How can I use "contrast" to design a dashboard?

Contrast is an important design principle for dashboarding. As a designer, you can use contrast to emphasize or de-emphasize visual elements such as:

- Font (large versus small) and levels of headings
- Color (dark against light)
- Line thickness (thin versus thick)
- Shape (round versus angular, pie chart versus bar)
- White space (areas of more versus less)

You can also choose the **degree** of contrast – black versus white (strong), or black versus navy blue (weak).
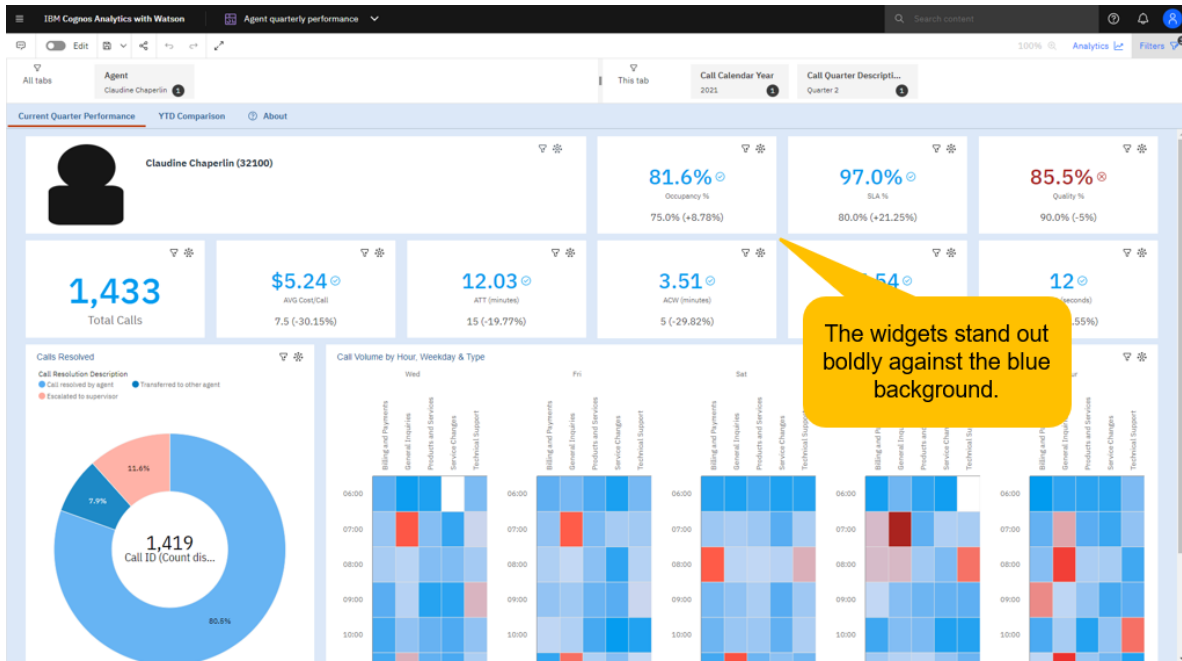
On a dashboard, my advice is to strongly contrast the **numbers** against the background (everything else). Titles, banners, logos, headings, etc. all take second place to the data. We need them, but we don't need them to shout as loudly as the numbers.
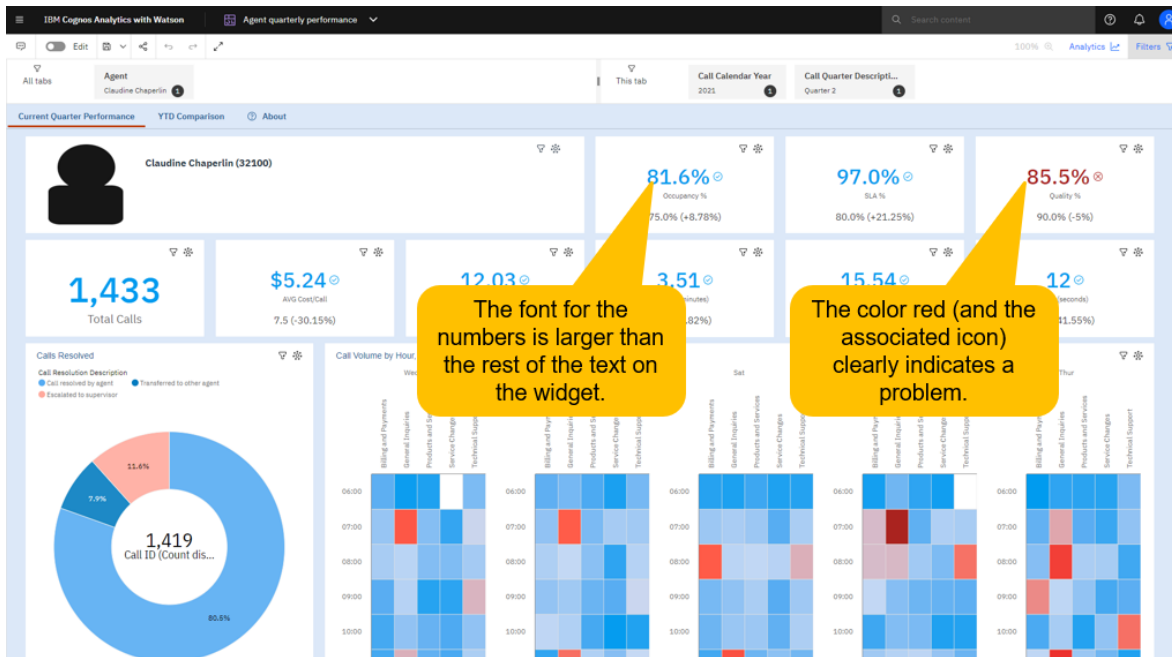
Tip

Remember that the design goal of a dashboard is to show the **data** itself.
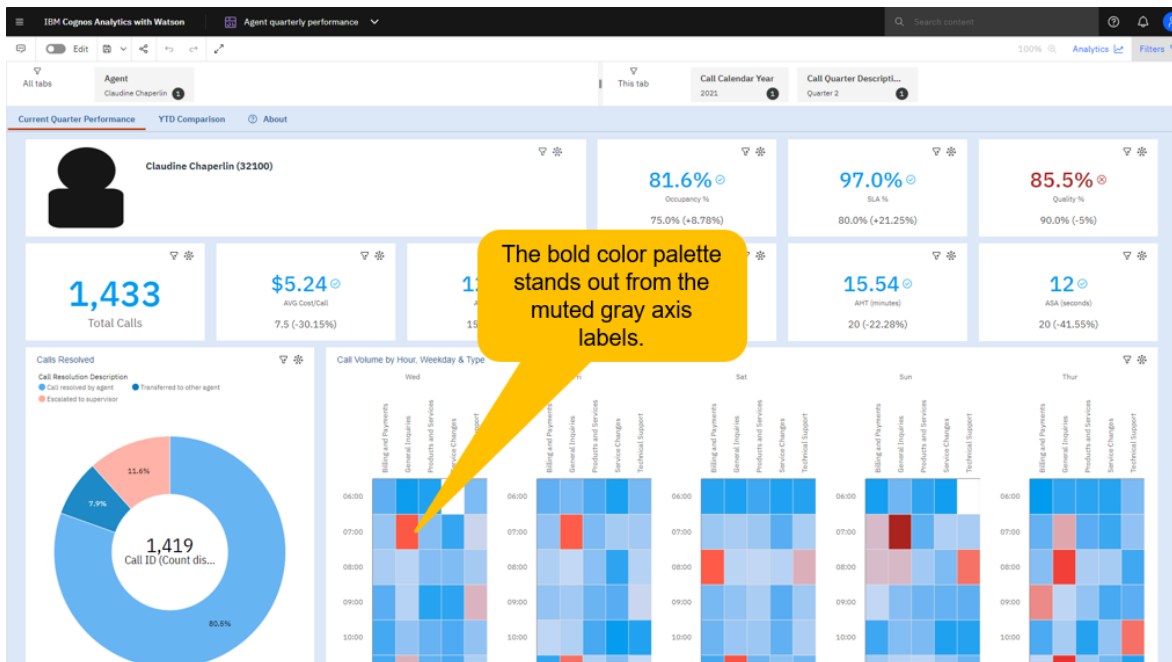
Examples

Source: *Team content > Samples > By business function > Customer experience > Dashboards > Agent quarterly performance*

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