

## POWER BI DESIGN

# Scenario colors for faster decision making

In data visualization, **consistent** use of colors plays a *crucial* role in conveying the right message and avoiding misinterpretation.

That's why **adopting standards** like the International Business Communication Standards (IBCS) is so important.

By **standardizing** the way we use these colors, we *eliminate* confusion, enhance comparability, and make it easier for users to interpret data.

Show your figures with the right colors. Not a colorful palette, but consistent colors.



## POWER BI DESIGN

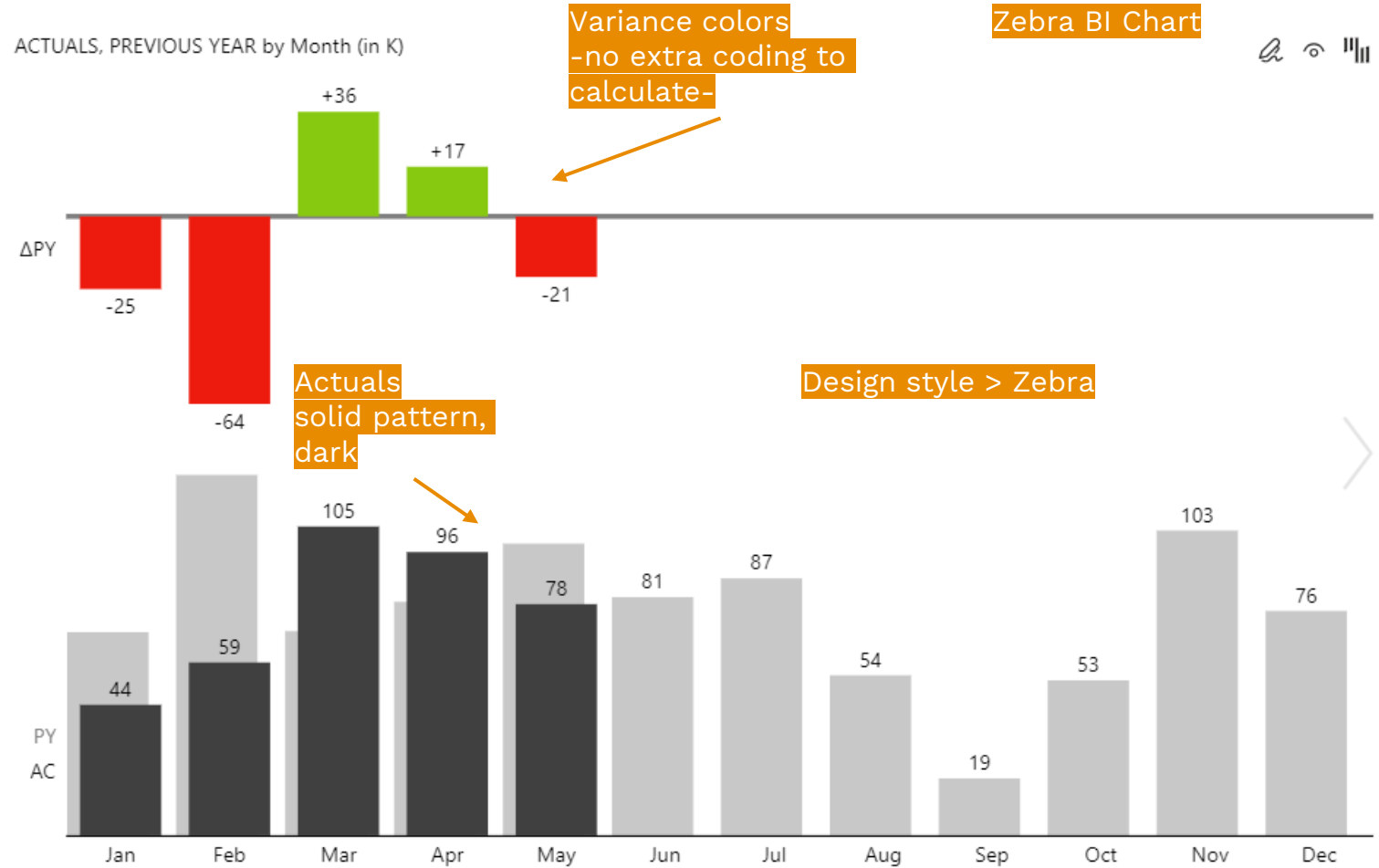
# Scenario colors for faster decision making

In data visualization, **consistent** use of **colors** is key to ensuring clear and accurate communication.

This is why following the International Business Communication Standards (**IBCS**) is so important when representing different data scenarios, such as actuals, previous year, budgets or forecasts.

A **consistent** approach, like actuals in **dark** grey and previous year in **lighter** gray, helps readers quickly understand the context and message behind the numbers.

Use colors **green** and **red** to high-light variances.



## POWER BI DESIGN

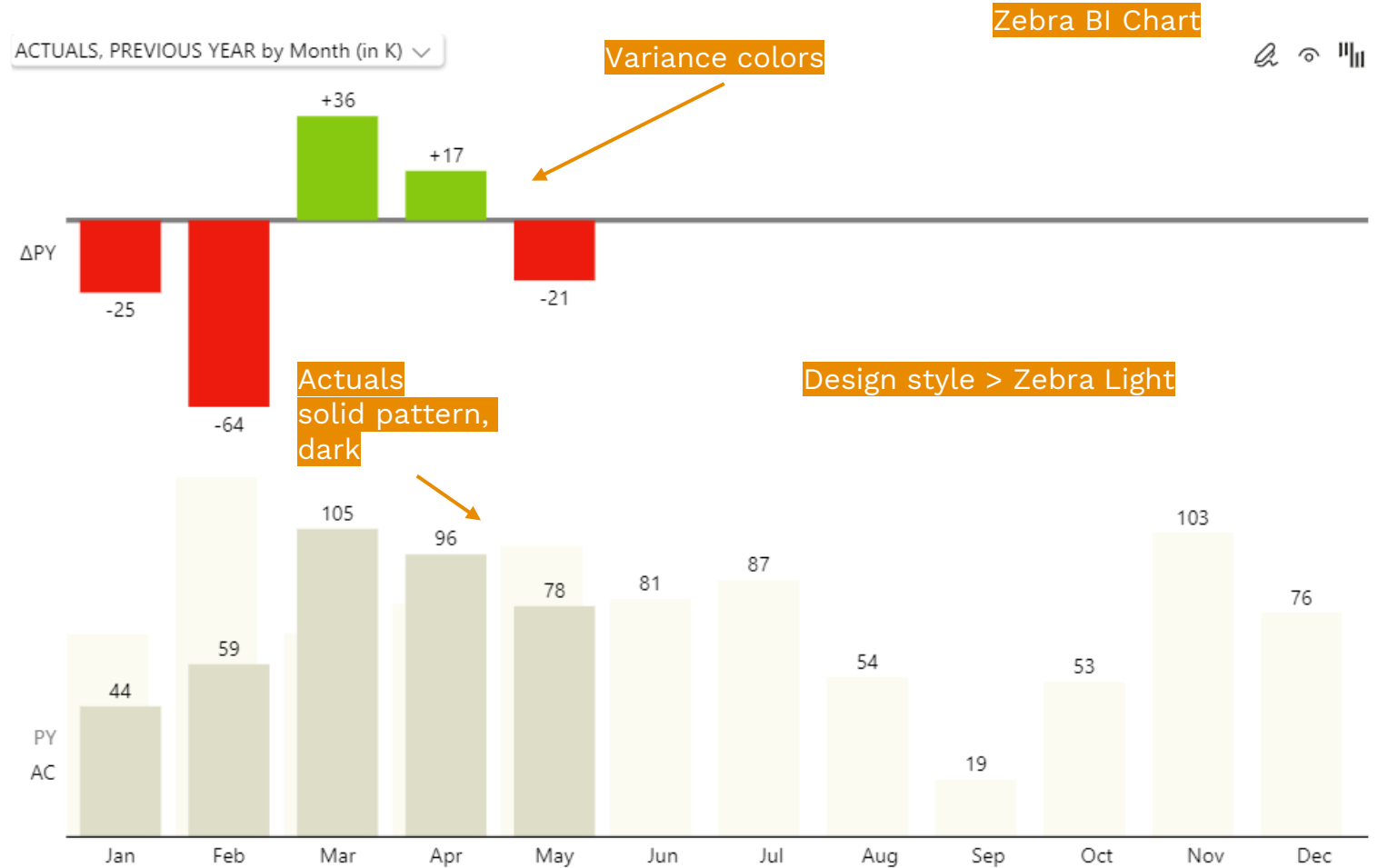
# Scenario colors option 2 Zebra Light

If you're using **Zebra BI**, the tool provides the flexibility to apply these IBCS principles and go beyond, allowing you to choose from **six different color styles** or even integrate your own company branding colors into your reports.

In this option the design style “**Zebra Light**” is used. In just one click you can select this option.

The *variances* are calculated *automatically*, there is **no need** for extra measures.

Just remember, if you use colors, keep them consistent!



POWER BI DESIGN

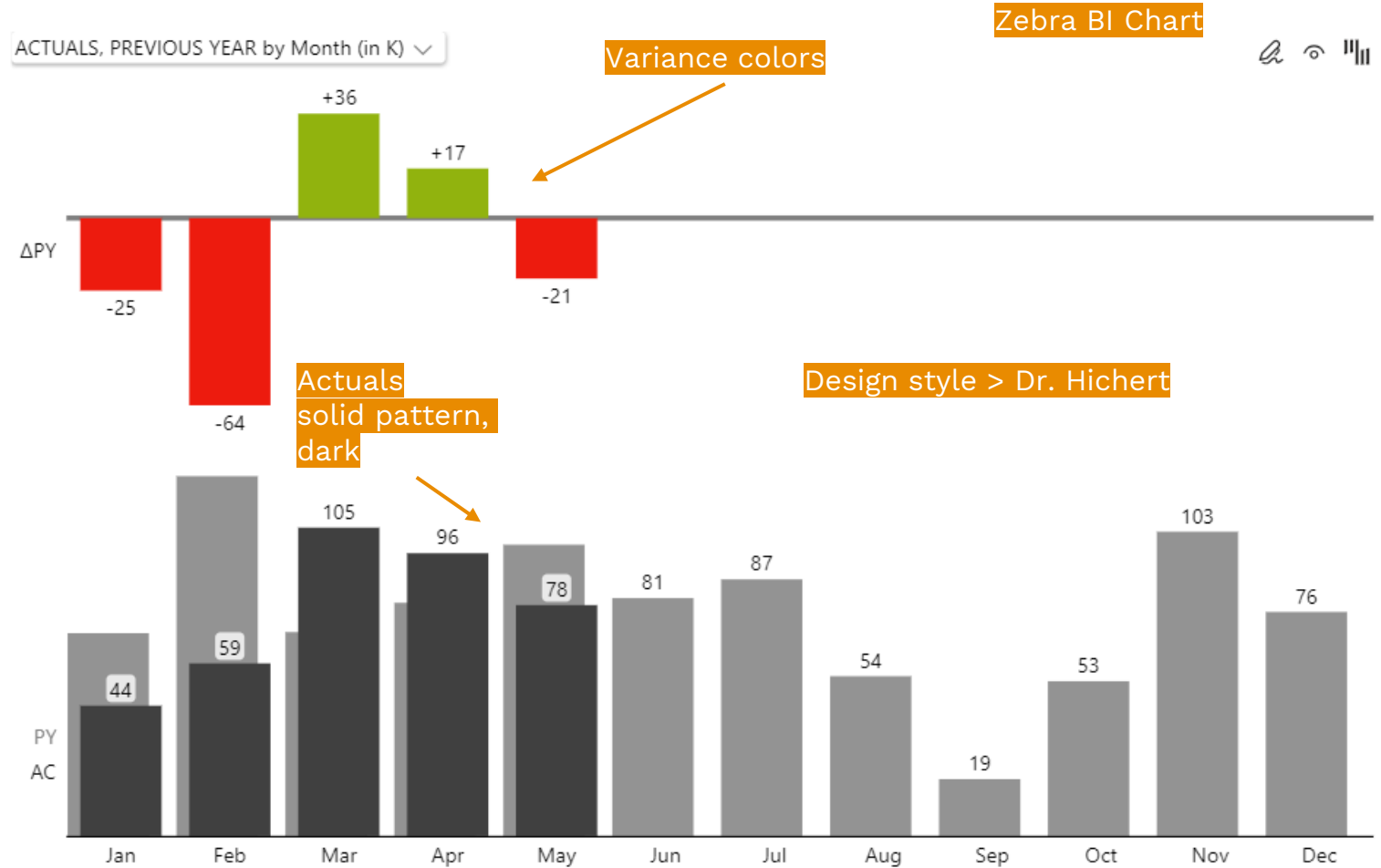
# Scenario colors option 3 Dr. Hichert

If you're using **Zebra BI**, the tool provides the flexibility to apply these IBCS principles and go beyond, allowing you to choose from **six different color styles** or even integrate your own company branding colors into your reports.

In this option the design style **“Dr. Hichert”** is used. In just one click you can select this option.

The *variances* are calculated *automatically*, there is **no need** for extra measures.

Just remember, if you use colors, keep them consistent!



## POWER BI DESIGN

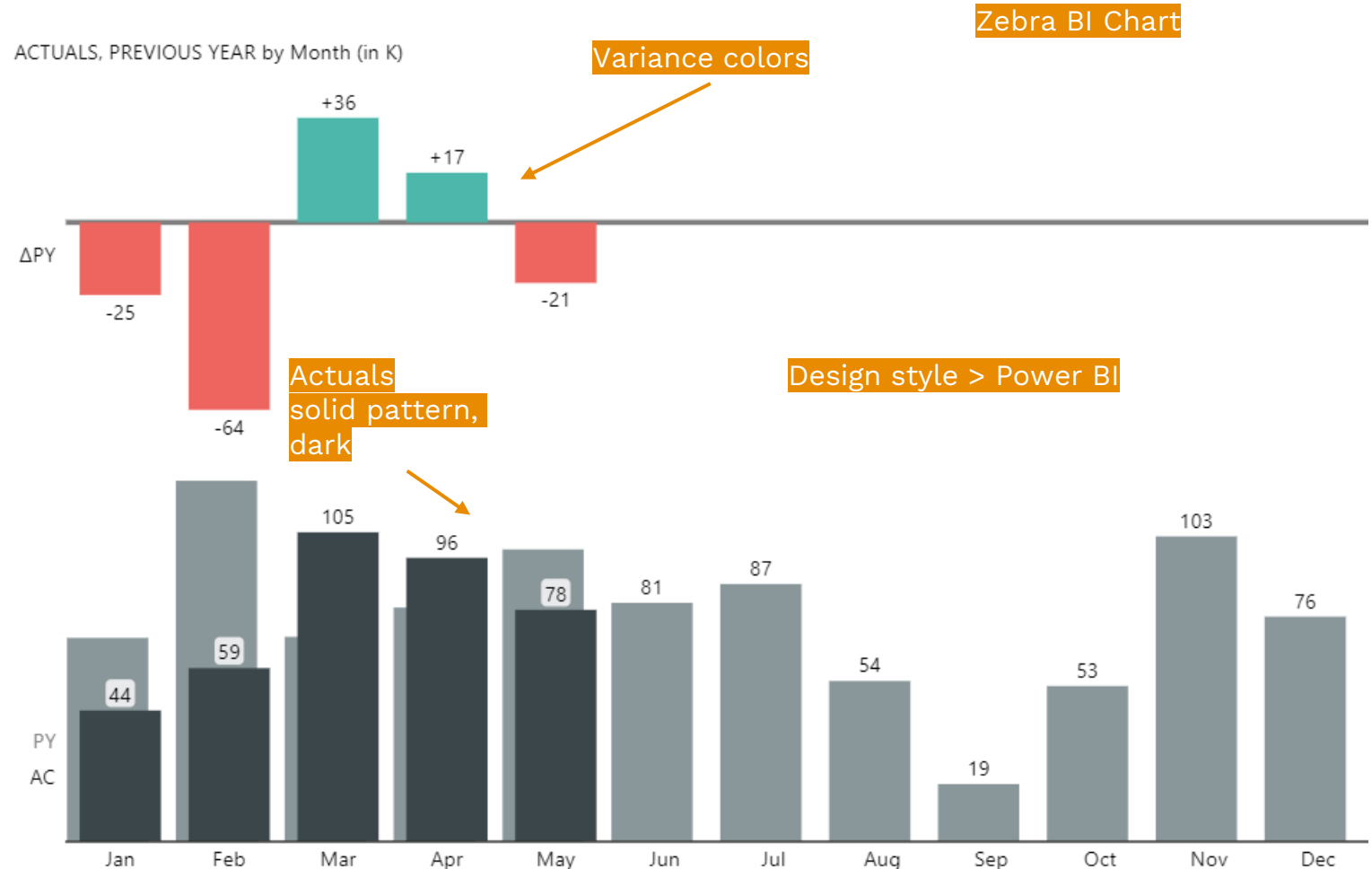
# Scenario colors option 4 Power BI

If you're using **Zebra BI**, the tool provides the flexibility to apply these IBCS principles and go beyond, allowing you to choose from **six different color styles** or even integrate your own company branding colors into your reports.

In this option the design style **“Power BI”** is used. In just one click you can select this option.

The *variances* are calculated *automatically*, there is **no need** for extra measures.

Just remember, if you use colors, keep them **consistent!**



## POWER BI DESIGN

# Scenario colors option 5 Colorblind-friendly

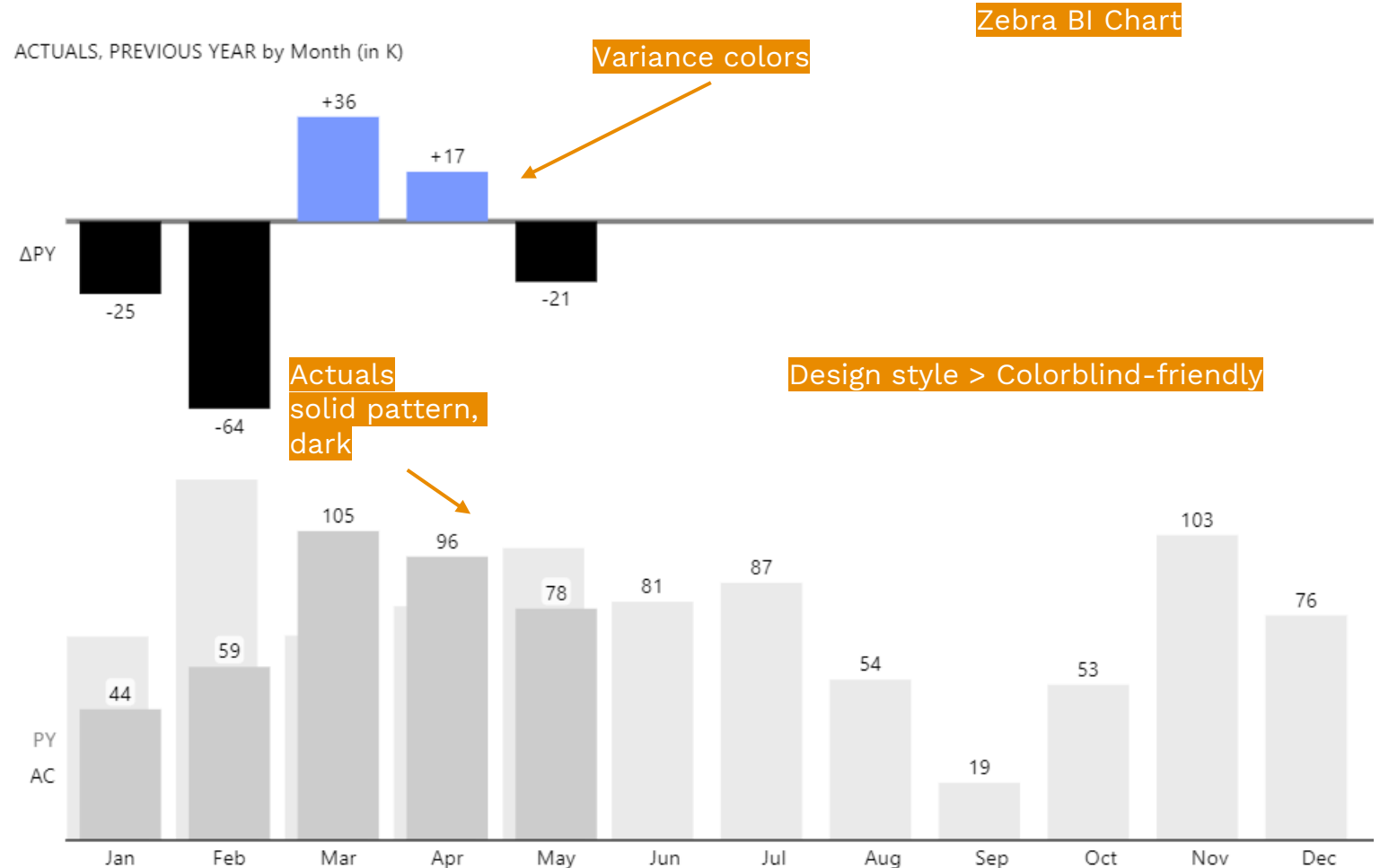
If you're using **Zebra BI**, the tool provides the flexibility to apply these IBCS principles and go beyond.

You can choose from **six different color styles** or even integrate your own company branding colors into your reports.

In this option the design style **“colorblind-friendly”** is used. In just one click you can select this option.

The variances are calculated automatically, there is no need for extra measures.

Just remember, if you use colors, keep them **consistent!**



## POWER BI DESIGN

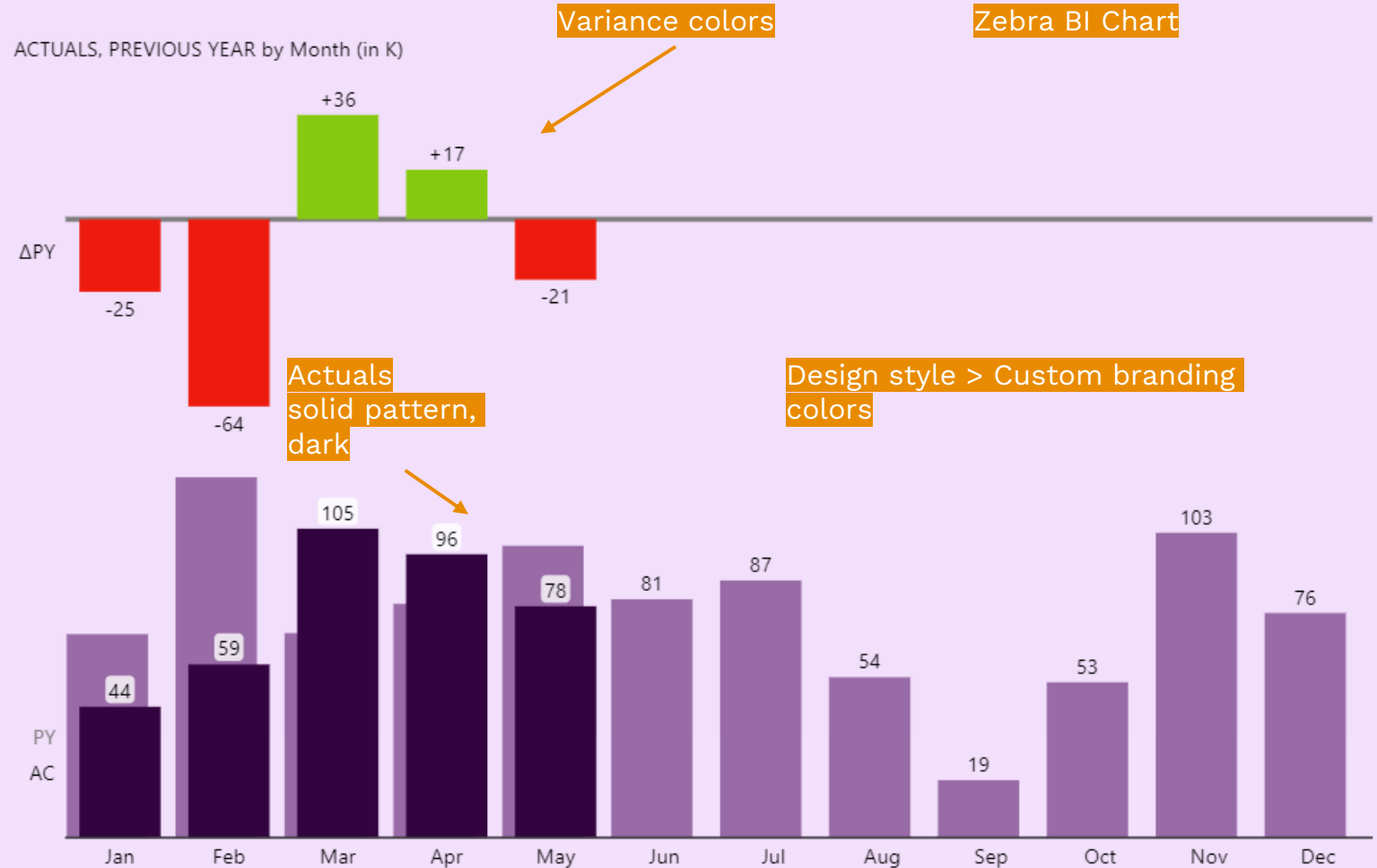
# Scenario colors option 6 own branding

Zebra BI allows you to even integrate your **own company** branding colors into your reports.

Just remember, if you use *custom* branding colors, keep them **consistent** within your company !

For example, use a *darker* shade for actuals and a *lighter* one for previous year figures to maintain clarity and avoid confusion.

In this example the design style “**Custom**” is selected and changed the *neutral color* to purple (#36003E).



Show your figures  
with the **right colors**.

Not a *colorful palette*,  
but **consistent** colors.

# IBCS | # Zebra BI | # Scenario



Power BI

