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## Purpose and Audience

The purpose of this Report Style Guide is to standardize the look and feel for all corporate reports. Standardization provides report consumers with a consistent experience, and saves time during the development of a report. When appropriate, these standards may change for specific reports (typically discussed in the report requirements document). If a specific tool being utilized does not support a specified property, attempt to replicate it closely and update this document as needed.

The audience for this document includes anyone developing Corporate BI reports. It may also be distributed to business analysts and other staff members documenting requirements for a report.

## Change History

| **Date** | **By** | **Description** | **Change Approval Required** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## General Properties

| **Item** | **Specification** |
| --- | --- |
| **Page Orientation** |  |
| **Physical Page Size** |  |
| **Interactive Page Size** |  |
| **Margins** |  |
| **No Data Message** |  |
| **Use of Images** |  |
| **Templates** |  |

## Naming Conventions

| **Item** | **Specification** |
| --- | --- |
| **Solution Name** |  |
| **Project Name** |  |
| **Report Name** |  |
| **Data Source Name** |  |
| **Shared Dataset Name** |  |
| **Report Description** |  |
| **Dataset Queries** |  |

## Numeric Formatting, Rounding, and Scaling

| **Item** | **Specification** |
| --- | --- |
| **Rounding** |  |
| **Scaling** |  |
| **Formatting Numbers** |  |
| **Formatting Currency** |  |
| **Formatting Percentages** |  |

## Header

| **Item** | **Specification** |
| --- | --- |
| **Logo** |  |
| **Report Title** |  |
| **Report Subtitle** |  |
| **Data "As Of" Date** |  |
| **Parameter Values** |  |

## Footer

| **Item** | **Specification** | **Sample Output** |
| --- | --- | --- |
| **Date and Time of Report Execution** |  |  |
| **Page Numbers** |  |  |

## Tables

| **Item** | **Specification** |
| --- | --- |
| **Column Headings** |  |
| **Table Header Row** |  |
| **Data** |  |
| **Borders** |  |

## KPI Colors and Icons

| **Item** | **Specification** | **Sample Output** |
| --- | --- | --- |
| **Standard Colors** |  |  |
| **Status Indicators** |  |  |
| **Trend Indicators** |  |  |

## Interactivity

| **Item** | **Specification** |
| --- | --- |
| **Drill-through** |  |
| **Drill-down** |  |
| **URL hyperlinks** |  |