

# Colors

**Using the Best Colors for Your Site**

# Color Conventions

- Color names (blue, etc.) work, but aren't consistent
- 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

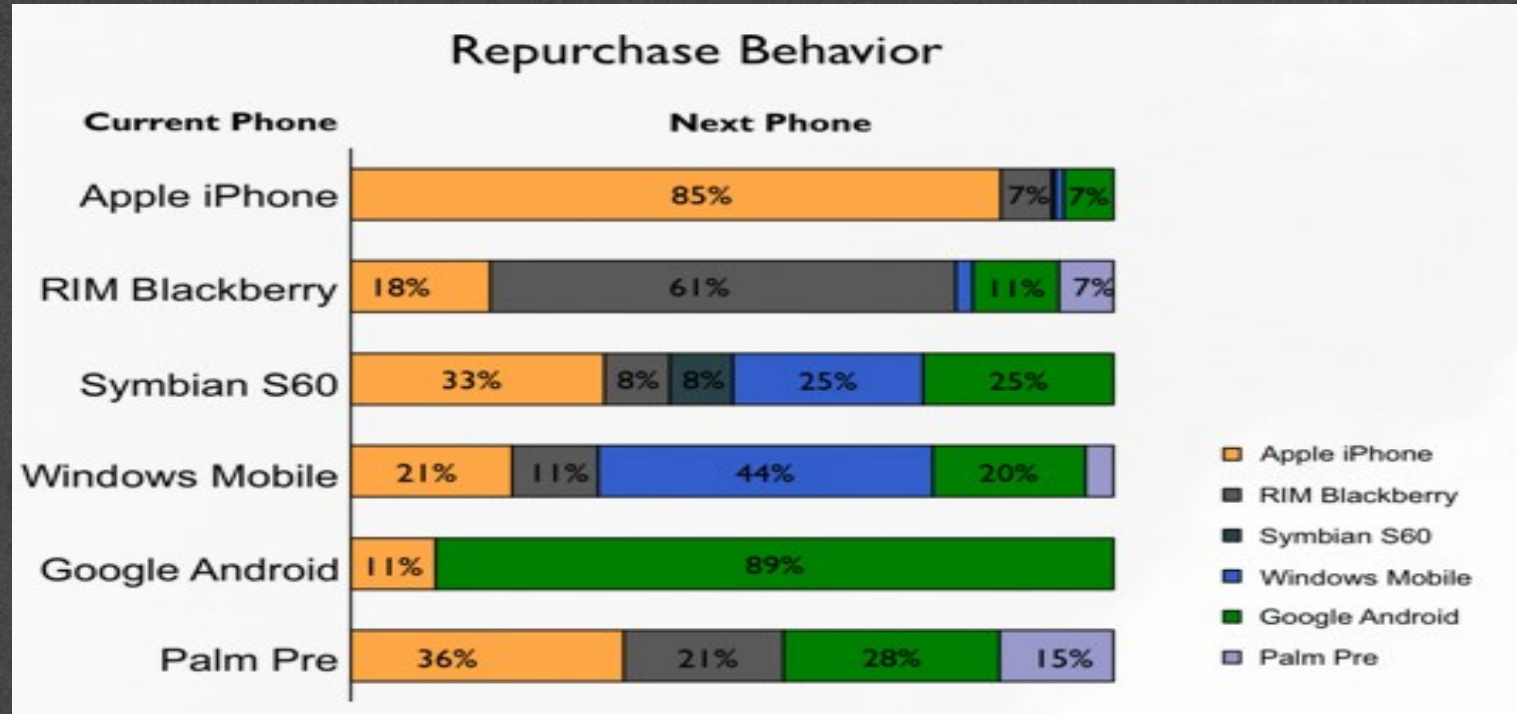
- **Appropriate use of color is critical to web accessibility**
- **Many more people are visually impaired or color blind than are legally blind**



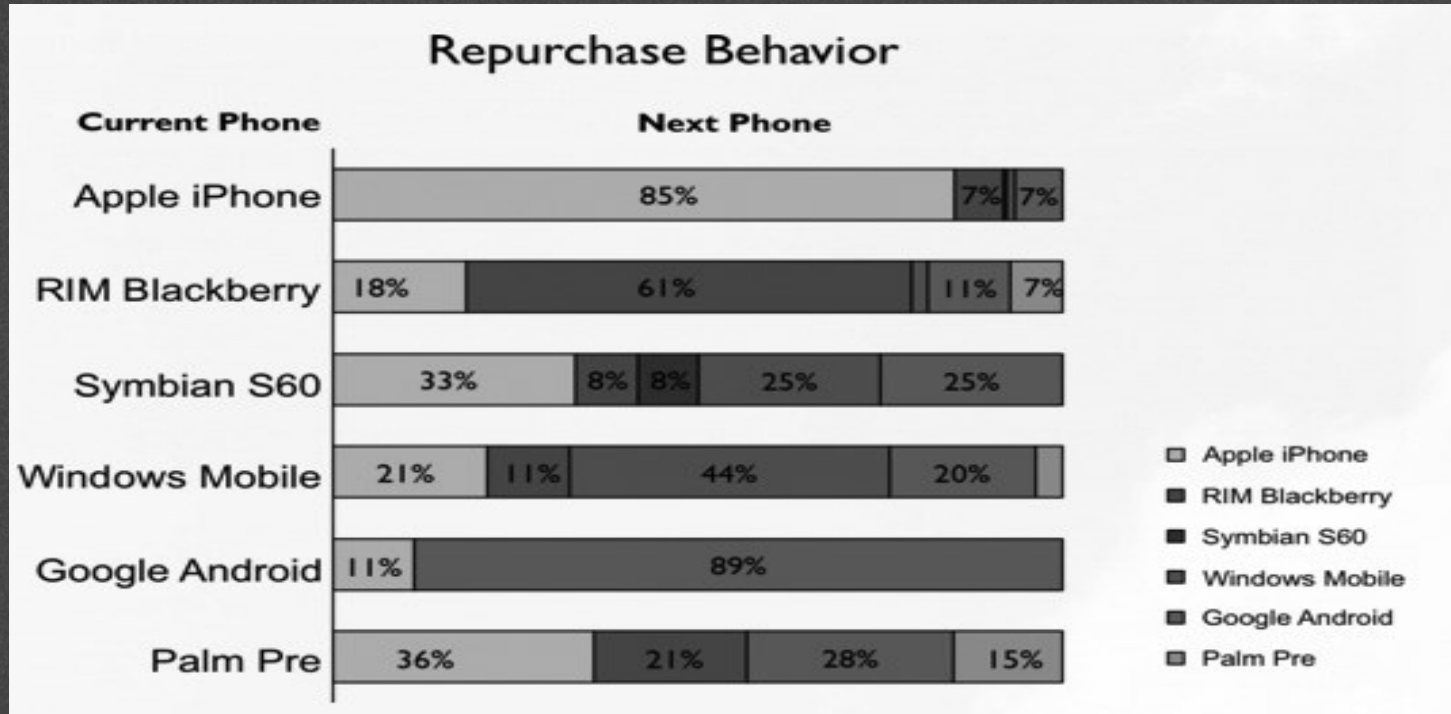
# What is color contrast?

- You may not intuitively know when something has poor contrast
- There are tools that quantify the contrast between text and its background
  - [WAVE Web Accessibility Evaluation Tools](#)
  - [WebAIM: Contrast Checker](#)

# 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**

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