Colors

Using the best colors for your site

Color Conventions

- **Color names (blue, red, yellow, etc.) work, but should be avoided because they are not consistent. What's yellow to one browser is not the exact same shade of yellow to another browser.**

- **Hexadecimal is common convention**
  - **#0000FF, #FF0000, #FFFF00**

- **rgb**
  - **(0, 0, 1), (1, 0, 0), (1, 1, 0)**

- **rgba**
  - **(0, 0, 1, .5)**

#0000FF

#FF0000
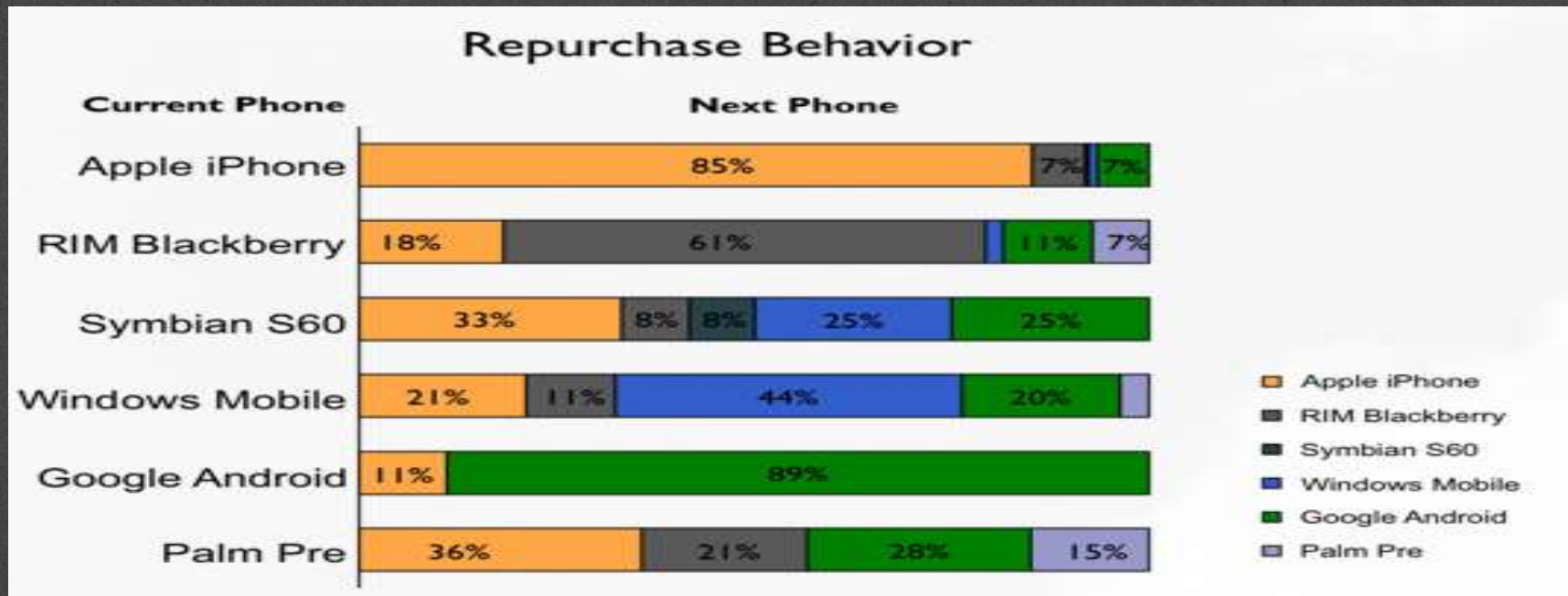
#FFFF00

rgb(0,0,1)

rgba(0, 0, 1, .5)

Accessibility

- **Appropriate use of color is critical to web accessibility**

- **Many more people are visually impaired or color blind than are legally blind**
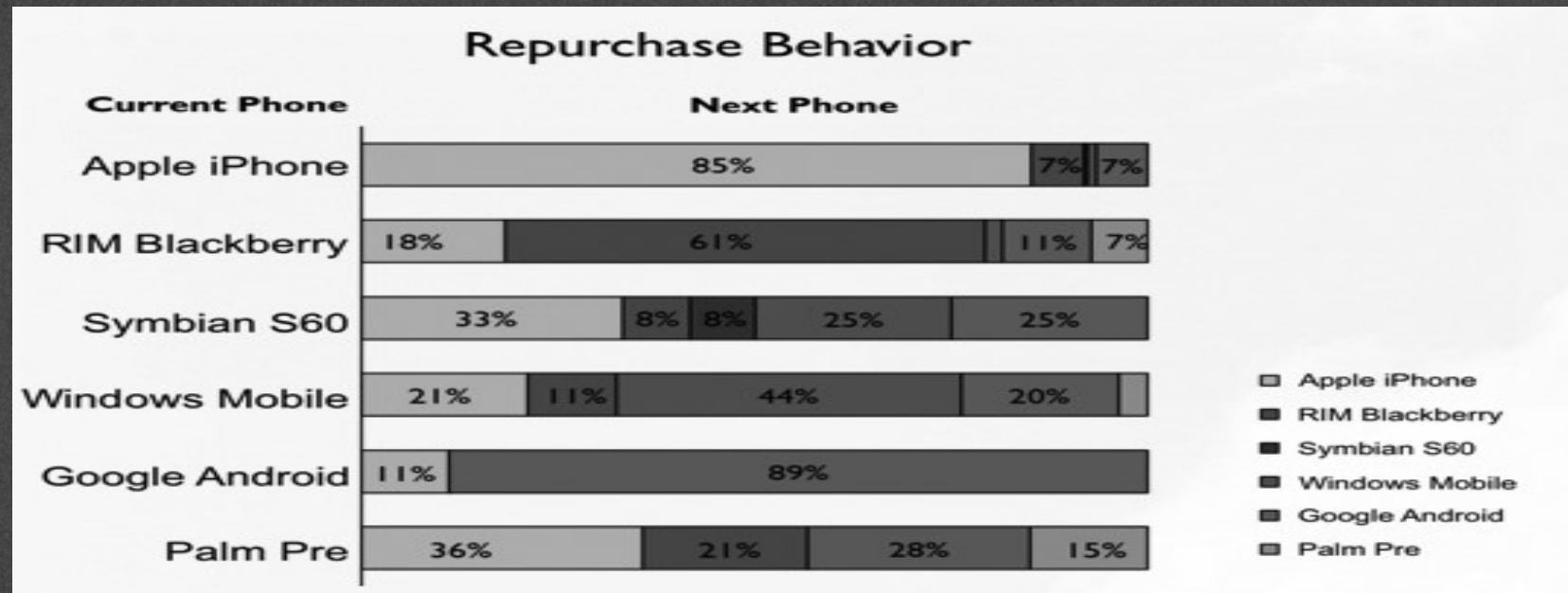
What is color contrast?

- **You intuitively know when something has poor contrast**

- **There are tools that quantify the contrast between text and its background**

- **http://wave.webaim.org/**

- **http://webaim.org/resources/contrastchecker/**

Don't use color alone to convey meaning

Test in gray scale …

Review

- **Use web safe colors and use an accepted convention**

- **Test your site using a contrast checker**

- **Avoid using color to convey meaning**

Acknowledgements/Contributions