## Color Contrast Improvement Options

Enhancing #D4A5A5 for Better 65+ Visibility

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

The Challenge

need higher contrast ratios.

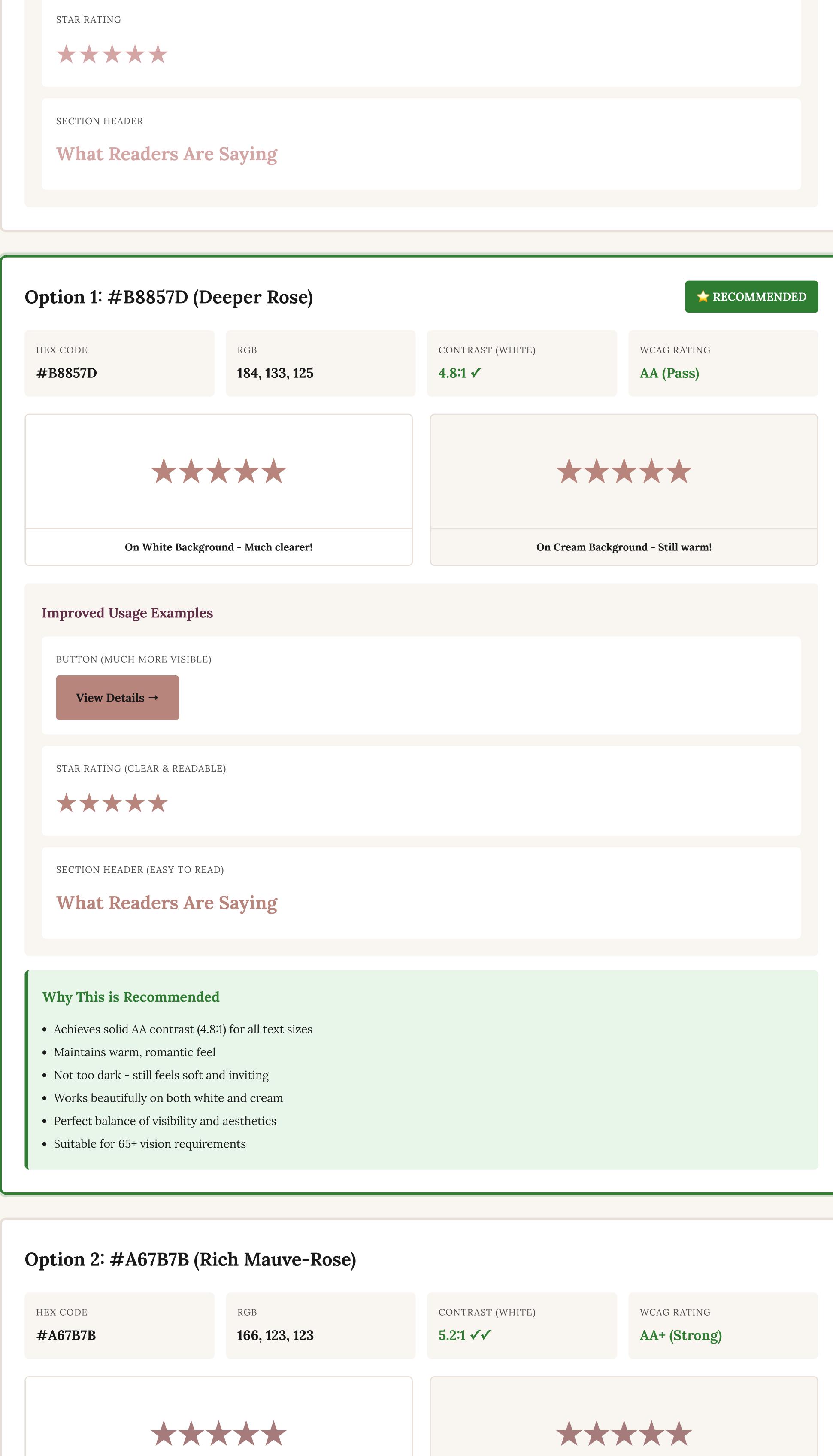
WCAG Rating: AA for large text only (fails for body text) Impact: Difficult to read for aging eyes, causes eye strain

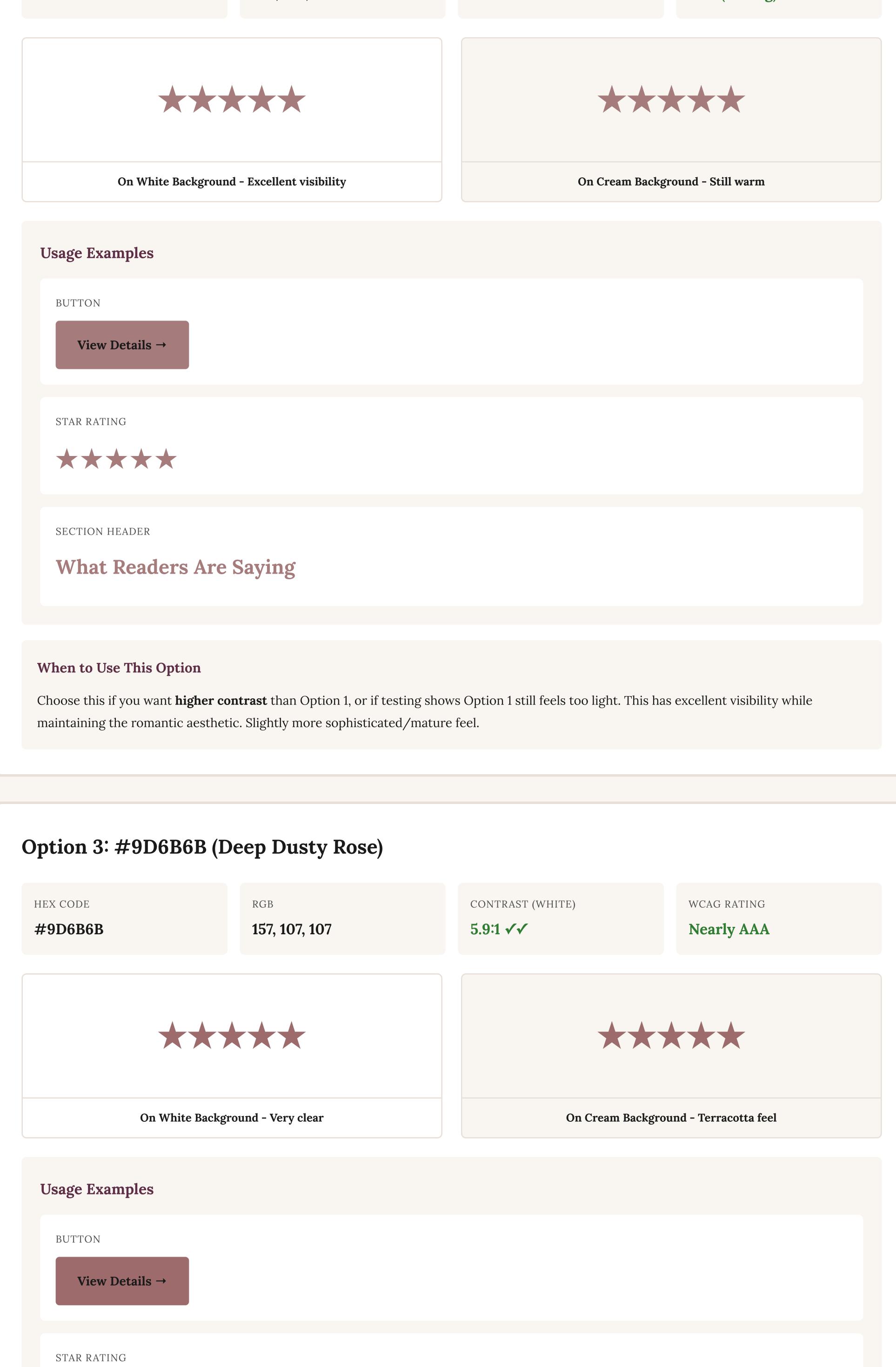
**!** Current Issue

Contrast Ratio: 3.8:1

**Color Option Hex Code** WCAG Rating Contrast **Best For Current (Problem)** Too faint 3.8:1 #D4A5A5 Fails Option 1 \( \sqrt{\chi} \) RECOMMENDED AA Primary choice - balanced #B8857D 4.8:1 AA+ Higher visibility Option 2 #A67B7B 5.2:1 Option 3 5.9:1 Maximum clarity #9D6B6B **Nearly AAA** 

AAA Ultra high contrast Option 4 6.8:1 #8F5F5F Current: #D4A5A5 (Soft Rose) **▲** TOO FAINT HEX CODE RGB CONTRAST (WHITE) WCAG RATING Fails AA **#D4A5A5** 212, 165, 165 3.8:1 On White Background On Cream Background **Current Usage Examples** BUTTON View Details → STAR RATING  $\star\star\star\star\star$ SECTION HEADER What Readers Are Saying





\*\*\*\* 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) CONTRAST (WHITE) HEX CODE RGB WCAG RATING 143, 95, 95 #8F5F5F 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).