

A Quick Comparison of Common Online Infographic Tools

	Canva	Piktochart	Infogr.am
Limits of Free Account	Less templates, icons, and images; Limits to # of team members, folders	Less templates, icons, and images; Lesser quality download and no PDF download	Less templates, icons, and images
Fee Structure	Subscription options provide more features	Subscription options provide more features	Subscription options provide more features
Watermark	No	Yes, cannot be removed	No
Collaboration	Yes, asynchronous team work enabled with free account	Not currently enabled	Not unless subscribed to fee-based team account
Sharing	Private until public, variety of options for sharing	Free users will have all published (i.e. downloaded) infographics made automatically public	Private until public, variety of options for sharing
Download	JPEG PDF PNG Bleed and crop lines	PNG JPEG	JPEG PDF PNG
Licensing and Intellectual Property	“One-time use” content (i.e. designs made with free icons) permits small scale use, incl. for course-based educational use	As a free user, your work gets shared as CC AT, Piktochart holds to right to publicize your public visuals (incl. for marketing and publicity)	Users grant Infogr.am worldwide, perpetual, royalty-free, non-exclusive license to host and use the content you post and display
Data Security	Servers in US, Australia, worldwide; Collects basic account info which may be shared with 3 rd parties; Variety of activity information collected	Server provider: Amazon AWS; Variety of activity information collected (e.g. cookies)	Likely US servers; Collects basic account info which may be shared with 3 rd parties; Variety of activity information collected (e.g. cookies)
Accessibility	No information available	Voluntary Product Accessibility Template identifies some issues with accessible design	No information available
Main Advantage	Collaboration features; privacy and sharing features	Provides the most amount of information about their accessibility status	Most sophisticated descriptive statistics abilities