**Sales Performance Dashboard - Color Formatting Guide**

This document outlines the color formatting used in the Sales Performance Dashboard. Follow these guidelines to maintain consistency while creating the dashboard.

**General Theme & Background**

* **Dashboard Background:** Light Blue (#E7F0FA) with 0% transparency
* **Font Color:** White text in the header, black text elsewhere
* **Borders:** #0ADAED with rounded corners of 14px and width 1px

**Header Formatting**

* **Background Color:** Dark Blue (#0E3455)
* **Text Color:** White (#FFFFFF)
* **Logo Placement:** Top left corner

**Visual-wise Formatting**

**Profit $ by Month (Line Chart)**

* **Line Color:**
  + 2019: Light Blue (#8EC7F1)
  + 2020: Dark Blue (#0E3455)
* **Axis Label Color:** Black (#000000)
* **Gridlines:** Light Gray (#D3D3D3)
* **Background:** White (#FFFFFF)

**Sales by Month (Line Chart)**

* **Line Color:**
  + 2019: Light Blue (#8EC7F1)
  + 2020: Dark Blue (#0E3455)
* **Axis Label Color:** Black (#000000)
* **Gridlines:** Light Gray (#D3D3D3)
* **Background:** White (#FFFFFF)

**Sales by Ship Mode (Bar Chart)**

* **Standard Class:** Dark Blue (#0E3455)
* **Second Class:** Medium Blue (#4A90E2)
* **First Class:** Light Blue (#8EC7F1)
* **Same Day:** Sky Blue (#B3D9FF)
* **Axis Label Color:** Black (#000000)
* **Background:** White (#FFFFFF)

**Profit by State (Map Visual)**

* **Map Theme:** Light Gray background with Blue data points
* **Data Points:** Dark Blue (#0E3455) bubbles, size varying by profit value
* **Background:** White (#FFFFFF)

**Sales by Category (Bar Chart)**

* **Office Supplies:** Dark Blue (#0E3455)
* **Furniture:** Medium Blue (#4A90E2)
* **Technology:** Light Blue (#8EC7F1)
* **Axis Label Color:** Black (#000000)
* **Background:** White (#FFFFFF)

**Sales by Payment Mode (Donut Chart)**

* **Cards:** Dark Blue (#0E3455)
* **Online:** Medium Blue (#4A90E2)
* **Cash on Delivery:** Light Blue (#8EC7F1)
* **Text Color:** Black (#000000)
* **Background:** White (#FFFFFF)

**Sales by Segment (Donut Chart)**

* **Consumer:** Dark Blue (#0E3455)
* **Corporate:** Medium Blue (#4A90E2)
* **Home Office:** Light Blue (#8EC7F1)
* **Text Color:** Black (#000000)
* **Background:** White (#FFFFFF)

**Sales by Region (Donut Chart)**

* **Central Region:** Dark Blue (#0E3455)
* **Other Regions (not displayed):** White (#FFFFFF)
* **Text Color:** Black (#000000)
* **Background:** White (#FFFFFF)

**Sales by Sub-Category (Bar Chart)**

* **Binders, Paper, Furnishings, Phones, Storage, Art:**
  + Dark Blue (#0E3455) for highest value
  + Light Blue (#8EC7F1) for lowest value
* **Axis Label Color:** Black (#000000)
* **Background:** White (#FFFFFF)

**Interactive Elements**

**Region Selection (Buttons)**

* **Button Background (Selected State):** Dark Blue (#0E3455)
* **Button Background (Unselected State):** Light Gray (#E0E0E0)
* **Text Color:** White (#FFFFFF) for selected, Black (#000000) for unselected

**Final Notes**

* Ensure all charts have proper data labels with black text.
* Maintain consistency in border styles and gridlines.
* Use white backgrounds for better readability.

By following this color formatting guide, you can create a professional and visually consistent Power BI dashboard.