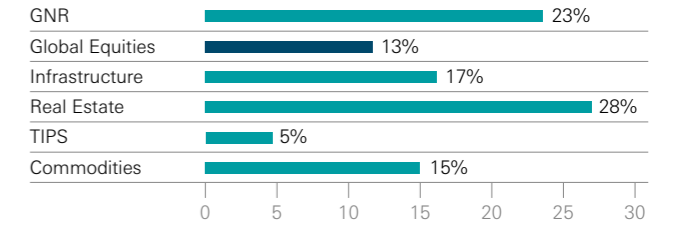


Deutsche Managed Municipal Bond Fund has better risk-adjusted returns vs. its Morningstar muni national long category over 1-, 3-, 5- and ten-year period.

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Footnote: aliciatios natibus audaece rchit, sequi dolo

# Form of charts

## Pie chart

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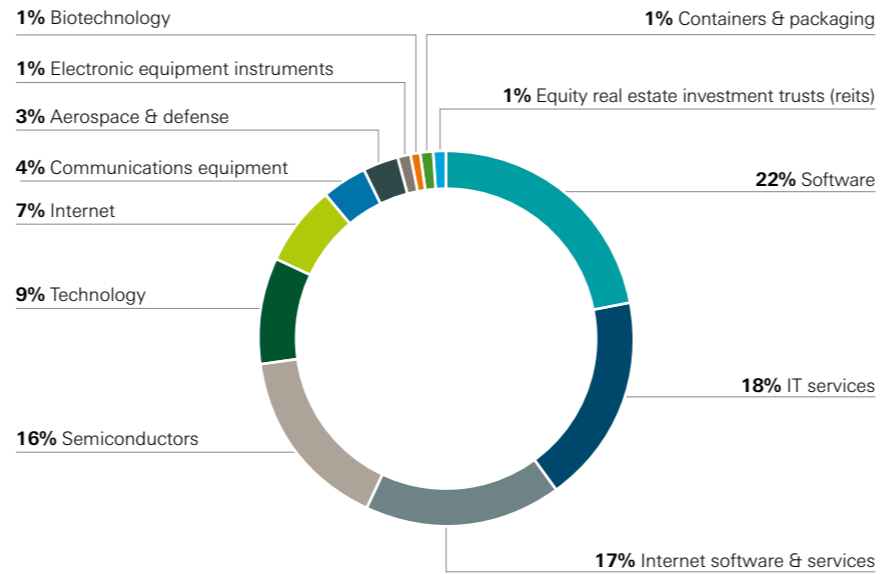


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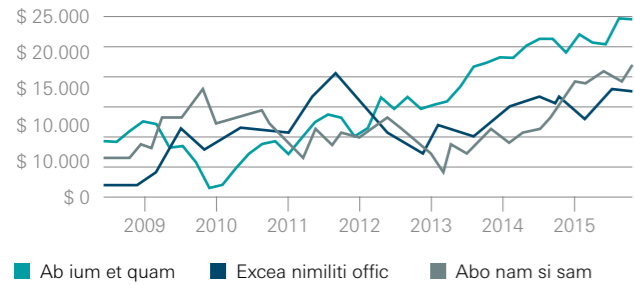
# Form of charts

## Line chart

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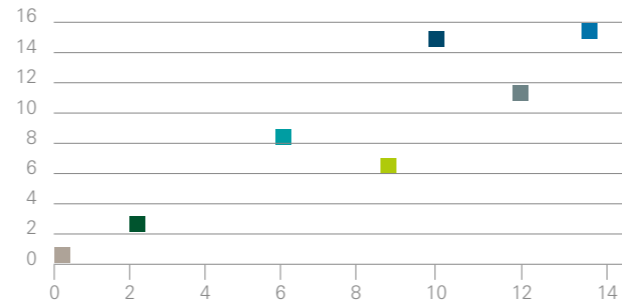
Footnote: aliciatios natibus a audaece rchit, sequi dolo

## Scatter chart

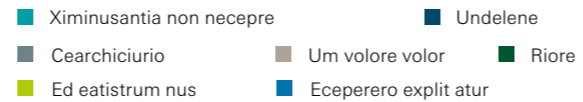
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Income p. a. in %



Risk (Volatility p. a. in %)



Footnote: aliciatios natibus a audaece rchit, sequi dolo



# Form of charts

## Table

### AVERAGE ANNUAL TOTAL RETURNS (as of 9/30/17)

Share class	YTD	1-year	3-year	5-year
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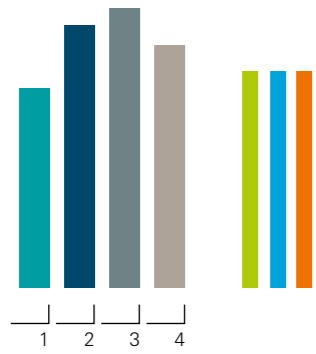
### TABLE WITH MORE THAN 6 COLUMNS

Share	1-year	2-year	3-year	4-year	5-year	6-year	2-year	3-year	4-year	5-year	6-year	6-year
S	2.93%	5.13%	1.84%	4.38%	7.11%	9.78%	2.93%	5.13%	1.84%	4.38%	7.11%	9.78%
INST	5.15%	9.09%	4.91%	3.45%	7.04%	8.92%	7.11%	9.78%	2.93%	5.13%	1.84%	4.38%
INST	5.15%	9.09%	4.91%	3.45%	7.04%	8.92%	7.11%	9.78%	2.93%	5.13%	1.84%	4.38%
R	8.45%	8.09%	3.91%	3.75%	5.38%	8.92%	1.84%	4.38%	7.11%	9.78%	2.93%	5.13%
R6	8.93%	3.13%	2.84%	4.38%	7.90%	9.78%	2.93%	5.13%	1.84%	4.38%	7.11%	9.78%
R	8.45%	8.09%	3.91%	3.75%	5.38%	8.92%	1.84%	4.38%	7.11%	9.78%	2.93%	5.13%
R6	8.93%	3.13%	2.84%	4.38%	7.90%	9.78%	2.93%	5.13%	1.84%	4.38%	7.11%	9.78%
INST	5.15%	9.09%	4.91%	3.45%	7.04%	8.92%	7.11%	9.78%	2.93%	5.13%	1.84%	4.38%
R	8.45%	8.09%	3.91%	3.75%	5.38%	8.92%	1.84%	4.38%	7.11%	9.78%	2.93%	5.13%
R6	8.93%	3.13%	2.84%	4.38%	7.90%	9.78%	2.93%	5.13%	1.84%	4.38%	7.11%	9.78%
Russel	8.15%	9.09%	5.91%	3.45%	7.04%	8.92%	3.75%	5.38%	8.92%	1.84%	4.38%	7.11%

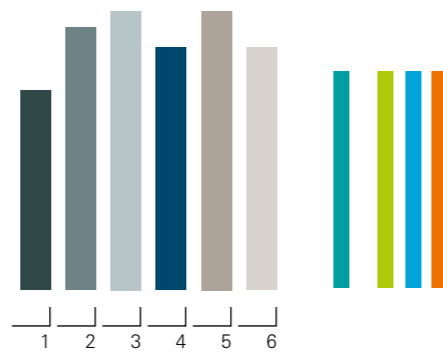
Footnote: aliciatios natibusa audaece rchit, sequi dolo

# Order of colors

**Corporate palette = max. 4 colors (+ accent)**



**Monochrome = max. 6 colors (+ accent)**



**Full color palette = max. 14 colors**

