Deep dive into Power BI theming: from modern defaults to custom JSON

DataGrillen 2026

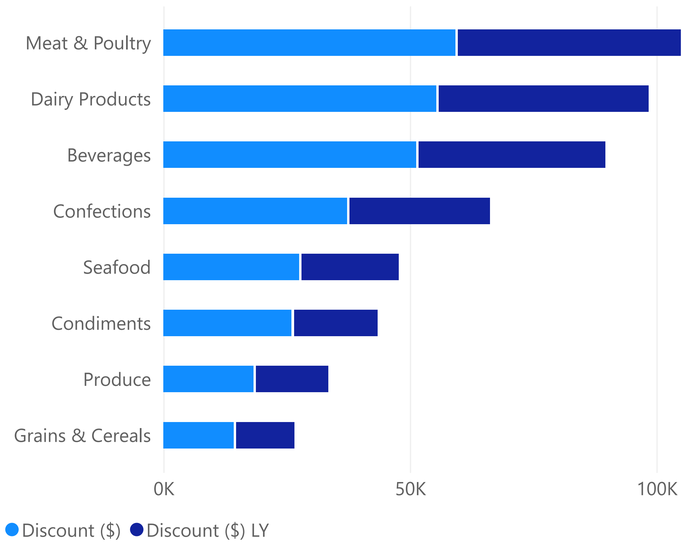


Please sen me an email at mopsteegh@ilionx.com, or a LinkedIn message if you like to receive some of the JSON files.

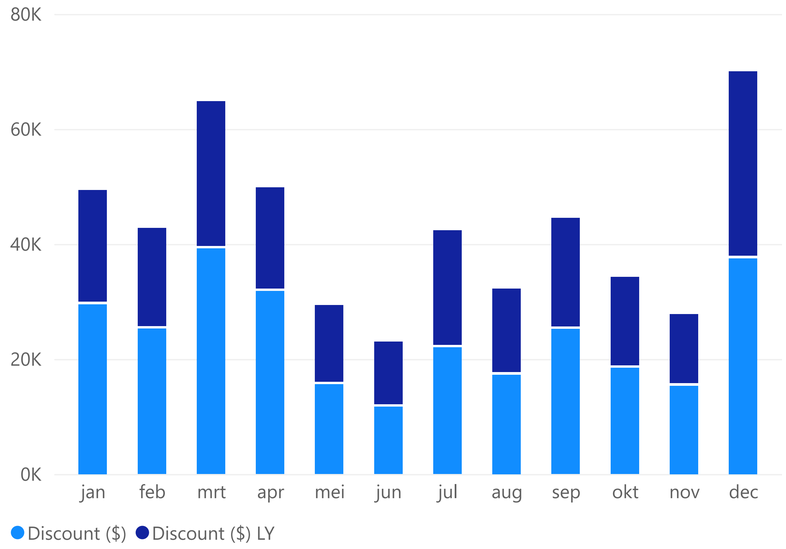
Marjolein Opsteegh
Microsoft Data Platform MVP
Power BI Consultant at ilionx

Microsoft® Most Valuable Professional

Discount ($) and Discount ($) LY
by categoryName

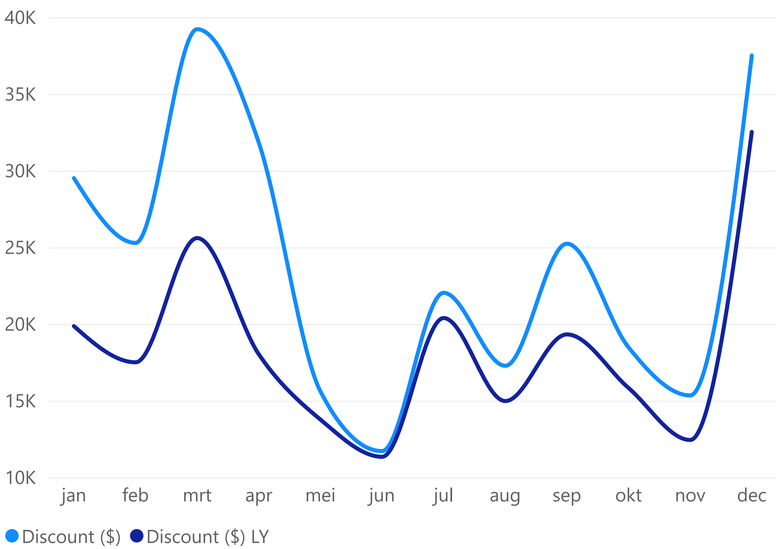


Discount ($) and Discount ($) LY
by Month Name Short

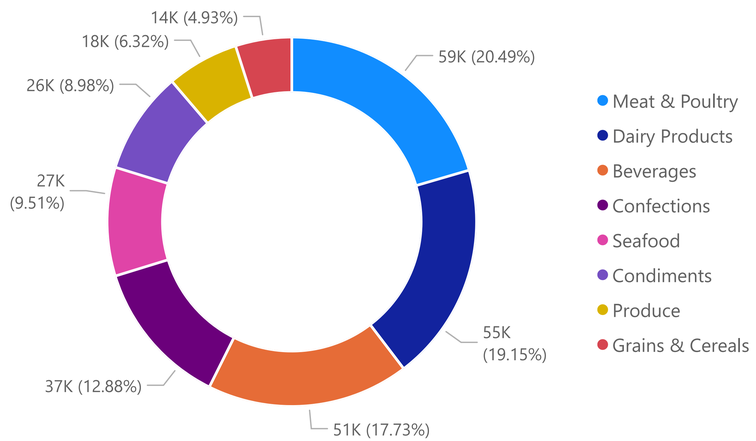


categoryName	2016	2017	2018	2019	2020	Total
Meat & Poultry	7,358	9,618	7,869	20,902	13,471	**59,218**
Dairy Products	3,154	14,158	11,602	14,191	12,228	**55,333**
Beverages	3,726	7,162	15,949	11,567	12,827	**51,231**
Confections	2,706	6,530	9,337	10,457	8,202	**37,232**
Seafood	2,039	4,819	5,821	7,561	7,256	**27,496**
Condiments	1,922	4,578	3,073	7,889	8,502	**25,965**
Produce	1,090	2,421	6,236	5,458	3,064	**18,269**
Grains & Cereals	685	3,569	3,208	4,866	1,910	**14,238**
Total	**22,680**	**52,855**	**63,094**	**82,891**	**67,460**	**288,981**

Discount ($) and Discount ($) LY
by Month Name Short



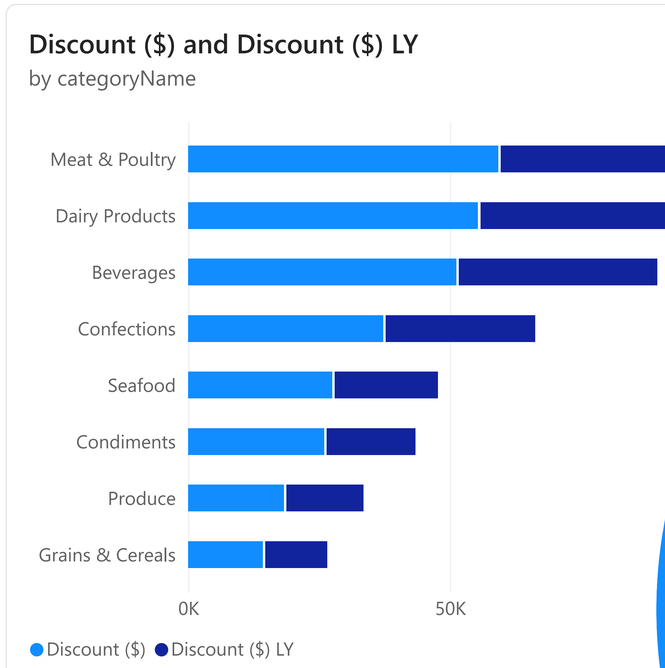
Discount ($)
by categoryName

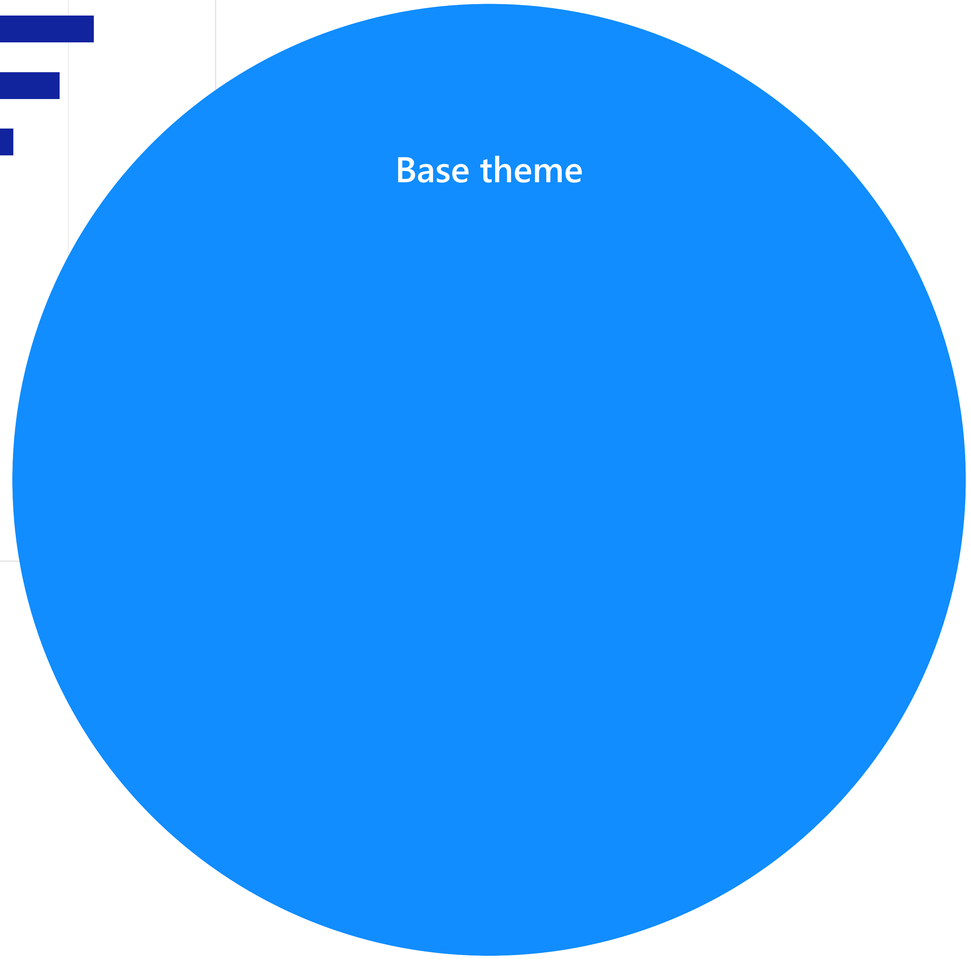


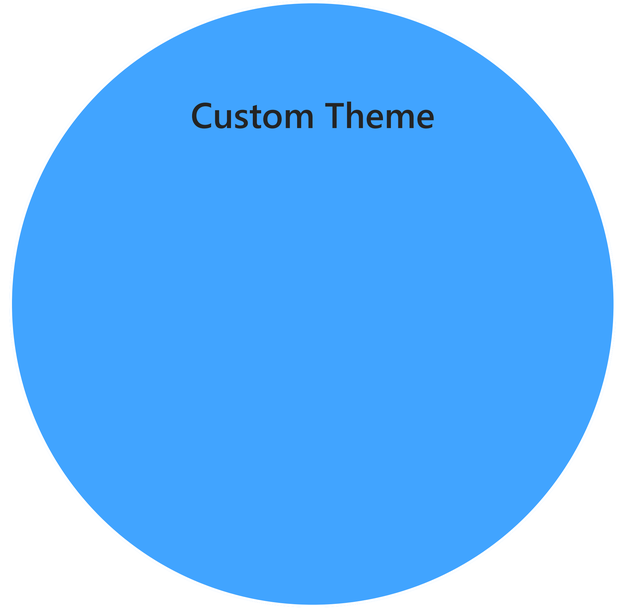
categoryName: All

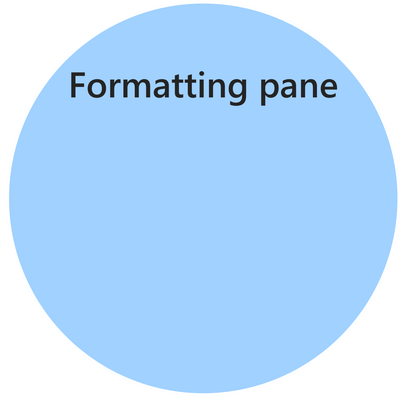
- Beverages
- Condiments
- Confections
- Dairy Products
- Grains & Cereals
- Meat & Poultry button
- Produce
- Seafood

Theme hierarchy

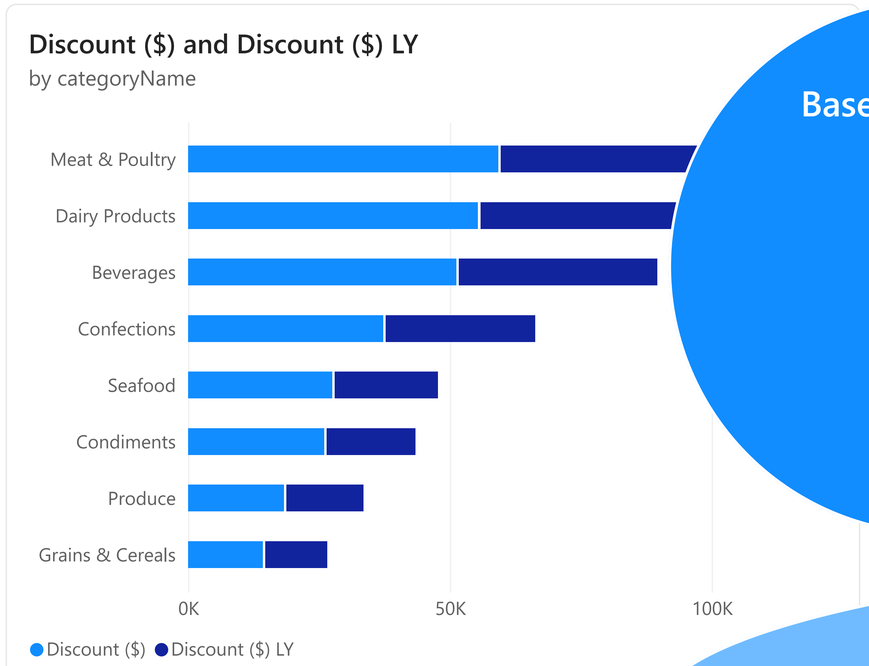








Theme hierarchy multiple base themes



Base theme 2018

Base theme 2026

Default base theme
Fluent 2

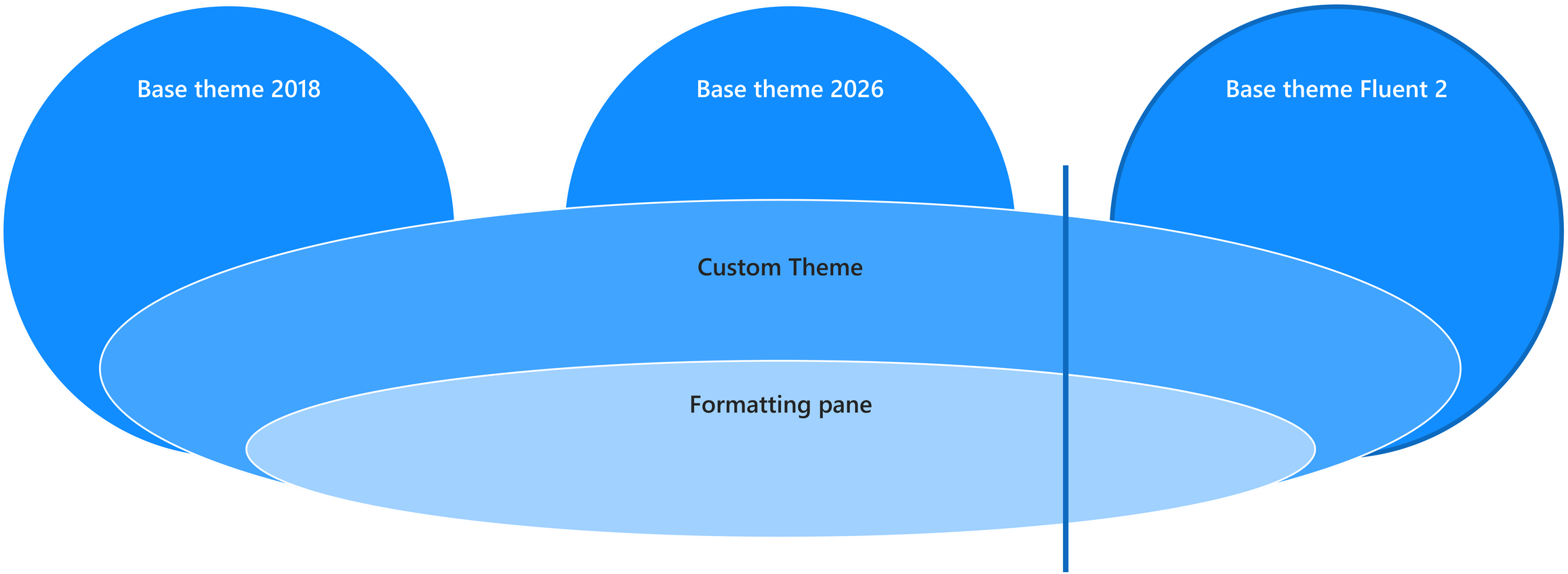
Custom Theme

Formatting pane

Canvas sizes

720 x 1280

1080 x 1920



1920 x 1080 - Fluent 2

Year

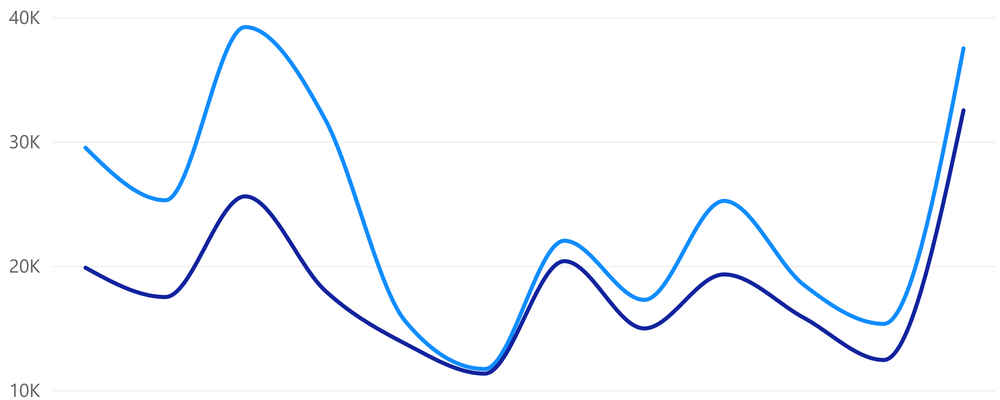
2019

Month Name

All

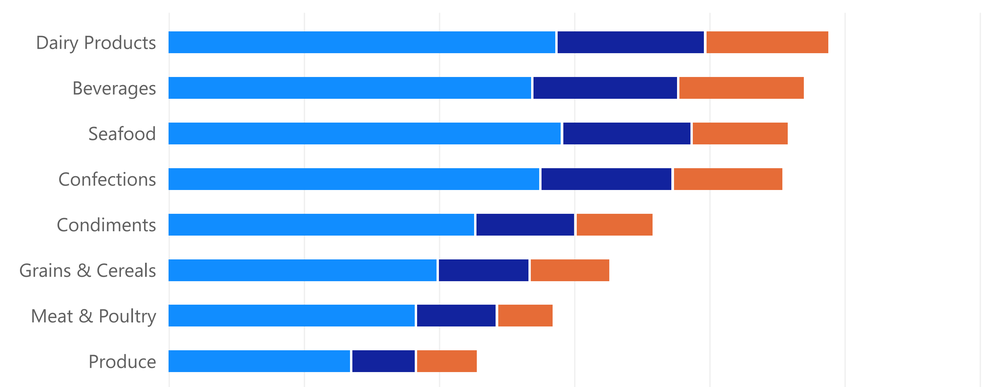
Discount ($) and Discount ($) LY

by Month Name Short



Orders (#)

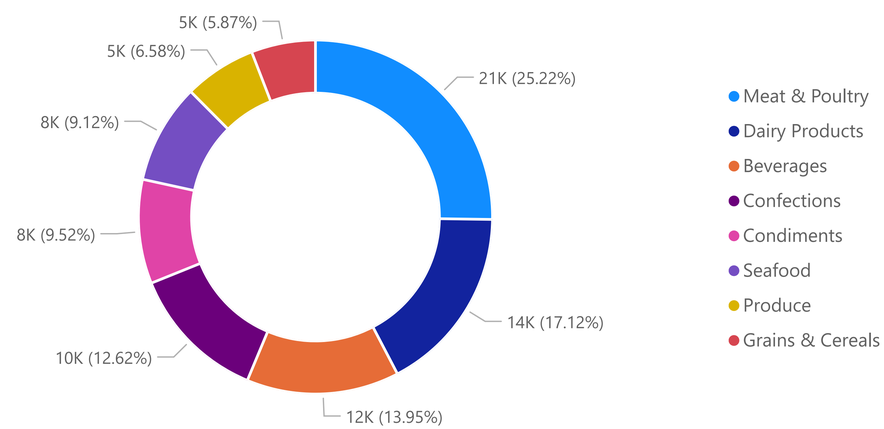
by categoryName and Continent



categoryName	2016	2017	2018	2019	2020	Total
Beverages	3,726	7,162	15,949	11,567	12,827	**51,231**
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Discount ($)

by categoryName



1280 x 720 Fluent 2

Year

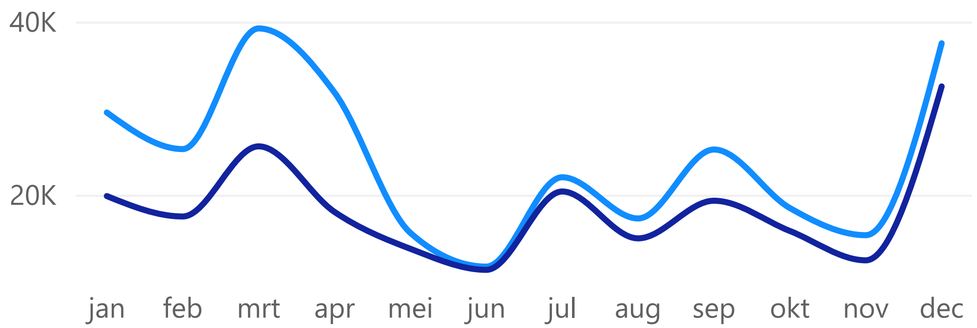
2019

Month Name

All

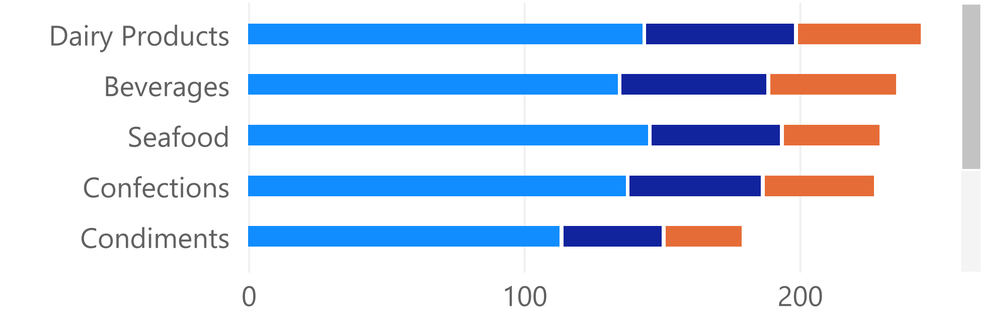
Discount ($) and Discount ($) LY

by Month Name Short



Orders (#)

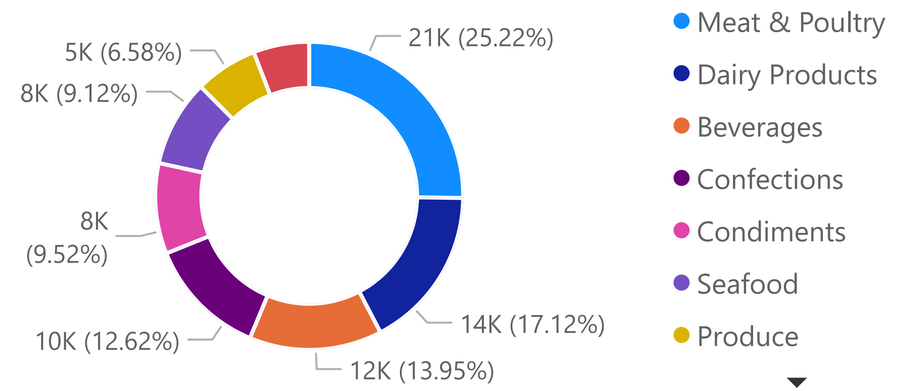
by categoryName and Continent



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Total	**22,680**	**52,855**	**63,094**	**82,891**	**67,460**	

Discount ($)

by categoryName



Overview

adjustments

Fluent 2

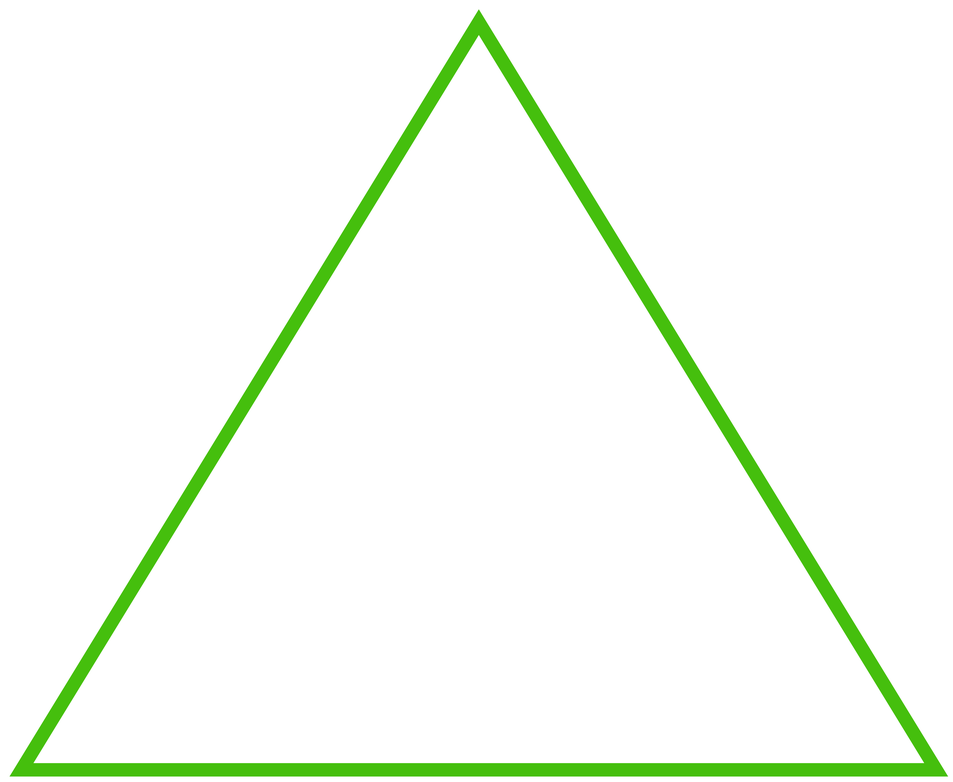
inside Power BI - tooltip

with a theme generator - legend

in JSON - tooltip font

with pbip - donut legend - slicer padding

base theme



customer theme

canvas size

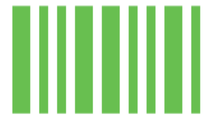




standard Power BI



using a theme generator



theme JSON in visual studio



using pbip

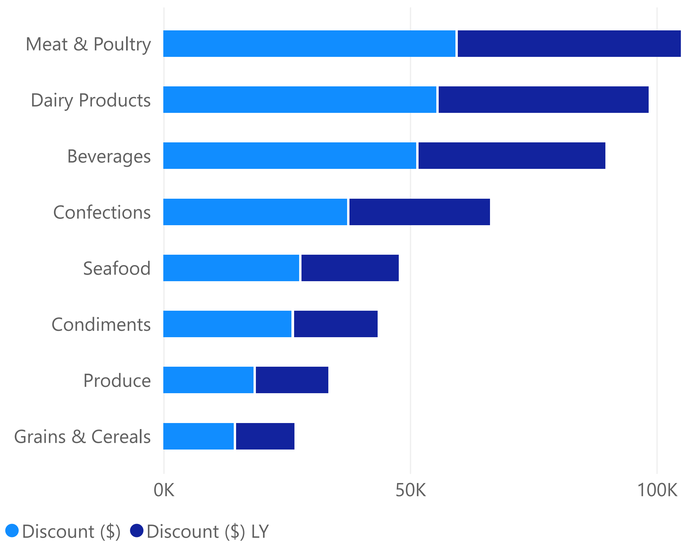


style presets

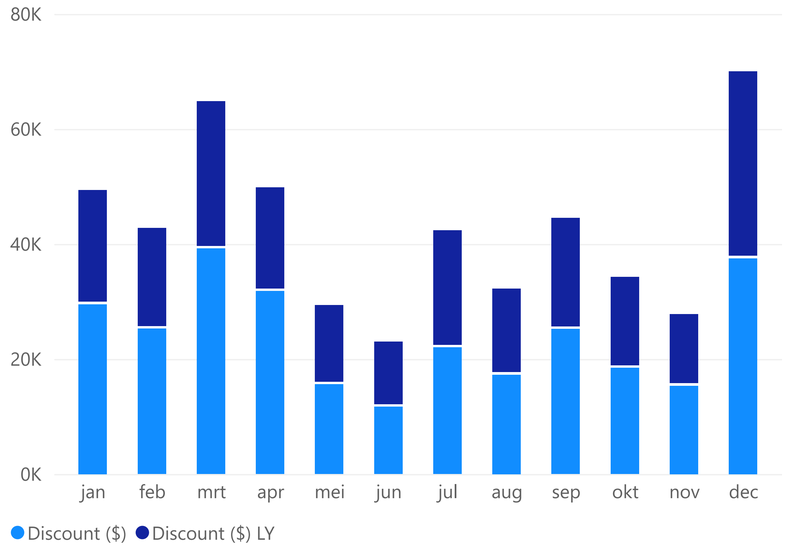


organizational themes

Discount ($) and Discount ($) LY
by categoryName

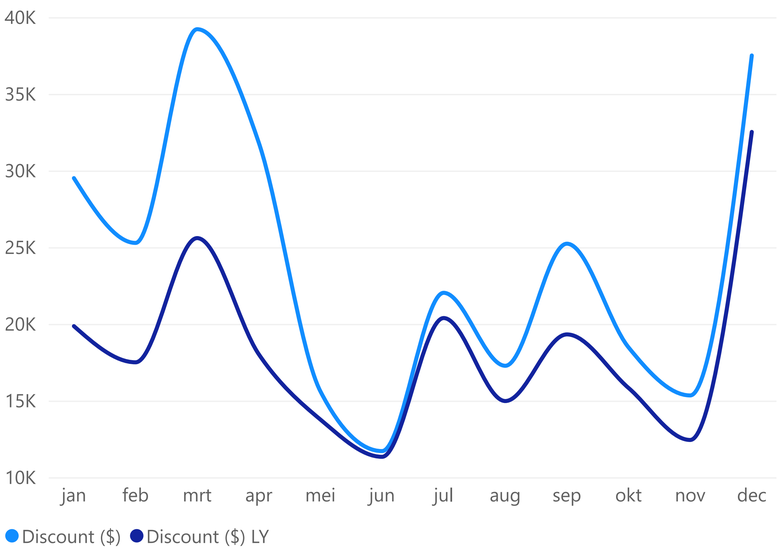


Discount ($) and Discount ($) LY
by Month Name Short

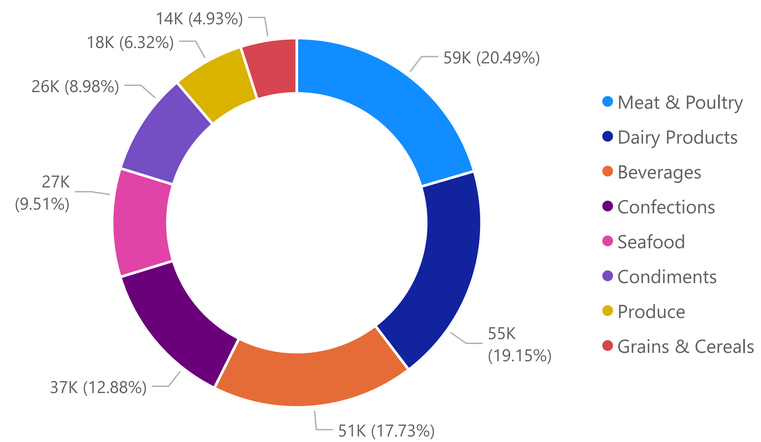


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Discount ($) and Discount ($) LY
by Month Name Short



Discount ($)
by categoryName



categoryName: All

- Beverages
- Condiments
- Confections
- Dairy Products
- Grains & Cereals
- Meat & Poultry
- Produce
- Seafood



Customize current theme

```
{
    "name": "DataGrillen 1 - tooltip",
    "dataColors": [
        "#ff8b00",
        "#edaa55",
        "#7f7f7f",
        "#404040",
        "#2c527b",
        "#F0F0F0",
        "#c1c1c1",
        "#AFC48B"
    ],
    "visualStyles": {
        "*": {
            "*": {
                "visualTooltip": [
                    {
                        "themedTitleFontColor": {
                            "solid": {
                                "color": "#2C527B"
                            }
                        },
                        "themedValueFontColor": {
                            "solid": {
                                "color": "#809B52"
                            }
                        },
                        "actionFontColor": {
                            "solid": {
                                "color": "#FF8B00"
                            }
                        }
                    }
                ]
            }
        }
    }
}
```





standard Power BI



using a theme generator



theme JSON in visual studio



using pbip

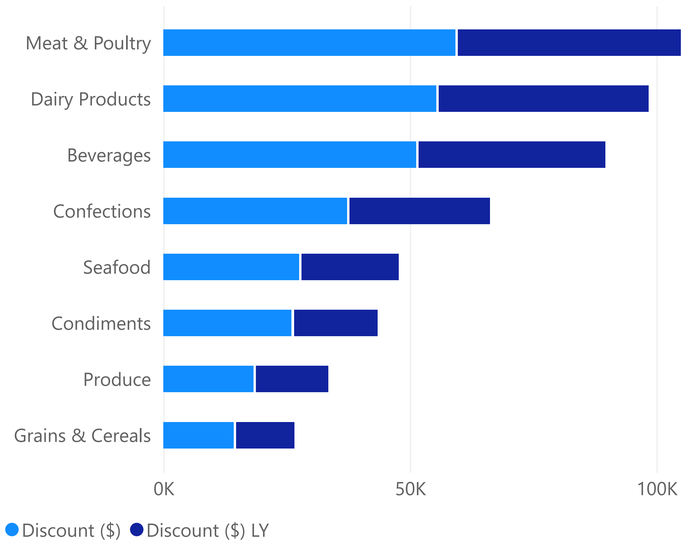


style presets

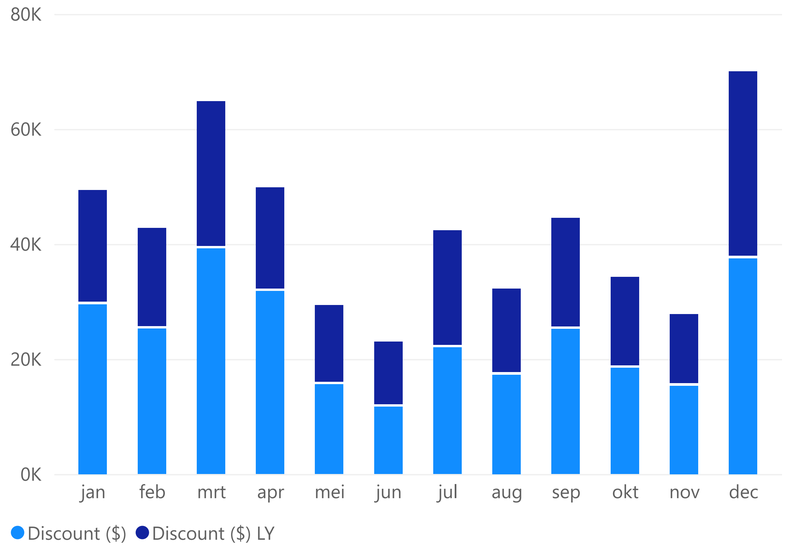


organizational themes

Discount ($) and Discount ($) LY
by categoryName

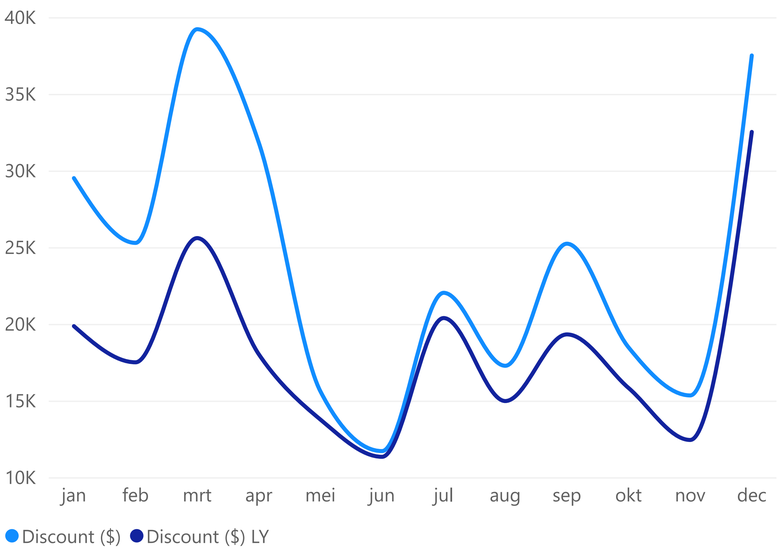


Discount ($) and Discount ($) LY
by Month Name Short

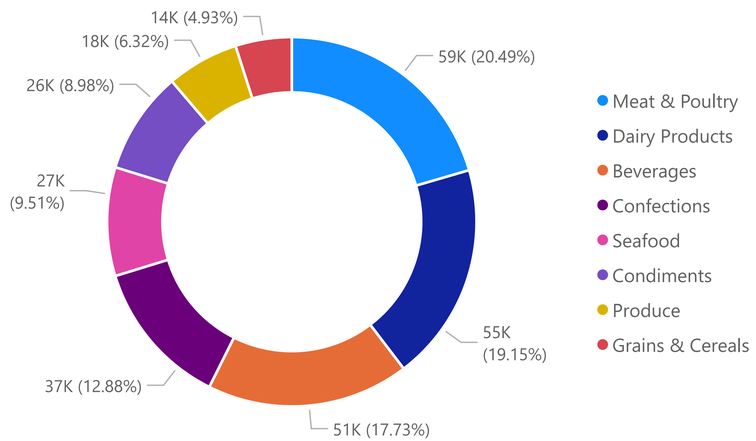


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Discount ($) and Discount ($) LY
by Month Name Short



Discount ($)
by categoryName



categoryName: All

- Beverages
- Condiments
- Confections
- Dairy Products
- Grains & Cereals
- Meat & Poultry
- Produce
- Seafood

Theme generator Point

```json
{
    "name": "DataGrillen 2 - legend",
    "dataColors": [
        "#ff8b00",
        "#edaa55",
        "#7f7f7f",
        "#404040",
        "#2c527b",
        "#F0F0F0",
        "#c1c1c1",
        "#AFC48B"
    ],
    "visualStyles": {
        "*": {
            "*": {
                "visualTooltip": [
                    {
                        "themedTitleFontColor": {
                            "solid": {
                                "color": "#2C527B"
                            }
                        },
                        "themedValueFontColor": {
                            "solid": {
                                "color": "#809B52"
                            }
                        },
                        "actionFontColor": {
                            "solid": {
                                "color": "#FF8B00"
                            }
                        }
                    }
                ],
                "legend": [
                {
                    "show": true,
                    "position": "Top"
                }
                ]
            }
        }
    }
}
```



standard Power BI



using a theme generator



theme JSON in visual studio



using pbip

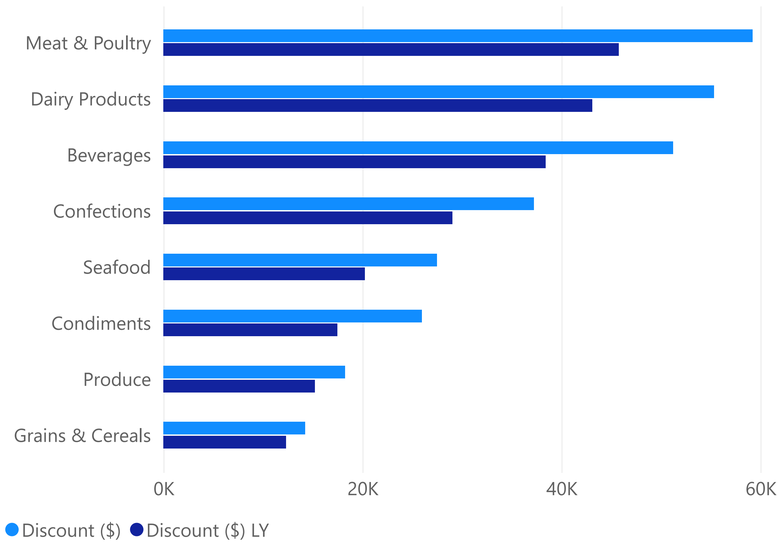


style presets

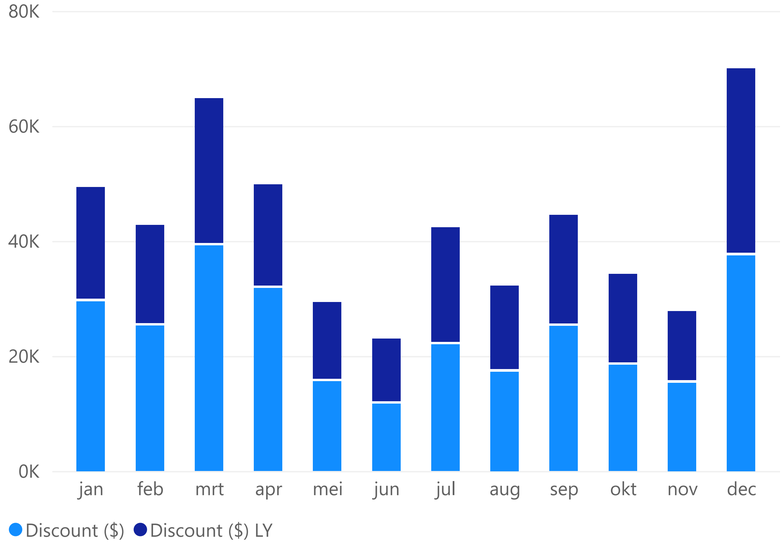


organizational themes

Discount ($) and Discount ($) LY
by categoryName

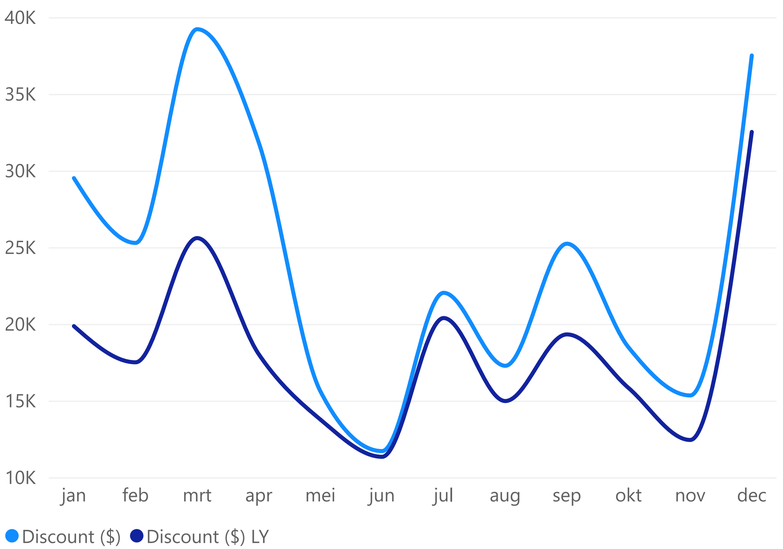


Discount ($) and Discount ($) LY
by Month Name Short

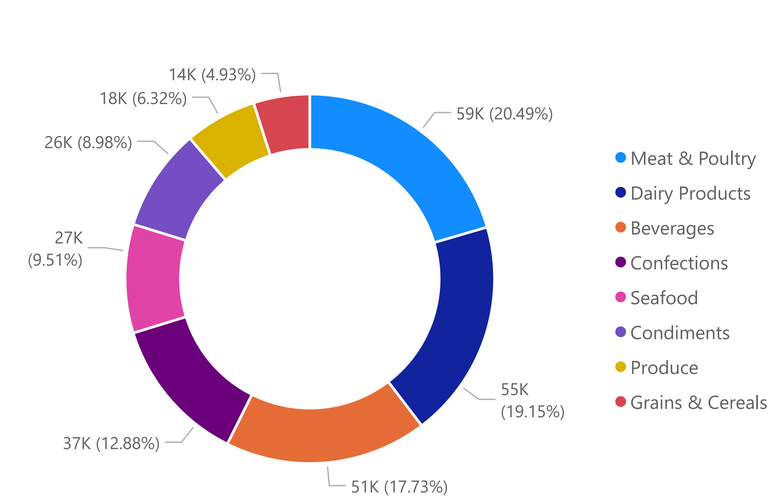


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Discount ($) and Discount ($) LY
by Month Name Short



Discount ($)
by categoryName



categoryName: All

- Beverages
- Condiments
- Confections
- Dairy Products
- Grains & Cereals
- Meat & Poultry
- Produce
- Seafood



Visual Studio Code

```
{
    "name": "DataGrillen 3 - tooltip groot",
    "dataColors": [
        "#ff8b00",
        "#edaa55",
        "#7f7f7f",
        "#404040",
        "#2c527b",
        "#F0F0F0",
        "#c1c1c1",
        "#AFC48B"
    ],
    "visualStyles": {
        "*": {
            "*": {
                "visualTooltip": [
                    {
                        "themedTitleFontColor": {
                            "solid": {
                                "color": "#2C527B"
                            }
                        },
                        "themedValueFontColor": {
                            "solid": {
                                "color": "#809B52"
                            }
                        },
                        "actionFontColor": {
                            "solid": {
                                "color": "#FF8B00"
                            }
                        },
                        "fontSize": 24
                    }
                ],
                "legend": [
                {
                    "show": true,
                    "position": "Top"
                }
                ]
            }
        }
    }
}
```



Visual Studio Code

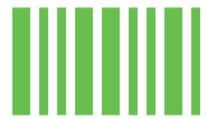
```
{
    "name": "DataGrillen 3 - donut",
    "dataColors": [
        "#ff8b00",
        "#edaa55",
        "#7f7f7f",
        "#404040",
        "#2c527b",
        "#F0F0F0",
        "#c1c1c1",
        "#AFC48B"
    ],
    "visualStyles": {
        "*": {
            "*": {
                "visualTooltip": [
                    {
                        "themedTitleFontColor": {
                            "solid": {
                                "color": "#2C527B"
                            }
                        },
                        "themedValueFontColor": {
                            "solid": {
                                "color": "#809B52"
                            }
                        },
                        "actionFontColor": {
                            "solid": {
                                "color": "#FF8B00"
                            }
                        },
                        "fontSize": 24
                    }
                ],
                "legend": [
                {
                    "show": true,
                    "position": "Top"
                }
                ]
            }
        },
        "donutChart": {
            "*": {
                "legend": [
                {
                    "show": true,
                    "position": "RightCenter"
                }
                ]
            }
        }
    }
}
```



standard Power BI



using a theme generator



theme JSON in visual studio



using pbip

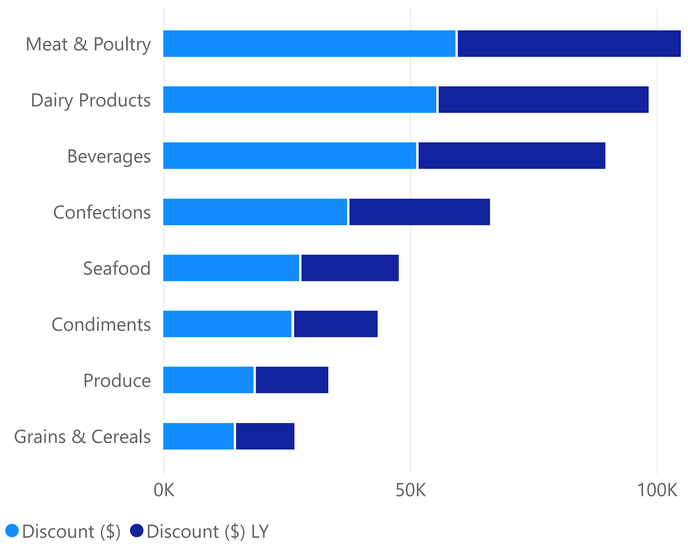


style presets

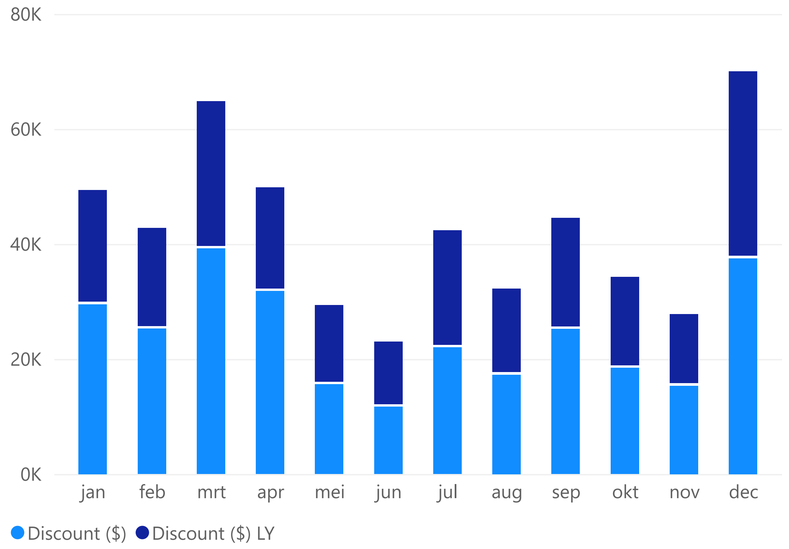


organizational themes

Discount ($) and Discount ($) LY
by categoryName

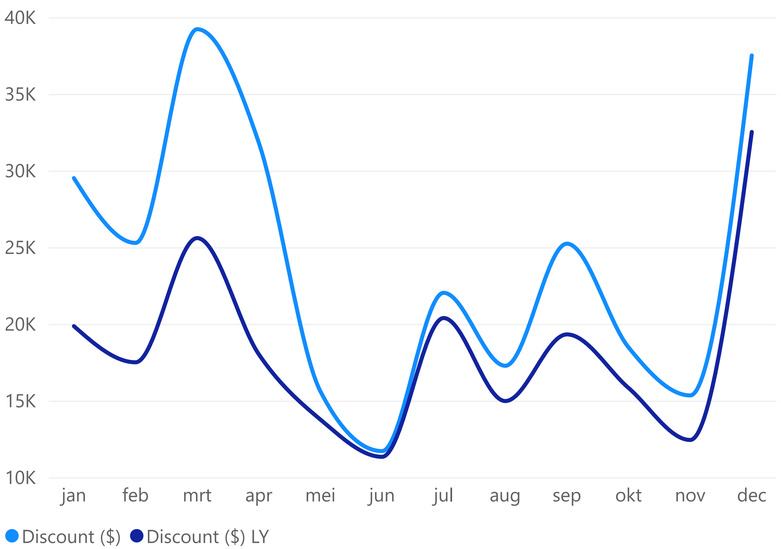


Discount ($) and Discount ($) LY
by Month Name Short

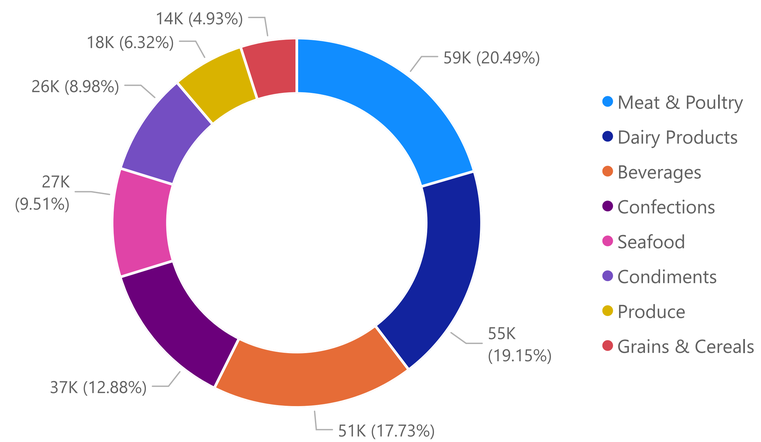


categoryName	2016	2017	2018	2019	2020	Total
Meat & Poultry	7,358	9,618	7,869	20,902	13,471	**59,218**
Dairy Products	3,154	14,158	11,602	14,191	12,228	**55,333**
Beverages	3,726	7,162	15,949	11,567	12,827	**51,231**
Confections	2,706	6,530	9,337	10,457	8,202	**37,232**
Seafood	2,039	4,819	5,821	7,561	7,256	**27,496**
Condiments	1,922	4,578	3,073	7,889	8,502	**25,965**
Produce	1,090	2,421	6,236	5,458	3,064	**18,269**
Grains & Cereals	685	3,569	3,208	4,866	1,910	**14,238**
Total	**22,680**	**52,855**	**63,094**	**82,891**	**67,460**	**288,981**

Discount ($) and Discount ($) LY
by Month Name Short



Discount ($)
by categoryName



categoryName: All

- Beverages
- Condiments
- Confections
- Dairy Products
- Grains & Cereals
- Meat & Poultry
- Produce
- Seafood

Theme generator Point

```json
{
    "name": "DataGrillen 4 - slicer",
    "dataColors": [
        "#ff8b00",
        "#edaa55",
        "#7f7f7f",
        "#404040",
        "#2c527b",
        "#F0F0F0",
        "#c1c1c1",
        "#AFC48B"
    ],
    "visualStyles": {
        "*": {
            "*": {
                "visualTooltip": [
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                        "themedTitleFontColor": {
                            "solid": {
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                            }
                        },
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                            "solid": {
                                "color": "#809B52"
                            }
                        },
                        "actionFontColor": {
                            "solid": {
                                "color": "#FF8B00"
                            }
                        }
                    }
                ],
                "legend": [
                {
                    "show": true,
                    "position": "Top"
                }
                ]
            }
        },
        "donutChart": {
            "*": {
                "legend": [
                {
                    "show": true,
                    "position": "RightCenter"
                }
                ]
            }
        },
        "slicer": {
            "*": {
                "padding": [
                    {
                        "left": 20,
                        "top": 0,
                        "right": 0,
                        "bottom": 0
                    }

                ]
            }
        }
    }
}
```





standard Power BI



using a theme generator



theme JSON in visual studio



using pbip

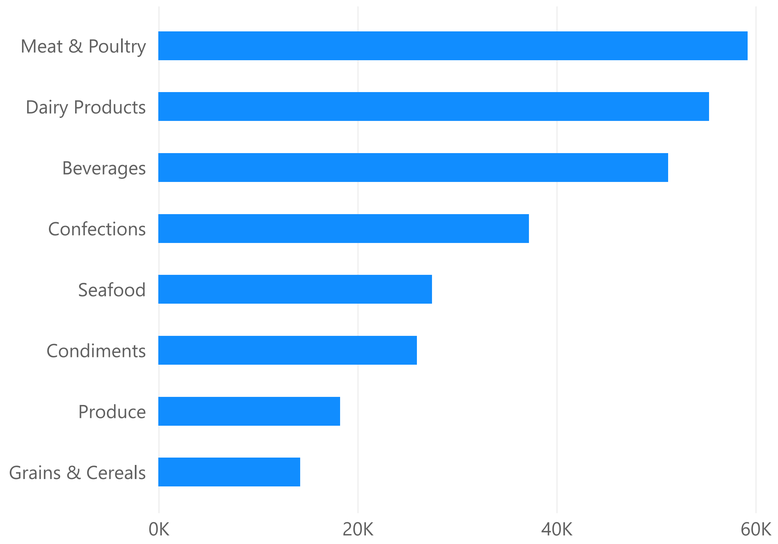


style presets

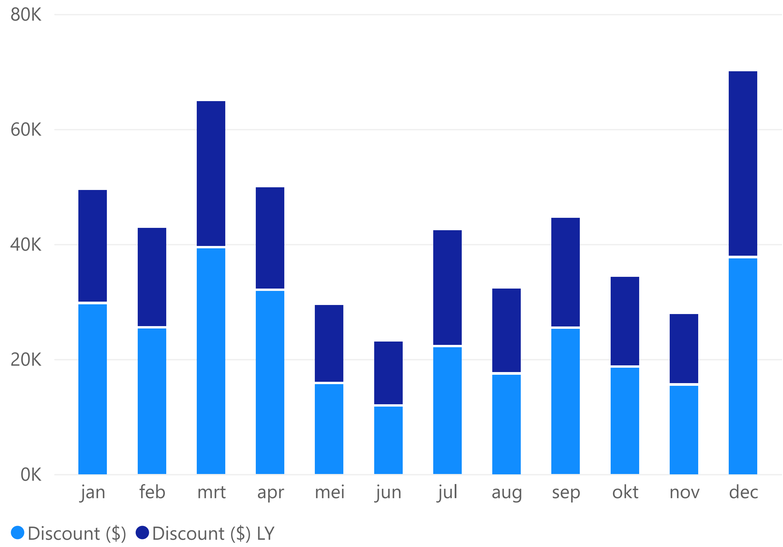


organizational themes

Discount ($)
by categoryName

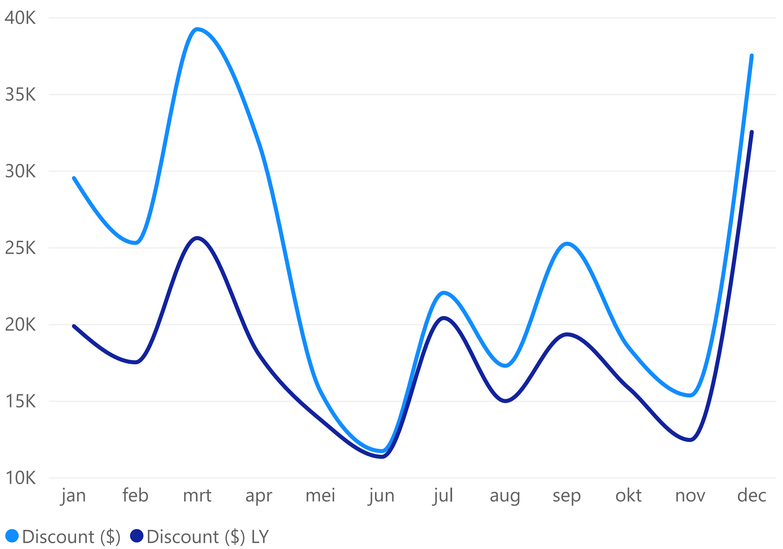


Discount ($) and Discount ($) LY
by Month Name Short

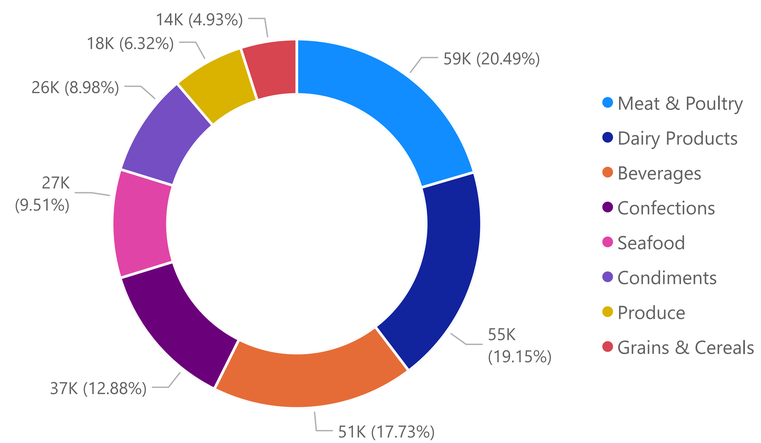


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Discount ($) and Discount ($) LY
by Month Name Short



Discount ($)
by categoryName



categoryName: All

- Beverages
- Condiments
- Confections
- Dairy Products
- Grains & Cereals
- Meat & Poultry
- Produce
- Seafood

Style presets

https://youtu.be/nwk9Gi9B_Mg?si=7gg8AJkT4ta2Ch4F





standard Power BI



using a theme generator



theme JSON in visual studio



using pbip



style presets



organizational themes

Organizational theme

Key features

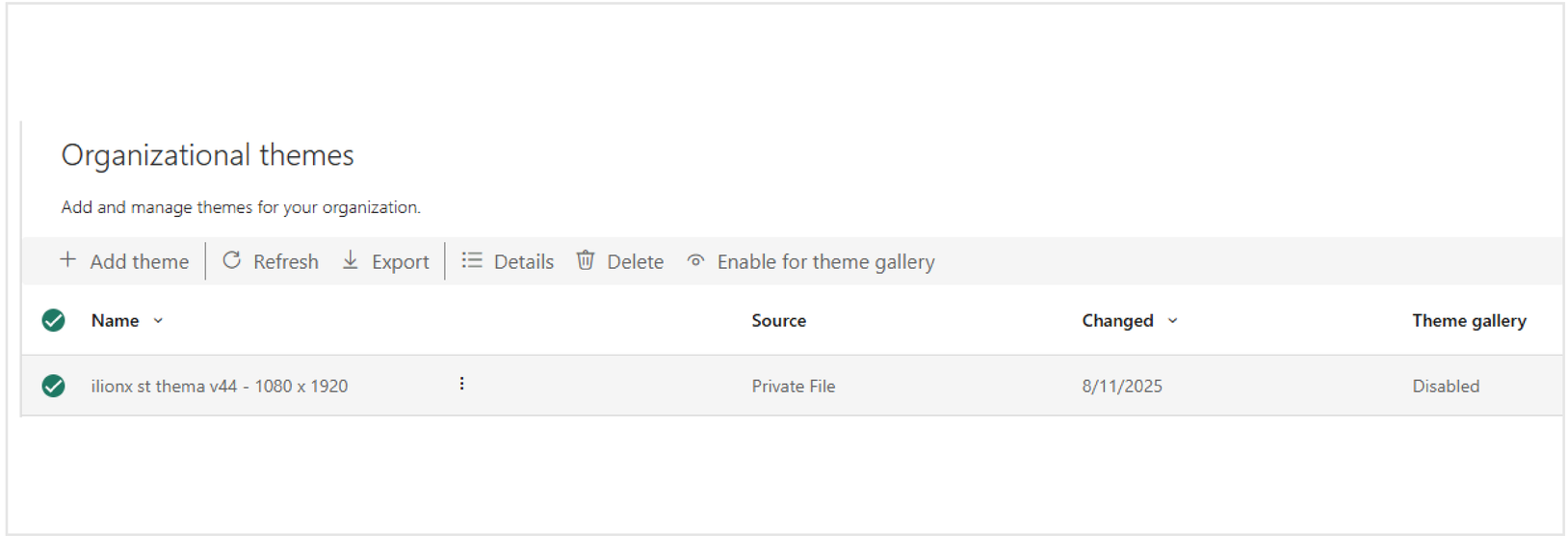
- Central management
- Multiple themes
- Integration with Copilot

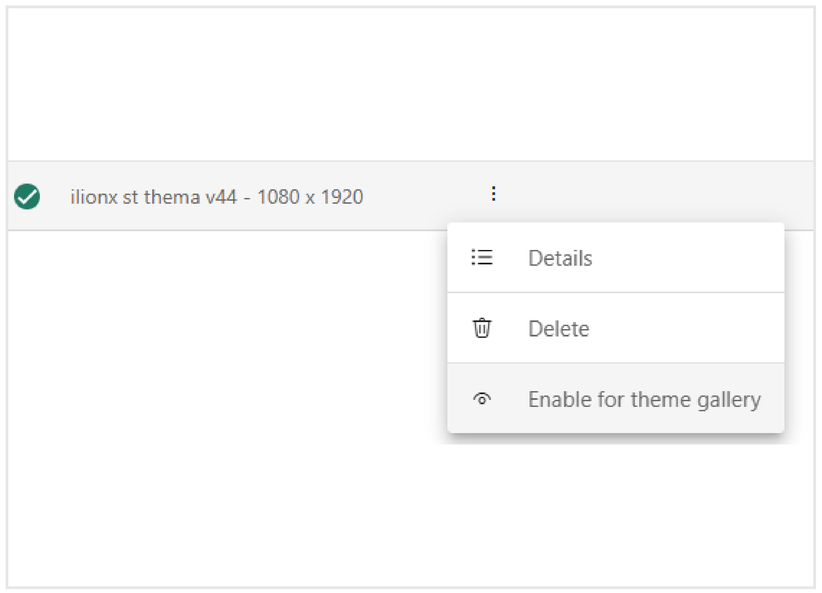
Benefits

- Time savings
- Company branding
- Consistency
- Ease of updates

Restrictions

- Only the tenant admin can add themes







Recap

standard Power BI

using a theme generator

theme JSON in visual studio

using pbip

style presets

organizational themes

Lessons learned

new standard is Fluent 2

be aware of the hierarchy

be aware of the canvas size

keep it simpel

global first, then visual level

add snippets to your theme

1920 x 1080 - Fluent 2

Year

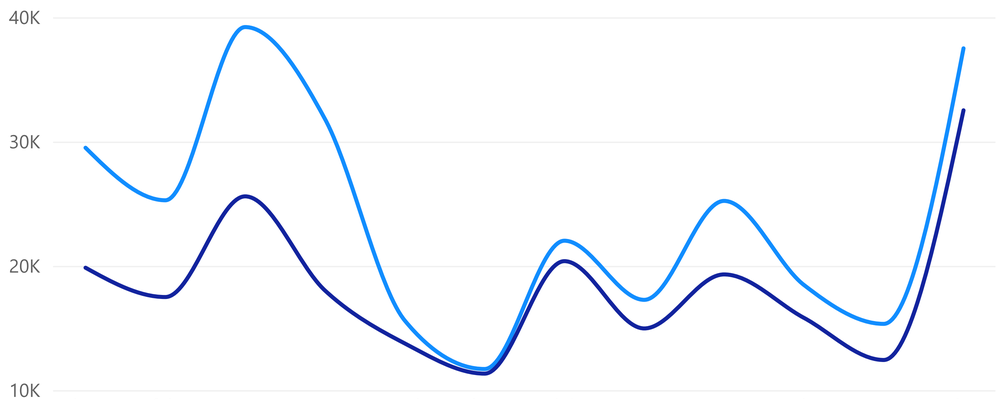
2019

Month Name

All

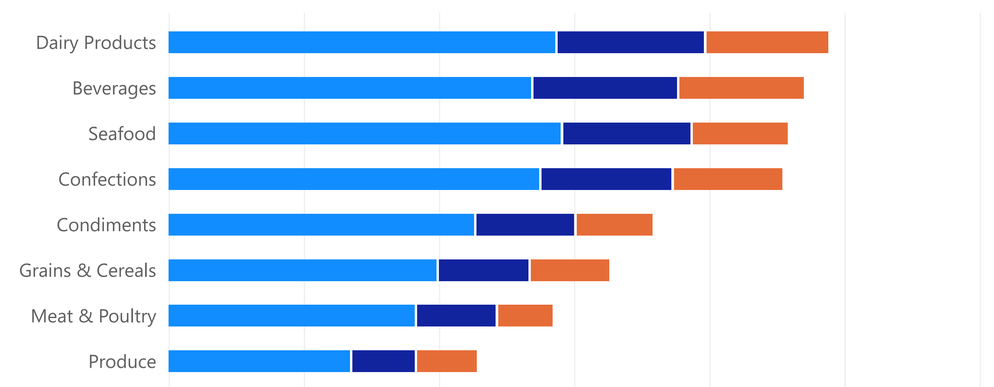
Discount ($) and Discount ($) LY

by Month Name Short



Orders (#)

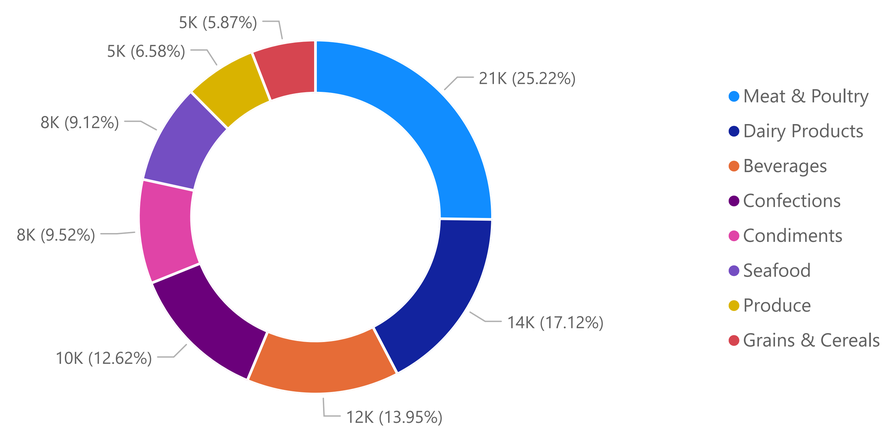
by categoryName and Continent



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Discount ($)

by categoryName



1280 x 720 Fluent 2

Year

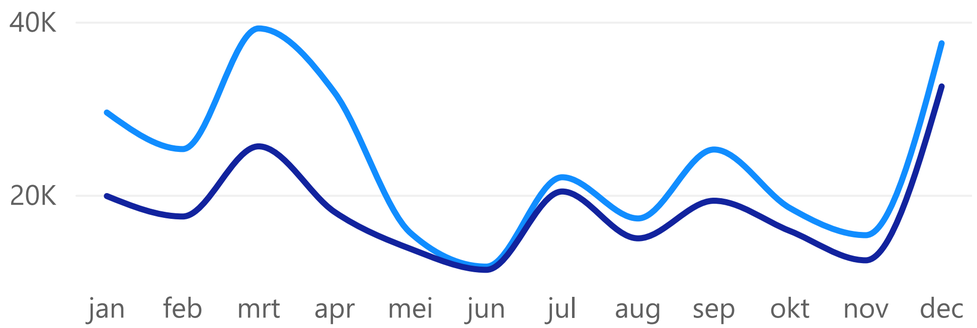
2019

Month Name

All

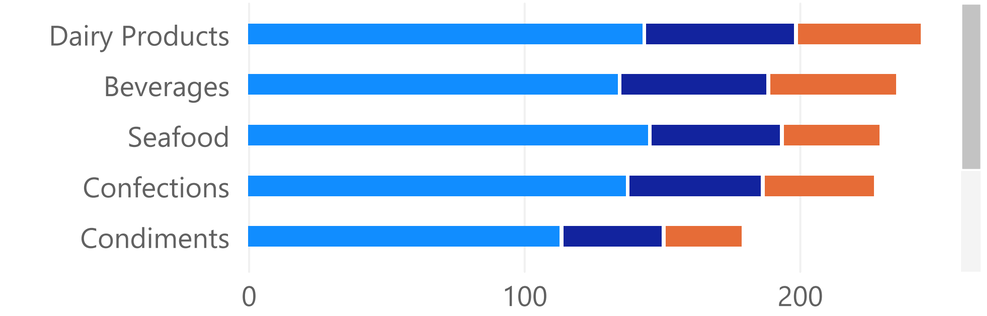
Discount ($) and Discount ($) LY

by Month Name Short



Orders (#)

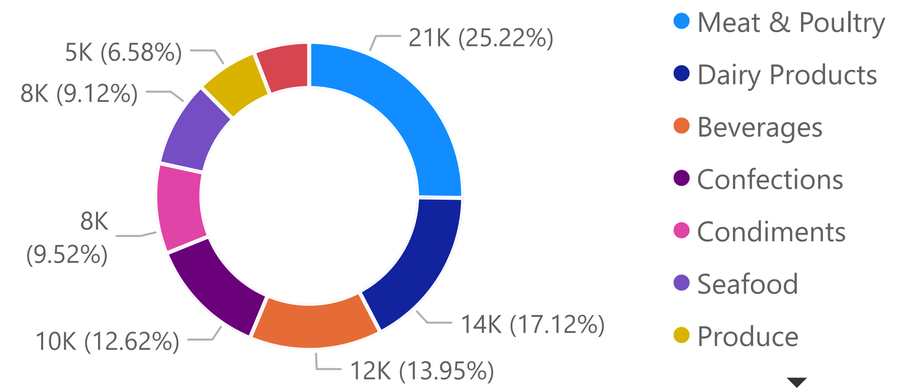
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Discount ($)

by categoryName



Thx!



Marjolein Opsteegh - MVP

Power BI Consultant, at ilionx

Netherlands

Details

Year	Month short	categoryName	productName	Turnover ($)	Quantity (#)	Discount (%)
2018	jan	Beverages	Chai	2,749	178	15.00%
2018	jan	Beverages	Chang	4,814	298	13.91%
2018	jan	Beverages	Chartreuse verte	518	36	0.00%
2018	jan	Beverages	Côte de Blaye	20,474	90	2.96%
2018	jan	Beverages	Guarana Fantastica	839	221	6.25%
2018	jan	Beverages	Ipoh Coffee	2,870	64	0.64%
2018	jan	Beverages	Lakkalikööri	1,958	122	8.11%
2018	jan	Beverages	Laughing Lumberjack Lager	329	24	2.04%
2018	jan	Beverages	Outback Lager	1,433	106	5.34%
2018	jan	Beverages	Rhönbräu Klosterbier	887	124	0.00%
2018	jan	Beverages	Sasquatch Ale	378	27	0.00%
2018	jan	Beverages	Steeleye Stout	1,319	94	13.31%
2018	jan	Condiments	Aniseed Syrup	1,100	110	0.00%
2018	jan	Condiments	Chef Anton's Cajun Seasoning	1,216	65	17.65%
2018	jan	Condiments	Chef Anton's Gumbo Mix	1,511	84	0.28%
2018	jan	Condiments	Grandma's Boysenberry Spread	1,000	40	0.00%
2018	jan	Condiments	Gula Malacca	395	26	2.12%
2018	jan	Condiments	Louisiana Fiery Hot Pepper Sauce	3,783	183	1.82%
2018	jan	Condiments	Louisiana Hot Spiced Okra	1,700	100	0.00%
2018	jan	Condiments	Northwoods Cranberry Sauce	1,600	40	0.00%
2018	jan	Condiments	Original Frankfurter Grüne Soße	2,182	184	1.26%
2018	jan	Condiments	Sirop d'érable	2,276	87	0.93%
2018	jan	Confections	Chocolade	937	79	3.43%
2018	jan	Confections	Gumbär Gummibärchen	6,627	237	4.24%
2018	jan	Confections	Maxilaku	1,084	59	0.00%
2018	jan	Confections	NuNuCa Nuß-Nougat-Creme	133	10	5.26%
2018	jan	Confections	Pavlova	1,523	100	9.90%
2018	jan	Confections	Schoggi Schokolade	9,878	225	0.00%
2018	jan	Confections	Scottish Longbreads	1,737	148	0.87%
2018	jan	Confections	Sir Rodney's Marmalade	1,863	23	0.00%
2018	jan	Confections	Sir Rodney's Scones	700	96	10.11%
Total				**4,596,786**	**182,297**	**4.64%**