HOOVER
INSTITUTION PRESS

Figure and Table Preparation Guide

Hoover Press is happy to answer any questions you may have about figure and table preparation—the earlier the better! Please contact book production manager Alison Law at alison.law@stanford.edu.

Figure Preparation and Submission

- Readable thumbnails of all figures should be included within your submitted manuscript. The copy editor will address the text in your figures as part of their review. Please set figure captions and credits/sources as text within the manuscript Word file. Here is an example:
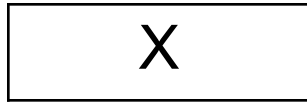

> Figure X. Caption using sentence capitalization. Add period if a complete sentence, but it does not have to be one.
> Source: List source for the figure using full citation. © copyright info if applicable from an outside source.

- When your manuscript is submitted, please also send sample figures as separate files for evaluation, so we may determine the extent of production work needed.
- When copy editing is complete, or when given the go-ahead by the editorial manager, submit your final figure files to the editorial manager and the book production manager. See the following sections for additional instructions.
- Charts, graphs, and diagrams will be formatted by the compositor (adjusting scale, colors, fonts, strokes, etc.) to conform to the book's design.

Filenames

- Figures should be numbered sequentially by book or, if a heavily illustrated or multiauthor volume, by chapter.
- Filenames that include the figure number ("fig_01.pdf") are ideal, but any descriptive, unique name will work. If you're submitting a chapter to a contributed volume, please also include your last name in the filename.

Preferred file formats

Charts, graphs, and diagrams
- Editable (vector) file types are preferred, such as PDF, SVG, EPS, and AI.
  - See "Additional Resources" for more information about creating these file types.
- We accept Excel files if your figures were created in Excel.
- If editable files are not available, high-resolution (300 dpi or higher) raster files are best. TIFF files are preferred, followed by PNG files, over JPG and GIF files.
- If you can provide only low-res files or JPG or GIF files, the compositor may be able to redraw your figures. Please send sample files as early as possible.

Photographs
- Photos should be 300 dpi or higher at the final printed size (see "Size" below).
- TIFF files are preferred.

Figure captions, titles, and axis labels
- Axis labels, legends, etc. should be included within the figure. Most figures do not need titles separate from the caption. Captions and sources/credits will be set by our compositor as parts of the page.
- Generally, we prefer labels and legends to be set sentence case like this (versus Title Case Like This).
- Helvetica is a great default font. Ten point (10pt) is a good size, but smaller is OK if space is a constraint.
- Most likely, your figure will be placed on the page such that the x-axis is parallel to the baseline of the surrounding text. Unless there is a good reason not to do so, please label the y-axis on the left side of the figure, and x-axis just below figure. Horizontal legends below the x-axis are preferred if room permits.

Size
- Most Hoover books have a trim size of 6×9 inches. As such, your figures should be no more than 4.5 inches wide and 7 inches tall. Hoover essays have a trim size of 8.5×11 inches, and the maximum figure size is 6×9 inches.

Permissions
- If your figures previously appeared on a website, in a publication (either your own or someone else's), or in another medium, you will need to seek permission to reproduce them. Please review the [Permissions Guide](#) and contact the book production manager with any questions.
- Figures should include a source/credit line. If you created the figure from raw data, the source line should begin, "Source: Data from XXXXX."

- If you accessed data from a private database and used this data in the creation of your figures, you must check whether the data source's terms and conditions allow you to publish figures based on that data, or whether permissions for use of the data are required.
- Data from US government sources are in the public domain and no permissions are necessary.

Accessibility

Hoover strives to produce accessible content to better serve our audience, as well as to comply with institutional standards and legal requirements. To achieve this goal, please keep in mind the following guidelines when you supply your figures:
- Supply alt text of about 125 characters for each figure (see instructions below). Alt (alternative) text provides a narrative description of an image that may be used in place of the visual representation.
- Choose high-contrast colors and avoid the use of red and green in graphs and charts. This is helpful for those with color blindness or low vision.
  - Hoover Press will finalize the colors during typesetting.
- Describe and analyze the figure in the main text of the essay or chapter, and reference the figure number in this discussion.
- In graphs and charts, signal meaning in two ways where possible; e.g., with a color and a pattern, or a color and a label.
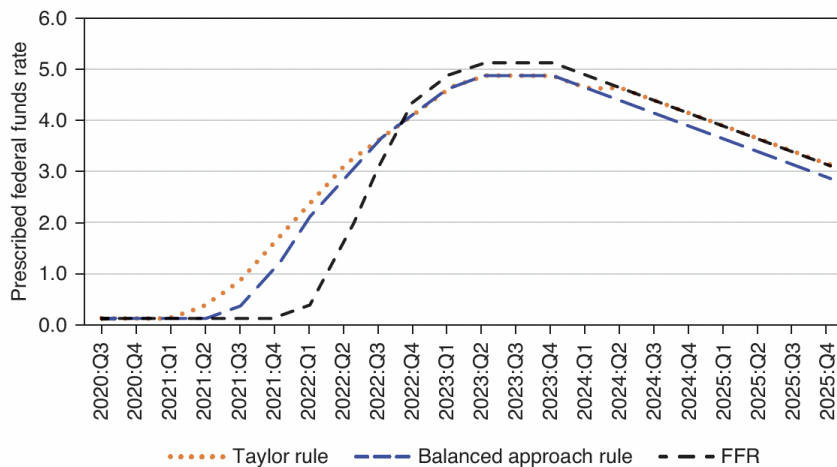

FIGURE 2.3. A Straightforward Way of Adding Policy Rules to the SEP.

See also this resource from Harvard, which provides a good overview of accessible design considerations for charts and graphs.

Alt text

Alt text "is meant to convey the 'why' of the image as it relates to the content of a document."[1] It is crucial for readers using assistive technologies like screen readers. Please provide the alt text for figures in your manuscript as a separate paragraph following the associated figure.

- These links provide general guidance on writing alt text:
  https://press.princeton.edu/resources/alt-text-guidelines
  https://help.siteimprove.com/support/solutions/articles/80000863904
- This link provides guidance on writing alt text specifically for graphs and charts:
  http://diagramcenter.org/specific-guidelines-e.html

Below are some examples of alt text:

Alt Text Example 1

An emergency airlift operation in Taiwan would resemble the 1948–49 Berlin Airlift, which provided supplies to West Berlin, blockaded by the Soviet Union from road and railway access to the West. *Bettmann via Getty Images*

Alt text

Photograph of the Berlin Airlift showing a crowd of adults and children standing on a hill looking up at a low-flying airplane.

---

[1] https://accessibility.huit.harvard.edu/describe-content-images
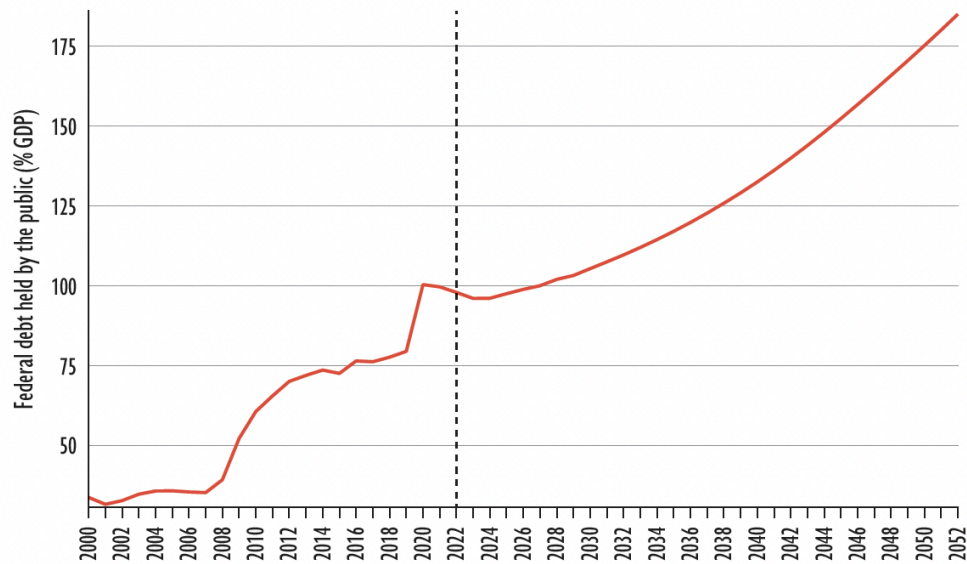
Alt Text Example 2

Figure 1.2 US Debt Projections, 2000–2052

Source: Data from Congressional Budget Office (CBO), *The 2022 Long-Term Budget Outlook* (July 2022), CBO publication 57971.

Relevant description in main chapter text

The situation is markedly worse than in 2010 when Mullen prophetically pronounced that "the most significant threat to our national security is our debt."[13] At the time, the national debt stood at 65 percent of GDP. It is now close to 100 percent of GDP and is expected to grow rapidly in the coming decades (see fig. 1.2), driven primarily by the growth of unfunded entitlement spending (see fig. 1.3).

Alt text

Line graph of US federal debt held by the public as a percentage of GDP between 2000 and 2052, with the level just below 100% of GDP in 2022 and projected to rise consistently to more than 175% of GDP by 2052.

Additional Resources

Below is application-specific information to help you create editable figure files for submission. We are always happy to review sample files and advise if they are suitable for production; however, we are not experts in these applications and cannot assist with detailed troubleshooting, so we encourage you to do additional research as needed.

Excel

There are a few different ways to save Excel charts as editable vector files depending on your operating system and software version. The following instructions work for Excel for Mac (Microsoft 365 Subscription).

1. Right click on the chart in the Excel sheet and choose "Save as Picture."
2. In the Save dialog, select "SVG" from the Save as Type options.

We also will accept Excel files.

PowerPoint

There are a few different ways to save PowerPoint files as editable vector files depending on your operating system and software version. The following instructions work for PowerPoint for Mac (Microsoft 365 Subscription) if your line art was created in PowerPoint.

1. Select all elements of illustration, right click, and choose "Save as Picture."
2. In the Save dialog, select "SVG" from the Save as Type options.

MATLAB

Add parameters ContentType and vector to your print statements:

```
exportgraphics(f1,'FigureFileName.eps','ContentType','vector')
```

".eps" in the filename = EPS file, ".pdf" will export a standalone PDF file. Either is fine. See https://www.mathworks.com/help/matlab/ref/exportgraphics.html.

R / Rstudio

Example print statements may be found at https://intro2r.com/export_plots.html.

Stata

Print statement looks like

```
. graph export uslifeexp.svg
```

Please see https://www.stata.com/features/overview/svg-export/. More detailed instruction is available from https://www.stata.com/features/publication-quality-graphics/.

gnuplot

You can generate EPS output in gnuplot using either `set terminal postscript eps` or `set terminal epscairo`. See http://www.gnuplot.info/.

Google Sheets (similar for Google Charts)

1. Select the chart.
2. Click on the three vertical dots that appear at the top-right part of the chart.

3. Go to Download.
4. Choose the image format in which you want to save the chart image (there is PNG, PDF, and **SVG**). SVG is best.

Table Preparation and Submission

- Tables should be submitted with your manuscript for editing, either as an editable text table within the Word file or as an Excel file. The latter may be preferable if your table is large or complex.
  - Please do not submit your table as an image file. However, if you are submitting an Excel file, putting a thumbnail image of the table in the manuscript is useful.
- Tables should be numbered sequentially by book or, if a heavily illustrated or multiauthor volume, by chapter.
- A table should include a title, column headings, source, and, if necessary, stub entries. Here is an example:

Table X.X. This Is a Table Title

	Column heading	Column heading	Column heading
Stub entry	4.5	$3.49	24
Stub entry	9.9	—	98
Stub entry	3.4	$4.99	83

Source: List source for the table using full citation.

- Tables will be formatted by the compositor to conform to the book's design. Note that when typeset, most tables will need only three horizontal rules (above and below the column headings, and at the end of the table) and no vertical rules. If you feel your table needs special formatting, please consult the editorial manager and the book production manager.
- Most Hoover books have a trim size of 6×9 inches, so tables will be no more than 4.5 inches wide and 7 inches tall. Hoover essays have a trim size of 8.5×11 inches, with a maximum table size of 6×9 inches.
  - Wide tables with many columns may be set broadside (designed to be read when the publication is turned ninety degrees).
- Any notes corresponding to tables should use non-numbered style (*, †, etc.) and appear directly below the table or figure rather than using footnote/endnote numbers in sequence with the rest of the document (so that the table or figure can be moved around to fit the layout without disrupting the order of notes).