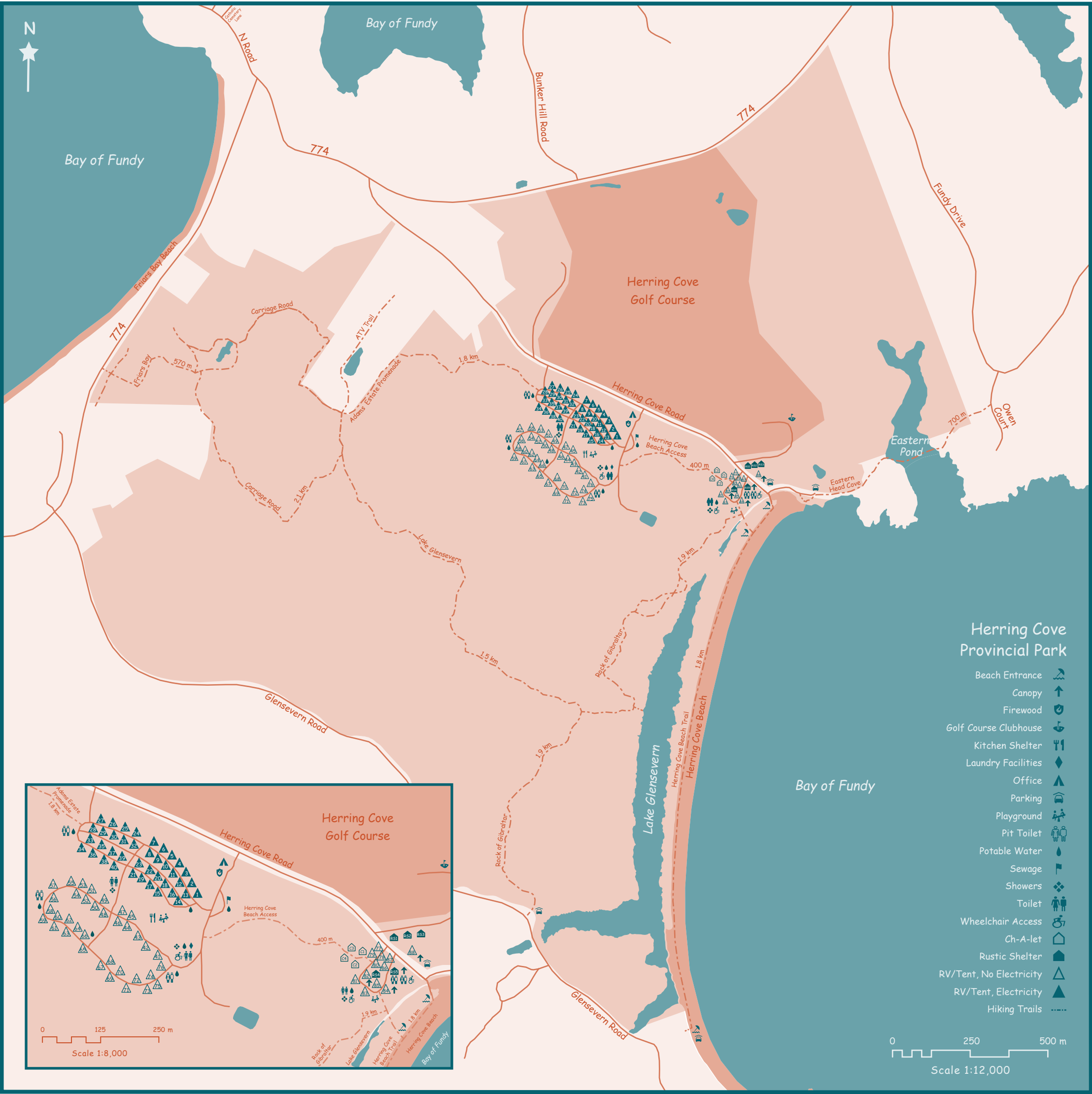


Colour Schemes and Type Personalities



Achromatic (+1) – Historic

This map has an achromatic colour scheme that creates contrast by utilizing darker shades for water and lighter ones for land. A bright shade of yellow acts as the plus-one for the icons to create an even greater contrast, emphasizing them as the main focal points. The Book Antiqua typeface complements the greyscale to give the map a traditional, historic feel with its gentle, elegant serif. The italicized version used to label water gives these features a certain “flow”. The traditional characteristics of the scale bars and north arrow diagrams give an added touch to the antique feel.



Complementary - Juvenile

This map uses a complementary colour scheme to create a vibrant contrast, giving the map a playful feel while maintaining a sense of professionalism. The creamy feel of the blue water and the deeper blue icons helps to soften the contrast against the light orange backdrop. This works well with the Comic Sans typeface, which adds to the informal mood. The unconventional scale bars and north arrow diagrams also contribute to the casual, lighthearted theme.



Full Colour – Contemporary

This map uses a full colour scheme to evoke a warm, yet modern/contemporary feel. The calming blue of the water creates a gentle contrast with the brown and beige land features. The maroonish, crimson red used for the icons creates a soft, yet distinct contrast against the light earth tones. The geometric sans-serif Century Gothic typeface gives the map a modern feel with its sleek, slender design character, which complements the clean, simple look of the scale bars and north arrow diagrams.