

1. Color Selection

Primary and/or secondary colors

1. Choose from the corporate identity e.g., LOGO
2. Choose from the industry. Example: For the metal industry choose grey and yellow for beauty products choose purple/ red/ pink, for fashion brands dark blue or black, etc.
- 3) Choose colors based on the theme of the dashboard or report

Theme colors

Determine the colors for the various elements on the dashboard such as page background, container background, borders, primary texts, secondary texts, highlighting texts, etc.

2. Font Selection

Choose the fonts for the identity/industry/subject.

Size

Determining the size for the KPI values, title text, value texts, and paragraph texts (in case of storytelling reports) in relation to their importance and intended visibility.



3. Aspect Ratio

Never go out of aspect ratios, it will make your static elements/ visuals ugly.

1. Try to keep canvas size 16:9 ratio (popular ratios 1024×576, 1280×720, 1600×900, 1920×1080, 2560×1440). In case of custom size keep width either 1024, 1280, 1600, 1920, or 2560 and keep Height/ Length as required to accommodate all visuals
2. Strictly keep Images & LOGOs in their aspect ratio
3. Try to keep other elements' size in multiple of 8 or if needed in a few cases in multiples of 4.

4. Positioning

1. Try to place the elements at the positions (Horizontal / Vertical) in a multiple of 8 and if need then a multiple of 4
2. Maintain proper distances (in most cases equal) from left and right to each other - not too congested or not too open

Please check out the 15 general design principles for dashboarding here

https://www.youtube.com/watch?v=HuZiJ44_71M&ab_channel=codebasics

