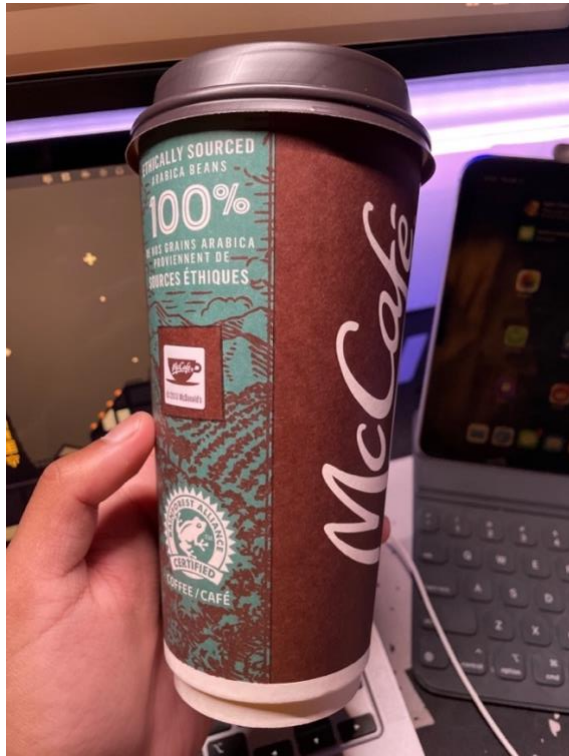


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- We chose a McDonalds coffee cup
- We chose it because it consists of the well-known signature brown colour that would be easy to transform into other shades/styles. Also, the colours used on the cup are not overly dark or bright and consists of a unique shade of green and brown.
- The colour is in most of the cup but is surrounded by white text and a dark green design element
- We chose this brown colour because it gives off an earthy tone that is commonly associated with health and dependability. It also captures the aesthetic of coffee beans and the way they are grown at the same time. McDonalds does a decent job applying this colour to their product without letting the unique shade of brown ruin the overall design.

#### **Values and Variants**

- Original
  - RGB (134,64,57)
  - HSV (5,57,52)
- Darker
  - RGB (24,10,9)
  - HSV (4,63,9)
- Darkest
  - RGB (19,11,9)
  - HSV (12,53,7)
- Lighter
  - RGB (139,104,99)
  - HSV (8,29,55)
- Lightest
  - RGB (153,115,113)
  - HSV (3,26,60)
- Greyscale
  - RGB (95,95,95)
  - HSV (0,0,37)

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<https://www.figma.com/file/VewMOjaCJh8J2sy1EL9N2i/Colours?node-id=48%3A9>

## **Explanation**

The text/button colour combination that is most readable is either the original or lighter shaded combination for both the white text buttons and black text buttons. Surprisingly, the darkest button with white text is also very easy to read. This is because at that shade, the brightness level is very close to 0% mimicking RGB=0,0,0 and contrasting that with RGB=255,255,255 text, it is the most readable and has the most contrast. The more you go down the black text buttons, the harder it is to read since the original colour gets darker to the point where it almost matches RGB=0,0,0 which is the text colour. The original tone of brown isn't too harsh of a colour contrast with the white button text and so even going to the lightest shade, it is completely readable whereas a colour like blue at its lightest shade might be difficult to read with the white text. This would be because of the brightness level of the blue being closer to 100% than the brown that we chose which is of 60%. Overall, the buttons with white text are readable and from the black text, the last 2 shades are not readable at all due to the matching brightness levels.