## Scientific colour maps

A "scientific colour map" uses a methodology that prevents data distortion, offers intuitive colouring, and is accessible for people with colour-vision deficiencies. However, most scientists use colour maps that distort data through uneven colour gradients (e.g., rainbow):

✓ Intuitive ✓ Distortion free ✓ Inclusive ✓ Freely available

batlow

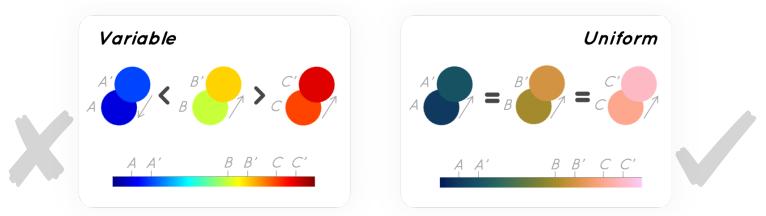
Scientific





Sklodowska-Curie, photographed by Henri

For every figure, think... is it scientific? Your software... look beyond the default! Your poster... accessible to the colour blind? Your peers... say 'no' to rainbow!



## Incremental colour contrast



For maps and

more



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