

## General Guidelines for Creating Maps

The diagram shows a map template with a grid background. It includes a title area at the top with a placeholder '<Double Click for Title>', a logo in the top left, a 'New Data Frame' in the center, and a source area at the bottom left. Callout boxes provide specific instructions for each element.

Include DHSS logo – size 1-11/2 “

All maps must contain a title, describing the purpose of the map. Recommended text size: 18 – 24 pt

All maps must include initials of unit, initials of map creator, file name of map project, and date of printing. Preferred location, lower right corner. Text size = 6 pt. Example: ITSD  
TMS  
Myfile.mxd  
1/1/2005

All maps should cite source of the data it contains. Preferred location, lower left. Recommended text size: 10 pt.

Maps should contain the full department name 'Missouri Department of Health and Senior Services'. Preferred location, lower left. Recommended text size: 10 pt

DHSS templates are available in both portrait and landscape orientation. The templates are available under M:\GISDATA\ArcMapTemplates: DHSS\_landscape.mxt, DHSS\_portrait.mxt

Larger maps will require proportionally large text sizes, so you may need to scale up your text sizes for poster-size maps.

## Additional Guidelines

Title - The title should be brief. If you feel the need to have a long title, consider this option: Use large text for the main part of your title, and with a smaller font, make a second line to your title. This keeps your title in balance with the rest of your map elements. Example:

**Aged Population in Missouri**  
Demographics of population age 60 and over

The syntax for this is found under the About Formatting button in the Label dialog. The above example would be:

```
<FNT size='14'><BOL> Aged Population in Missouri</BOL> </FNT>  
Demographics of population age 60 and over
```

Legends – Most maps contain symbols that aren't self-explanatory. When in doubt, include a legend.

Review - Have a co-worker review your map before it is submitted to its final destination. Just because it looks nice doesn't mean it's correct.

Consistency – When maps are created as part of a series, a consistent color scheme should be used.

Clarity and Legibility – Features should not be too small to see or identify. Text should not be smaller than 6 pt at a minimum. Larger maps will require proportionally large text sizes.

Contrast - Make sure there is enough contrast between the colors you use to easily distinguish them. Also, remember that some people are color blind; a red to green color scheme is especially problematic.

Color - For color shaded (choropleth) maps, if you are using colors of the same shade (all blue for instance), limit the number of categories to 6 or 7. If you are using color ramps between two colors (yellow to red for instance), you can increase this number to 8 or 9.

Balance – Spread your map elements across the page. Try not to cluster your map elements all on one side of the page or the other. The most prominent feature on your map should be the map content itself, not the north arrow, scale bar, title, etc.