

UD Color Accessibility Cheat Sheet

COLOR should not be the only means of conveying information; code in an additional way (**B**/I/U, etc). can be used decoratively, but should not interfere with the effectiveness of the communication.

PMS BLACK 6 C	UD DK BLUE	UD BLUE	UD LT BLUE	COOL GRAY 4C	UD GOLD	7499C	PMS WHITE
+ UD DK BLUE NO	NO	NO	YES*	YES	YES	YES	YES
+ UD BLUE NO	NO	NO	NO	YES*	YES	YES	YES
+ UD LT BLUE YES	YES*	NO	NO	NO	NO	NO	YES*
+ COOL GRAY 4C YES	YES	YES*	NO	NO	NO	NO	NO
+ UD GOLD YES	YES	YES	NO	NO	NO	NO	NO
+ 7499C YES	YES	YES	NO	NO	NO	NO	NO
+ PMS WHITE YES	YES	YES	YES*	NO	NO	NO	NO

NO: Regardless of size, this combination does not comply with WCAG 2.0 at AA level.



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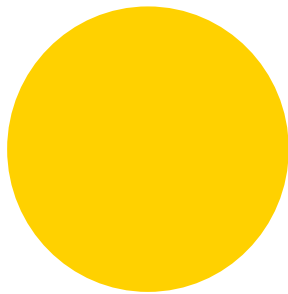
YES*: This combination can be used if text is 18 pt, 14 pt bold, or larger.

COLOR

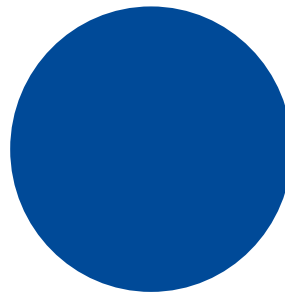


Our color palette is both restrained yet sophisticated, complementing one another and creating continuity for a more easily recognizable brand. Together, this toolkit allows the user to create layouts with more depth and intensity without providing a plethora of color options. The primary colors should always be dominant within any design, while the secondary palette should only be used sparingly, never alone, and by advanced users only.

PRIMARY

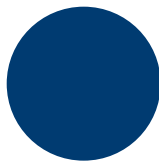


PMS 109 C
C 0 M 9 Y 94 K 0
R 255 G 210 B 0
HEX ffd200

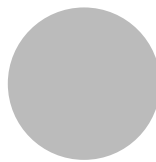


PMS 2945 C
C 100 M 38 Y 0 K 15
R 0 G 83 B 159
HEX 00539f

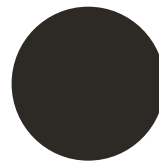
SECONDARY



PMS 541 C
C 100 M 58 Y 9 K 46
R 0 G 60 B 113
HEX 003c71



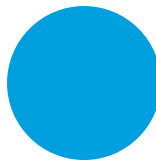
PMS Cool Gray 4 C
C 0 M 0 Y 0 K 28
R 189 G 189 B 189
HEX bdbdbd



PMS Black 6 C
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX 000000



PMS 7499 C
C 0 M 2 Y 15 K 0
R 238 G 232 B 197
HEX eee8c5



PMS 299 C
C 87 M 19 Y 0 K 0
R 0 G 160 B 223
HEX 00a0df



PMS White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX ffffff