Key Points

- Don't use color alone to convey information.
- Sufficient contrast is good for everyone.
- Check color contrast.
- Check for color blindness.
- Educate clients.

Visual Disabilities

2.2 billion worldwide

Low vision

- Macular degeneration
- Cataract
- Diabetic retinopathy
- Glaucoma

Color blindness

- More prevalent among males
  - Red-green color blindness
  - Blue-yellow color blindness
  - Complete color blindness

Cognitive, Learning and Neurological Disabilities

- Autism
- Down syndrome
- Multiple sclerosis
- Traumatic brain injury
- Attention deficit disorder (ADD)
- Dyslexia
- Learning disabilities
- Seizure disorders

Color and Contrast Tools

- WebAIM Contrast Checker
- Coblis Color-Blindness Simulator

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Color and Contrast Guidelines (WCAG 2.1 AA)

- 1.4.1 Use of Color (Level A): Color cannot be the only visual means of:

  - conveying information,
  - indicating an action,
  - prompting a response,
  - distinguishing a visual element.

- 1.4.3 Contrast Minimum (Level AA)

  - Normal Text (4.5 to 1): 14 pt/18.66 px or less
  - Large Text (3 to 1): At least 14 pt/18.66 px and bold, or at least 18 pt/24 px
  - Hyperlinks: 3 to 1 contrast with surrounding body text

- 1.4.11 Non-text Contrast (Level AA): Minimum 3 to 1 against adjacent color(s)

  - User interface components and their states
  - Graphical objects

- No Contrast Requirements

  - Logos
  - Decorative images
  - Inactive user interface components
  - Content not visible to anyone
  - Images that contain significant other visual content
  - Heat maps
  - Screenshots

More Resources to Empower You to Be the Design Hero

Design Domination Podcast

Real-world actionable advice from industry veteran Colleen Gratzer and other respected industry professionals

Listen or read the transcripts.

Design Domination Facebook Group

A free friendly and knowledgeable community of creatives of various levels of expertise

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Mentoring

One-on-one mentoring to help you get to the next level with your skills or business

Find out more.

Free Resources

Design and business guides

Download the free guides.

Premium Resources

Accessible Branding and Website Accessibility courses

Find out more.