





# DASHBOARD STYLE GUIDE

 Prepared by InterWorks



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Light.io Tableau Dashboarding Style Guide 2020

 Prepared by InterWorks

## ABOUT THIS GUIDE

The following style guide was created by InterWorks to help Light.io create consistent and branded Tableau experiences.

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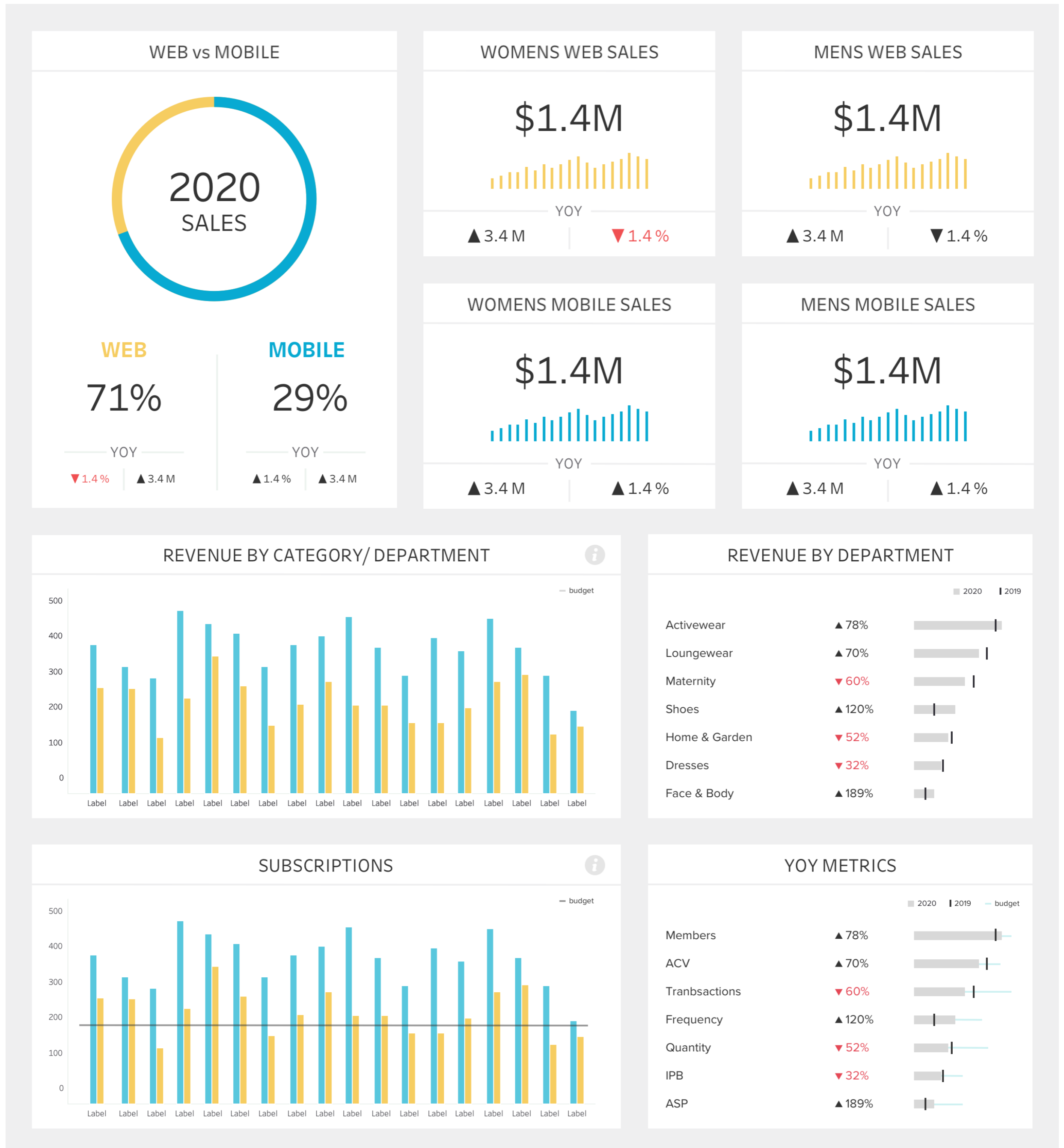
### 01 COLOR

### 02 CHART STYLING

### 03 HEADERS, TITLES, AND FONTS

## SIMPLE AND LIGHTWEIGHT

Below are examples of the Light.io styling in action. Throughout this style guide, you'll find detailed information on how to achieve consistent, easy to read, and on-brand dashboards to best showcase your data.



## LIGHT.IO COLOR PALETTE

All Light.io dashboards should use the below color palette.

### HIGHLIGHT COLORS:

Positive or Neutral Mark Colors: #08AAD2, #58C7DD, #ADE8E9, #CE1F2, #DFB546, #F6CD61, #FBE8C7

Links: #08AAD2

Negative and alternate chart marks and lines: #F05052, #FFBDCD



#08AAD2    #58C7DD    #ADE8E9    #CE1F2

Positive, neutral, and negative values explained below.



#DFB546    #F6CD61    #FBE8C7    #F05052



#FFBDCD

### DEEMPHASIZED COLORS:

Chart labels: #333333

Deemphasized marks: #D8D8D8, #999999, #333333

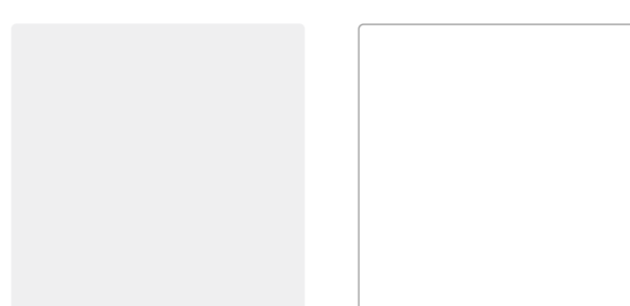
Positive, neutral, and negative values explained below.



#333333    #999999    #D8D8D8

### BACKGROUND COLOR:

Backgrounds should be the following colors: #EFFFF0 (dashbaord background) & #FFFFFF (container/chart backgrounds)



#EFFFF0    #FFFFFF

Text color: #333333



#333333

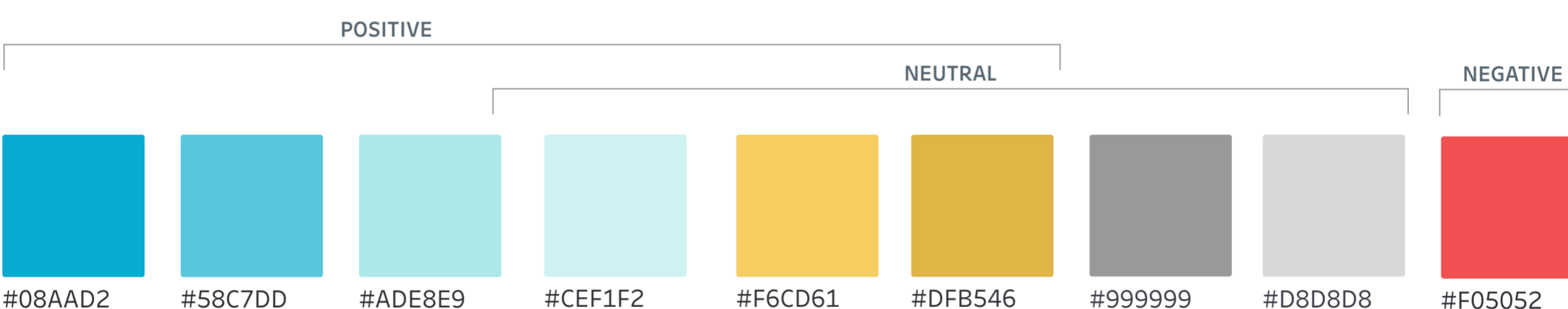
## MARK COLOR AND MEANING

Color should always convey meaning and its meaning should remain consistent throughout the dashboard.

All marks should default to Light Blue (#08AAD2) unless meaning can be assigned to another color. Examples include differentiating neutrals, positives, or negatives as well as calling out targets versus actuals.

### POSITIVE TO NEGATIVE

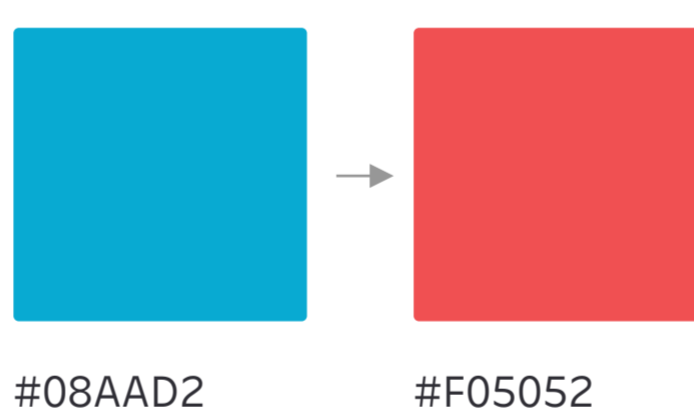
Below is the appropriate use of color from positive to negative. You will notice that there is some overlap between the "positive" and "neutral" categories. This scale should be read from left to right with the preferred colors in each category toward the left and the secondary options toward the right. When used, meaning should not overlap. If gray is used to mean "positive," it cannot also mean "neutral."



### DIVERGING GRADIENTS

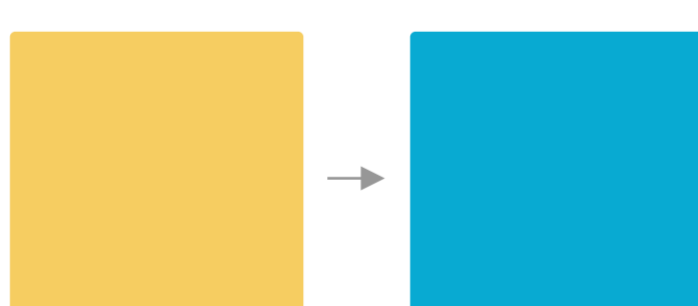
All dashboards displayed on the Light.io Portal should use the below gradients. Gradients should remain consistent across dashboards. If a blue > red divergent gradient is used on one chart to represent positive/negative, it should be used on all charts.

#### PRIMARY POSITIVE TO NEGATIVE



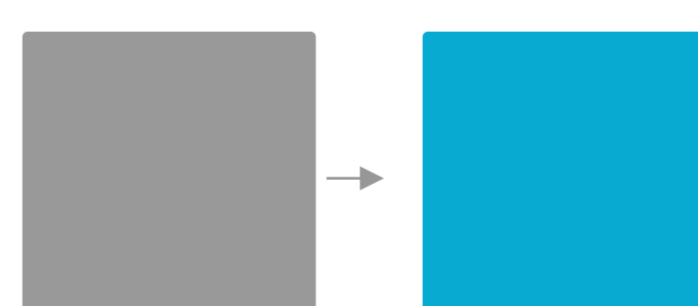
#08AAD2    #F05052

#### PRIMARY NEUTRAL TO POSITIVE



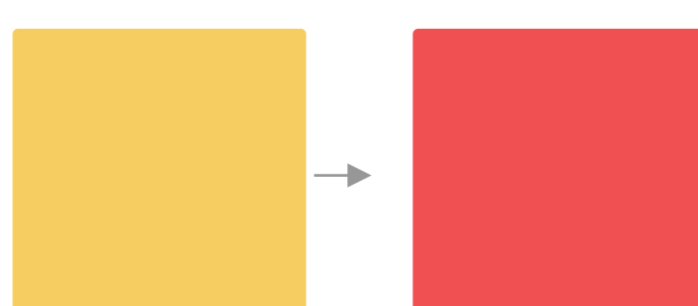
#F6CD61    #08AAD2

#### ALTERNATE NEUTRAL TO POSITIVE



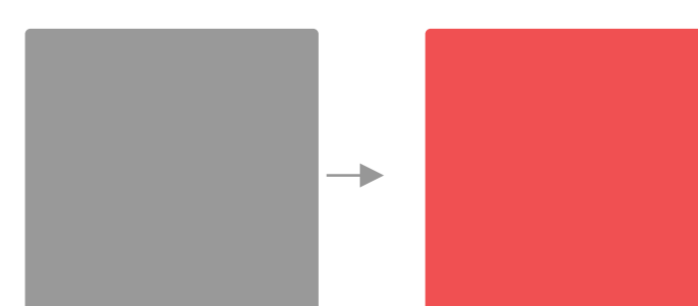
#999999    #08AAD2

#### PRIMARY NEUTRAL TO NEGATIVE



#F6CD61    #F05052

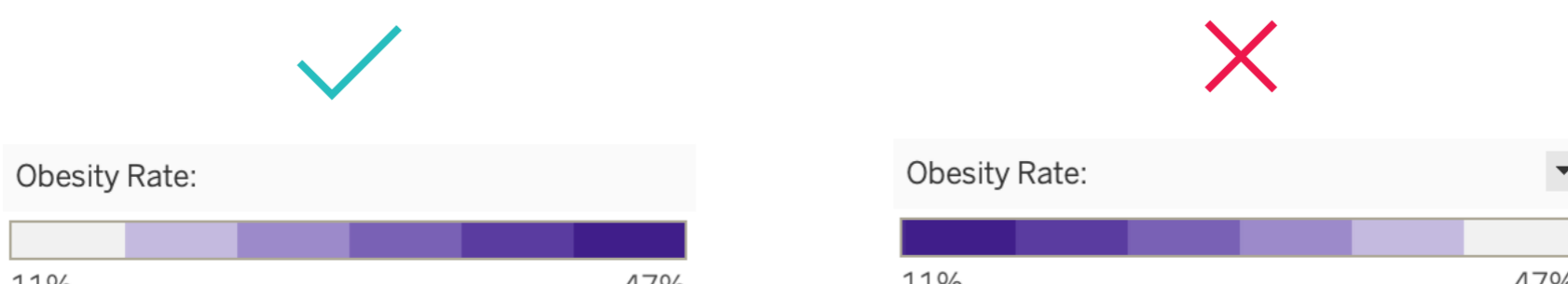
#### ALTERNATE NEUTRAL TO NEGATIVE



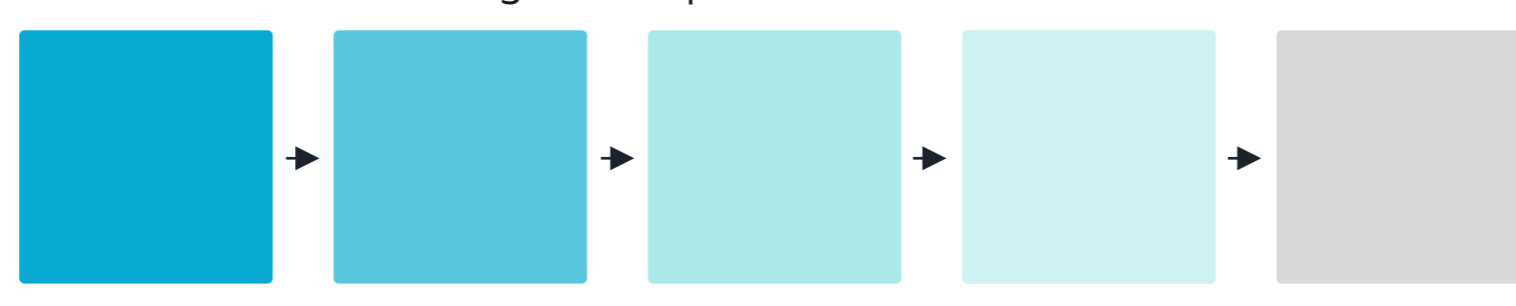
#999999    #F05052

### SEQUENTIAL GRADIENTS

When using sequential gradients, more saturated colors should always represent higher quantities. If you are purposely trying to draw the viewers attention to lower quantities, consider using one of the above positive/neutral > negative gradients.



#### The Light.io sequential Gradient:

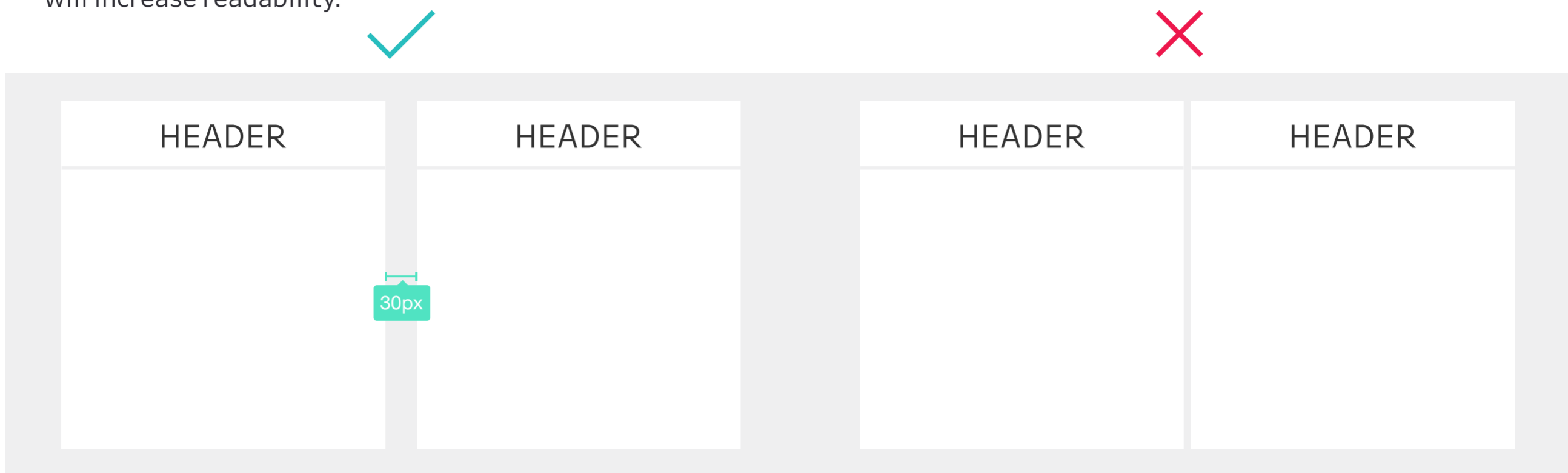


#08AAD2    #58C7DD    #ADE8E9    #CE1F2    #D8D8D8

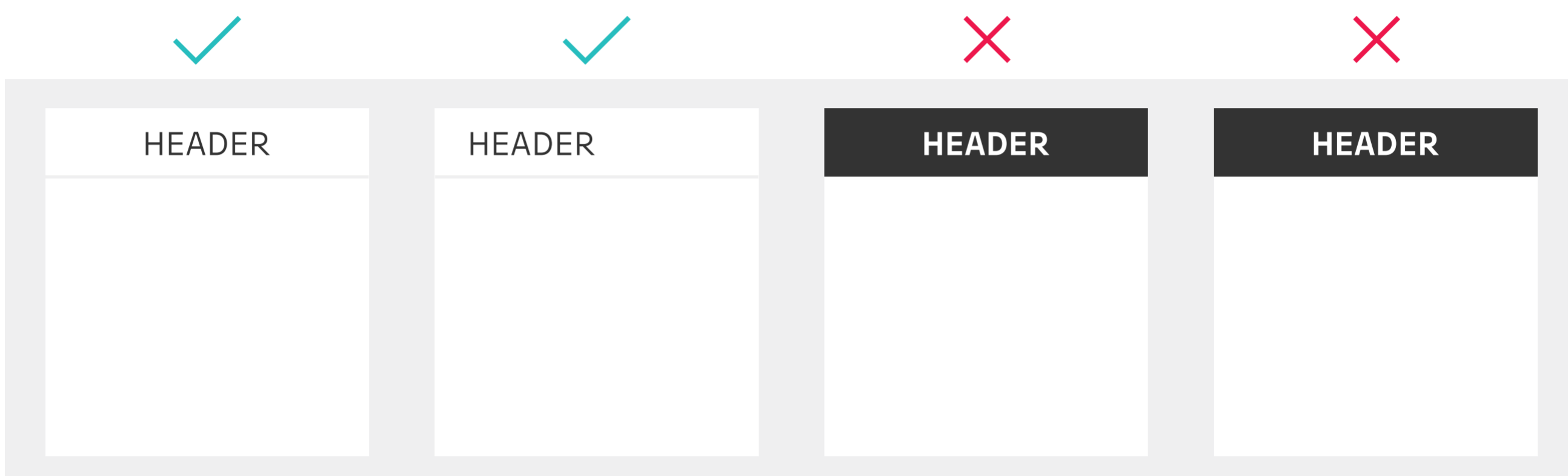


## CONTAINERS

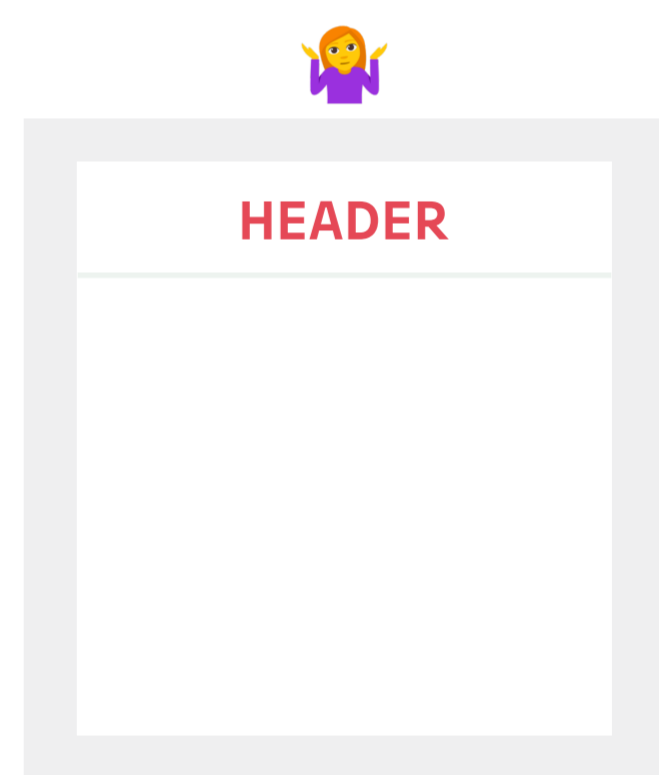
Containers on Light.io dashboards should all have a solid #EFEFF0 background with a minimum of 30PX of padding between each container. This rule applies to all adjacent containers (above and below, left and right). Following this rule will increase readability.



Header backgrounds should always be #FFFFFF with a bottom border of #EFEFF0 to adhere with Light.io branding and differentiate headings from body copy or chart labels.



The 🙌 example to the right is acceptable only if red is not otherwise being used to indicate a negative or loss. If red is being used to represent a negative or loss, a red header is acceptable only when the contents of the container also represent a negative. For example, it would be acceptable if the header were "Profit Loss 2019 v 2018."



## CHOOSE CONSISTENT CHART TYPES

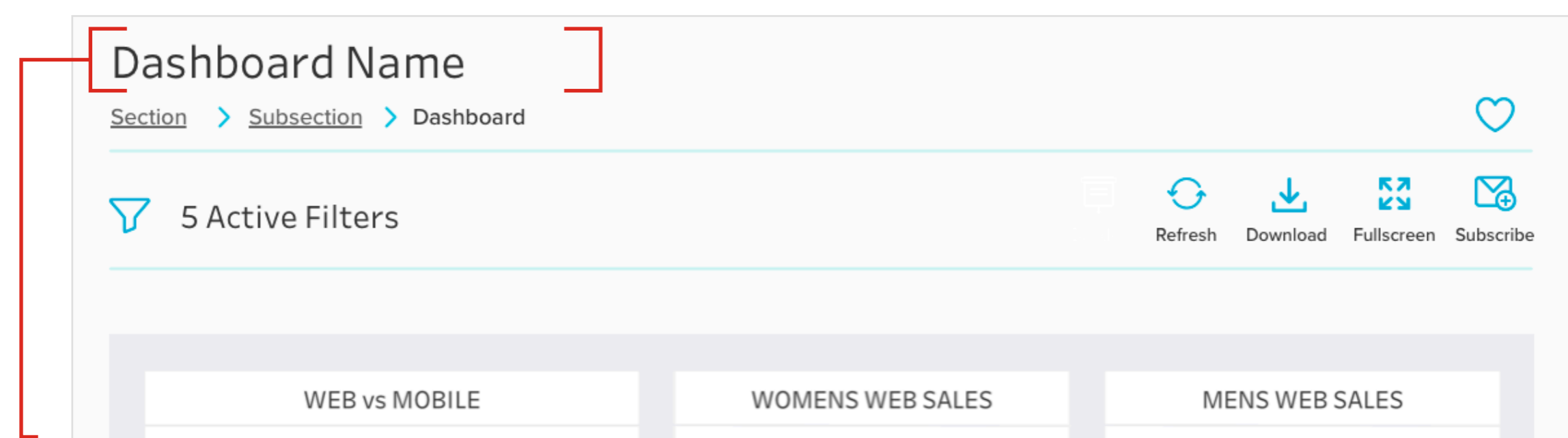
Be consistent when using chart types. If you are using a bar chart to represent target versus actual, be sure that all charts representing target versus actual are bar charts. In other words, don't choose an area chart with target line on one page when on the prior page you're using bar charts to display the same information.





## DASHBOARD TITLES:

When a dashboard title is added via the portal backend, it is displayed above and to the right of the dashboard and to the right of the action buttons as seen here:

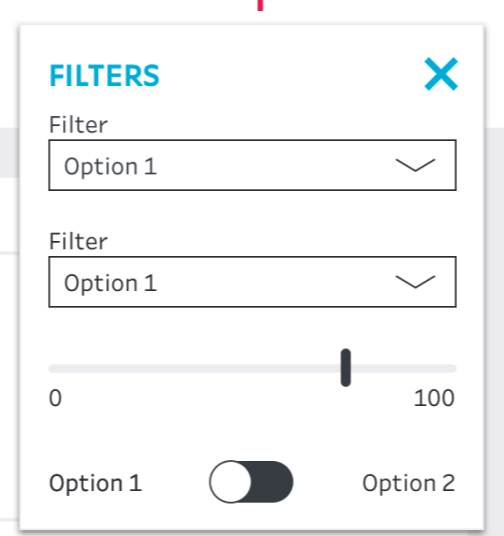
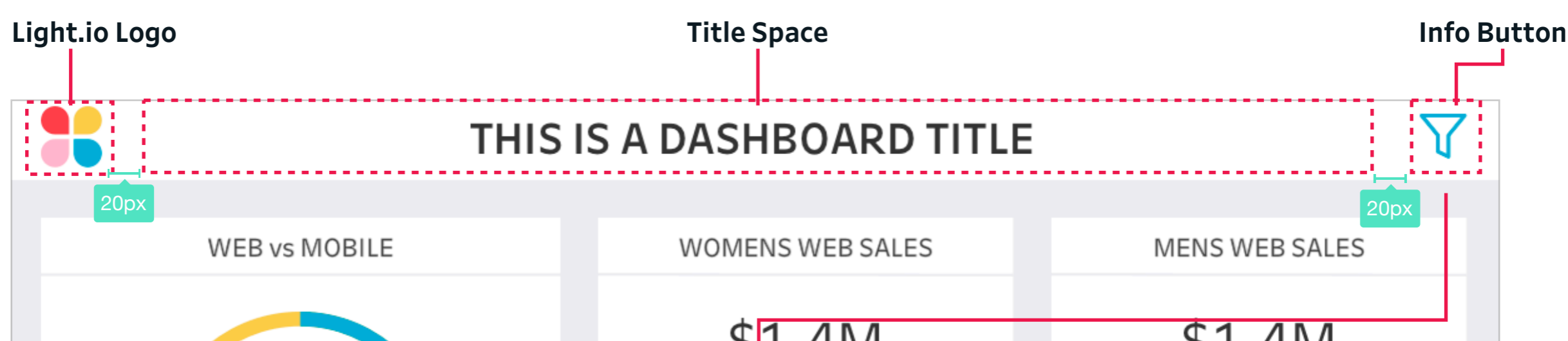


Dashboard names are manually added via the portal backend when a new dashboard is synced. Titles longer than the allotted space will be truncated.

All dashboards in the Light.io portal should default to displaying the title within the portal rather than on the dashboard itself. However, there are cases when displaying a title on a dashboard is permissible.

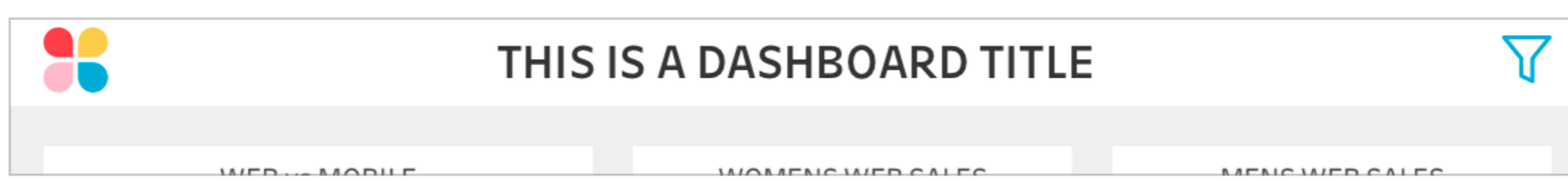
The below examples illustrate best practices when a dashboard does need to display a title (such as when a dashboard will be frequently printed or when titles are dynamic).

## DASHBOARD TITLES ON DASHBOARDS:

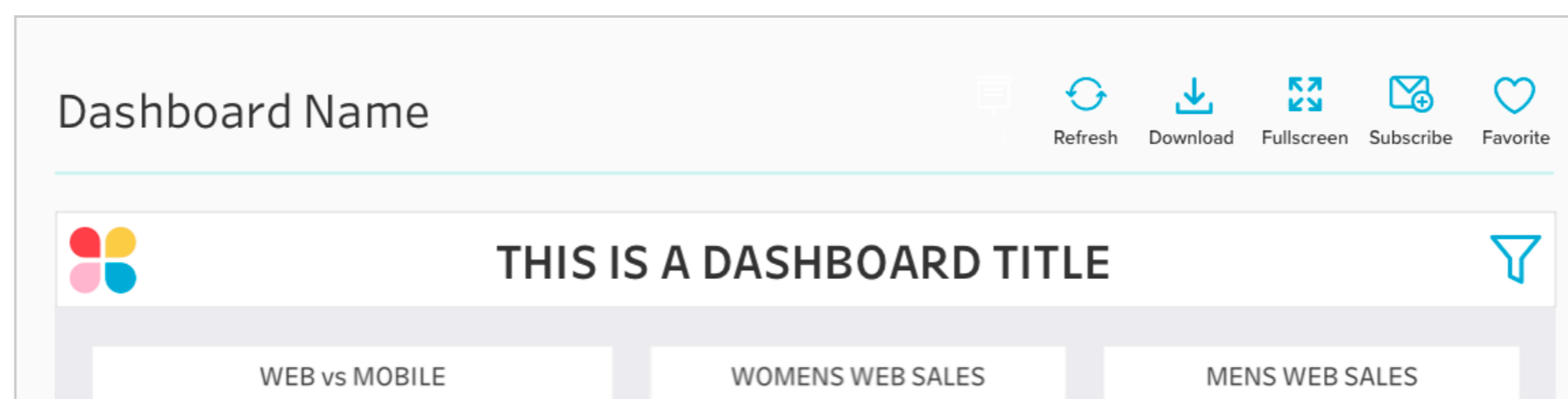


Icon buttons trigger collapsible containers to hide pertinent information while still keeping it accessible.

Light.io dashboards titles should be center aligned within the header bar. Centering titles will balance the left and right padding and increase readability.



When a Light.io dashboards title and logo appear in the portal, do not replicate it on them on the dashboard. In this case, the dashboard header can be used solely for the filter icon. In this instance, the filter icon should appear in the top left to maximize viability.



## FONTS

The following are examples of how to use the Tableau font across Light.io dashboards. Type size will vary from dashboard to dashboard.

**Tableau Regular | 34px | #4A4242 | Dashboard titles**

Tableau Regular | 16px | #FFFFFF | Section Headers

Tableau Regular | 16 px or 14 px | #4A4242 | Body copy or cross tabs

**Tableau Bold | 16px or 14px | #4A4242 | Highlight text or body copy**

Tableau Regular | 12px or 9px | #4A4242 | Mark or axis labels.