



Light Background or Dark Background: Why Your Choice Matters

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We have several clients who insist on a light background with dark text.

Despite my sunny personality, I always gravitate towards a darker background with light text, but that is not just because of look or feel. White is the brightest color, and our eyes are always drawn to the brightest color. People shouldn't be looking at the dashboard background, they should be looking at what's actually on the dashboard.

That's why I ultimately side with Dark Kermit: dark backgrounds allow for better focus on the data, and easier navigation, and that leads to more efficient decision making.

While there's an argument that light backgrounds have their benefits, to me, the ONLY reason you would use a light background is if you were going to print your dashboard. (And if that's your plan then I think having a dashboard might be overkill for your Lemonade Stand).

*Written by Chris Cox
Founder & GGTK (Good Guy to Know)*

