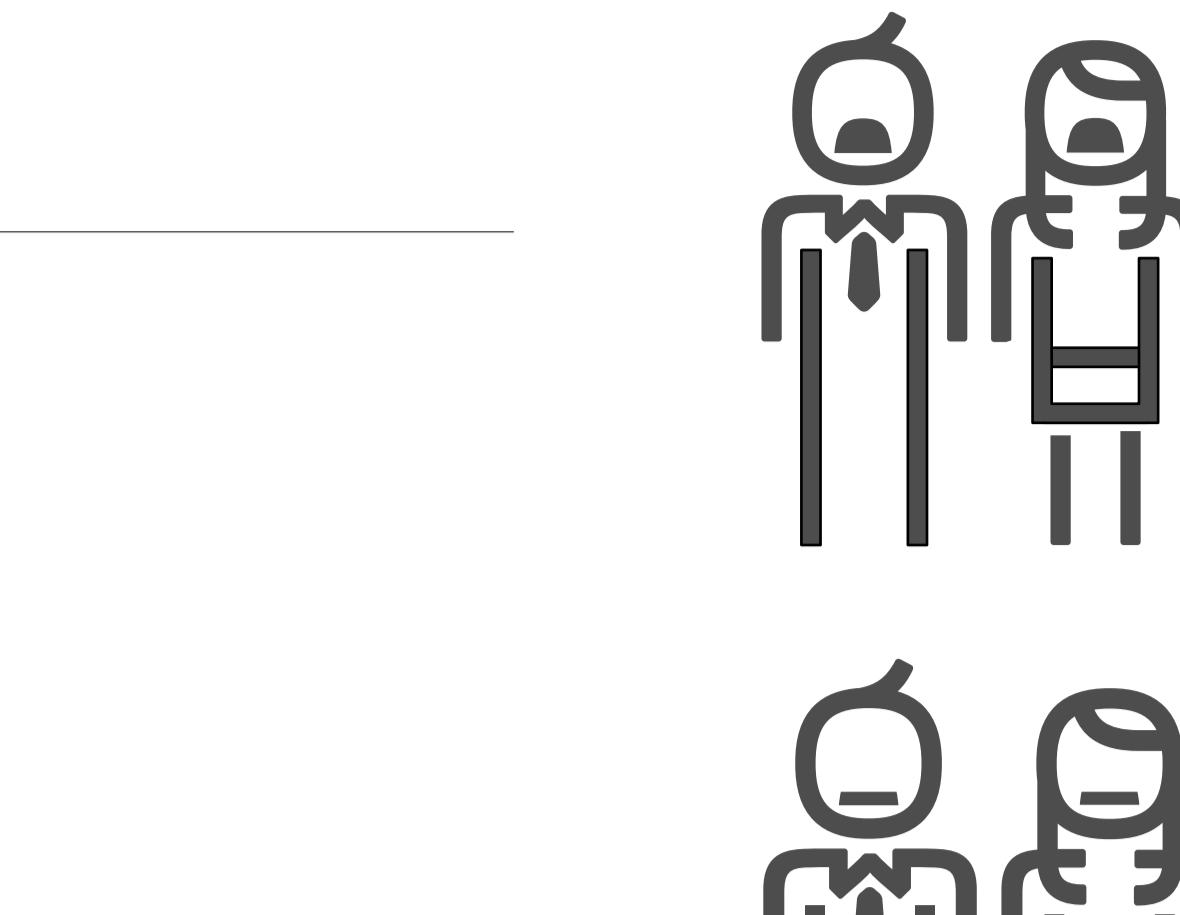


Visual Identity for Dashboard

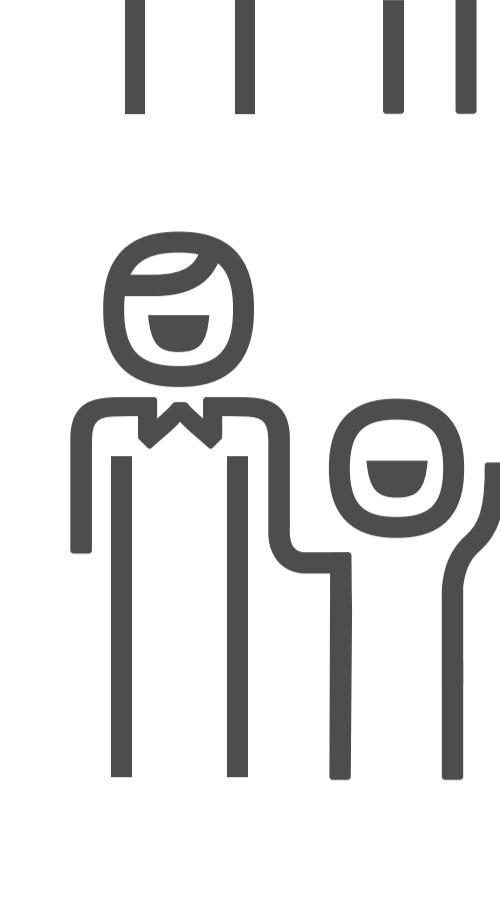
ICONOGRAPHY

We have designed generic icons for each figure representation.

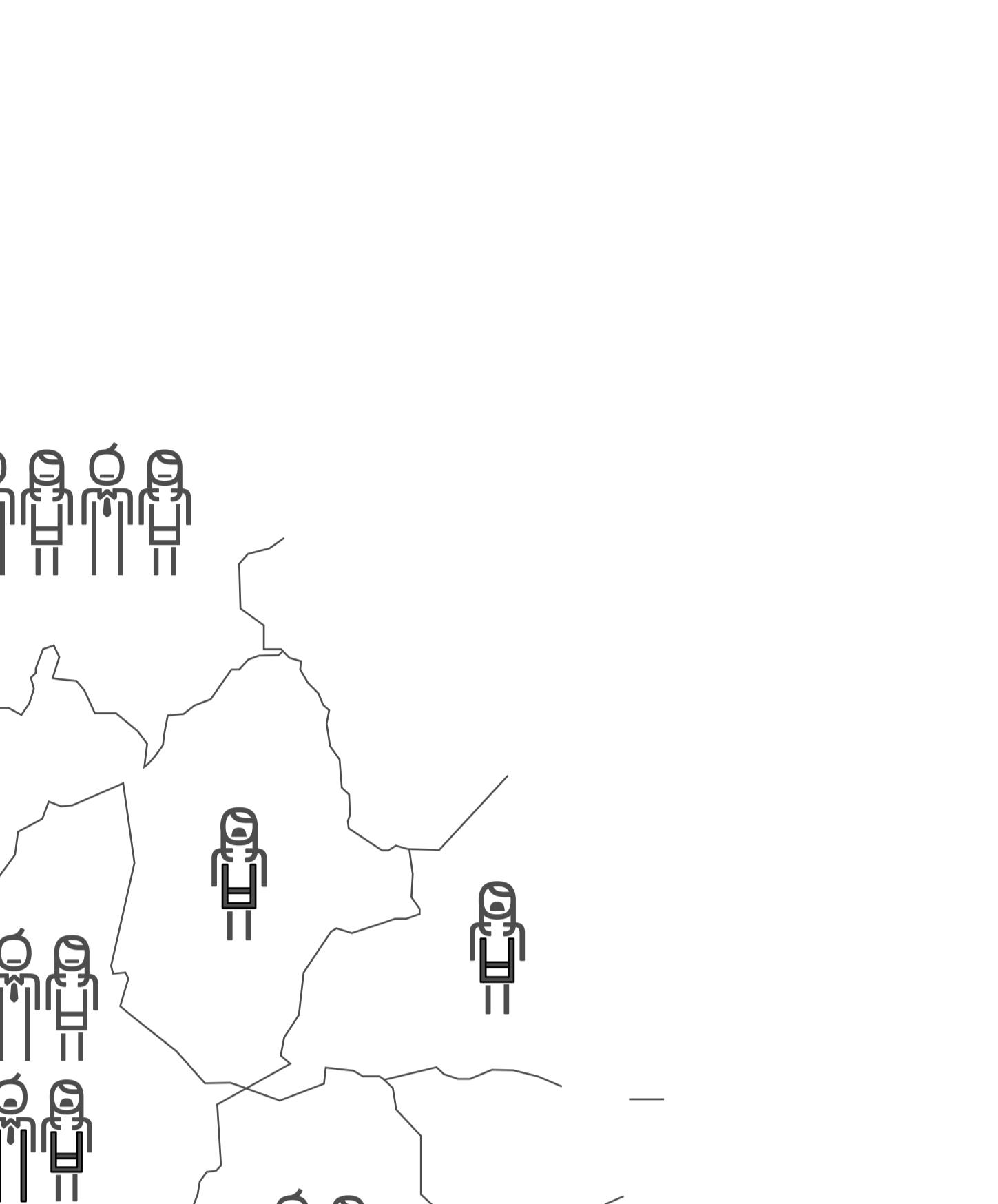
Teacher icons are designed to be used in a visualization that predicts a future teacher shortage due to the population boom



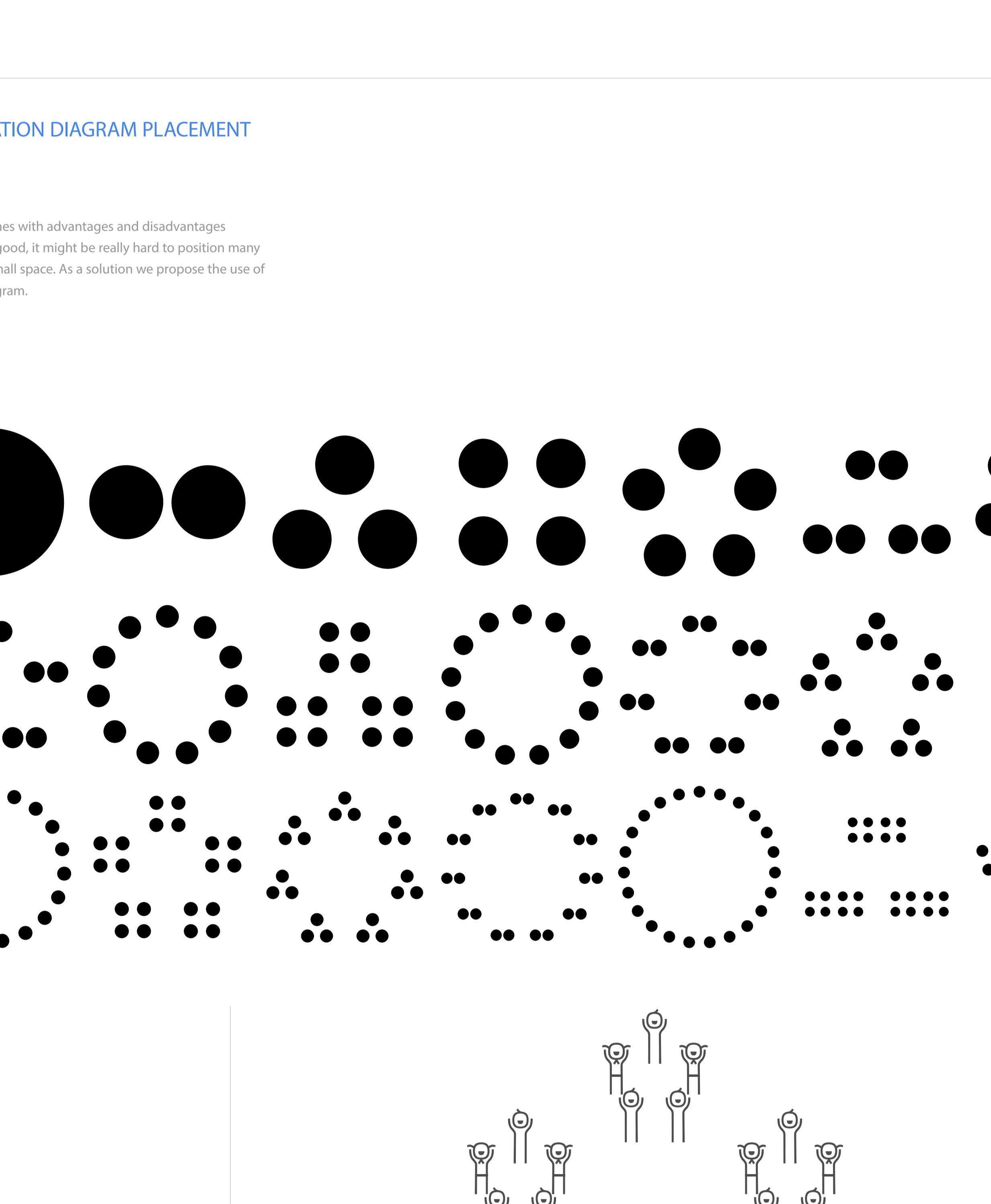
There are three types of student icons indicating the success of students of different districts, based on the PSLE pass rate, the developer is expected to use neutral, sad or happy versions of the icon



Happy boy, girl and a father-son icons are designed to be used in visualizations that are predicting positive results.

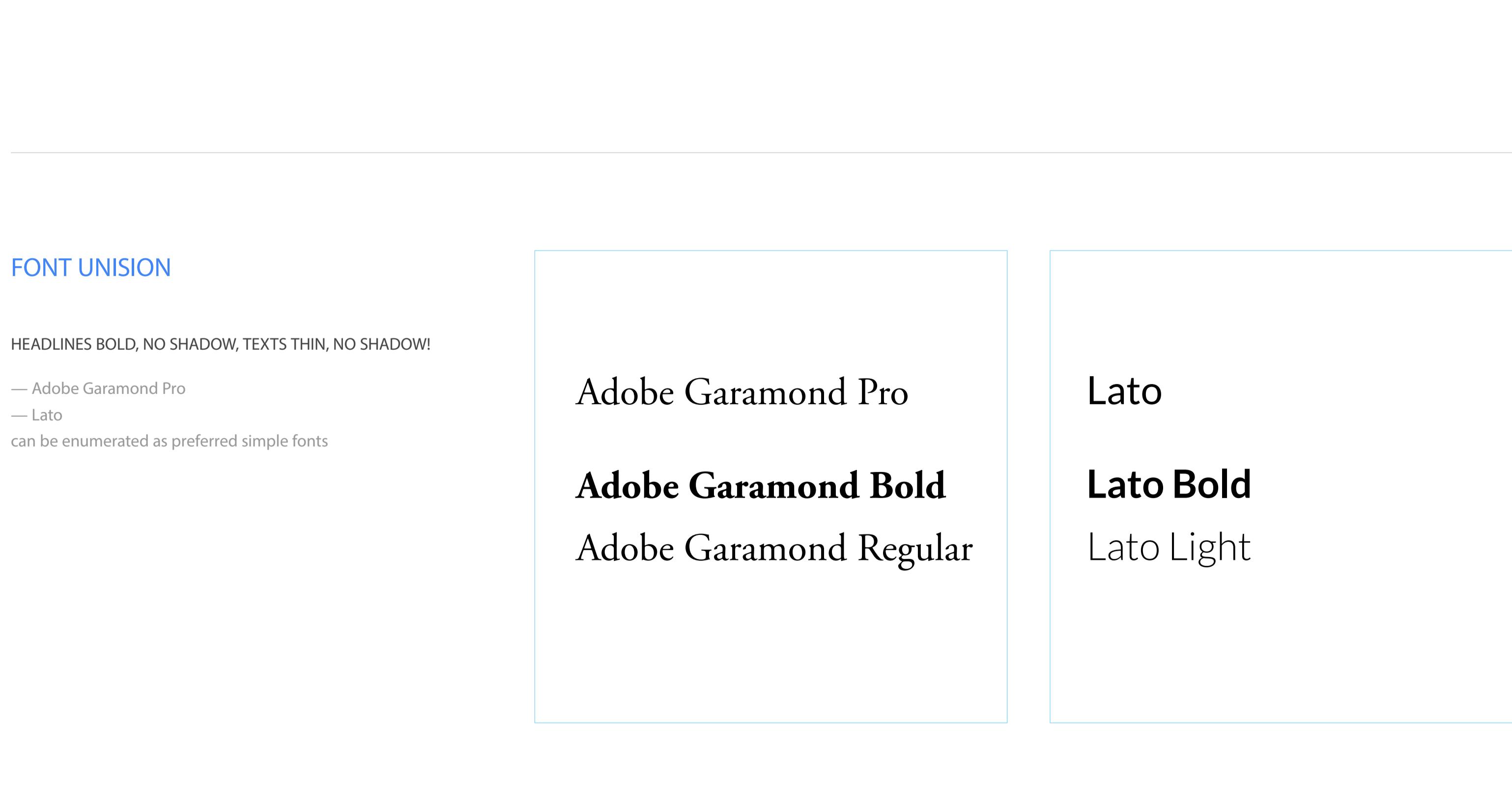


SAMPLE USAGE AND AN OVERT PROBLEM



FACTORIZATION DIAGRAM PLACEMENT

Iconography comes with advantages and disadvantages besides looking good, it might be really hard to position many little icons in a small space. As a solution we propose the use of factorization diagram.

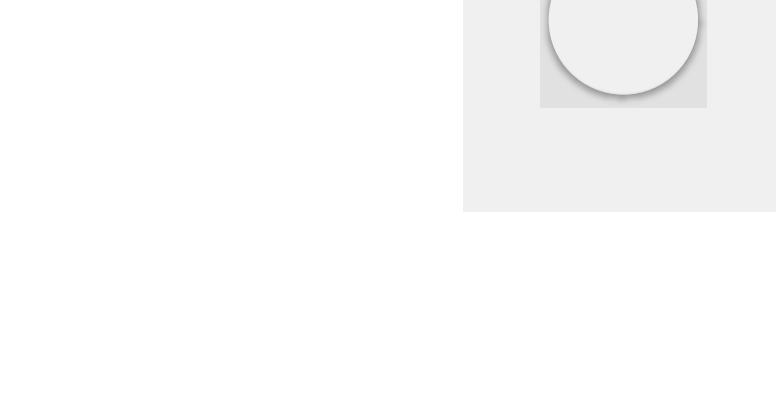


FIXED STROKE WIDTH

All the designs should have the same stroke width. Make the shapes, icons, borders, frames, uniform!

— Adobe Garamond Pro
— Lato

can be enumerated as preferred simple fonts



Stroke: ▲ 5 pt ▼

FONT UNION

HEADLINES BOLD, NO SHADOW, TEXTS THIN, NO SHADOW!

— Adobe Garamond Pro
— Lato

can be enumerated as preferred simple fonts

Adobe Garamond Pro

Adobe Garamond Bold

Adobe Garamond Regular

Lato

Lato Bold

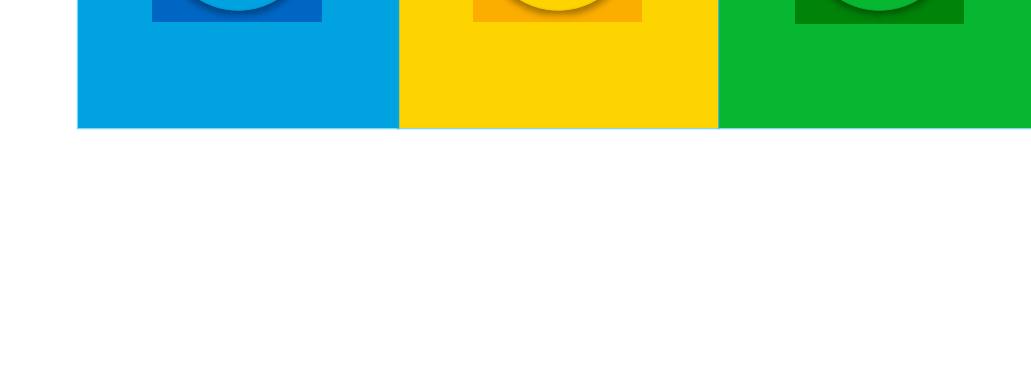
Lato Light

Context Matters with Gray Fillers

— When you need to use color, opt out for the dashboard's content to determine your color schema, but be sure not to overwhelm the viewer with excessive use of colors.

— Always opt for shades of gray in backgrounds.

— Do not make texts key black (%100 pure black), using an very dark gray instead of black, makes texts and designs appear more subtle.



COLOR

Context Matters with Gray Fillers

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