



Adonis Salazar
aesalazar.com

Business Intelligence Style Guide



Business Intelligence Style Guide - Fonts

Aa

Helvetica Regular

Aa

Helvetica Bold

Aa

Helvetica Light

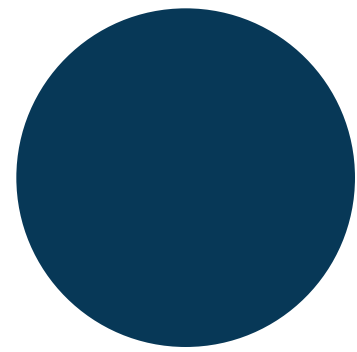
Aa

Helvetica Italic



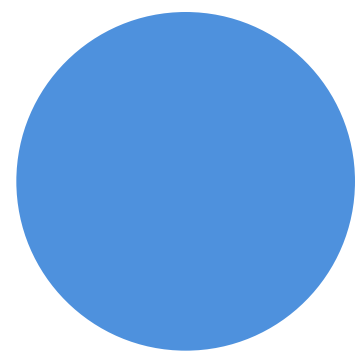
Business Intelligence Style Guide - Colors

Primary Colors



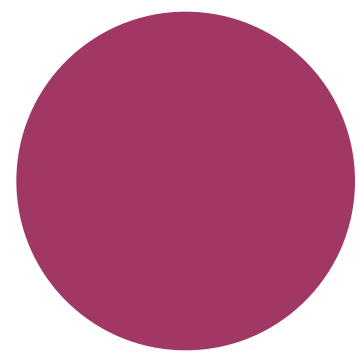
HEX #073857
RGB (7, 56, 87)

CY - Current Year or Actuals



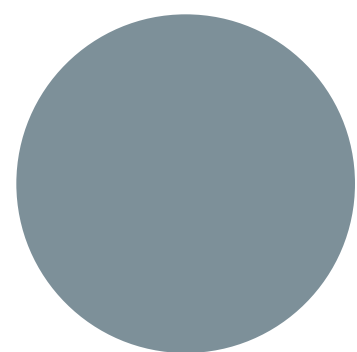
HEX #4E91DD
RGB (78, 145, 221)

PY - Prior Year or Previous Period



HEX #A13764
RGB (161, 55, 100)

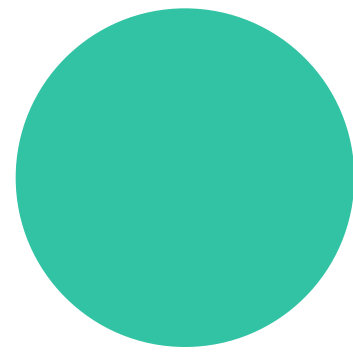
Budget



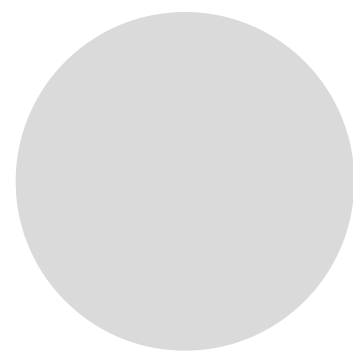
HEX #7D9099
RGB (125, 144, 153)

Forecast

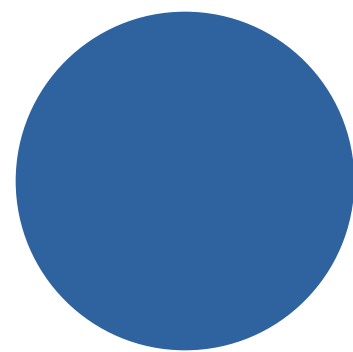
Secondary Colors



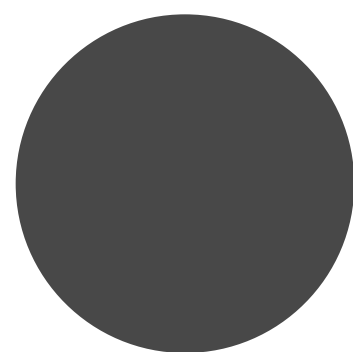
HEX #32C3A4
RGB (50, 195, 164)



HEX #DADADA
RGB (218, 218, 218)

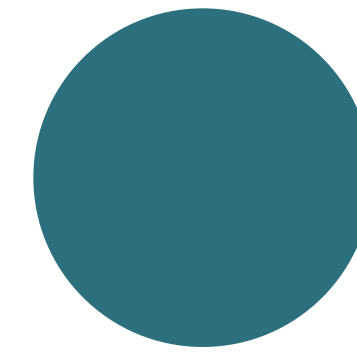


HEX #2F63A0
RGB (47, 99, 160)



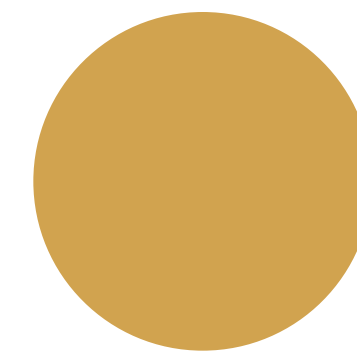
HEX #484848
RGB (72, 72, 72)

Conditional Formatting



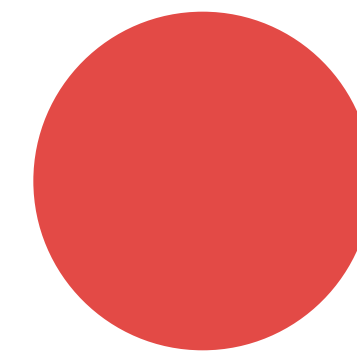
HEX #2C707E
RGB (44, 112, 126)

≥ 10% ▲
Good



HEX #D1A34F
RGB (209, 163, 79)

≥ 0% & < 10% ●
OK



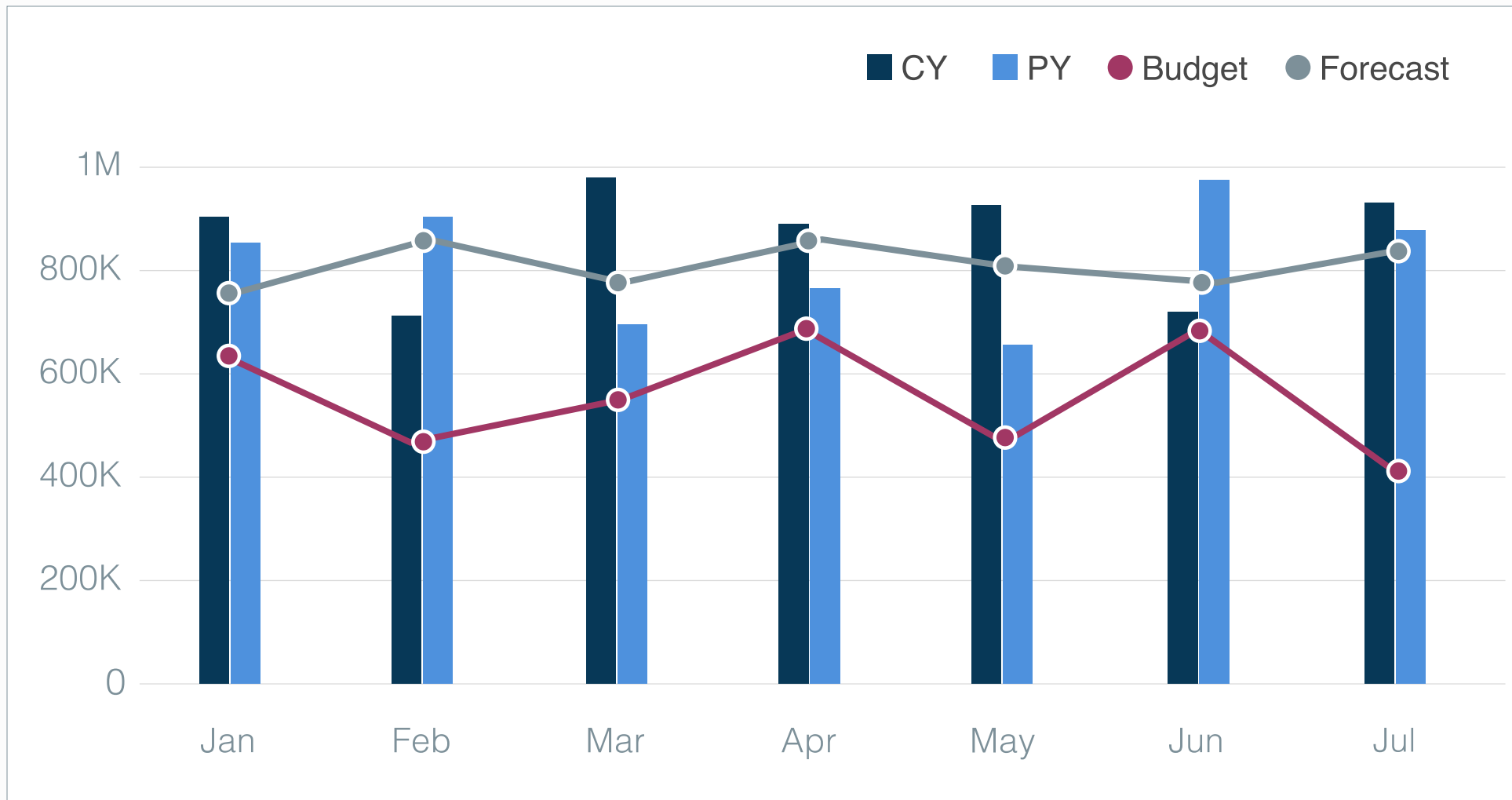
HEX #E34A46
RGB (227, 74, 70)

< 0% ▼
Innovate!



Business Intelligence Style Guide - Graphs & Tables

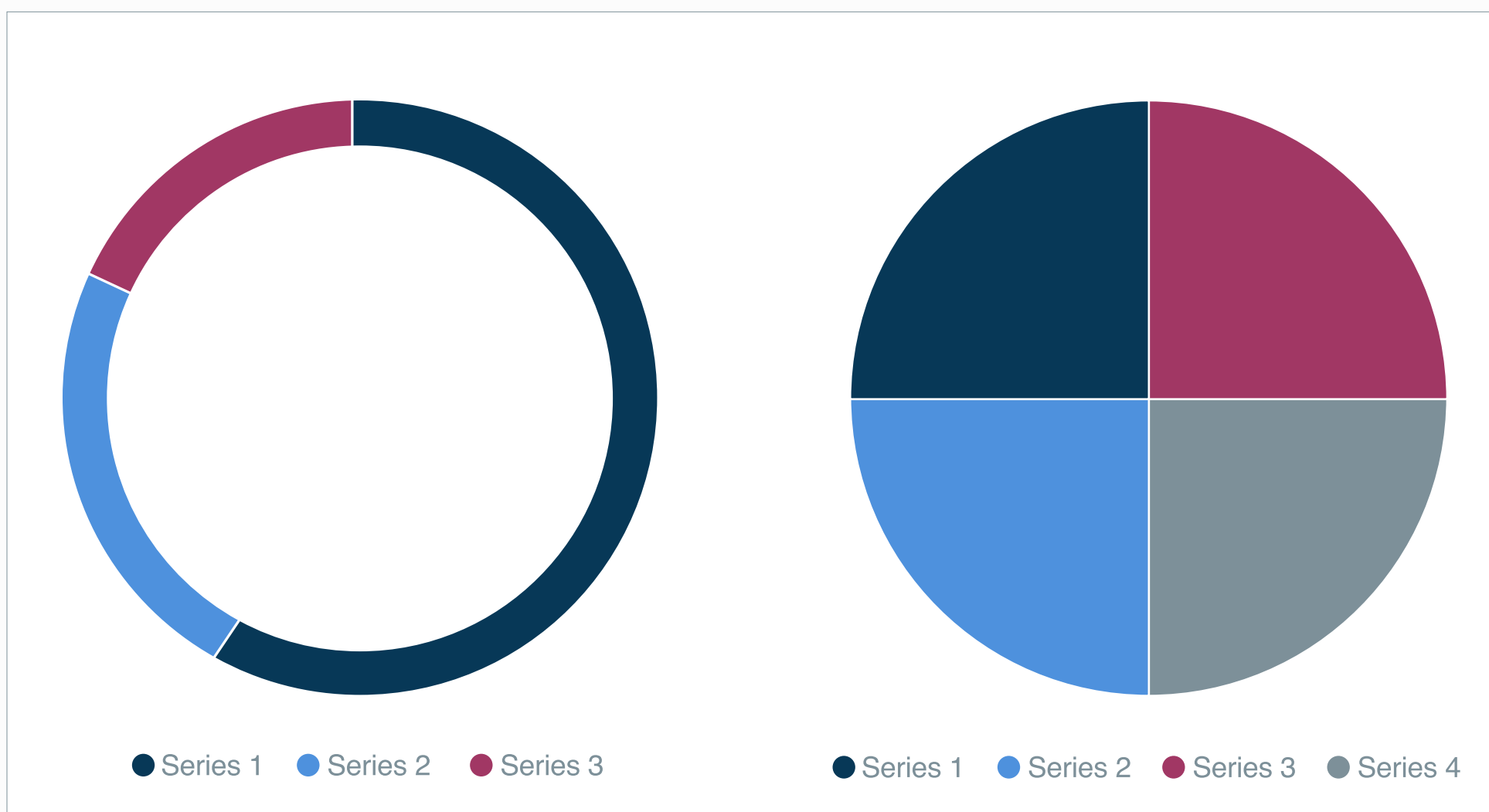
Combination



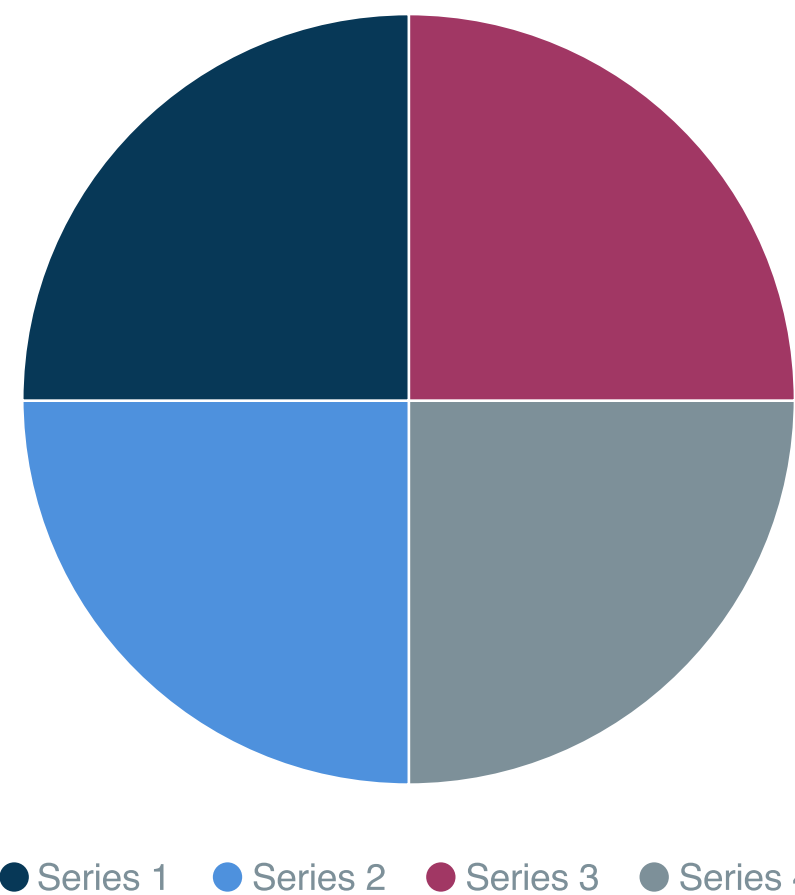
Tables

Product	CY	PY % Δ	Budget % Δ	Forecast % Δ
Product 1	\$3.7M	▲ 22.7%	▼ -3.5%	● 2.1%
Product 2	\$47.8K	▼ -40.7%	▲ 12.7%	● 1.4%
Product 3	\$15.7M	▲ 12.5%	● 2.7%	▼ -2.1%
Product 4	\$569.7K	● 1.9%	● 3.5%	● 4.6%
Product 5	\$9.3M	▼ -35.5%	▼ -23.5%	▲ 29.1%
Product 6	\$22.3M	▲ 44.5%	▲ 19.8%	▲ 67.9%

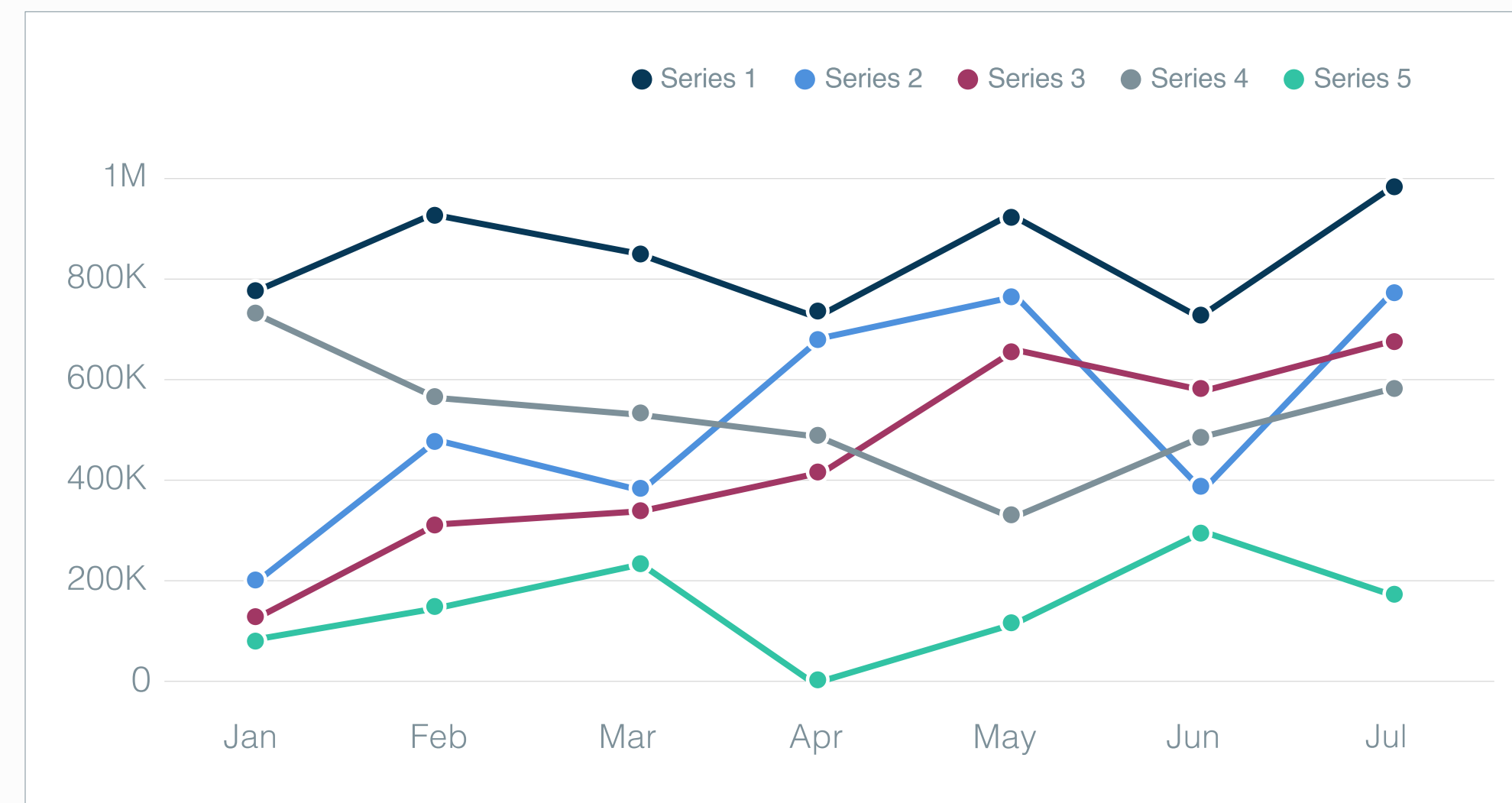
Ring



Pie



Line





Business Intelligence Style Guide - Layouts

