DESIGN GUIDE / CLOUDRAVEN LABS

Make the evidence the visual identity.

A Tufte-informed house style: direct comparisons, dense useful evidence, restrained marks and enough context to judge every claim.

CloudRaven Labs

Powered by TrendSights

Paper	Ink	Seattle	Bellevue	Tukwila	Muted	Rule
#FCFBF7	#19333D	#2B697C	#AA5B32	#587B50	#596D75	#D5DDDA

Typography
Georgia regular gives findings an editorial voice. Arial carries data, captions and methods. Use bold for the comparison or number that needs attention. Keep chart labels horizontal and numerals aligned.

Page structure
36pt margins and a 6pt rhythm. Carousel: 576 x 720pt. Brief: 612 x 792pt. Open with the question, geographic context and workflow outputs. Finding pages pair evidence with an implication and source footer. Keep the raven small and attribution consistent.

Brand and attribution
Use the existing raven mark unchanged. Pair CloudRaven Labs with **Powered by TrendSights**. Reusable SVG, vector PDF, preview PNG and design tokens are included in the brand folder.

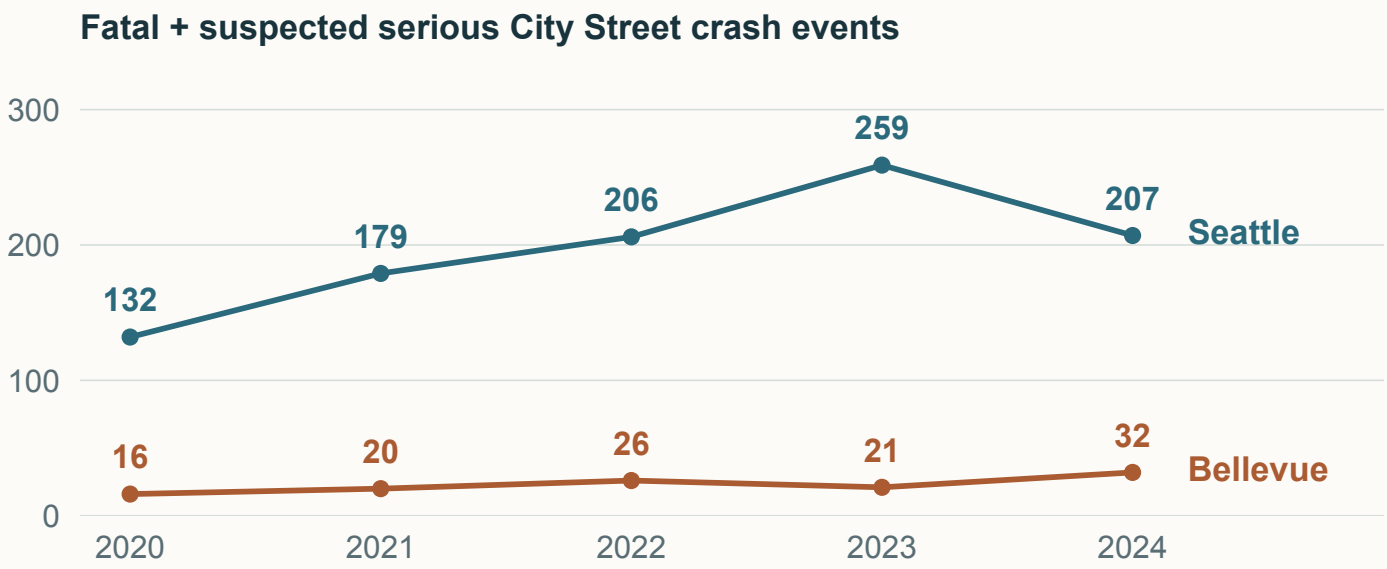
Information hierarchy
Use a specific finding headline and a short scope introduction. A pale metric card groups the value, denominator and period. Put units beside the graphic and keep interpretation close to the evidence. Source IDs belong in the footer.

Reference: Edward Tufte, The Visual Display of Quantitative Information. The original CloudRaven Labs mark is retained; the layout system is this project's house design pattern.

DESIGN PATTERNS / EVIDENCE FIRST

Build comparisons readers can inspect

01 / DIRECT COMPARISON

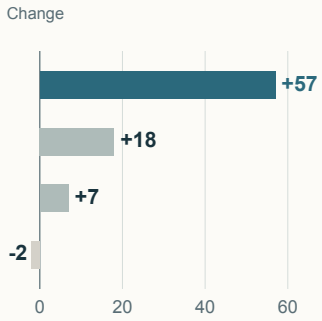


Repeat the same measure, dates and count scale for both cities. Direct city labels reduce legend lookup. Label endpoints and retain the zero reference for these count comparisons.

02 / DECOMPOSE THE CHANGE

Seattle City Street severe events

	2021	2023
At intersection*	81	**138**
Midblock, not intersection-related	91	**109**
Other / missing junction	3	**10**
Unmatched / date conflict	4	**2**



Show endpoints and signed contributions. Keep unmatched and unknown categories visible. Arithmetic contribution does not establish cause.

*At intersection means the exact SDOT intersection-related category.

Map pattern: use common projected cells, scale, bins and dates; label reference-boundary vintage. **Table pattern:** align numbers, state the unit, and keep source definitions with the measure. **Release check:** reconcile counts, check joins and dates, render every page, inspect labels and spacing, then hash the finished files.