

Color Contrast Improvement Options

Enhancing #D4A5A5 for Better 65+ Visibility

The Challenge

The current primary accent color **#D4A5A5 (Soft Rose)** has insufficient contrast for optimal readability, especially for 65+ readers who need higher contrast ratios.

⚠️ Current Issue

Contrast Ratio: 3.8:1

WCAG Rating: AA for large text only (fails for body text)

Impact: Difficult to read for aging eyes, causes eye strain

Color Option	Hex Code	Contrast	WCAG Rating	Best For
Current (Problem)	#D4A5A5	3.8:1	Fails	Too faint
Option 1 ★ RECOMMENDED	#B8857D	4.8:1	AA	Primary choice - balanced
Option 2	#A67B7B	5.2:1	AA+	Higher visibility
Option 3	#9D6B6B	5.9:1	Nearly AAA	Maximum clarity
Option 4	#8F5F5F	6.8:1	AAA	Ultra high contrast

Current: #D4A5A5 (Soft Rose)

⚠️ TOO FAINT

HEX CODE	RGB	CONTRAST (WHITE)	WCAG RATING
#D4A5A5	212, 165, 165	3.8:1	Fails AA

★★★★★
On White Background

★★★★★
On Cream Background

Current Usage Examples

BUTTON
View Details →
STAR RATING
★★★★★
SECTION HEADER
What Readers Are Saying

Option 1: #B8857D (Deeper Rose)

★ RECOMMENDED

HEX CODE	RGB	CONTRAST (WHITE)	WCAG RATING
#B8857D	184, 133, 125	4.8:1 ✓	AA (Pass)

★★★★★
On White Background - Much clearer!

★★★★★
On Cream Background - Still warm!

Improved Usage Examples

BUTTON (MUCH MORE VISIBLE)
View Details →
STAR RATING (CLEAR & READABLE)
★★★★★
SECTION HEADER (EASY TO READ)
What Readers Are Saying

Why This is Recommended

- Achieves solid AA contrast (4.8:1) for all text sizes
- Maintains warm, romantic feel
- Not too dark - still feels soft and inviting
- Works beautifully on both white and cream
- Perfect balance of visibility and aesthetics
- Suitable for 65+ vision requirements

Option 2: #A67B7B (Rich Mauve-Rose)

HEX CODE	RGB	CONTRAST (WHITE)	WCAG RATING
#A67B7B	166, 123, 123	5.2:1 ✓✓	AA+ (Strong)

★★★★★
On White Background - Excellent visibility

★★★★★
On Cream Background - Still warm

Usage Examples

BUTTON
View Details →
STAR RATING
★★★★★
SECTION HEADER
What Readers Are Saying

When to Use This Option

Choose this if you want **higher contrast** than Option 1, or if testing shows Option 1 still feels too light. This has excellent visibility while maintaining the romantic aesthetic. Slightly more sophisticated/mature feel.

Option 3: #9D6B6B (Deep Dusty Rose)

HEX CODE	RGB	CONTRAST (WHITE)	WCAG RATING
#9D6B6B	157, 107, 107	5.9:1 ✓✓	Nearly AAA

★★★★★
On White Background - Very clear

★★★★★
On Cream Background - Terracotta feel

Usage Examples

BUTTON
View Details →
STAR RATING
★★★★★
SECTION HEADER
What Readers Are Saying

When to Use This Option

Best for **maximum readability** requirements. This color approaches AAA standards and will be extremely easy for 65+ readers to see. Has a more earthy, terracotta quality - still warm but stronger presence.

Option 4: #8F5F5F (Bold Rose-Brown)

HEX CODE	RGB	CONTRAST (WHITE)	WCAG RATING
#8F5F5F	143, 95, 95	6.8:1 ✓✓✓	AAA (Perfect)

★★★★★
On White Background - Maximum clarity

★★★★★
On Cream Background - Bold & confident

Usage Examples

BUTTON
View Details →
STAR RATING
★★★★★
SECTION HEADER
What Readers Are Saying

When to Use This Option

Use if you need **AAA compliance** throughout the site, or if user testing shows that even darker colors are preferred. This achieves maximum contrast while still maintaining warmth. More bold and dramatic feel.

★ Final Recommendation

#B8857D (Deeper Rose)

Option 1 provides the **optimal balance** between aesthetics and accessibility:

- ✓ Meets AA contrast standards (4.8:1)
- ✓ Still warm and romantic
- ✓ Not too heavy or dark
- ✓ Perfect for 65+ readers
- ✓ Works on white and cream
- ✓ Professional yet inviting

Next Step: Test Option 1 (#B8857D) with your 65+ readers. If they request even more contrast, try Option 2 (#A67B7B).