



**COLORADO**

**Department of Health Care  
Policy & Financing**

## Brand Guide

INCLUDES INFORMATION ON HEALTH FIRST COLORADO  
(COLORADO'S MEDICAID PROGRAM) AND THE FOLLOWING PROGRAMS



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# The HCPF Brand Guide

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## Welcome!

We created this guide to help Colorado state agencies and our partners create consistent, branded materials for the Colorado Department of Health Care Policy and Financing (HCPF) and our programs, including Health First Colorado (Colorado's Medicaid program). This guide supplements the Colorado State Brand Guidelines ([colorado.gov/dcs/state-branding](http://colorado.gov/dcs/state-branding)).

Using consistent branding builds trust and credibility with our members and audience. If you ever have questions about these guidelines, email the brand manager at [HCPF\\_Comms@state.co.us](mailto:HCPF_Comms@state.co.us).

## Accessing the Brand Assets

### *For Employees*

Employees can find the HCPF brand guide, HCPF letterhead, program and slide deck templates, plus photos, instructions for setting up email signatures and more on SharePoint > Organizational References > Branding and Templates.

To access the logo files, email the HCPF brand manager at [HCPF\\_Comms@state.co.us](mailto:HCPF_Comms@state.co.us) with a brief description of how and where you're planning to use the logo (e.g., on what type of document or site) and if it will be shared with external partners. You can also fill out the Brand Request Form ([hcpf.colorado.gov/brandrequestform](http://hcpf.colorado.gov/brandrequestform)) with your logo request and the brand manager will reach out to you directly.

### *For Vendors and Partners*

Vendors and partners who want to use the HCPF or Health First Colorado logo must complete the Brand Request Form ([hcpf.colorado.gov/brandrequestform](http://hcpf.colorado.gov/brandrequestform)). Please include a brief description of how and where you're planning to use the logo. After we review and approve your request, we will share the correct files.

Learn more about HCPF and Health First Colorado communication and brand standards on the HCPF Brand and Style Guides webpage ([hcpf.colorado.gov/brandwebpage](http://hcpf.colorado.gov/brandwebpage)).

The Department of Personnel and Administration (DPA) enforces branding standards and maintain official graphics files for all state agencies to ensure proper use of all logos. More information on the Colorado State Brand Guidelines can be found at [colorado.gov/dcs/state-branding](http://colorado.gov/dcs/state-branding).

# The Colorado State Brand

## *The Colorado State “C” Logo*

To promote all that Colorado is and has to offer, and to provide a fresh representation of the state brand, Gov. Jared Polis established a new logo for the state of Colorado and its agencies in 2019. The Colorado “C” logo serves as a symbol of Colorado’s strength and a reminder of its friendly and approachable attitude that reflects our state’s natural beauty. It is designed to serve as a constant and consistent reminder of everything our spectacular state can be.



- Tree represents Colorado’s many natural resources and its outdoor spirit
- Red symbolizes Colorado’s red soil and rocks
- Yellow represents the state’s abundant sunshine and the wheat of the plains
- Dual peaks represent the many mountains in the state
- Rich blue base represents water, which is critical to our state

Everything you need to know about using the state logo and Colorado Brand can be found on the [Colorado Division of Central Services](#) website.

## *State Seal*

The State Seal is used exclusively to communicate the authority of the state government and may be used only by a state agency for official state business. Additional information about the use of the seal is available on the Secretary of State’s website at [sos.state.co.us](https://sos.state.co.us) and questions about the use of the seal should be directed to that office. Official seal art is managed by DPA’s Integrated Document Solutions (IDS) unit. Use ONLY official art supplied by IDS.



When to consider using the State Seal: Communications from elected state officials such as the Governor’s Office and the Colorado General Assembly, along with law enforcement, corrections and on documents such as tax notifications, certificates, vital records and contracts.

## *Typography*

The recommended typeface for use in printed and presented HCPF materials is Trebuchet MS. Trebuchet MS can be found in all Microsoft Office products. Museo is the recommended header typeface, if available.

# HCPF and What We Do

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## ***The Department of Health Care Policy and Financing: What We Do***

The Department of Health Care Policy and Financing administers Health First Colorado (Colorado’s Medicaid program), Child Health Plan *Plus* (CHP+) and other health care programs for Coloradans who qualify. Please incorporate the above sentence about “What We Do” on HCPF materials and use as a talking point in presentations, to clarify the connection between HCPF and our programs for our members, providers and partners.

## ***Writing out the Department Name and Using the HCPF Acronym***

Although the ampersand appears in the HCPF logo in “Health Care Policy & Financing,” in written communications it should be replaced with “and” for better accessibility.

Always use the full name and acronym on first reference in written communications for external audiences such as: member and stakeholder communications, public notices, reports pertaining to legislative activity or programs co-managed by multiple Colorado departments: Colorado Department of Health Care Policy and Financing (HCPF).

**Please note:** The sentences to follow should use HCPF as a reference and **not** “the Department.”

For example: The Colorado Department of Health Care Policy and Financing (HCPF) website offers a Find a Doctor provider search tool for members. HCPF works to make this information accessible so that members can find providers to deliver covered services.

For official documents such as contracts, Requests for Information, and investigation responses, use standard conventions that already exist (e.g. contracts are often state of Colorado, not HCPF; ADA or HIPAA investigations usually refer to the Department, not HCPF). If in doubt, contact the Communications team at [HCPF\\_Comms@state.co.us](mailto:HCPF_Comms@state.co.us).

# Health Care Policy and Financing Logo

Most departments and offices within Colorado have a primary logo that includes the C, department emblem and a text treatment to the right. The HCPF emblem uses the same tree green and rich blue colors as the “C” logo in order to create a cohesive brand. The HCPF emblem includes a round icon showing three people standing together. This primary logo below is the preferred use of the logo and should be used on all HCPF materials unless otherwise noted.



## *White Reverse and Gray Logos*

The white reverse logo can be used when reinforcing the brand color is not necessary, or when it is helpful to achieve a balanced layout. Use this logo to reverse out of black and colored backgrounds, or when the background is approximately 50% grayscale or darker (shown at left). When the background is lighter than 50% grayscale, use the gray logo (shown at right).



## *Color Reverse Logo*

When printing the logo on dark or vivid backgrounds, use the color-reversed logo below (or all white option above). The outline used in this version provides increased separation between the logo and the background. The type color is changed to white.



More information on the Colorado state brand guidelines can be found on the [Colorado Division of Central Services](#) website.

# Correct vs Incorrect Logo Usage

## Correct Usage

Do use the logo proportionally and in its original, provided format.



## Incorrect Usage

Do *not* compress or stretch.



Do *not* add a shadow.



Do *not* use the HCPF circle emblem without the CO state logo.



Do *not* recolor the logo in any way.



Do *not* place the color logo on a full-color image, color or busy background. Instead, use a white or color reverse version. (See previous page for example.)



Do *not* use an old logo. If a document needs to be re-released with updates, replace the old logo with the current HCPF logo presented throughout this document.



## Logo Size Minimum

Size the HCPF logo to 1/4 inches or larger in height in any configuration. The minimum size does not apply to low-resolution processes like those found on webpages.



# Health Care Policy and Financing Colors



## Color Palette for HCPF

### Primary Colors

The primary color palette is the HCPF core brand and consists of colors found in the HCPF emblem plus Purple 5125. Choose color combinations carefully to ensure high contrast, especially for text.



**Blue 2748C**  
cmyk: 100/94/24/23  
rgb: 0/25/112  
hex: 001970



**Tree Green 7483C**  
cmyk: 84/38/88/34  
rgb: 36/93/56  
hex: 245d38



**Purple 5125C**  
cmyk: 56/84/39/24  
rgb: 109/58/93  
hex: 6d3a5d

### Accent Colors

The secondary colors are not in the HCPF emblem, but are in the “C” logo. They should be used sparingly and in combination with primary colors for charts, graphs and icons in situations where a variety of colors beyond the primary colors are needed. Choose text colors carefully to ensure high contrast.



**Right Mountain  
Teal 7699C**  
cmyk: 83/54/35/12  
rgb: 53/100/126  
hex: 35647e



**Red 200C**  
cmyk: 16/100/87/6  
rgb: 195/0/47  
hex: c3002f



**Left Mountain  
Green 7491C**  
cmyk: 54/33/96/12  
rgb: 122/133/59  
hex: 7a853b



**Yellow 109C**  
cmyk: 0/16/100/0  
rgb: 255/209/0  
hex: ffd100

### Accessibility and Color Tips

For maximum accessibility, choose colors with adequate contrast between content and background. **Left Mountain Green 7491 and Yellow 109 do not pass Web Content Accessibility Guidelines (WCAG)** for color contrast and should only be used as an accent color, and not as a text or background color. For additional information and to further check color contrast, visit the [WebAIM](#) site.

Consider limiting color use to a few brand colors, or using tinted variations of those same colors, to avoid visual clutter.

### NOTE to Printers

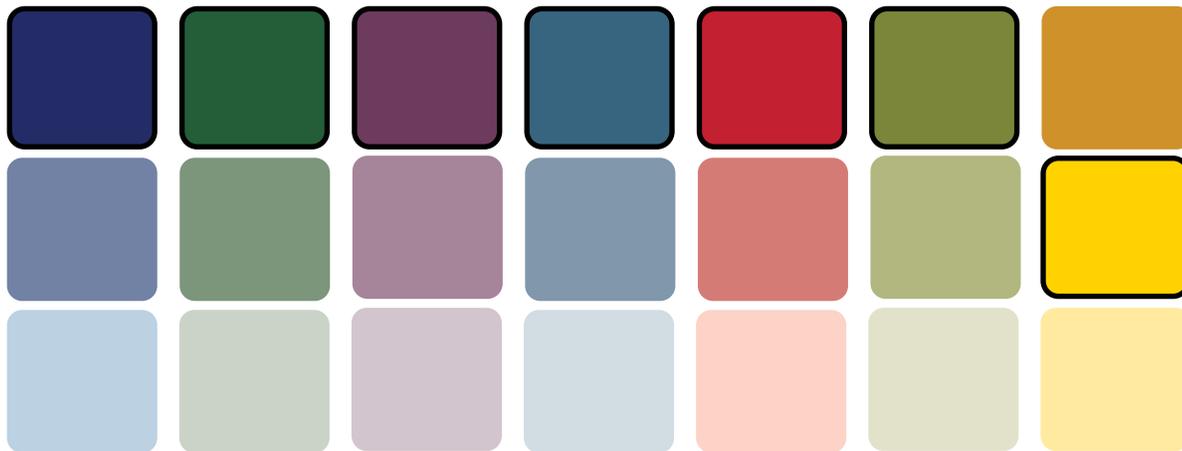
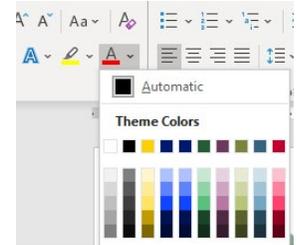
Some color values are direct conversions from the PMS LAB values, others are perceptual adjustments. If printing spot colors or screen printing, please refer to PMS number.

# HCPF Color Tints, Shades and Examples

## Tints and Shades

Tints and shades expand the depth of a color palette and are useful for creating subtle tones, such as alternating fills in a table, or for adding variation to charts and graphs.

When using the HCPF templates (created in Microsoft products) found in SharePoint, HCPF color shade options can be accessed from the Theme Colors when text or a shape is selected, to create colors similar to the examples below.

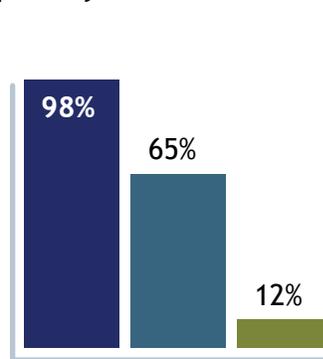


## Color Usage Examples

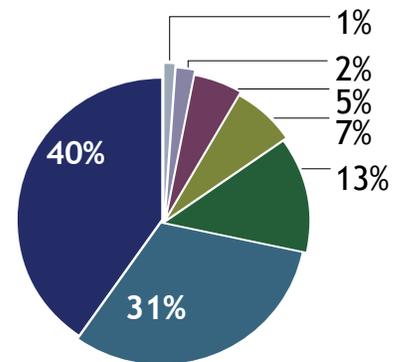
The examples below use the HCPF primary and accent colors as well as shades.

Col 1	Col 2	Col 3
78	88	32
45	22	16
67	13	12
33	62	56

Tables



Graphs and charts



Infographics

# Accessible HCPF Colors and Icons

## *Designing for Accessibility*

Designing with accessibility in mind ensures the materials created are usable by all Coloradans, including those with low vision. Color choices should exhibit high color contrast, especially between text and background elements. Avoid using color as the only indicator of data change for visuals like charts, graphs and maps by also including the tabular data (examples on page 7) on the visual itself to support what the colors show. For line graphs, include a variety of line styles (dotted, dashed, etc.). For maps with large color blocks include patterns or texture to differentiate colors.

Color contrast of text and background can be checked using free tools like the WebAIM color contrast checker ([webaim.org/resources/contrastchecker/](http://webaim.org/resources/contrastchecker/)), which provides a pass/fail rating against the current WCAG standard, which is what the State of Colorado adheres to. Our current level of conformance is AA.

Low color contrast



High color contrast



These two background colors use tints.

Pattern or texture



## *HCPF Icon Library*

The icon library has a consistent look, incorporating the shape and feel of the HCPF and Health First Colorado brands, and should be used to create clarity and represent ideas or actions. Icons paired with short descriptive text are easier to understand than icons without. To access the icons contact the HCPF brand manager through the [Brand Request Form](#).



# HCPF, Program Logos and Co-branding

Logos for each division and program are available by request. Files in CMYK, PMS, RGB and grayscale formats are available in eps format. High resolution pngs are also available. Fill out the [Brand Request Form](#) with your logo request, and files will be shared after review and approval.

## HCPF Program Logos

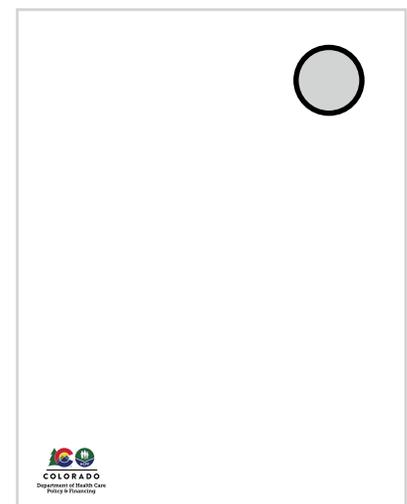
Certain HCPF programs have their own logo that incorporates the C and department emblem with program specific type treatment. Those logos include Child Health Plan *Plus* (CHP+), Colorado Indigent Care Program (CICP) and Healthy HCPF. School Health Services Program, co-managed with the Department of Education, also has it's own logo and incorporates the Colorado C with type treatment only. You may use these logos on their own or combined with the Health First Colorado logo, if appropriate, when communicating directly to members using these programs.



## HCPF Co-branding Guidelines

Co-branding allows a vendor or partner to maintain its current brand identity while displaying a connection with HCPF and the services provided, through the inclusion of the HCPF logo in a non-dominant position on associated vendor-created materials, such as reports.

When using this co-brand strategy, the HCPF logo and the vendor or partner logo appear on communications as separate elements and are placed a significant distance between the logos in order to maintain the integrity of each brand. The HCPF logo should always appear on the same page as the vendor or partner logo and should be no larger than the size of the vendor or partner logo.



# Health First Colorado Logo

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## ***Health First Colorado***

The Department of Health Care Policy and Financing administers Health First Colorado (Colorado’s Medicaid program), Child Health Plan *Plus* and other health care programs for Coloradans who qualify.

## ***Health First Colorado Name Usage***

Always use the full name: “Health First Colorado (Colorado’s Medicaid program)” to replace all mentions of “Medicaid” or “Colorado Medicaid” within communications on the first reference. Subsequent references can drop the parenthetical phrase. For example: “The Colorado Department of Health Care Policy and Financing oversees Health First Colorado (Colorado’s Medicaid program) and Child Health Plan *Plus* (CHP+). Health First Colorado is health coverage for Coloradans who qualify.” Do not abbreviate Health First Colorado into an acronym of HFC in any external written communication.



## ***Health First Colorado Logo Usage***

This is the primary logo to be used on all Health First Colorado materials unless otherwise noted. Use the Health First Colorado logo when communicating directly with members.

## ***Typography***

The recommended typeface for use in text in printed and presented materials using Health First Colorado as a primary brand is Verdana. Verdana can be found in all Microsoft Office products.

# Health First Colorado Logo Colors



## Color Palette for Health First Colorado

### Primary Colors

These three colors are the core colors of the Health First Colorado logo. Choose color combinations carefully to ensure high contrast, especially for text.



**Purple 512**  
cmyk: 60/100/24/9  
rgb: 120/37/111  
hex: 78256f



**Dark Blue 7462**  
cmyk: 100/50/0/10  
rgb: 0/103/172  
hex: 0067ab



**Green 7737**  
cmyk: 64/15/100/1  
rgb: 107/165/67  
hex: 6ba542

### Accent Colors

These four accent brand colors are complementary to the Health First Colorado logo. They should be used sparingly and in combination with primary colors for charts, graphs and icons in situations where a variety of colors beyond the primary colors are needed.



**Light Blue 2925**  
cmyk: 76/28/0/0  
rgb: 0/150/219  
hex: 0096db



**Yellow 130**  
cmyk: 0/27/100/0  
rgb: 244/170/0  
hex: f4aa00



**Orange 159**  
cmyk: 13/75/100/3  
rgb: 209/95/39  
hex: d05f27



**Gray 5445**  
cmyk: 27/15/11/0  
rgb: 185/198/210  
hex: b8c6d2

#### Primary Color Note

Purple 512 and Dark Blue 7462 pass WCAG for color contrast ratios and may be used as text and background colors. **Green 7737 does not pass WCAG** for color contrast and should only be used as an accent color, and not as a text or primary background color.

#### Accent Color Note

**None of these pass WCAG** for color contrast (on a white background) and should **only** be used as an accent color, or background color with black text.

For additional information and to further check color contrast, visit the [WebAIM](#) site.

#### Tints, Shades and Accessibility Note

Please reference the guidelines on pages [7](#) and [8](#) on using color tints and shades, examples and color impact, and considerations on accessibility.

# Health First Colorado Logo Options

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## **White Reverse Logo**

Use this logo to reverse out of black and colored backgrounds. This logo is slightly different from the color version to allow for readability on color backgrounds.



## **Black and Gray Logo**

Either the black logo (left) or grayscale logo (right) can be used when reinforcing the brand color is not necessary and should be used when there are limitations of black and white printing. In this situation, it will prevent the brand colors from being lost in single color printing or faxing.



## **Logo Without Tagline and Logo Mark**

The logo may be used without the tagline (left) in specifically approved instances. Reach out to the HCPF brand manager through the [Brand Request Form](#) with questions on logo use. The logo mark (below right) may be used as a design element within proximity to the full logo only, and may not be broken apart into individual elements.



## **Logo Size Minimum**

The Health First Colorado logo, including the tagline, should never be smaller than 1.5 inches in width, the minimum size for the logo to be legible.



# Correct vs Incorrect Logo Usage

## Correct Usage

Do use the logo proportionally and place the color logo on a white background.



## Incorrect Usage

Do *not* compress, stretch or tilt the logo.



Do *not* add a shadow to the logo.



Do *not* recolor the logo in any way.



Do *not* use the logo without the logo mark.



Do *not* add a miscellaneous tagline or other text to the logo and do not use a different typeface or font.



Do *not* place the color logo on a full-color image, color or busy background.



Instead, use a black or white version and place in a location with little distraction.



# Co-brand with Health First Colorado

## ***Health First Colorado logo usage combined with Regional Organizations, Managed Care Plans, Benefit Service Providers and External Partners***

Regional organizations, benefit service providers and external partners may co-brand member-facing materials by using their logo and the Health First Colorado logo combined with language to describe their role with respect to Health First Colorado.

Much like the HCPF co-brand strategy guidelines ([page 7](#)), when using the Health First Colorado logo in conjunction with a partner logo, it creates a connection between the two entities. When HCPF generates member communication, the Health First Colorado logo is the primary logo. When partners generate member communication, the partner logo is the priority in size and location and the Health First Colorado logo should appear secondary in the footer, or near the bottom of the page, with the appropriate tagline.

**Regional organizations, managed care plans, benefit service providers:** HCPF has developed a unique Health First Colorado logo with the tagline “In partnership to better serve you” attached for ease of use when communicating with members.



**External partners and contractors:** Use the Health First Colorado logo *on their website only*, with the supporting tagline “Health First Colorado (Colorado’s Medicaid program) is a health care program for Coloradans who qualify.” near the logo in a place deemed fitting by the partner or contractor.

**Rule of thumb:** The Health First Colorado logo with attached tagline should be used by the service provider for member welcome letters, general plan communications and websites referencing the plan. Provider-related and clinical communications should use the service provider or contractor name and logo, co-branded with Health First Colorado.

<i>Use Health First Colorado for member communications regarding the health plan, such as...</i>	<i>Use the service provider or contractor name/logo for member communications regarding clinical information, such as...</i>
- Member welcome letter	- Notice of organization privacy practices
- Primary care provider attribution letter	- Wellness visit reminders
- Notice of action letter	- Clinical health tips

This list is not comprehensive; if you are unsure, please check with the HCPF brand manager through the [Brand Request Form](#).

# Photography Style

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A clear and consistent photography style is an important attribute of a unified brand. Because the work we do is centered around our members, using images with people from a variety of diverse and inclusive backgrounds in natural and realistic settings, allows the Colorado Department of Health Care Policy and Financing and Health First Colorado to create a genuine and positive connection with our audience. The goal is to show people living an active, healthy lifestyle in their communities and the photos should demonstrate that in a variety of ways. Images should be properly licensed, downloaded or purchased from approved websites or, if using photos of members, official releases signed. Employees can access images that meet these guidelines through SharePoint ([page 1](#)).

## Tone

- Images use warm, natural light; selective focus; natural situations.
- People are feeling reassured, hopeful, optimistic and engaged, and are pictured in realistic environments.
- People enjoying the things that matter to them in their lives: family, children, friends, leisure activities and work.
- Images of nature and/or Colorado landscapes should include people or a person.
- Ensure that nature images are truly of Colorado and represent the varied landscapes (city, plains, small towns, Western Slope), not just mountains.



Photo credit: [Disabled And Here](#).

# Inclusive Images

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## *People of All Backgrounds and Abilities*

- Images reflect an inclusive population, including a variety of ethnic backgrounds, genders, body types and abilities.
- Images include families, adults, children, couples and single people.
- People represent fluid gender identity or gender expressive roles. For example: not only male doctors with female nurses or male and female parenting.
- Doctors and caregivers are working with patients and family members, supporting an independent lifestyle, not doing things for or to patients and family members.

Photo credit: [Disabled And Here](#).



# Photography Do's and Don'ts

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Photography is a powerful visual medium. By carefully selecting images, you reinforce our brand goals and tone.

- ✓ **Do:** Select images that humanize people and their conditions.
- ✓ **Do:** Choose artistic croppings and fresh imagery.
- ✓ **Do:** Look for realistic, empathetic, emotional images.
- ✓ **Do:** Show people with disabilities using equipment (wheelchair, etc.) appropriate to their needs and cropped to represent the whole person, not just focusing on the equipment.
- ✗ **Don't:** Choose images that are cliché, posed or staged.
- ✗ **Don't:** Use images that are dated or irrelevant.
- ✗ **Don't:** Select content over connotation (e.g., just because an image shows a patient and doctor does not mean it telegraphs empathy).

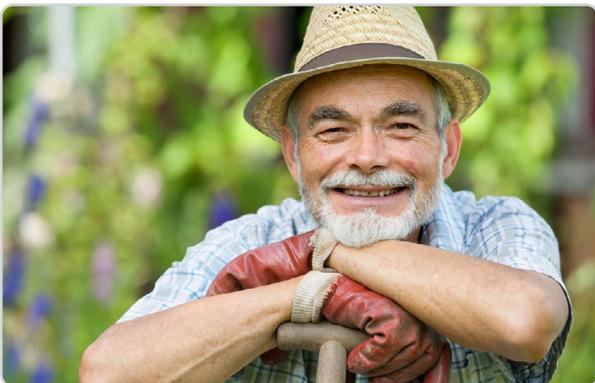
✓ **Do**



✗ **Don't**



✓ **Do**



✗ **Don't**



# Accessibility and Usability

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Federal and state laws, including Colorado HB21-1110, require all internal and public-facing technology and documents be accessible. All documents must meet accessibility standards prior to publishing on any of HCPF’s websites (including Health First Colorado or third party), and/or being emailed or distributed in electronic format. The technology includes but is not limited to websites, applications, kiosks, digital signage, documents, video, audio and third-party tools. Accessibility means empowering people with a diverse range of hearing, movement, sight, and cognitive abilities to access the information and services they need whatever their hardware, software, language, location, or ability.

Learn more about [HB21-1110 and Colorado Laws for Persons with Disabilities](#) and [Web Content Accessibility Guidelines \(WCAG\)](#). Vendors are responsible for ensuring that they have the knowledge and tools to create documents that comply with the current WCAG version and level AA standards, which Colorado follows.

Below are baseline document accessibility tips. This is **not an exhaustive list** as each application’s accessibility tools are unique.

## ***Basic Document Accessibility Tips***

- Fill out document properties fields: Title, Subject, Author, Manager, Company, Category, Keywords.
- Set the Language Properties: English, Spanish, Bilingual.
- Use document Styles in Microsoft products for text formatting.
- Use System Fonts (Trebuchet, Verdana, Tahoma).
- Use linked table of contents for documents with 9 pages or more.
- Place document titles in the main document, not the ‘Header’ area.
- Use 12 point for body text when possible and 9 point for footnotes.
- Do not use extra spaces after periods and paragraphs.
- Do not use auto hyphenation or drop caps.
- Do not underline text unless it is a link, and use italics sparingly
- Use tables sparingly and do not use to organize the page.
- Create meaningful link names that describe their destination, function, and/or purpose. Avoid “click here;” use “visit site” or “learn more about site” instead.
- Use all caps only for acronyms, and always spell it out the first time it’s used.
- Use camel case when writing out hashtags, example: #CamelCase
- Add Alternate Text (page [19](#)) to graphics and images. If an image doesn’t add information to the content of a page, mark the object as decorative.
- Convert text boxes to regular paragraphs and group complex objects.

# Writing Alternative Text

Alternative text (alt text) is descriptive text which conveys the meaning and context of a visual item in a digital setting, such as on an app, webpage or PDF. When screen readers such as Microsoft Narrator, JAWS, and NVDA reach digital content with alt text, they will read the alt text aloud, allowing people to better understand what is on the screen. It's important that your alt text is clear and descriptive to effectively communicate the visual information in the image.

Below are baseline alt text tips, although **not an exhaustive list** as images and graphics can have specific descriptive needs depending on the context and audience.

## ***Best Practices: Writing Alt Text for Images***

- Do not start with 'Image of...', or Logo of...'
- Use proper names and nouns
- Avoid using images with lots of words. If it has text include all of it in the description.
- Use personal identifiers for people when relevant
- Avoid abbreviations when possible
- Avoid emojis, links and hashtags
- If an image is only decorative and doesn't add information to the content of a page, such as a dotted line or color box behind text, mark the object as "decorative."



Alt text for image at left: Woman in a wheelchair holds a shopping basket on her lap while looking in a grocery store bakery case.

## ***Best Practices: Writing Alt Text for Diagrams, Flow Charts and Graphs***

When dealing with objects that give detailed information, such as an infographic or chart, use alt text to provide the information conveyed in the object. For example, "A bar chart showing sales over time. In July, sales for brand A surpassed sales for brand B and kept increasing throughout the year."

- Convey the key takeaway from and reasoning behind using the chart or graph.
- Specify what kind of chart or graph it is (bar, pie, line, etc)
- Describe the X and Y axis if part of the graph
- Describe the beginning point, progress, and conclusion of flow charts
- If the image is complex with lots of data and is essential to the document, consider including a link to a webpage that includes the raw data and/or a long description.