

Labeling Tips

A Deadly Decade

From 2008 through the end of last year, 859 people in Virginia's Piedmont region, including Prince William County, died from drug overdoses.

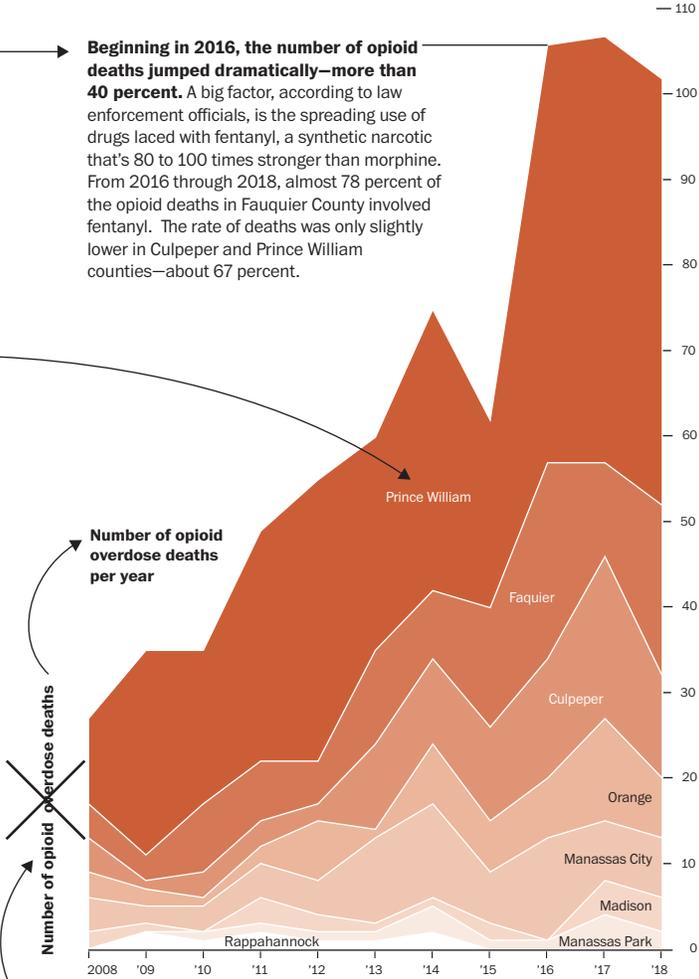
Tell a story:
Point out the most compelling data point directly and attach explanation to it.

Beginning in 2016, the number of opioid deaths jumped dramatically—more than 40 percent. A big factor, according to law enforcement officials, is the spreading use of drugs laced with fentanyl, a synthetic narcotic that's 80 to 100 times stronger than morphine. From 2016 through 2018, almost 78 percent of the opioid deaths in Fauquier County involved fentanyl. The rate of deaths was only slightly lower in Culpeper and Prince William counties—about 67 percent.

Idea: Flip axis
You can put axis on right if the chart starts low and climbs high.

Label directly:
Rather than a key that takes a lot of back-and-forth processing, directly connect label to segment

- Prince William
- Fauquier
- Culpeper
- Orange
- Manassas City
- Madison
- Manassas Park



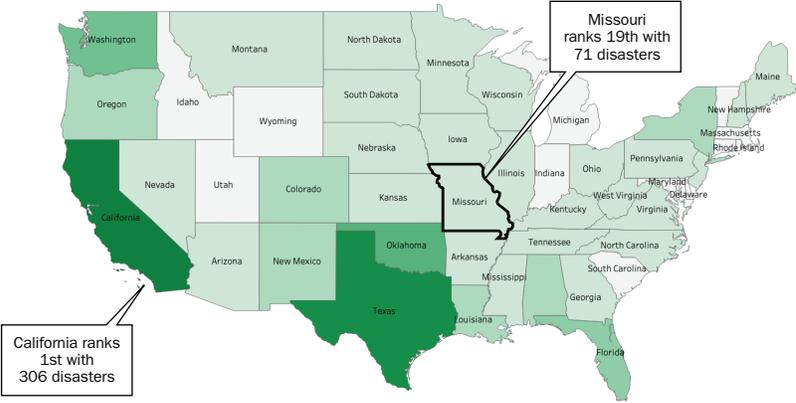
Keep size consistent
Even on a full-page graphic, your axis numbers should be no more than 9 point, and your text boxes should adhere to style.

Keep labels horizontal

As much as possible! Easier to read. Have a good reason for going vertical.

Hot spot?

Point out and explain the most extreme examples, like states with the most and the least.



Focus: Missouri

Point out Missouri's data to show us how we fit in.