



ADA Compliance

Color Brand Guide

WHY?

Accessibility in digital design is the practice of crafting experiences for all people, including those of us with visual, speech, auditory, physical, or cognitive disabilities. As designers, developers, and general tech people, we have the power to create a web we're all proud of: an inclusive web made for and consumable by all people.

In 2010, the U.S. Department of Justice passed the Americans with Disabilities Act Standards for Accessible Design, mandating all electronic and information technology, like websites, be accessible to those with disabilities, like vision impairment and hearing loss.

Color accessibility is important because it enables people with visual impairments or color vision deficiencies to interact with digital experiences in the same way as their non-visually-impaired counterparts. In 2017, The World Health Organization estimated that roughly 217 million people live with some form of moderate to severe vision impairment. That statistic alone is reason enough to design for accessibility.

BRAND COLOR USED ON WHITE

Color: 18ccdd**Contrast Ratio: 1.96****Rating: Fail****Color: 0a2644****Contrast Ratio: 15.29 AAA****Rating: Pass****Color: 0a2644****Contrast Ratio: 14.06 AAA****Rating: Pass**

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Ensuring Your Product is Color-Accessible

Accounting for accessibility early-on in a product's lifecycle is best — it reduces the time and money you'll spend to retroactively make your products accessible. Color accessibility requires a little up-front work when selecting your product's color palette, but ensuring your colors are accessible will pay dividends down the road.

Add Enough Contrast

In order to meet W3C's minimum AA rating, your background to text contrast ratio should be at least 4.5:1. So, when designing things like buttons, cards, or navigation elements, be sure to check the contrast ratio of your color combinations.

NEAT CAPITAL'S MAIN
BRAND COLOR SHOULD
NOT BE USED ON WHITE.

BRAND COLOR USED ON DARK COLORS

Color: 18ccdd on Color: 0a2644

Contrast Ratio: 7.80 AAA

Rating: Pass



Color: 18ccdd on Color: 5c646c

Contrast Ratio: 3.07 AA Large

Rating: Pass (large text only)



Color: 18ccdd on Color: 2c1973

Contrast Ratio: 7.18 AAA

Rating: Pass



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Don't Rely Solely on Color

You can also ensure accessibility by making sure you don't rely on color to relay crucial system information. So, for things like error states, success states, or system warnings, be sure to incorporate messaging or iconography that clearly calls out what's going on.

What passes?

The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following: (Level AA)

Large Text: Large-scale text and images of large-scale text have a contrast ratio of at least 3:1; (Level AA)

Incidental: Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.

Text that is larger and has wider character strokes is easier to read at lower contrast. The contrast requirement for larger text is therefore lower. This allows authors to use a wider range of color choices for large text, which is helpful for design of pages, particularly titles. 18 point text or 14 point bold text is judged to be large enough to require a lower contrast ratio.

NEAT CAPITAL'S LOGO
USED ON DARK COLOR
BACKGROUNDS.



WHEN CONSIDERING ACCESSIBLE
COLORS, REFER TO THIS CHART

AAA IS GOOD FOR ALL
APPLICATIONS.

AA IS FOR LARGE BOLD FONTS
NOT FOR BODY COPY



SHADES OF NEAT CAPITAL'S TEAL AND THEIR COMPLIANCE RATINGS



ALTERNATIVES PICKS OF NEAT CAPITAL'S TEAL AND THEIR COMPLIANCE RATINGS