Company rebrand: After multiple multi-national companies came together under one umbrella parent company work needed to be done to bring the diverse brand landscape in harmony. I was one of a few brand champion leaders to lead an effort to harmonize our approach to visuals.
*** please note details needed to be removed from parts of this portfolio item due to proprietary data.*

The first step of this process was to understand the scope of visuals and how they were being produced by each legacy company. This took the form of an in depth survey which covered a wide range of graphic types.

Division Name

Text styles and grammar:

a) Titles

Capitalization (Title case, sentence case, all caps…):

Length (line limit):

Descriptive vs explanatory?

b) Date formats

In titles/subtitles:

In labels:

Treatment for quarters/halves/financial years/gas years/hours etc:

c) Sources/notes

Indicator usage (e.g., *):

Period usage:

Required content and order of footnotes:

Table formatting:

a) Design

Treatment of cells with no value (e.g., are blank cells permitted?):

Row separation:

Text and number alignment:

Header treatment:

b) Order

Standard order for tables with dates?

With text?

With values?

This was then converted to a set of excel file that were used in small organized working groups to assess where alignment could occur and where differences were needed.

- Worksheet for color alignment
- Worksheet for icons alignment
- Worksheet for Images alignment
- Worksheet for InDesign and Word
- Worksheet for PPT
- Worksheet for Tables alignment
- Worksheet for text styles and grammar
- Worksheets for Excel Deliverables alignment
- Worksheets for guidelines alignment_Cartography
- Worksheets for Technical Drawings and symbols alignment

	A	B	C	D	E	F
1	**Topic**	**Editorial Council/Brand Recommendation**	**MI Style**	**IHS Style**	**Status (pick list)**	**Final Recommendation**
2	**Sample topic**	None	Sample style A	Sample style A	Already aligned	Sample style A
3	**Sample topic**	None	None	Sample style B	Not aligned, differences necessary	Sample style B
4	**Sample topic**	Sample style X	Sample style X	Sample style Y	Need to align	[To be discussed]
5						
6						
7						

These results were presented to senior leadership across the organizations for final adjustments and approvals.

Editorial Council recommendations

Element	Category	Editorial Council recommended guidance	Change for heritage group
Titles	Required?	If graphic is not just a decorative element (e.g., an icon or callout box), it should have a title.	*None*
	Capitalization	Chart titles and body copy in sentence case.	**Dow Jones Indices** **Market Intelligence (451 Research)** **Platts** **Ratings**
	Length	Two lines maximum, which will vary depending on placement/width of chart. Subtitles also limited to two lines. **For maps:** Recommend max length of one line for main title of map; for anything longer, rework into subtitle format.	*None*

Once final feedback was collected, plans got under way to produce the final style guides. Wireframes were created and then final products produced.

FONTS & DATES | EXCEL CHARTS | TABLES | COLORS | PHOTOS | FOOTNOTES

Fonts
In Adobe InDesign, Illustrator
EXAMPLES HERE

In Adobe InDesign, Illustrator
EXAMPLES HERE

Specialty fonts for infographics
EXAMPLES HERE

Paragraph Styles
In Adobe InDesign
EXAMPLES HERE

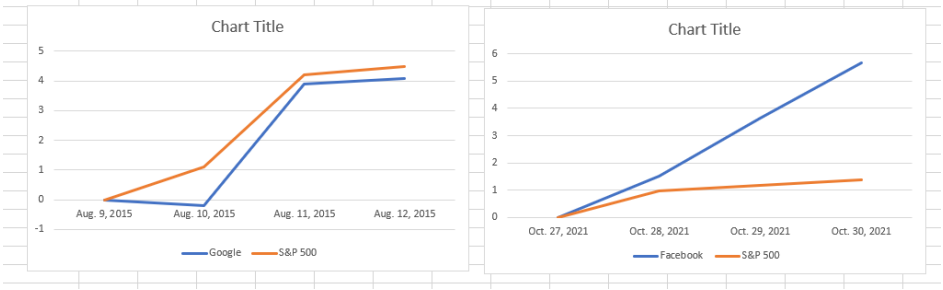
Date Formats
EXAMPLES HERE

NEW GUIDANCE

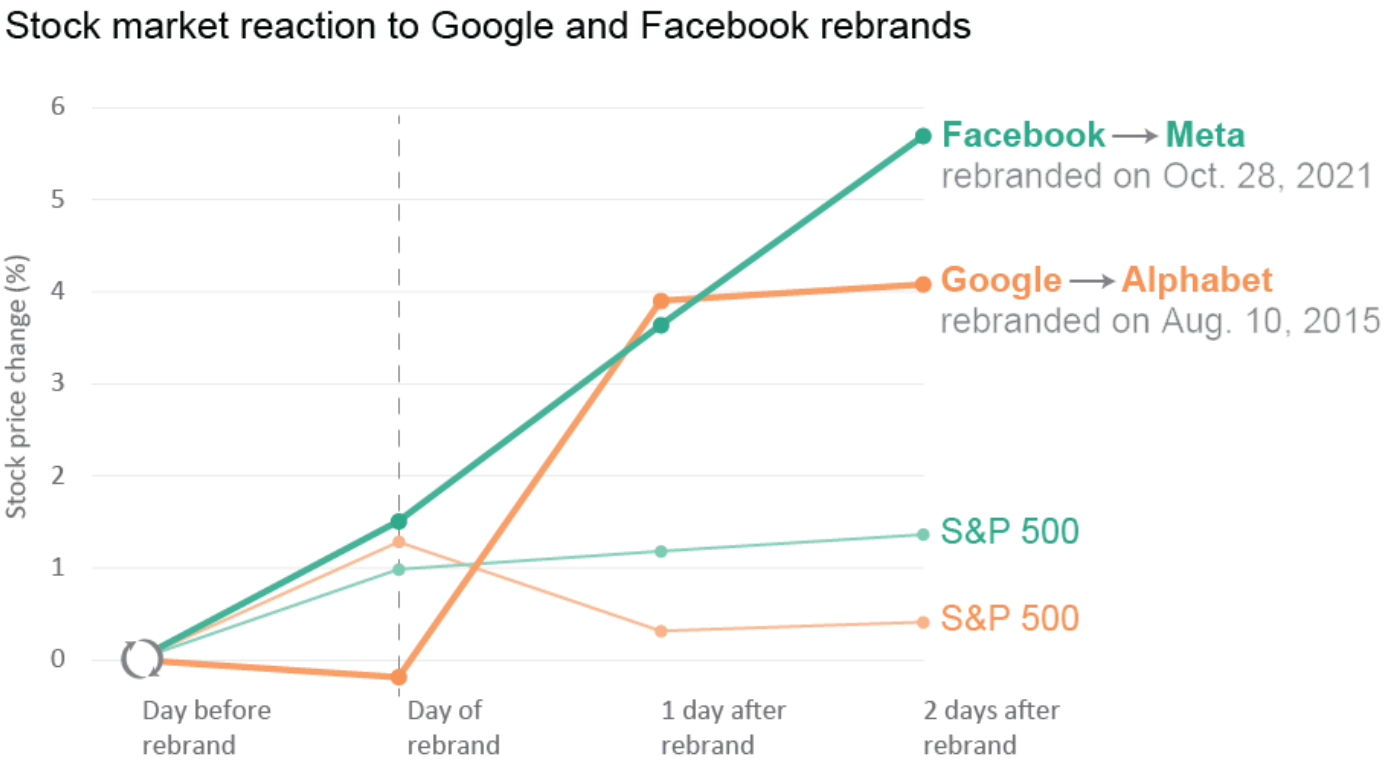
The final step in the process – implementation, took place in the form of multi-level training sessions across the organization for all involved from senior leadership, to editors and reporters, to visualization specialists.

	Google			Facebook
Aug. 9, 2015	0		Oct. 27, 2021	0
Aug. 10, 2015	-0.1881		Oct. 28, 2021	1.505
Aug. 11, 2016	3.899		Oct. 29, 2021	3.635
Aug. 12, 2016	4.076		Oct. 30, 2021	5.688
	S&P 500 (2015)			S&P 500 (2021)
Aug. 9, 2015	0		Oct. 27, 2021	0
Aug. 10, 2015	1.281		Oct. 28, 2021	0.9828
Aug. 11, 2016	0.3131		Oct. 29, 2021	1.179
Aug. 12, 2016	0.4081		Oct. 30, 2021	1.362

"Can you please create a chart to show how the stock price changed during the rebrand of Google as well as the rebrand of Facebook."



While on the surface this graphic seems simple – two bar charts. After a discussion with editor, reporter, and data journalist I was able to help ground the story into the below graphic. The importance of comparing Facebook vs. Google and each verses their position in the greater marker was more vital to the story than the actual dates in which they occurred separately.

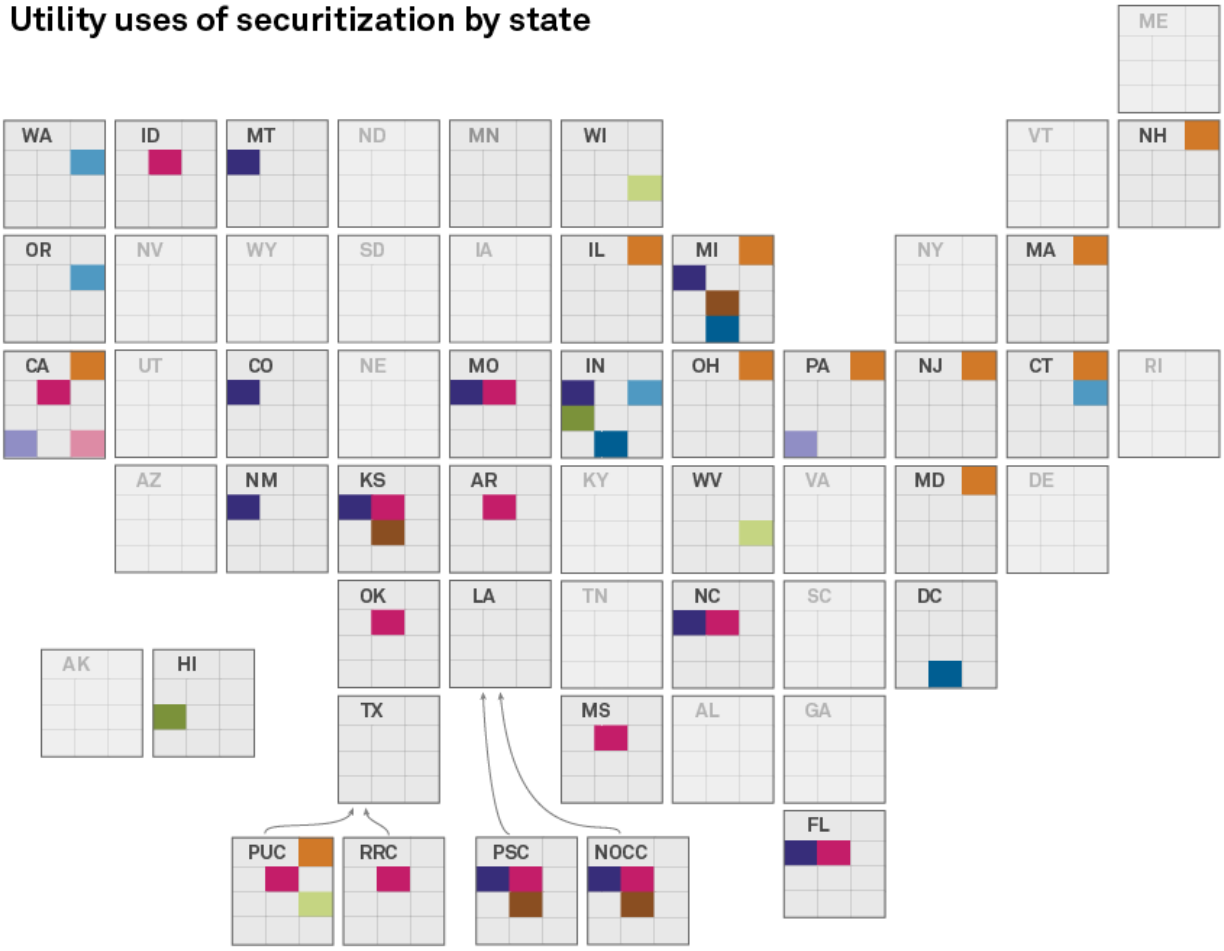


State	Transition to retail competition	Plant early retirement costs	Weather-related extraordinary costs	Energy conservation	Green investments	Delivery assets	Environmental compliance	Company Reorganization	Reliability Expenditures	COVID-19
Arkansas			x							
California	x		x					x		x
Colorado		x								
Connecticut	x			x						
District of Columbia									x	
Florida		x	x							

"I would like to map each state with the unique subset of 10 categories they fall into."

The instant I opened this dataset my first thought was there was no way this could be a map. Working in a product with very restrictive size limitations makes putting this much data on the page difficult at best. After some research I was able to combine 3 visualization techniques together in a way to effectively visualize the data.

Utility uses of securitization by state

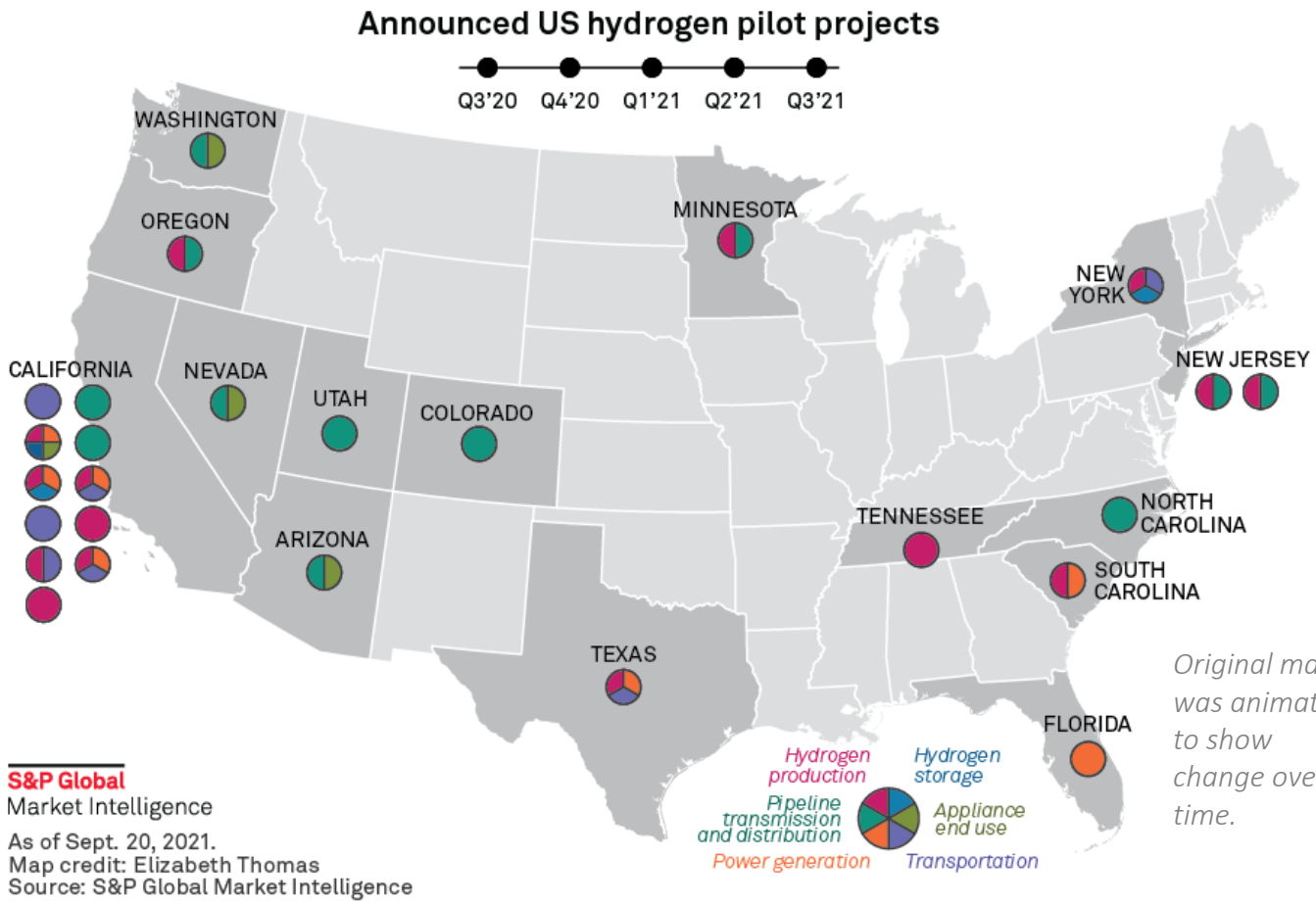


State/region		Transition to retail competition
Plant early retirement cost	Weather-related extraordinary costs	Energy conservation
Green investments	Stranded delivery assets	Environmental compliance
Company reorganization	Reliability expenditures	COVID-19

S&P Global
Market Intelligence

Data compiled Oct. 13, 2021.
NOCC = New Orleans City Council; PSC = Public Service Commission
PUC = Public Utility Commission; RRC = Railroad Commission
Map credit: Elizabeth Thomas
Source: S&P Global Market Intelligence

These graphics were part of a multi-part investigative piece looking at the outlook of hydrogen pilot projects across the US. A strong collaboration took place between Editors, Reporters, Data Journalist, Data Visualization Specialists, and external data providers to plan and execute the project.



Original map was animated to show change over time.

US hydrogen pilot projects announced by natural gas utility operators

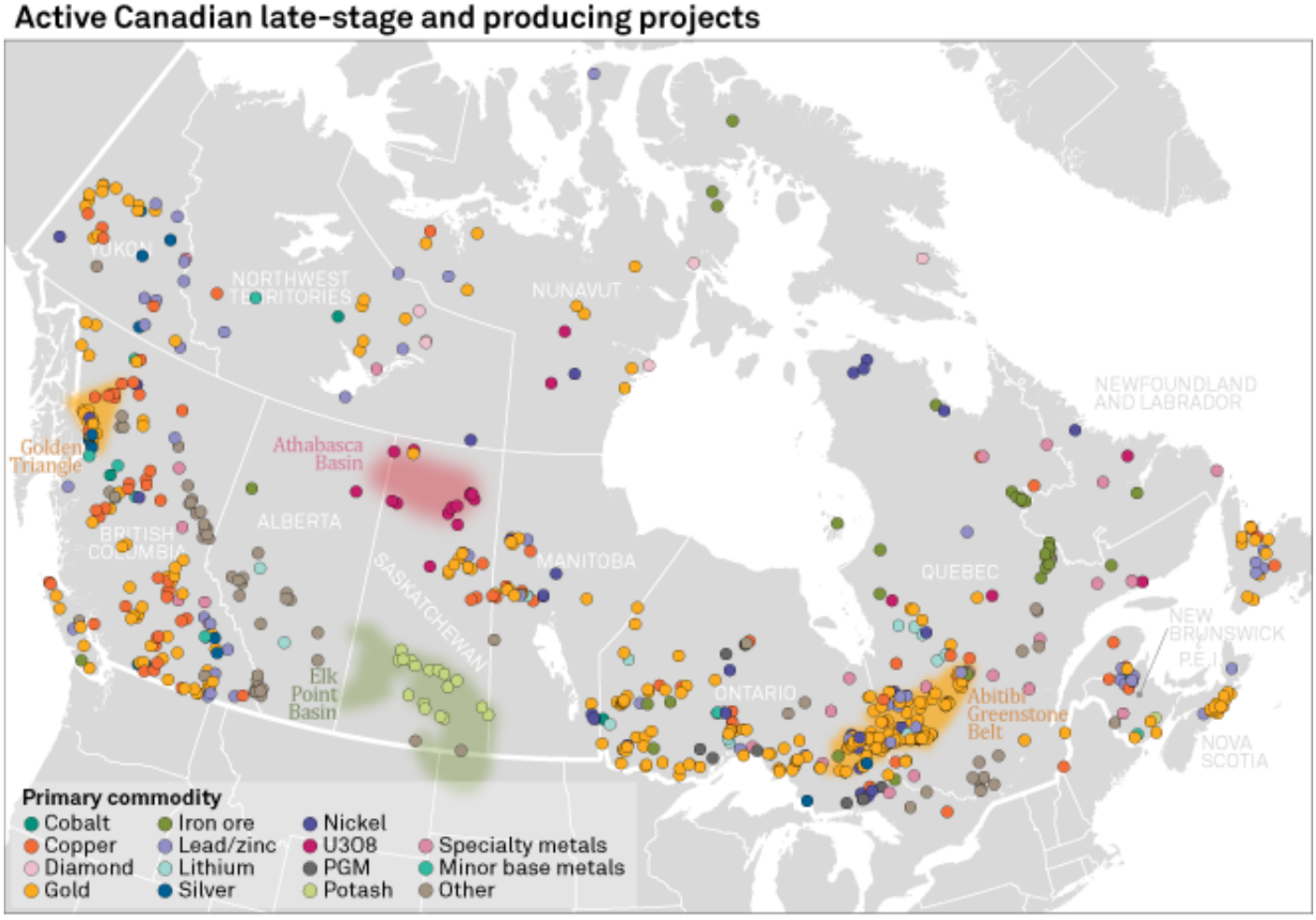
Company	Description	Location	Announced	Partners
CenterPoint Energy Inc.	Produce green hydrogen, blend less than 5% into low-pressure portions of CenterPoint's Minnesota distribution system.	Minneapolis	08/06/20	None
Chesapeake Utilities Corp.	Use 4% blend of hydrogen to fuel gas turbine at Eight Flags Energy combined heat and power plant.	Amelia Island, Fla.	02/25/21	Solar Turbines Inc.
Dominion Energy	Four-phase pilot project aiming for 5% hydrogen blending capability in Utah distribution system by 2030.	Salt Lake City	Q3'20	None
Dominion Energy	Test 5% blend of hydrogen in training facility system before blending hydrogen into distribution system.	North Carolina	04/19/21	North Carolina Utilities Commission
Duke Energy Corp.	Study hydrogen production, storage; produce green hydrogen to power gas turbine at Clemson University's cogeneration plant.	Clemson, S.C.	12/10/20	Siemens Energy AG, Clemson University
National Grid PLC	Pilot the Energy Transfer System: a combined hydrogen production, storage and distribution facility.	Capital Region of New York	03/11/21	Standard Hydrogen Corp.
New Jersey Resources Corp.	Produce hydrogen from solar power, blend supplies into gas distribution system.	Howell, N.J.	11/30/20	None
Northwest Natural Holding Co.	Use local renewable power to produce hydrogen for use in Oregon distribution system.	Eugene, Ore.	10/08/20	Eugene Water & Electric Board, Bonneville Environmental Foundation

This dataset started out with 26 seemingly unrelated hydrogen projects across the US. The reporter and I worked to create short descriptions and as many categorial details as possible to give clients a feel for the current US hydrogen landscape.

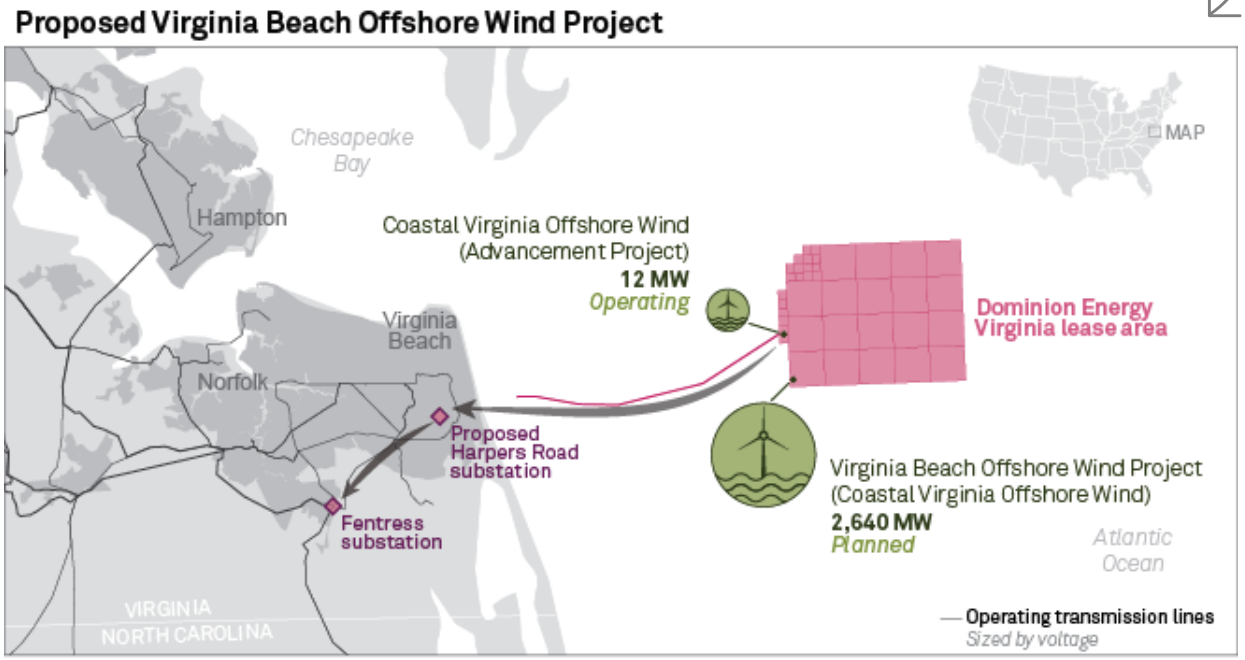
Property Name	State/Province	Primary Commodity	Latitude	Longitude
3Ts	British Columbia	Gold	53.02417	-125.03139
Abcourt-Barvue	Quebec	Zinc	48.52154	-77.67901
Akasaba	Quebec	Gold	48.05	-77.55
Akasaba West	Quebec	Gold	48.04278	-77.57939
Akie	British Columbia	Zinc	57.38088	-124.86599
Albany	Ontario	Graphite	50.0293	-84.45181
Alberta	Alberta	Lithium	51.77696	-113.93655
Aldermac	Quebec	Zinc	48.21917	-79.2325
Alexo-Dundonald	Ontario	Nickel	48.65444	-80.80861
Aley	British Columbia	Niobium	56.4471	-123.77829
Allan	Saskatchewan	Potash	51.93222	-106.07194
Alpine	British Columbia	Gold	49.6615	-117.23452

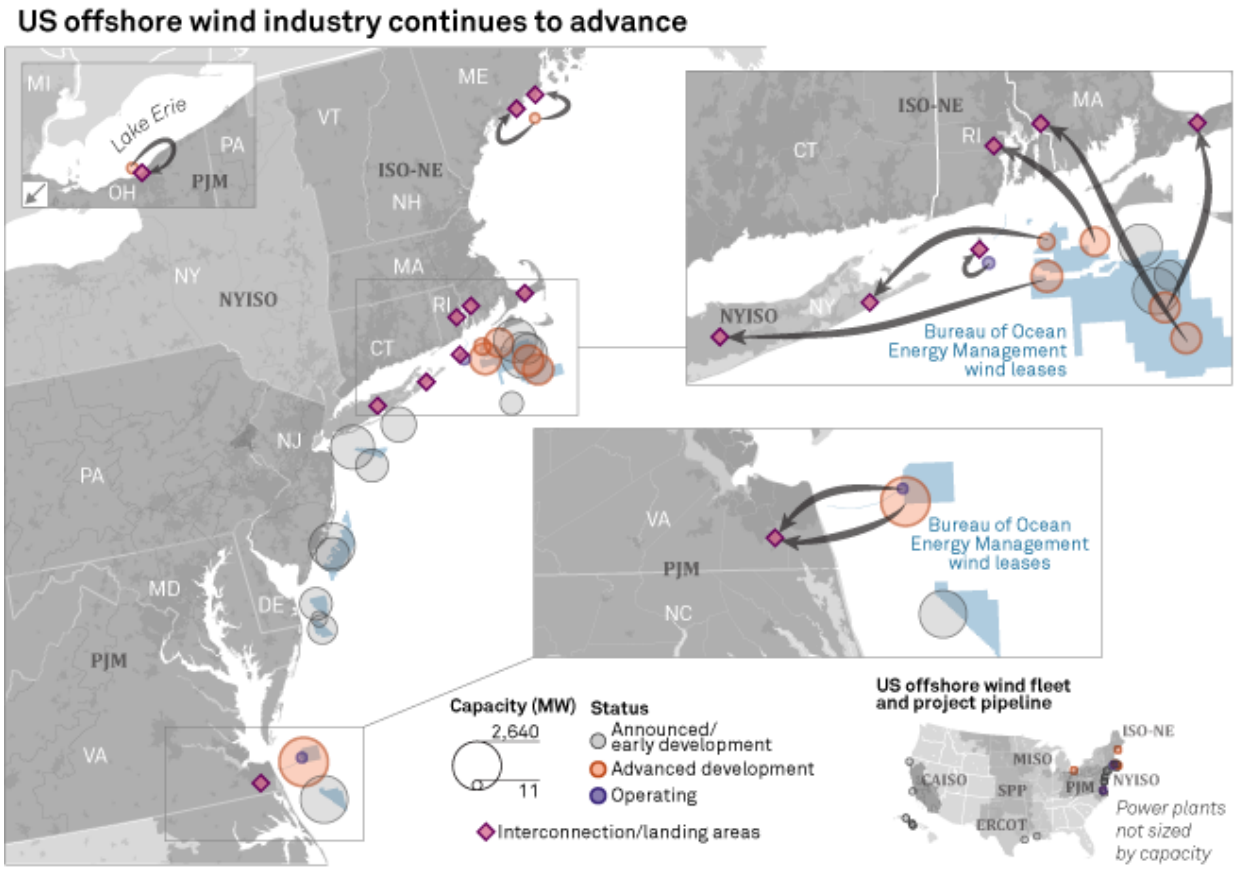
"Please plot the attached mines as well as locate and visualize – The Golden Triangle, Athabasca Basin, Elk Point Basin, and Abitibi Greenstone Belt."

On the surface this is something that seems simple and straight forward – plotting points and polygons on a map. The challenge here is we needed to find a way to visually express ambiguity. Mineral basins in the ground aren't solid material that ends at a given boundary. We also didn't want these basins to overpower the graphic but they needed to be visible and relatable to the mine locations and be represented in a way to associate to their mineral types.



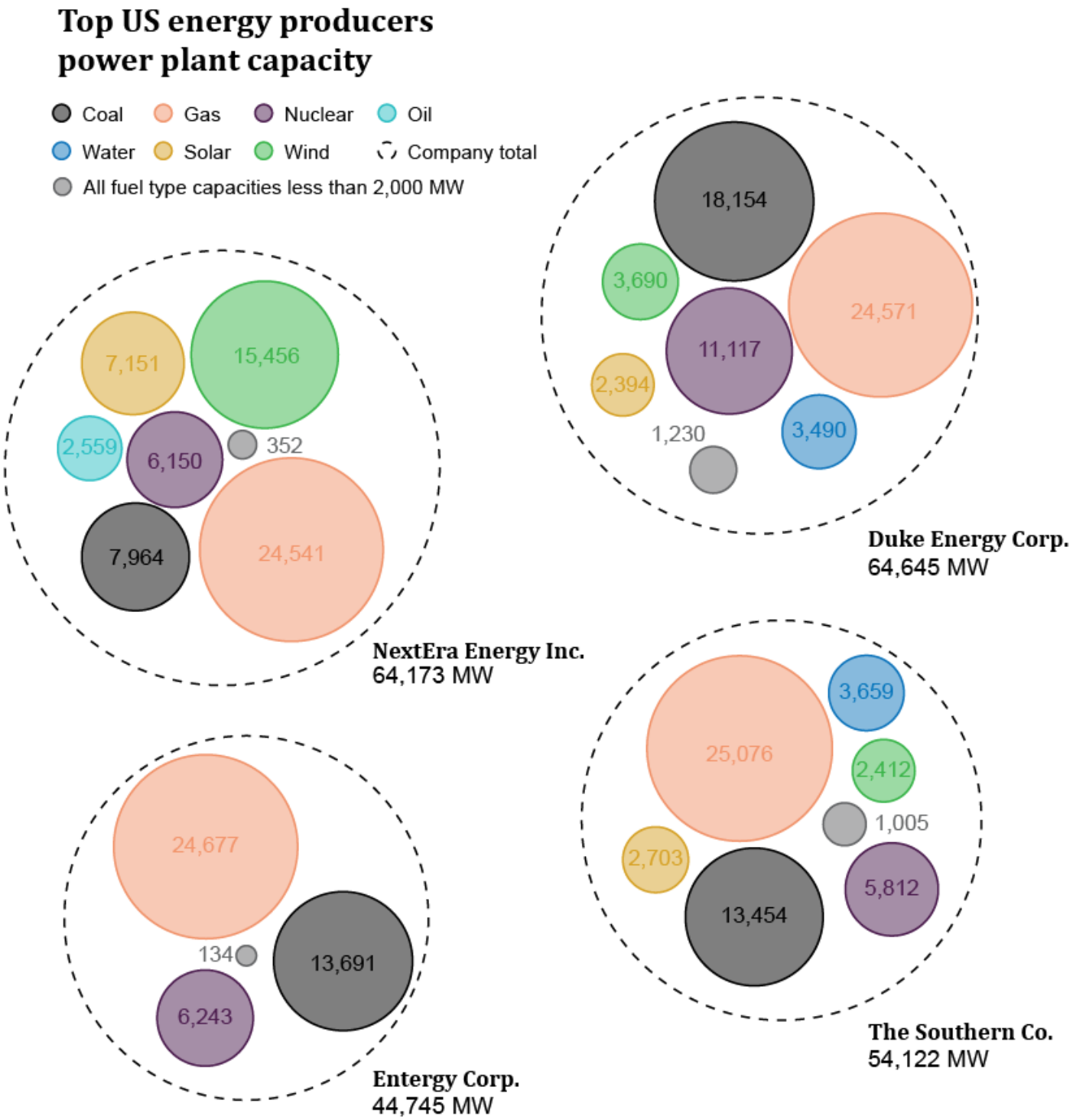
These graphics were a part of a series telling the story of offshore wind. Originally both of these pieces contained only the point data – power plants and sub stations. Upon a deeper discussion the core of this series was about where wind energy was being collected and how/where it will be entering the power grid. Usually we would attempt to show this with transmission line but many of these projects are so early in development that a creative solution needed to be reached.



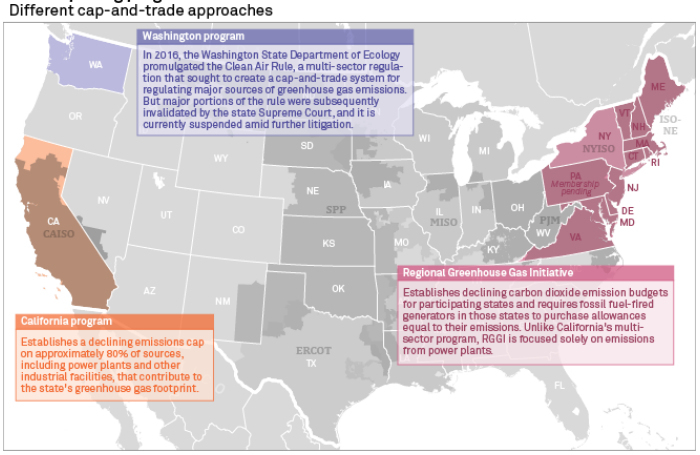


Power Plant	Fuel Type	Operating Capacity (MW)	Operating Status	Ultimate Parent
Grand Coulee	Water	6,765.0	Operating	United States Government
West County Energy Center	Gas	4,094.7	Operating	NextEra Energy, Inc.
Scherer	Coal	3,440.0	Operating	NextEra Energy, Inc.
Scherer	Coal	3,440.0	Operating	NextEra Energy, Inc.
Scherer	Coal	3,440.0	Operating	Oglethorpe Power Corporation
126 Grove Solar Project	Solar	2.0	Operating	126 Grove Solar LLC
Scherer	Coal	3,440.0	Operating	The Southern Company
Bowen	Coal	3,232.0	Operating	The Southern Company
Gibson	Coal	3,157.0	Operating	Duke Energy Corporation

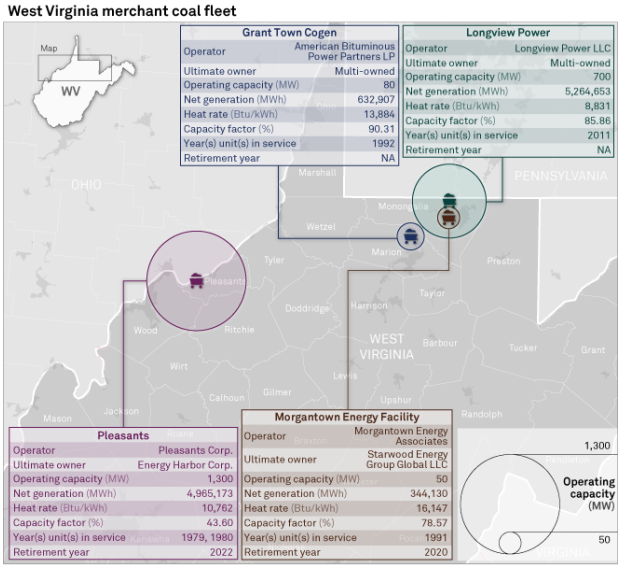
"We are looking to tell the story of how best to visualize the top 4 or 5 Ultimate Parents by their total combined Operating Capacity [from the complete list of US power plants]."



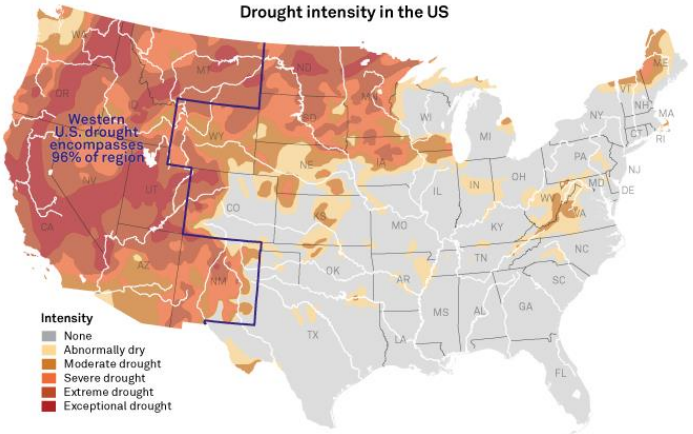
Carbon pricing programs in US
Different cap-and-trade approaches



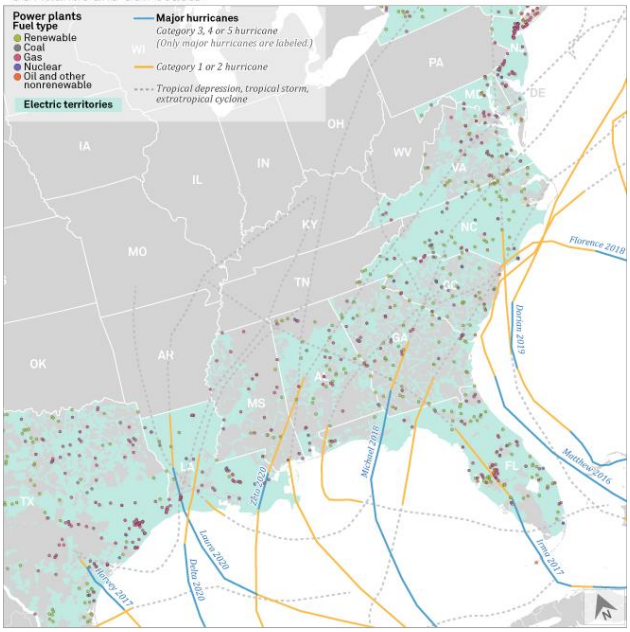
West Virginia merchant coal fleet



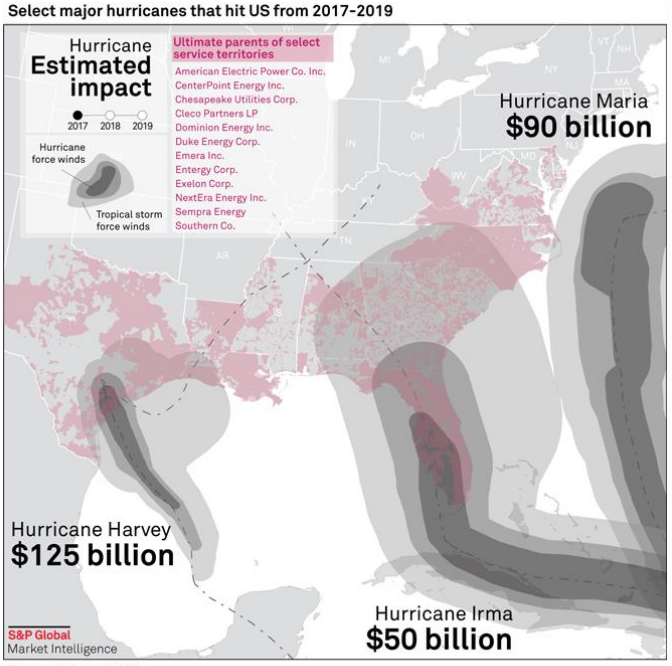
Drought intensity in the US

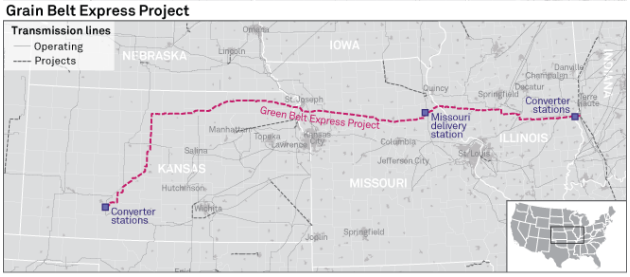


Hurricane activity 2016-2020, and current power generation assets
US Atlantic and Gulf coasts



Select major hurricanes that hit US from 2017-2019



Data compiled June 19, 2020.
Based on NOAA National Centers for Environmental Information U.S. Billion-Dollar Weather and Climate Disasters (2020).
Map credit: Elizabeth Thomas
Sources: S&P Global Market Intelligence; National Oceanic and Atmospheric Administration

Grain Belt Express Project