

|                 |          |                      |                  |                           |                              |                 |                            |            |            |                             |        |
|-----------------|----------|----------------------|------------------|---------------------------|------------------------------|-----------------|----------------------------|------------|------------|-----------------------------|--------|
| StyleGuide Main | Contents | Visaulization Colors | AT&T Color Theme | AT&T Visualization Colors | AT&T Visualization Gradients | Tableau Destkop | AT&T Custom Color Palettes | AT&T Theme | AT&T Fonts | Tableau Destkop Format Font | Filter |
|-----------------|----------|----------------------|------------------|---------------------------|------------------------------|-----------------|----------------------------|------------|------------|-----------------------------|--------|

AT&T Chief Data Office

Data Platform

Tableau StyleGuide:

UI/UX Design Process



|                 |          |                      |                  |                           |                              |                 |                            |            |            |                             |        |
|-----------------|----------|----------------------|------------------|---------------------------|------------------------------|-----------------|----------------------------|------------|------------|-----------------------------|--------|
| StyleGuide Main | Contents | Visaulization Colors | AT&T Color Theme | AT&T Visualization Colors | AT&T Visualization Gradients | Tableau Destkop | AT&T Custom Color Palettes | AT&T Theme | AT&T Fonts | Tableau Destkop Format Font | Filter |
|-----------------|----------|----------------------|------------------|---------------------------|------------------------------|-----------------|----------------------------|------------|------------|-----------------------------|--------|

# Contents

2023 Development Sharepoint link

Using UI/UX Standard Guideline

Tableau dashboard and reports that visual stunning and using Components to develop that product enhancement. In order to promote a consistent user experience in all dashboards, this style guide is here to help you design reports that follow a standardized process.

## Following listing of criteria to evaluate product showcase:

**This customizations that can take UX to design process:** based on this design process it meet with stakeholders and business requests and sort of sketch out what the request is. This guideline provide specific specs that include colors of all the elements, font sizes, pixel spacing, etc. One key feature of this tools is the ability to design and build a library of UI elements in the Tableau. This makes easy and much quicker to create new dashboard and report designs.

## UI/UX Design Standard:

- 1. Color Usage for AT&T  
RGB, Gray Scale Contrast, Complementary Harmony Colors, AT&T Blue Saturation, Gradients
- 2. Branding Theme
- 3. Text Consistency:  
Tableau AT&T Aleck fonts family
- 4. Layout and Margins  
Golden Ratio Grid UI
- 5. Basic layout and Elements

## Data Visualization Colors:

Visualization Selections based on AT&T recommendation and Color Visualization selection

- 1 color
- Blue tone and hierarchy multiple color
- 2 naturally pair color
- Cool Blue tone
- Contrast of Blue tone
- Blue Gradient
- Cool Blue tone and Multiple color
- Blue tone and hierarchy cool color

## Visual analytics:

Utilizing Gestalt Principles to Improve Your Data Visualization Design

|                 |          |                      |                  |                           |                              |                 |                            |            |            |                             |        |
|-----------------|----------|----------------------|------------------|---------------------------|------------------------------|-----------------|----------------------------|------------|------------|-----------------------------|--------|
| StyleGuide Main | Contents | Visaulization Colors | AT&T Color Theme | AT&T Visualization Colors | AT&T Visualization Gradients | Tableau Destkop | AT&T Custom Color Palettes | AT&T Theme | AT&T Fonts | Tableau Destkop Format Font | Filter |
|-----------------|----------|----------------------|------------------|---------------------------|------------------------------|-----------------|----------------------------|------------|------------|-----------------------------|--------|

---

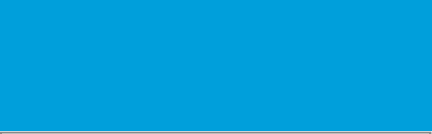
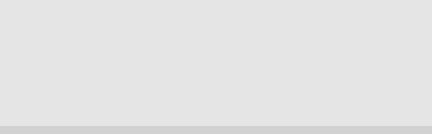
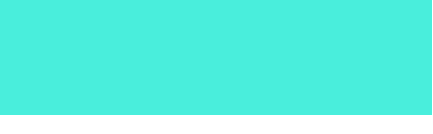
# Visualization Colors:

## Specifications of Theme through Tableau Service and Desktop



# Tableau Color Specifications of Theme

The reproduction values help ensure that our Brand colors will be represented consistently everywhere they appear.  
Tableau recommendation to used: [RGB/HEX - digital color values for on-screen applications](#).

|                                                                                     | Name      | RGB        | HEX     |                                                                                       | Name                    | RGB         | HEX      |
|-------------------------------------------------------------------------------------|-----------|------------|---------|---------------------------------------------------------------------------------------|-------------------------|-------------|----------|
|    | AT&T Blue | 0/159/219  | #009FDB |    | AT&T Blue (15% Lighter) | 0/201/255   | #00C9FF  |
|    | Cobalt    | 0/87/184   | #0057B8 |    | AT&T Blue (15% Darker)  | 0/121/177   | #0079B1  |
|   | Purple    | 175/41/187 | #AF29BB |   | White                   | 175/41/187  | #FFFFFFF |
|  | Berry     | 255/88/93  | #FF585D |  | Gray 1                  | 299/299/299 | #E5E5E5  |
|  | Tangerine | 255/176/0  | #FFB000 |  | Gray 2                  | 210/210/210 | #D2D2D2  |
|  | Lime      | 145/220/0  | #91DC00 |  | Gray 3                  | 149/149/149 | #959595  |
|  | Mint      | 73/238/220 | #49EEDC |  | Gray 4                  | 90/90/90    | #5A5A5A  |

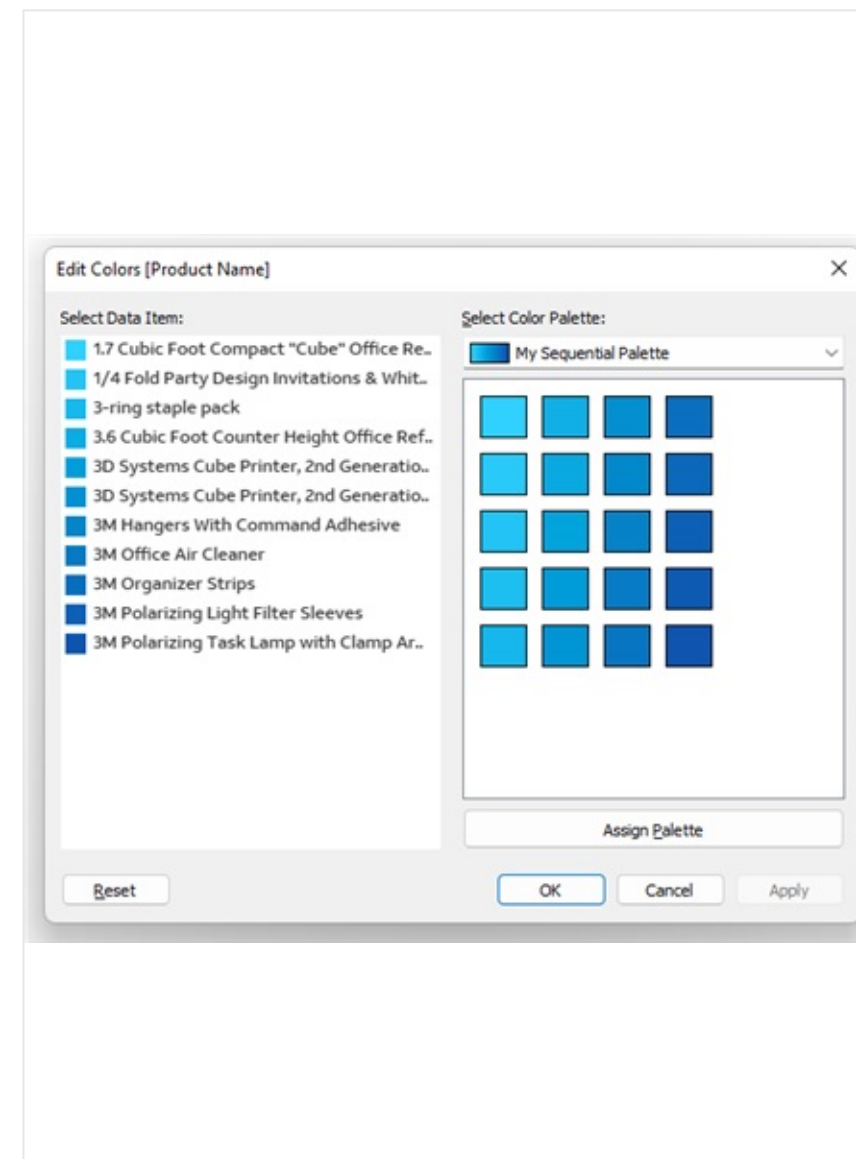
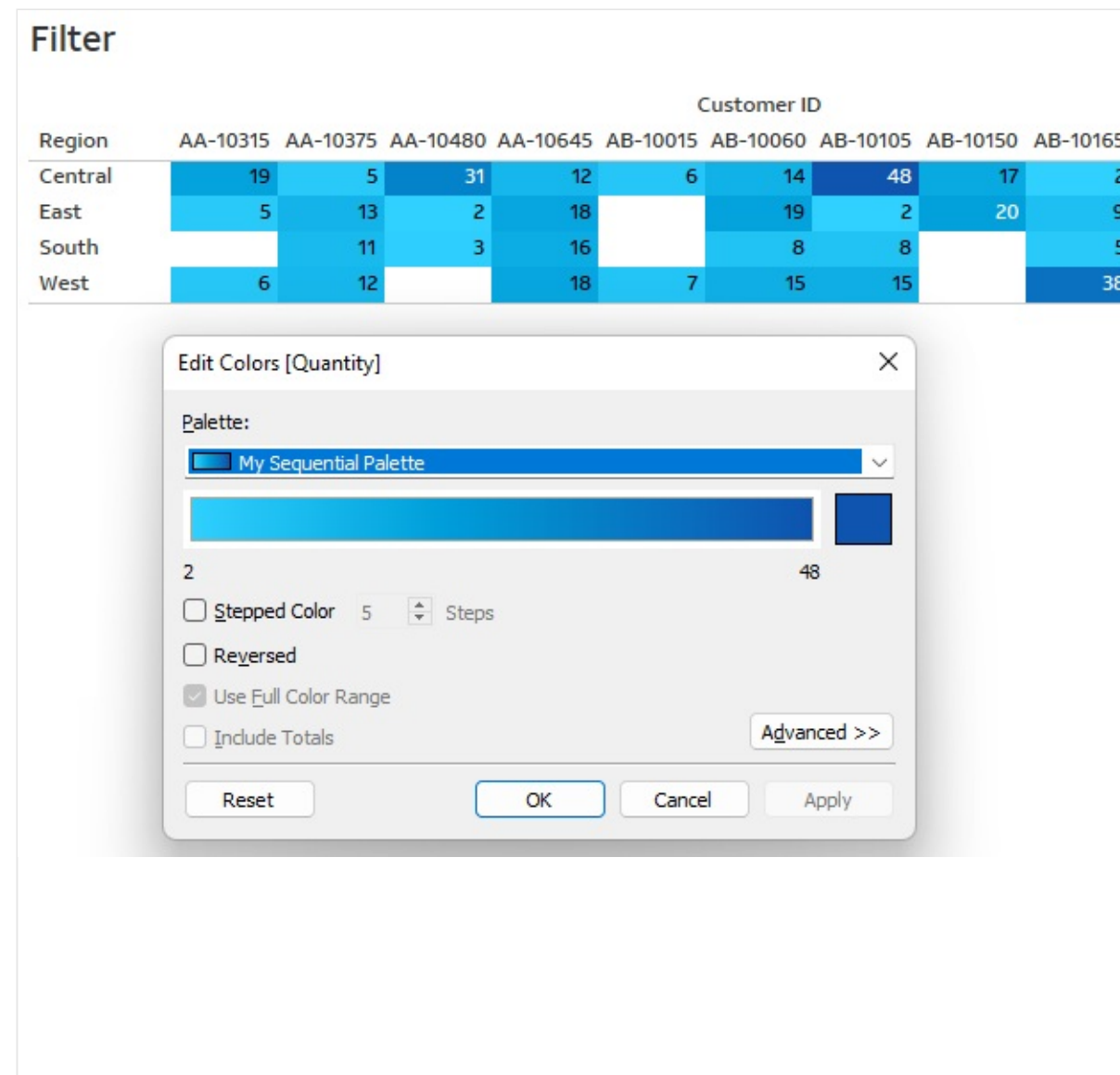
## Tableau Color Specifications of Theme

The reproduction values help ensure that our Brand colors will be represented consistently everywhere they appear.  
Tableau recommendation to used: [RGB/HEX - digital color values for on-screen applications](#).

|                                                                                     | Name         | RGB       | HEX     |                                                                                       | Name   | RGB        | HEX     |
|-------------------------------------------------------------------------------------|--------------|-----------|---------|---------------------------------------------------------------------------------------|--------|------------|---------|
|    | Dark Red     | 199/0/50  | #C70032 |    | Blue 1 | 48/209/255 | #30D1FF |
|   | Dark Orange  | 211/108/0 | #D36C00 |   | Blue 2 | 24/185/237 | #18B9ED |
|  | Dark Green   | 45/126/36 | #2D7E24 |  | Blue 3 | 0/159/219  | #009FDB |
|  | Light Red    | 255/76/73 | #FF4349 |  | Blue 4 | 5/134/203  | #0586CB |
|  | Light Orange | 255/133/0 | #FF8500 |  | Blue 5 | 10/110/190 | #0A6EBE |
|  | Light Green  | 61/169/48 | #3DA930 |  | Blue 6 | 15/84/175  | #0F54AF |

## Tableau Color Specifications of Theme : Gradients for limited use

Selected each color selection and change to AT&T Blue contrast color for gradient



|                                                                                      | Name   | RGB        | HEX     |
|--------------------------------------------------------------------------------------|--------|------------|---------|
|  | Blue 1 | 48/209/255 | #30D1FF |
|                                                                                      | Blue 2 | 24/185/237 | #18B9ED |
|                                                                                      | Blue 3 | 0/159/219  | #009FDB |
|                                                                                      | Blue 4 | 5/134/203  | #0586CB |
|                                                                                      | Blue 5 | 10/110/190 | #0A6EBE |
|                                                                                      | Blue 6 | 15/84/175  | #0F54AF |



|                    |          |                      |                  |                              |                                 |                 |                               |            |            |                                |        |
|--------------------|----------|----------------------|------------------|------------------------------|---------------------------------|-----------------|-------------------------------|------------|------------|--------------------------------|--------|
| StyleGuide<br>Main | Contents | Visaulization Colors | AT&T Color Theme | AT&T Visualization<br>Colors | AT&T Visualization<br>Gradients | Tableau Destkop | AT&T Custom<br>Color Palettes | AT&T Theme | AT&T Fonts | Tableau Destkop<br>Format Font | Filter |
|--------------------|----------|----------------------|------------------|------------------------------|---------------------------------|-----------------|-------------------------------|------------|------------|--------------------------------|--------|

---

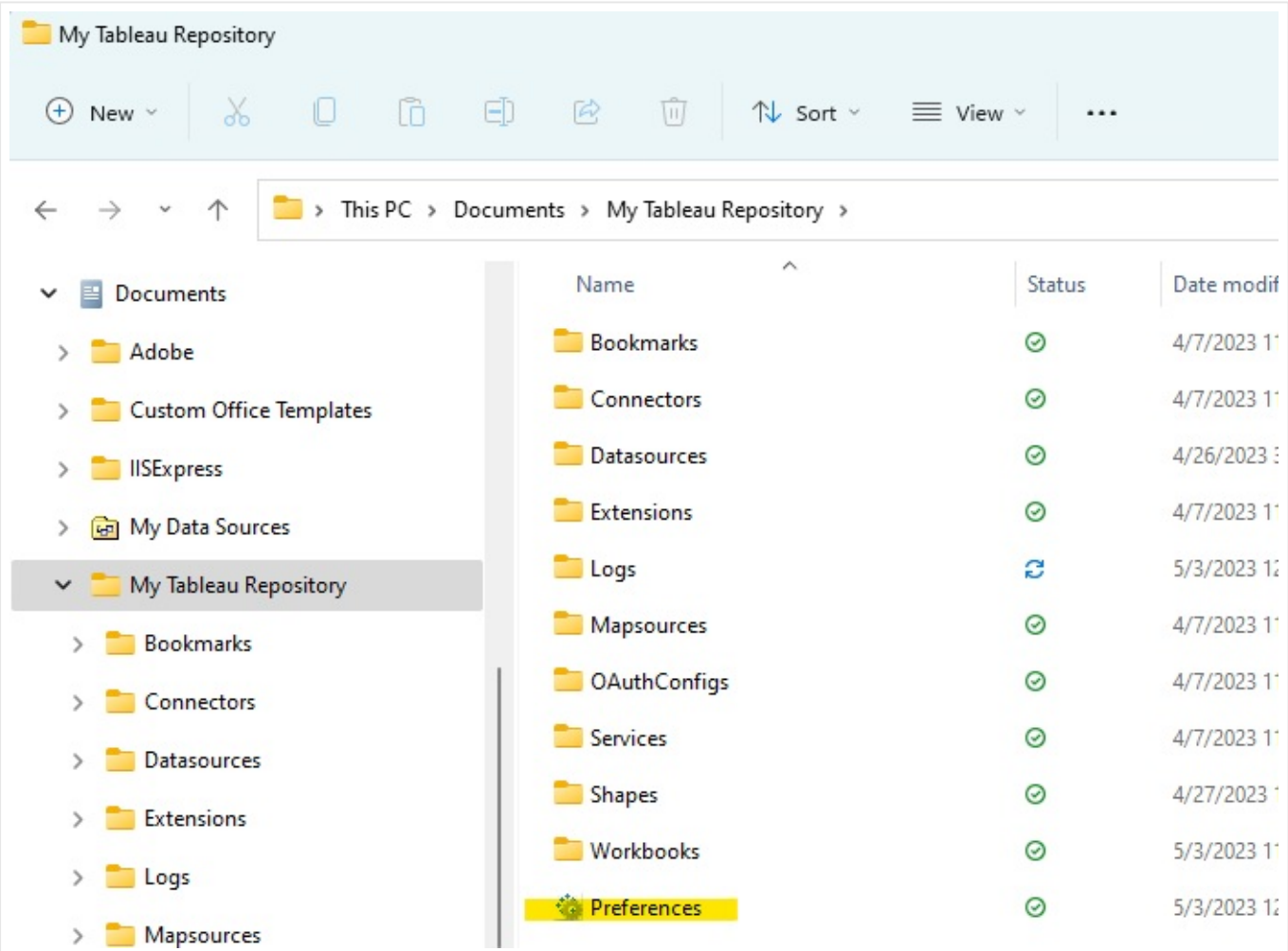
# Tableau Specifications of Branding:

## Tableau Theme for Desktop

# Tableau DesktopTheme: (Preferences.tps file extension)

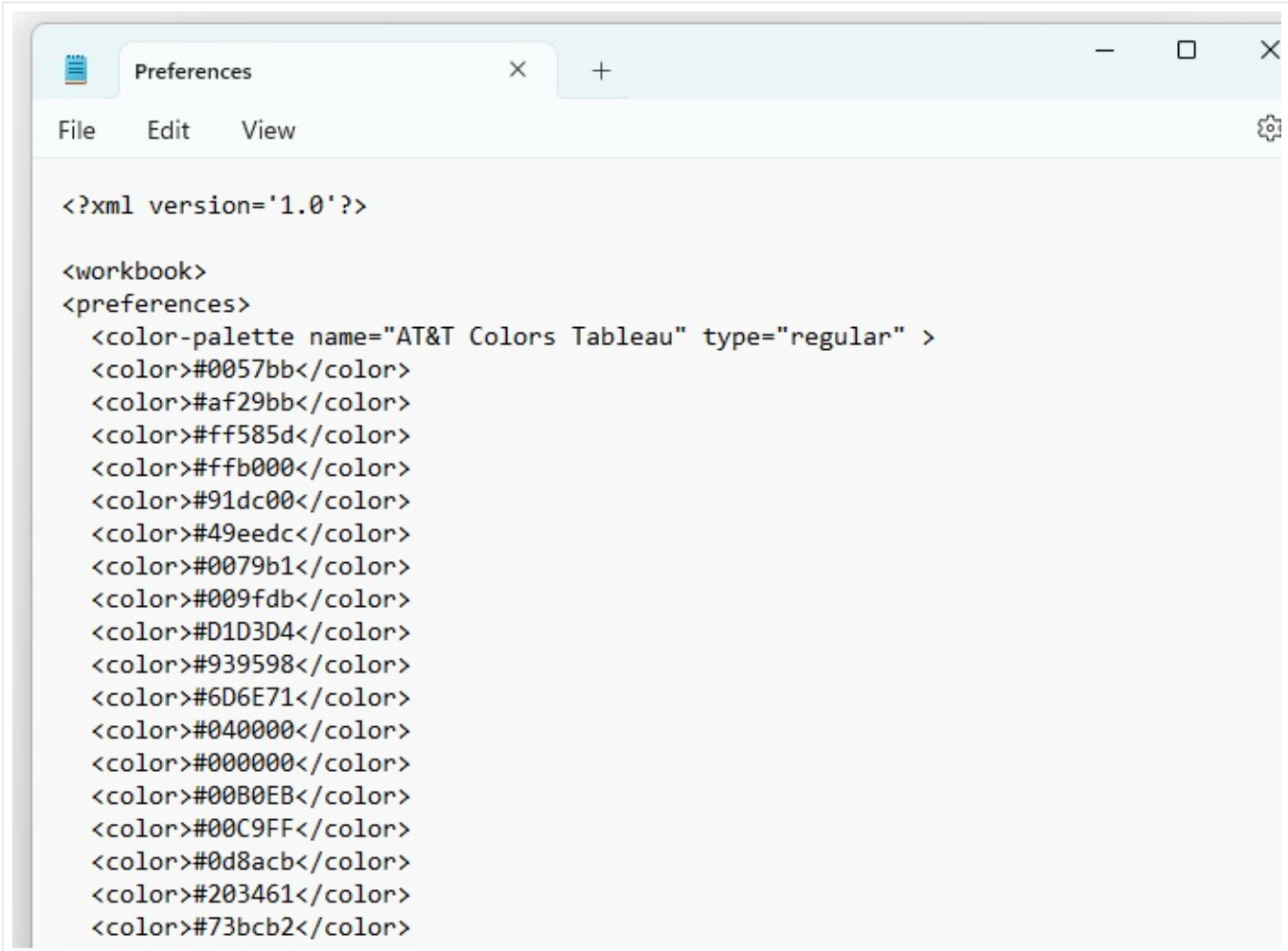
An Tableau ([Preferences.tps file extension](#)) contains a collection of colors which can be accessed through the 'Theme' palette of Tableau. This format makes it easy to share color palettes between programs. Tableau Desktop report themes, you can apply design changes to your entire report using corporate colors. When you apply a report theme, all visuals in your report use the colors and formatting from your selected theme as their defaults.

These screen captures demonstrate how to Import theme inTableau.



## Tableau preferences:

The Preferences. tps file is located in your My Tableau Repository. The file is a basic XML file that you can open in a text editor to modify...



Select the 'Color' panel, to select 'AT&T Colors Tableau'

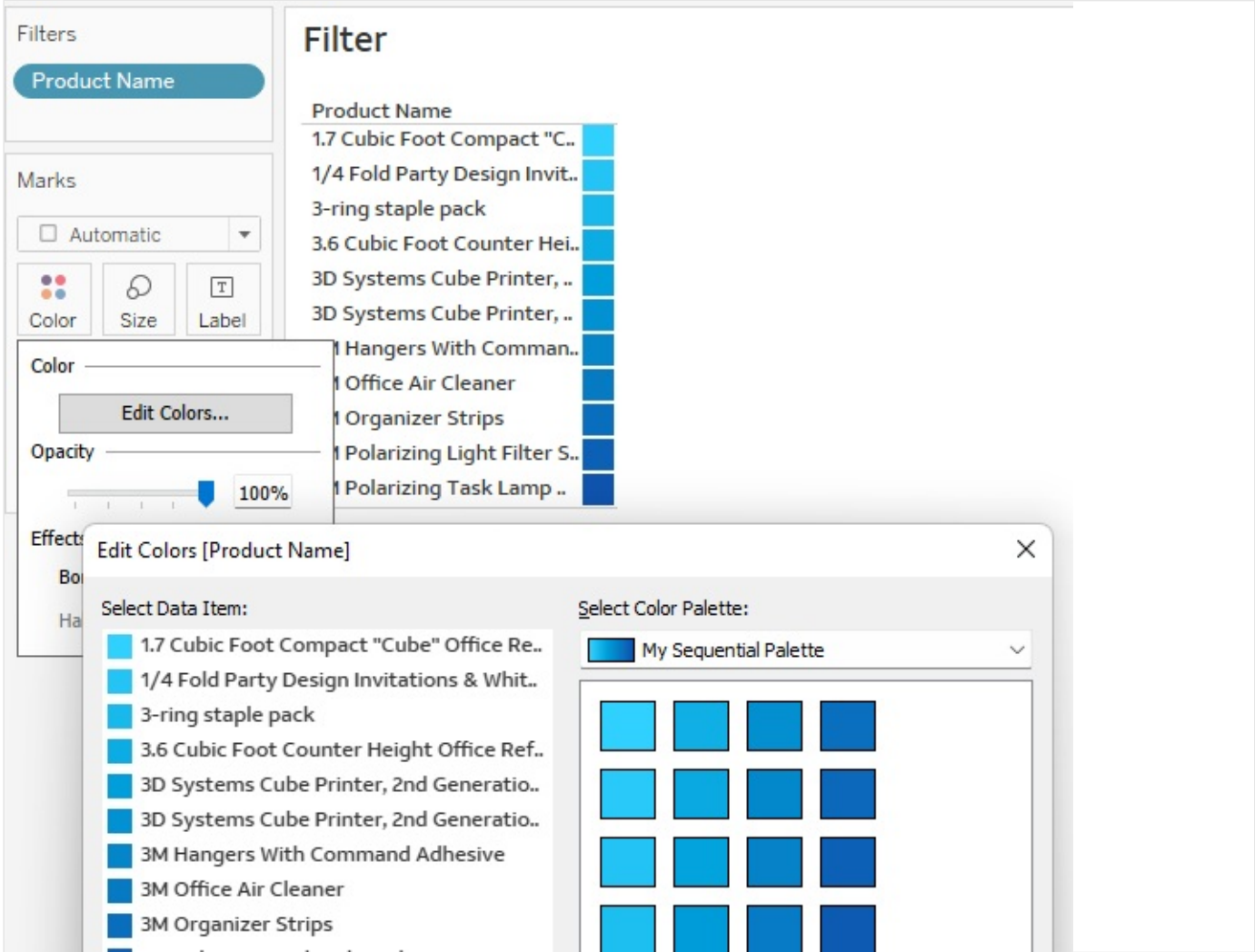
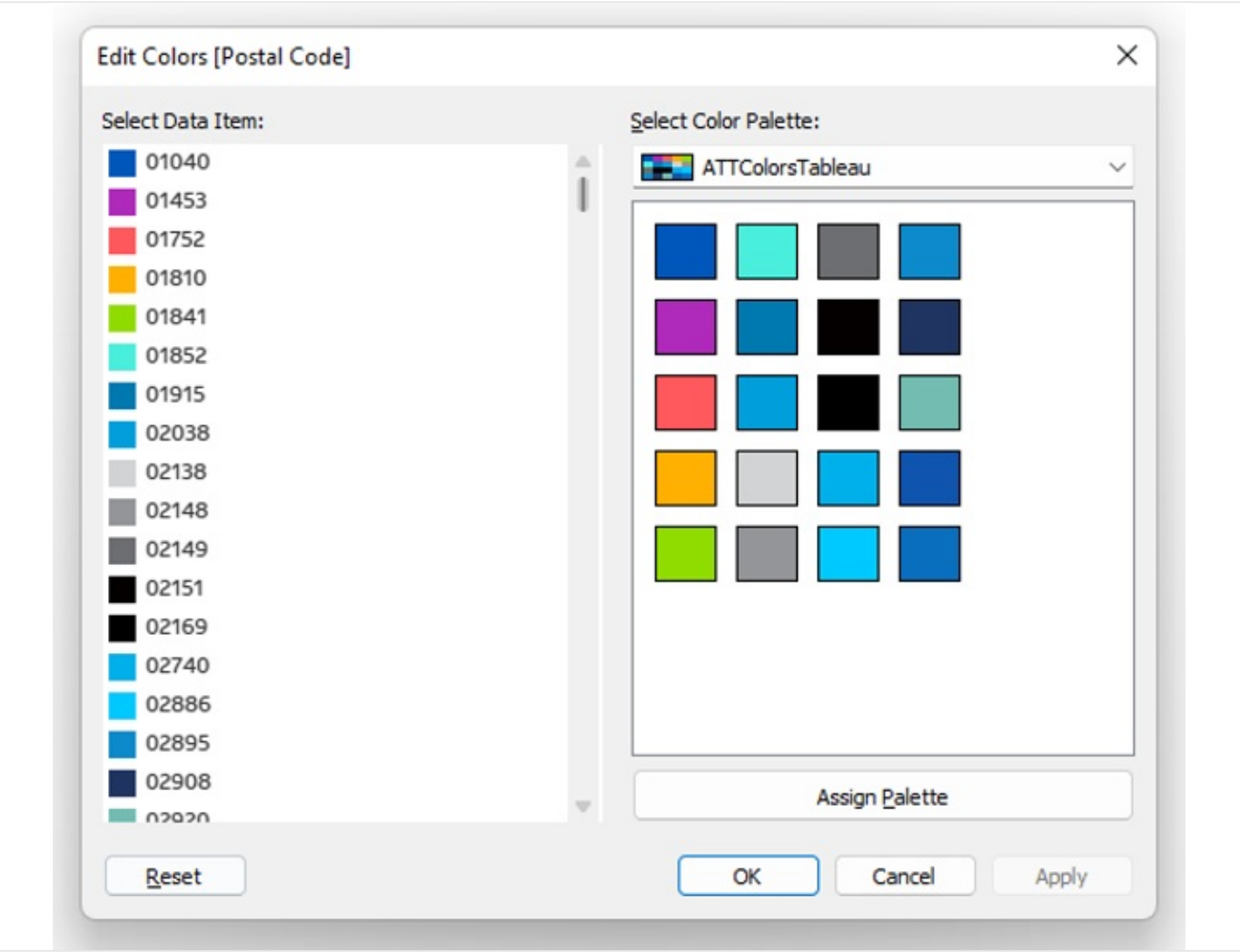


# Tableau DesktopTheme

An Tableau ([Preferences.tps file extension](#)) contains a collection of colors which can be accessed through the 'Theme' palette of Tableau. This format makes it easy to share color palettes between programs. Tableau Desktop report themes, you can apply design changes to your entire report using corporatecolors. When you apply a report theme, all visuals in your report use the colors and formatting from your selected theme as their defaults.

Select the 'Color' panel, to select 'AT&T Colors Tableau': *Create a custom categorical color palette*

*\*These screen captures demonstrate how to Import theme in Tableau.*



|                    |          |                      |                  |                              |                                 |                 |                               |            |            |                                |        |
|--------------------|----------|----------------------|------------------|------------------------------|---------------------------------|-----------------|-------------------------------|------------|------------|--------------------------------|--------|
| StyleGuide<br>Main | Contents | Visaulization Colors | AT&T Color Theme | AT&T Visualization<br>Colors | AT&T Visualization<br>Gradients | Tableau Destkop | AT&T Custom<br>Color Palettes | AT&T Theme | AT&T Fonts | Tableau Destkop<br>Format Font | Filter |
|--------------------|----------|----------------------|------------------|------------------------------|---------------------------------|-----------------|-------------------------------|------------|------------|--------------------------------|--------|

---

# Data Type Guides

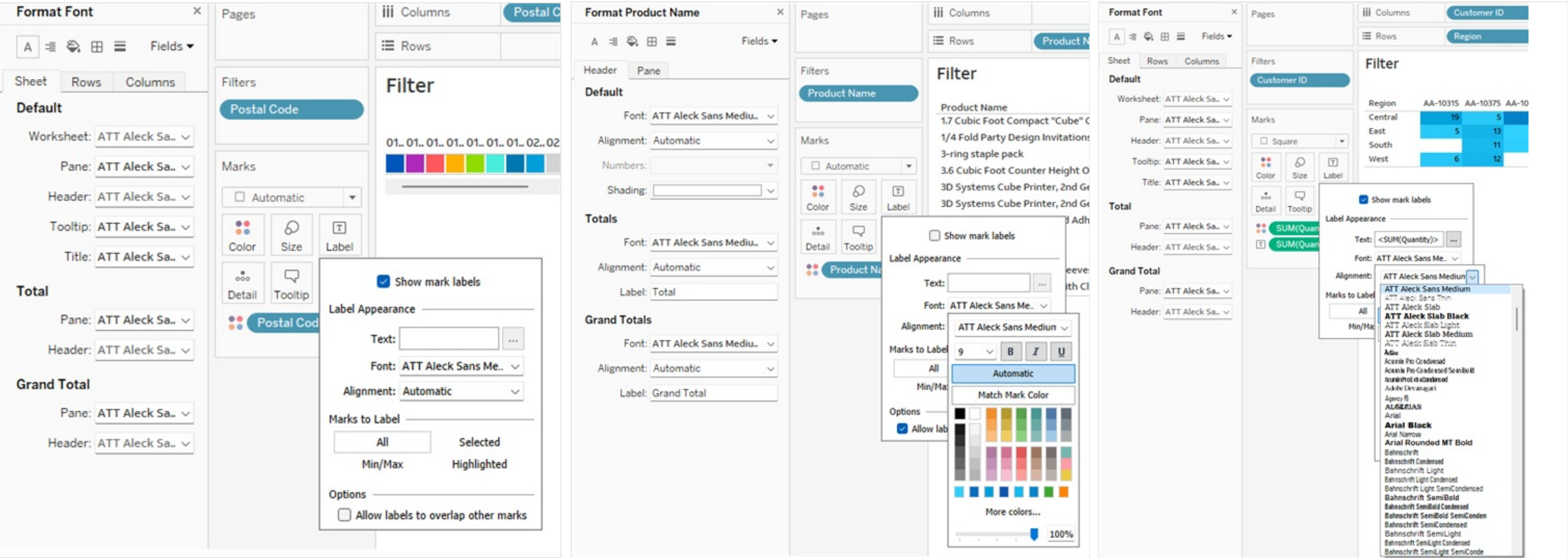
## AT&T Aleck Family



Fonts on supporting Tableau Dashboard and Reports

Please install the ATTAleck\_fonts on PC and MAC  
ATT Aleck family styles - *AT&T Aleck fonts, Sans, Slab, Condensed, Compressed and Outline*

Select the 'Format' panel, to select 'ATT Aleck family styles'

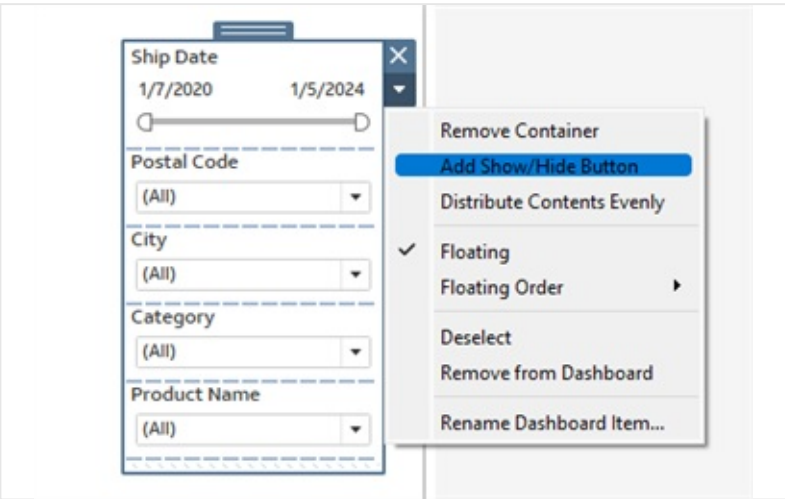
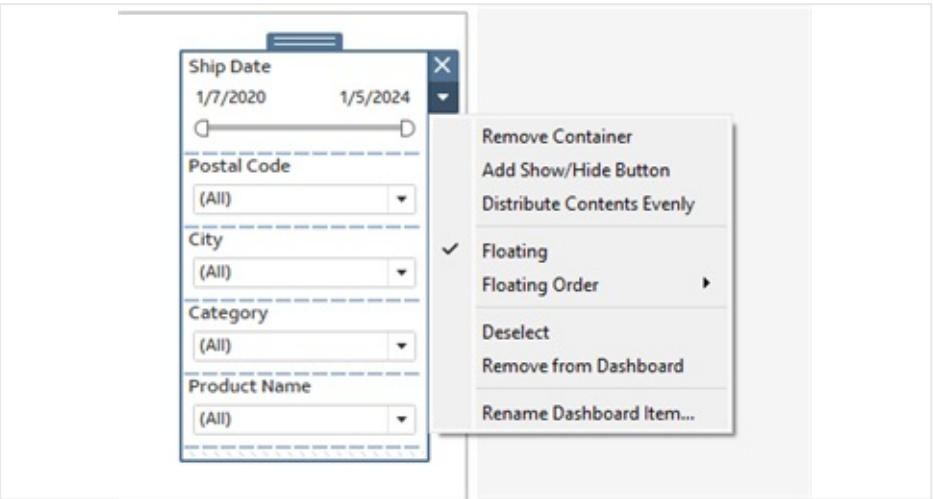
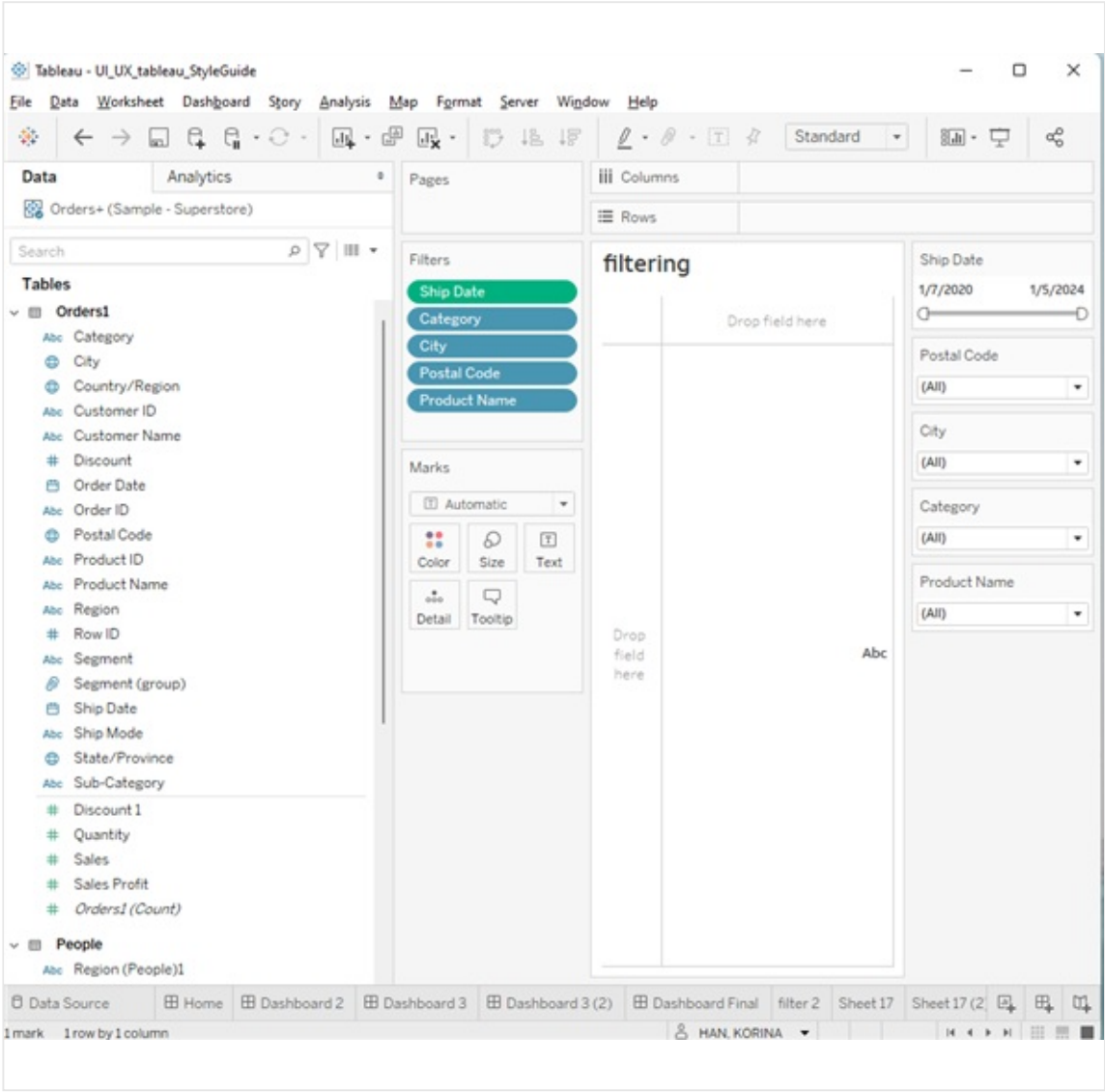


|                    |          |                      |                  |                              |                                 |                 |                               |            |            |                                |        |
|--------------------|----------|----------------------|------------------|------------------------------|---------------------------------|-----------------|-------------------------------|------------|------------|--------------------------------|--------|
| StyleGuide<br>Main | Contents | Visaulization Colors | AT&T Color Theme | AT&T Visualization<br>Colors | AT&T Visualization<br>Gradients | Tableau Destkop | AT&T Custom<br>Color Palettes | AT&T Theme | AT&T Fonts | Tableau Destkop<br>Format Font | Filter |
|--------------------|----------|----------------------|------------------|------------------------------|---------------------------------|-----------------|-------------------------------|------------|------------|--------------------------------|--------|

# The Hide&Show Button!

Please drag tables to Filters panel..

Click the Add Show/Hide Button



' X ' button where be popup

Customize the button to AT&T branding.

Click the alt to see hiding filtering part.

