1. **Color Selection**

**Primary and/or secondary colors 1.**

* Choose from the corporate identity e.g., LOGO.
* 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.
* 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.

1. **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 realtion to their importance and intended visibility.

1. **Aspect Ratio**

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

* 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 visual
* Strictly keep Images & LOGOs in their aspect ratio.
* Try to keep other elements’ size in multiple of 8 or if needed in a few cases in multiples of 4.

1. **Positioning**

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