UW System Accountability Dashboard Design Standards

This document describes the appearance of text and graphic elements in the UW System Accountability Dashboard, as implemented in Tableau.

Text elements

Text Element	Example	Font	Size	Color (Hex)	Color (R,G,B)	Bold	Case
Dashboard/Story header	**UW SYSTEM**	Trebuchet MS	16 pt	#990033	153,0,51	Yes	Upper
Footer	UW System	Trebuchet MS	9 pt	#333333	51,51,51	No	Proper
Body	UW System	Trebuchet MS	10 pt	#333333	51,51,51	No	Proper
Chart header	**UW SYSTEM**	Trebuchet MS	13 pt	#990033	153,0,51	Yes	Upper
Chart description or notes	UW System	Trebuchet MS	10 pt	#333333	51,51,51	No	Proper
Tool tip	**UW System**	Trebuchet MS	10 pt	#333333	51,51,51	Yes	Proper
Filter header	**UW System**	Trebuchet MS	9 pt	#333333	51,51,51	Yes	Proper
Filter body	UW System	Trebuchet MS	9 pt	#333333	51,51,51	No	Proper
X-axis label	2001-02	Trebuchet MS	8 pt	#333333	51,51,51	Yes	Proper
Y-axis label	10%	Trebuchet MS	9 pt	#333333	51,51,51	Yes	Proper
Mark label	UW System	Trebuchet MS	8 pt	#333333	51,51,51	Yes	Proper
Legend header	(none)	(none)	(none)	(none)	(none)	(none)	(none)
Legend body	UW System	Trebuchet MS	8 pt	#333333	51,51,51	No	Proper

Layout and chart elements

Element	Info
Story dimension	W: 900, H: 600
Dashboard dimension	W: 850, H:440
Background color	None or white on all
Dashboard and sheet borders	None
Chart borders	As a box for X-axes and Y-Axes 2 pt #bbbbbb 187,187,187
Number formats (Exceptions allowed depending on data shown.)	Include comma separators for thousands: 3,000 For percentages use whole percent in mark labels and axis labels: 10% Use decimal percent in tool tip: 10.1%
Year formats	Year: 2000-01 (Label as Year, not Academic Year) Fall: 2000 Fiscal Year: FY01 Calendar Year: 2000 (? Not sure we use this one)
Filter layout, top to bottom. (Exceptions allowed depending on data shown.)	UW Institution Year (any other filters) (filter associated with items shown in legend) (legend)

Axes	See number formats above.
	Axes with percentages are generally fixed; retention and grad rate axes are fixed at 0-100%.
	Axes with numbers are generally allowed to adjust. The axis may be fixed if trends are discernable when filtering by institution or other dimensions.

Color assignments (from H:\OPAR stuff\Tableau\Standards\Color assignments.xlsx)

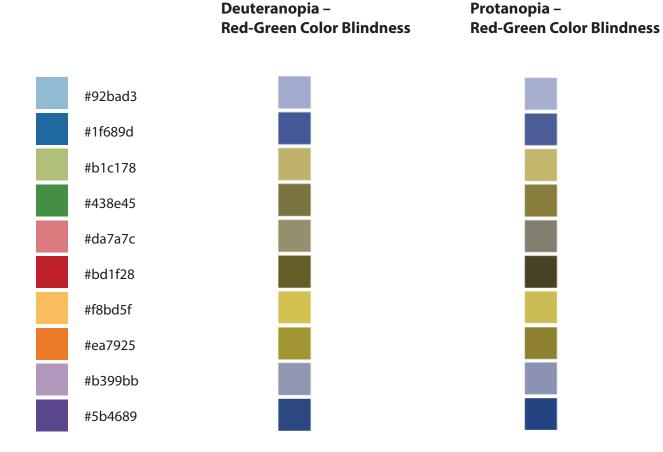| Hex	RGB	Color	R/E sort	Race/ethnicity	Peers	Other
#da7a7c	218,122,124		1	African American		
#5b4689	91,70,137		2	American Indian		
#b1c178	177,193,120		3	Southeast Asian		
#438e45	67,142,69		4	Other Asian or total Asian	Peer Max	Wisconsin Resident
#1f689d	31,104,157		5	Hawaiian / Pacific Islander		Default for UW overall
#f8bd5f	248,189,95		6	Hispanic / Latino		Default for National; Minnesota Reciprocity
#bd1f28	189,31,40		7	Two or more races	Peer Min	
#92bad3	146,186,211		8	White	Peer Median	
#ea7925	234,121,37		9	Unknown		Other Nonresident
#b399bb	179,153,187		10	International		
#e3e6ee	227,230,238					Geographic origin shading min
#1f689d	31,104,157					Geographic origin shading max
#e5e1ec	229,225,236					
#5b4689	91,70,137					
#990033	153,0,51	UW SYSTEM				Story/dashboard and chart header color
#333333	51,51,51	UW System				Other text element color

10 Colors of high contrast for use in graphs

This pallet was created with help using a tool developed by Pennsylvania State University, for finding color combinations for mapping complex data.

It is brightly colored for viewability on various screen quality. While not relying on one color to over power others.

It is still not optimal for issues with color blindness as you can see below, however with the tests that I have done, it is the best balance I can come up with for 10 colors, with out appling texture.

#e3e6ee

#e5e1ec

**Deuteranopia –
Red-Green Color Blindness**

**Protanopia –
Red-Green Color Blindness**

#92bad3

#1f689d

#b1c178

#438e45

#da7a7c

#bd1f28

#f8bd5f

#ea7925

#b399bb

#5b4689

Example of design

Below is a screen shot of the design standards as implemented. This example is for illustration only; all contents are draft.