

## How can I use “repetition” to design a dashboard?

**Repetition** is an important design principle for dashboarding. As a designer, you repeat visual elements of the design throughout the piece. This helps develop the organization and cohesiveness of the dashboard. It strengthens the unity and consistency.

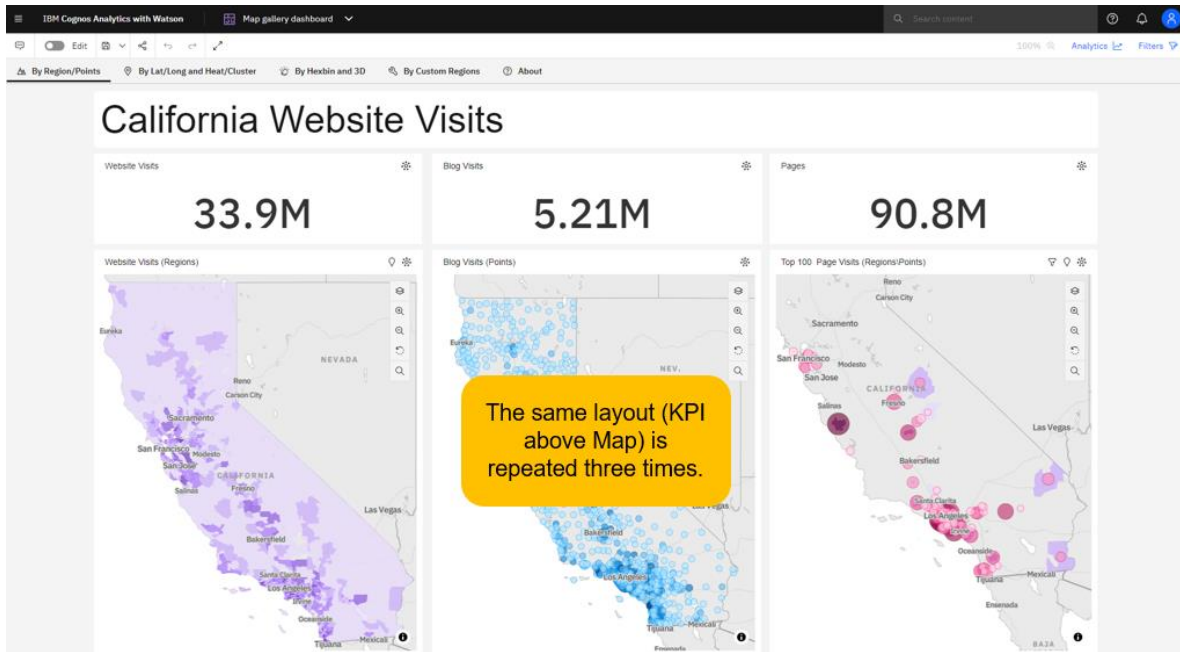
You can repeat:

- Layout (2 columns, 4 by 4 templates, etc.)
- UI Patterns (e.g. filters on top of widgets)
- Color (e.g. bar chart palettes)
- Shape
- Spatial relationships
- Line and gutter thickness
- Widget sizes (length and width)
- Alignments (left, center, right)

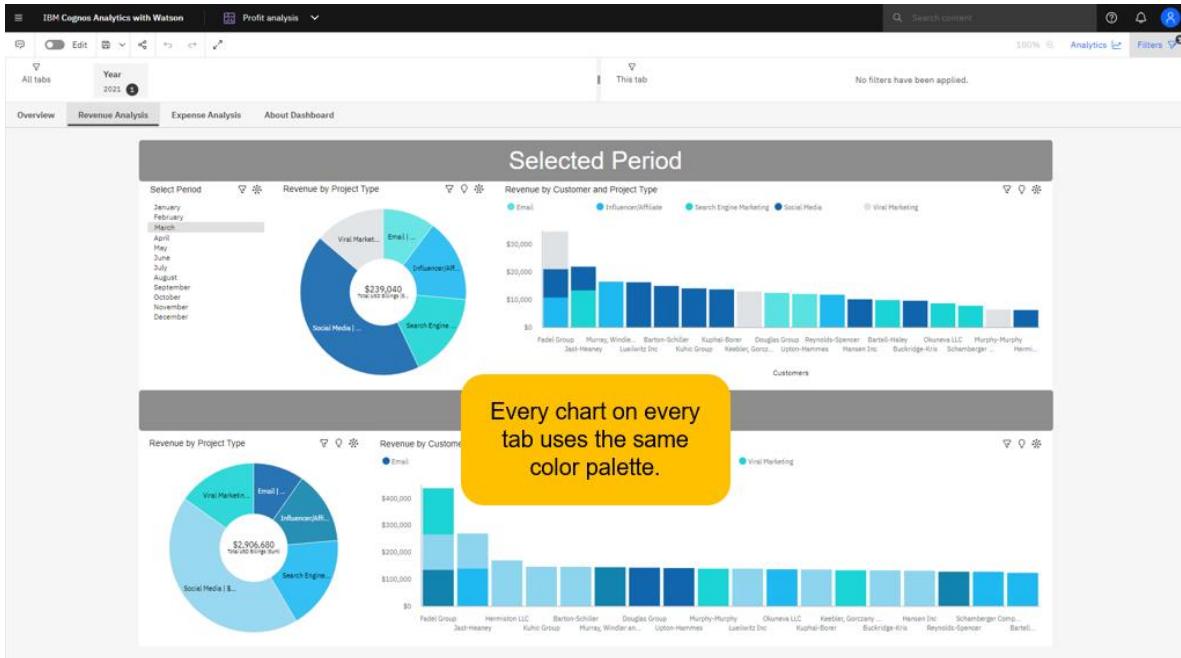


Take a look at one of your multi-tabbed dashboards – does it look unified across the tabs, or does it look like it was created by seven **different** people?

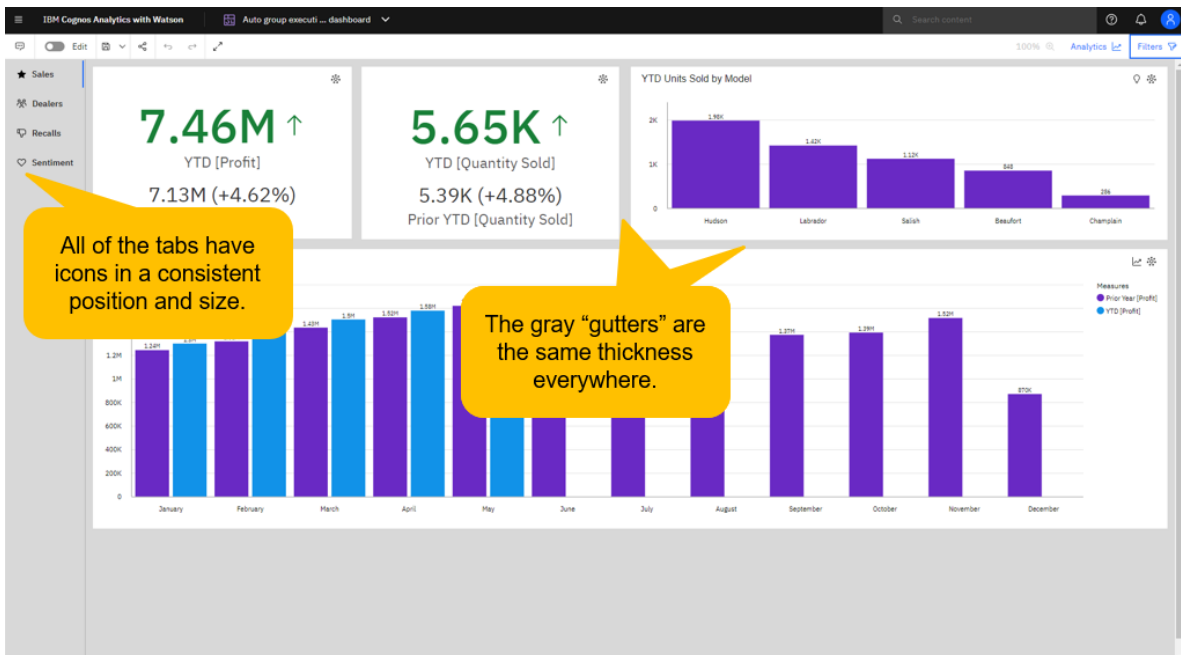
## Examples



Source: Team content > Samples > By feature > Core > Dashboards > California website visits



Source: Team content > Samples > By industry > Professional services > Dashboards > Profit analysis



Source: Team content > Samples > By industry > Automotive > Dashboards > Auto group executive dashboard