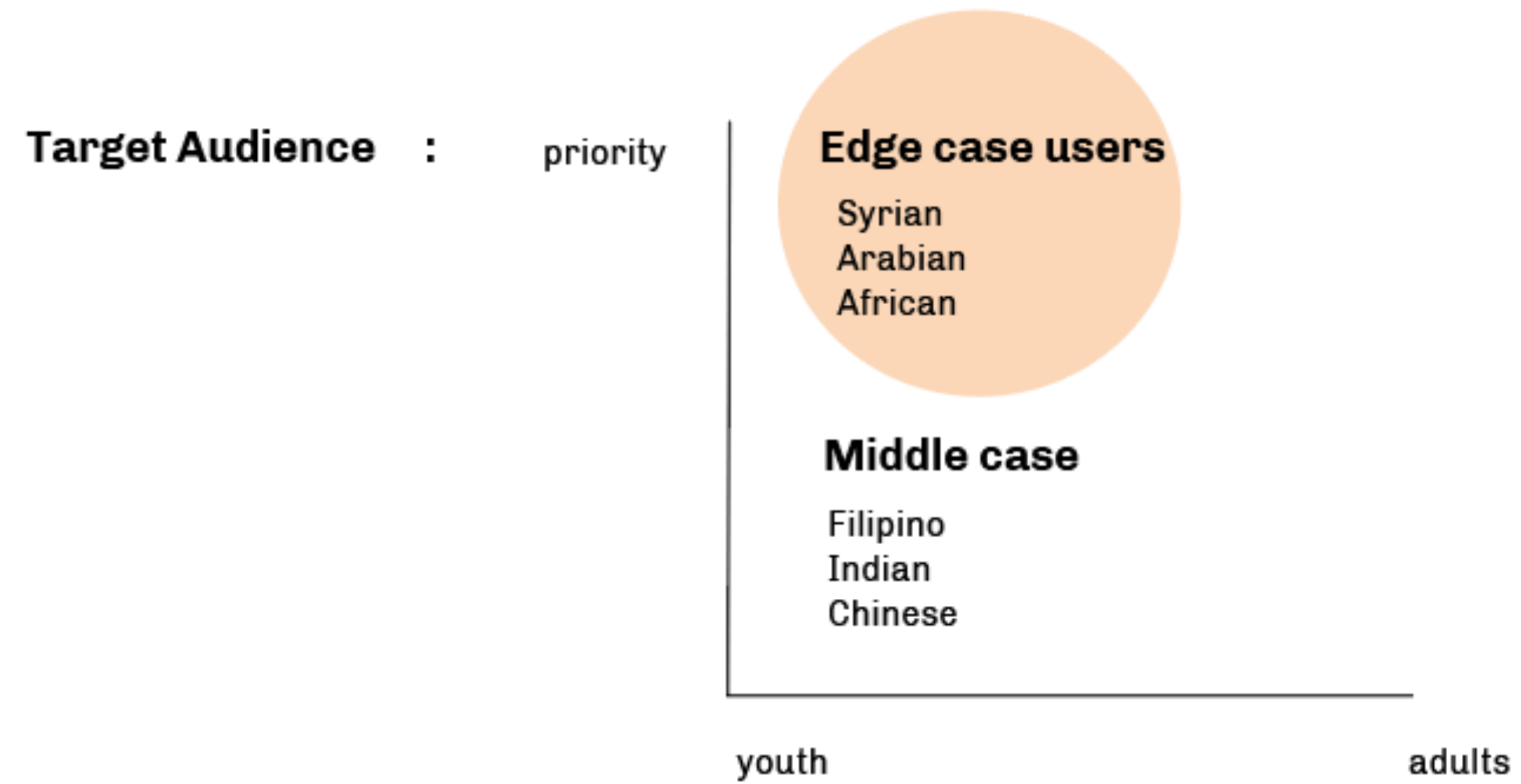


# DESIGNING FOR ACCESSIBILITY /

PEACE GEEKS | ARRIVAL ADVISOR | UI ACCESSIBILITY RESEARCH



# COLOURS

Table 1. Arabic and English colour terms

Colour	Arabic	English
<b>White</b> (abiath, ابيض)	clean (+) pure (+) clear (+) peace (+) wedding, virginity (+) white lies (+) prayers (+) future (+) dove (+) coffin (-) white hand (+) white heart (+) white face (+) white hair (+) white day (+) white days (+)	clean (+) pure, innocent (+) clear white flag of truce, White Revolution (+) wedding (+) white lie (+) White House (+) as white as snow (+)
<b>Black (aswad, اسود)</b>	dark (-) death (-) black hell (-) black heart (-) past decades (-) black crowd (-) bad luck (-) black cat (-) black petrol (+) black eyes (+) black dress (+)	as dark as night (-) death (-) black hell (-) black heart (-) black list (-) black market (-) gloomy (-) evil (-) fear (-) black magic (-) black dress (+)
<b>Green</b> (akhthar, اخضر)	green land (+) green light (+) energy (+) green age (+) green hand, goodness (+) green flag (+)	green grass (+) green light (+) energy, vigorous (+) youthful (+) money (+)
<b>Red</b> (ahmar, احمر)	love (+) passion (+) red face, shy (-) Arab flag logo (+) blood (+) brave army (+) death (-) red eye, anger (-) red crescent (+) red rose (+) red stone (+)	love (+) passion (+) red face, shy (-) red flag (+) blood (+) red race (+) Santa Claus (+) anger (-) red cross (+) red rose (+)
<b>Blue</b> (azraq, ازرق)	depression (-) blue body, death (-) gloomy (-) blue eye, envy (-)	feel blue, depressed (-) blue blood, death (-) blue sky, gloomy/ winter (-)
<b>Yellow</b> (asfar, اصفر)	gold(+) autumn(+) yellow face, sick (-) yellow journals(lies) yellow eye, sick(-) yellow smile(envy) yellow snack(envy , jealousy)	yellow gold (+) autumn (+) cowardice, weakness (-) yellow journalism (-) Juandese, sick (-)

Hasan, A. A., Al-Sammerai, N. S. M., & Kadir, F. A. B. A. (2011). How Colours Are Semantically Construed in the Arabic and English Culture: A Comparative Study. English language teaching, 4(3), 206-213.



COLOURS

INTERNATIONAL COLOR SYMBOLISM									
BLACK	WHITE	YELLOW	GREEN	BLUE	PURPLE	PINK	RED	ORANGE	BROWN
<p><b>WESTERN</b> death, evil, sin, funerals, mourning, rebellion, elegance, sophistication, formality, power, control</p> <p><b>EASTERN</b> wealth, prosperity, health, masculinity, knowledge, mystery, evil, mourning</p> <p><b>EUROPE</b> mourning, death, evil, formality, elegance, sophistication</p> <p><b>MIDDLE EAST</b> rebirth, evil, mystery</p> <p><b>AFRICA</b> age, wisdom, maturity, masculinity</p> <p><b>BRAZIL</b> sophistication, authority, mourning, religion, formality</p> <p><b>CHEROKEES</b> problems, death, represents the West</p> <p><b>CHINA</b> trust, high quality, color for young boys</p> <p><b>INDIA</b> laziness, anger, intolerance, apathy, evil, darkness, negativity, lack of desirability</p> <p><b>ITALY</b> death, mourning, humility</p> <p><b>JAPAN</b> night, unknown, nonbeing, mystery, anger</p> <p><b>S. KOREA</b> darkness, mystery, mourning</p> <p><b>THAILAND</b> unhappiness, bad luck, evil</p> <p><b>AUSTRALIAN ABORIGINES</b> ceremonial color</p>	<p><b>WESTERN</b> purity, peace, elegance, wedding color, brides, angels, doctors, antiseptic</p> <p><b>EASTERN</b> death, mourning, funerals, sadness, purity, age, unhappiness, misfortune</p> <p><b>EUROPE</b> purity, cleanliness, emptiness, neutrality, antiseptic, surrender</p> <p><b>MIDDLE EAST</b> purity, mourning</p> <p><b>AFRICA</b> victory, purity</p> <p><b>CHEROKEES</b> peace, happiness, represents the South</p> <p><b>CHINA</b> death, mourning, virginity, purity, humility, age, misfortune</p> <p><b>INDIA</b> creation, rebirth, light, serenity, reincarnation, peace, purity, unhappiness, widow, death, funerals</p> <p><b>IRELAND</b> leisure, sports, peace</p> <p><b>ITALY</b> virtue, purity</p> <p><b>JAPAN</b> death, mourning</p> <p><b>S. KOREA</b> purity, innocence, morality, birth &amp; death, patriotism</p> <p><b>THAILAND</b> purity, auspiciousness</p>	<p><b>WESTERN</b> happiness, joy, hope, optimism, creativity, energy, awareness, hazards, warning, weakness, femininity</p> <p><b>EASTERN</b> sacredness, sovereignty, earth, power, royalty, sun, happiness, masculinity</p> <p><b>EUROPE</b> happiness, joy, quality, weakness, hazard, warning</p> <p><b>MIDDLE EAST</b> happiness, prosperity</p> <p><b>AFRICA</b> wealth, high rank, religion, ceremony, visibility</p> <p><b>AUSTRALIA</b> resurrection, rebirth</p> <p><b>CHINA</b> sacredness, sovereignty, nourishment, royalty, honor, masculinity</p> <p><b>EGYPT</b> soul, sun, happiness, prosperity, mourning</p> <p><b>FRANCE</b> summer, joy, jealousy</p> <p><b>GREECE</b> sadness</p> <p><b>INDIA</b> merchants, sacredness, auspiciousness, peace, happiness, meditation, mental development</p> <p><b>JAPAN</b> courage, nobility, beauty, refinement, aristocracy, cheerfulness</p> <p><b>MEXICO</b> mourning</p> <p><b>NETHERLANDS</b> food</p> <p><b>SAUDI ARABIA</b> strength, reliability</p> <p><b>THAILAND</b> Buddhism, royalty, auspiciousness, color for Monday</p>	<p><b>WESTERN</b> nature, spring, new birth, regeneration, luck, go, environmental awareness, money, jealousy, greed, Saint Patrick's Day</p> <p><b>EASTERN</b> eternity, new life, regeneration, family, health, prosperity, peace</p> <p><b>EUROPE</b> nature, fertility, confidence, jealousy, inexperience</p> <p><b>MIDDLE EAST</b> Islam, strength, fertility, luck, wealth, prestige</p> <p><b>CHINA</b> spring, youth, birth, infidelity, exorcism, desirability, disgrace</p> <p><b>EGYPT</b> hope, spring, fertility</p> <p><b>INDIA</b> Islam, hope, new beginnings, nature, harvest, virtue, happiness</p> <p><b>INDONESIA</b> a forbidden color</p> <p><b>IRELAND</b> Ireland – the Emerald Isle, patriotism, nationalism</p> <p><b>ISLAM</b> perfect faith</p> <p><b>ISRAEL</b> bad news</p> <p><b>JAPAN</b> eternal life, youth</p> <p><b>S. KOREA</b> youth, energy</p> <p><b>NORTH AFRICA</b> corruption</p> <p><b>SAUDI ARABIA</b> wealth, prestige</p> <p><b>SOUTH AFRICA</b> death</p> <p><b>THAILAND</b> color for Wednesday</p>	<p><b>WESTERN</b> trust, loyalty, authority, conservatism, business, peace, calm, depression, sadness, masculinity</p> <p><b>EASTERN</b> immortality, wealth, self-cultivation</p> <p><b>EUROPE</b> truth, responsibility, fidelity, serenity</p> <p><b>MIDDLE EAST</b> safety, protection</p> <p><b>BELGIUM</b> traditionally used for baby girls</p> <p><b>CHEROKEES</b> defeat, trouble</p> <p><b>CHINA</b> immortality, femininity</p> <p><b>EGYPT</b> truth, justice, virtue, faith, protection, reproduction</p> <p><b>FRANCE</b> water, reliability, trust</p> <p><b>INDIA</b> heavens, love, truth, mercy, strength, bravery, manliness, determination</p> <p><b>INDONESIA</b> sadness</p> <p><b>IRAN</b> heaven, spirituality, mourning, immortality</p> <p><b>ISRAEL</b> coat of arms</p> <p><b>ITALY</b> mourning, heaven, purity</p> <p><b>S. KOREA</b> integrity, mourning</p> <p><b>MEXICO</b> trust, serenity, mourning</p> <p><b>THAILAND</b> color for Friday</p> <p><b>TURKEY</b> healing, wealth, repels evil</p>	<p><b>WESTERN</b> royalty, spirituality, faith, wealth, fame, high-ranking positions of authority, luxury, calm, magic</p> <p><b>EASTERN</b> wealth, nobility, privilege, sorrow, mourning</p> <p><b>EUROPE</b> royalty, nobility, luxury, power, vanity</p> <p><b>MIDDLE EAST</b> wealth</p> <p><b>BRAZIL</b> death, mourning</p> <p><b>EGYPT</b> virtue, faith</p> <p><b>FRANCE</b> freedom, peace</p> <p><b>INDIA</b> sorrow, unhappiness</p> <p><b>ITALY</b> death, mourning, endurance of suffering, nobility</p> <p><b>JAPAN</b> wealth, privilege, power, royalty</p> <p><b>THAILAND</b> death, mourning, widows, color for Saturday</p>	<p><b>WESTERN</b> love, romance, femininity, childhood, babies, nurturing, sweetness, Valentine's Day</p> <p><b>EASTERN</b> marriage, femininity</p> <p><b>EUROPE</b> baby girls, delicate, flirtation, sensitivity, serenity, femininity</p> <p><b>BELGIUM</b> traditionally used for baby boys</p> <p><b>JAPAN</b> spring, femininity, youth, good health, well-liked by both males &amp; females</p> <p><b>S. KOREA</b> trust</p> <p><b>THAILAND</b> color for Tuesday</p>	<p><b>WESTERN</b> stop, danger, anger, blood, energy, excitement, action, adventure, love, passion, Valentine's Day</p> <p><b>EASTERN</b> prosperity, good fortune, happiness, worn by brides, celebration, communism</p> <p><b>EUROPE</b> visibility, cheapness, loudness</p> <p><b>MIDDLE EAST</b> danger, caution, evil</p> <p><b>AFRICA</b> death, mourning</p> <p><b>CHINA</b> good fortune, happiness, celebration, summoning, vitality, prosperity, long life, wedding color</p> <p><b>ENGLAND</b> power, authority, government</p> <p><b>FRANCE</b> passionate love, lust, virility</p> <p><b>INDIA</b> purity, love, sensuality, fertility, beauty, wealth, power, wedding color, married woman, fear, fire</p> <p><b>ITALY</b> light, fidelity</p> <p><b>JAPAN</b> life, fertility, passion, strength, anger, danger, self-sacrifice</p> <p><b>S. KOREA</b> good fortune, passion</p> <p><b>NETHERLANDS</b> nature, government, royalty</p> <p><b>RUSSIA</b> communism, revolution, wedding color</p> <p><b>THAILAND</b> Buddhism, color for Sunday</p> <p><b>TURKEY</b> death</p>	<p><b>WESTERN</b> energy, vitality, excitement, adventure, creativity, caution, construction, harvest, autumn, affordability, Halloween (with black)</p> <p><b>EASTERN</b> love, happiness, spirituality, humility, good health, immortality</p> <p><b>EUROPE</b> purity, cleanliness, good</p> <p><b>MIDDLE EAST</b> mourning, loss</p> <p><b>AUSTRALIA</b> animals</p> <p><b>BRAZIL</b> environment</p> <p><b>FRANCE</b> earth</p> <p><b>INDIA</b> the most sacred color, purity, courage, sacrifice, religious abstinence, death, rebellion</p> <p><b>IRELAND</b> religious color for Protestants, appears on the Irish flag along with white for peace &amp; green for Catholics</p> <p><b>JAPAN</b> love, happiness, courage</p> <p><b>NETHERLANDS</b> royalty, color of the Dutch royal family</p> <p><b>THAILAND</b> color for Thursday</p>	<p><b>WESTERN</b> comfort, stability, practicality, wholesomeness, dullness, fertility, organic, earthiness, poverty</p> <p><b>EASTERN</b> earth, mourning</p> <p><b>EUROPE</b> masculinity, earth</p> <p><b>MIDDLE EAST</b> earth, comfort</p> <p><b>AFRICA</b> earth</p> <p><b>AUSTRALIA</b> color of the land</p> <p><b>BRAZIL</b> nature</p> <p><b>CHINA</b> earth</p> <p><b>INDIA</b> color of mourning</p> <p><b>INDONESIA</b> earth</p> <p><b>JAPAN</b> earth, strength, durability</p> <p><b>NICARAGUA</b> disapproval</p>



# COLOURS

## Recommendation

1

### Gold

Positive connotations associated with pleasurableness and desire

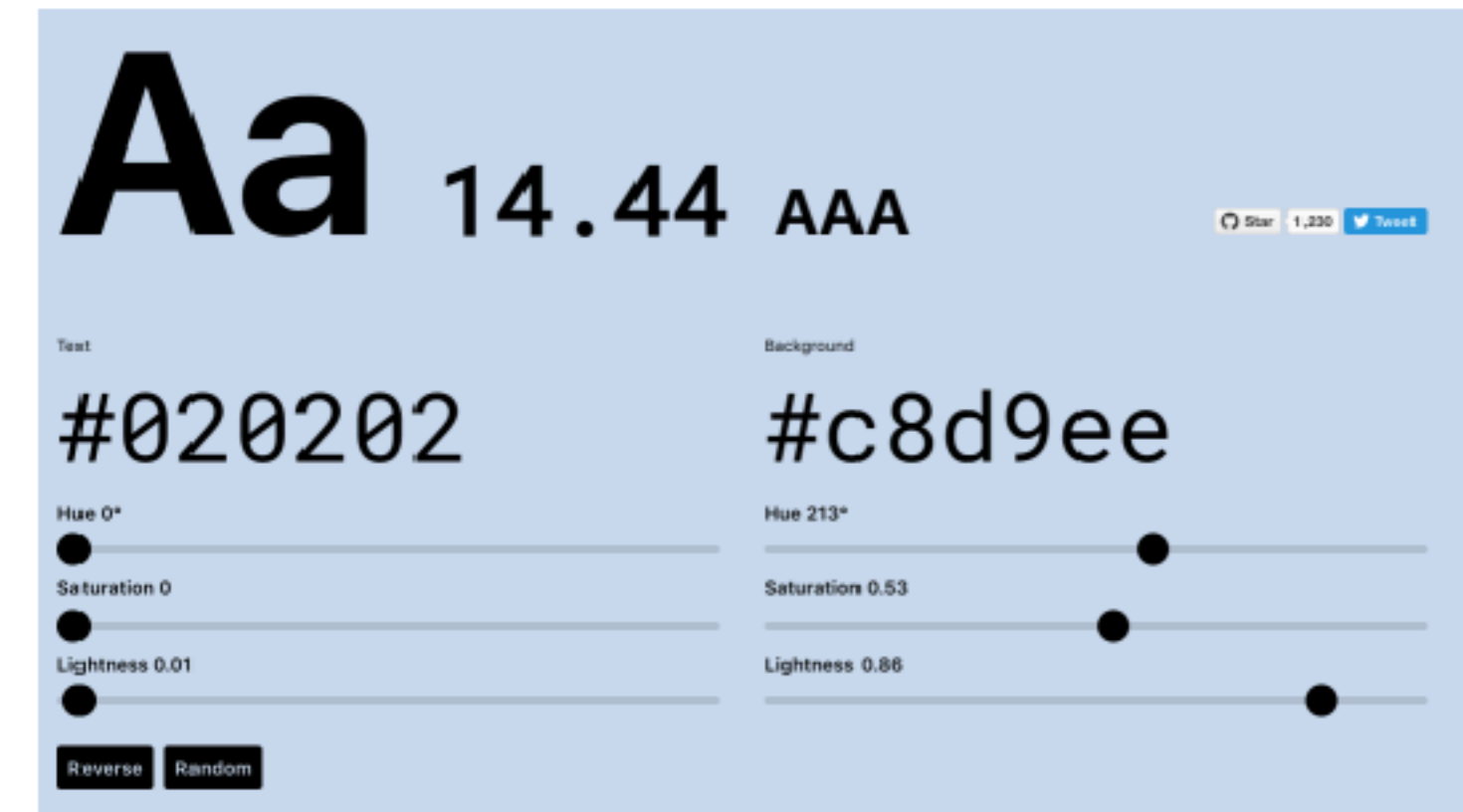
2

### Pastel Blue

Calm, theraputic tones, representative of sky and sea

\* Each guideline of WCAG 2.0 has three conformance levels: A (minimal), AA (mid-range), and AAA (highest). AA is widely considered the industry standard. The AA standard for color contrast is a 4.5:1 ratio between foreground (i.e. text, images) and background.

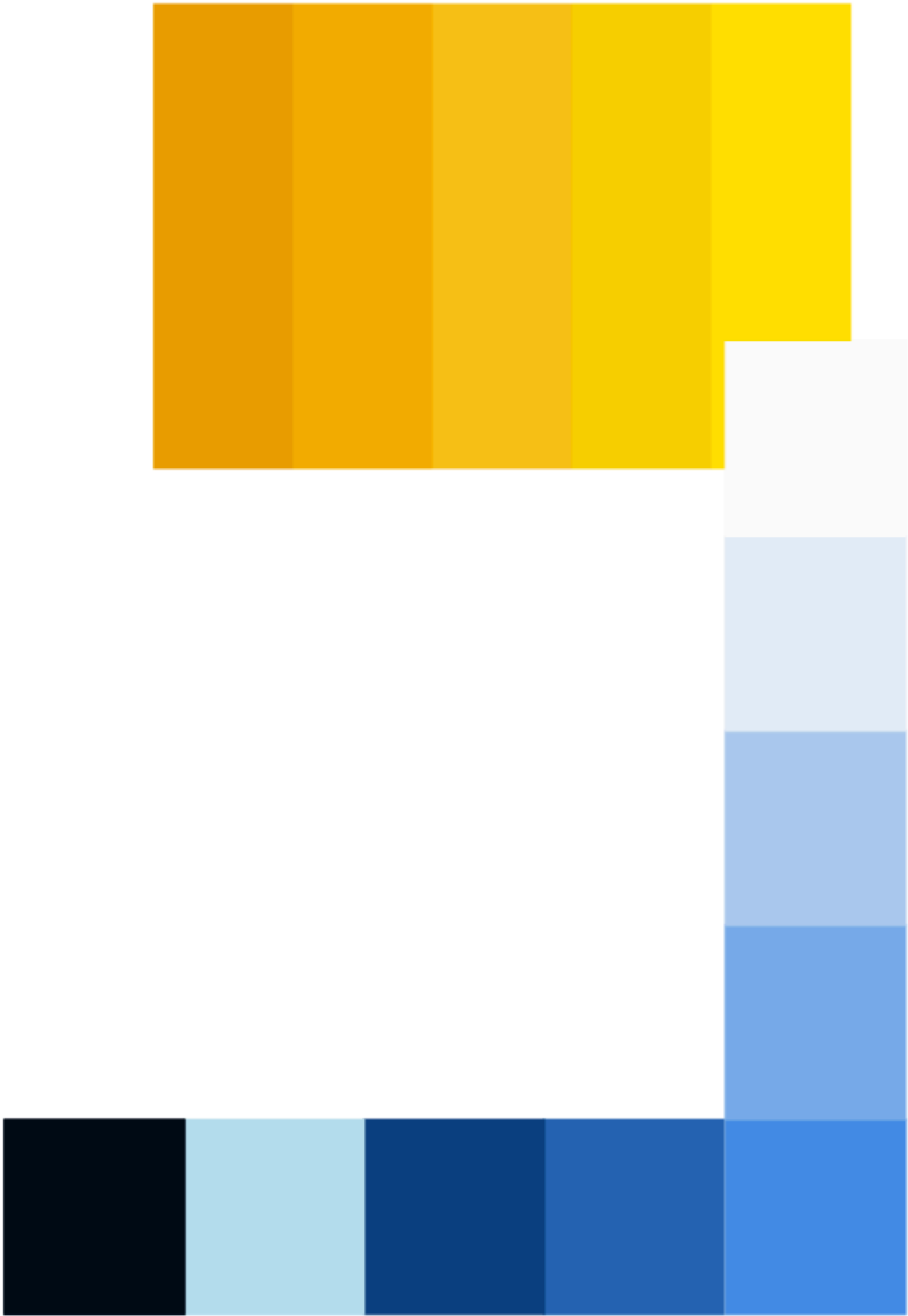
## Web standard Contrast Check



<https://colorable.jxnblk.com/000000/b5deee>

Might come in handy:  
**Science of Color Contrast**  
<https://medium.muz.li/the-science-of-color-contrast-an-expert-designers-guide-33e84c41d156>

Brightness + Saturation Tweak



#B5DEEE



#F9C10B



#ADCBED



#FFB02C



#7BAEE8



#FFBF00



#C8D9EE



#F6AF00



More saturated, darker combos of blue and orange = Better contrast for color blindness

</

“Being inclusive means considering as many people’s needs and abilities as possible”

Free stock image resources intended for inclusion

**Stocksy**  
<https://www.stocksy.com/>

**Burst**  
<https://burst.shopify.com>

## Inclusive Design Principles

<https://inclusivedesignprinciples.org/>

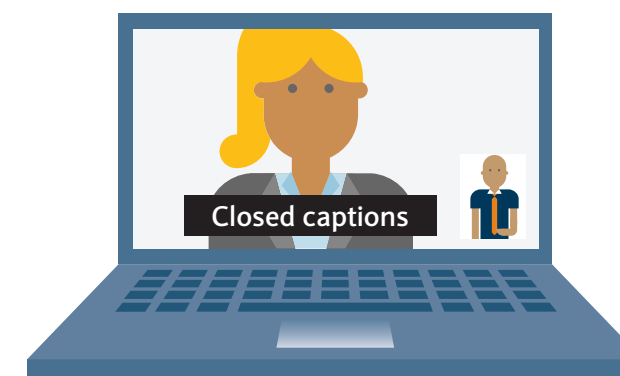


These Inclusive Design Principles are about putting people first. It’s about designing for the needs of people with permanent, temporary, situational, or changing disabilities – all of us really.

Adapted from [inclusivedesignprinciples.org/](https://inclusivedesignprinciples.org/)

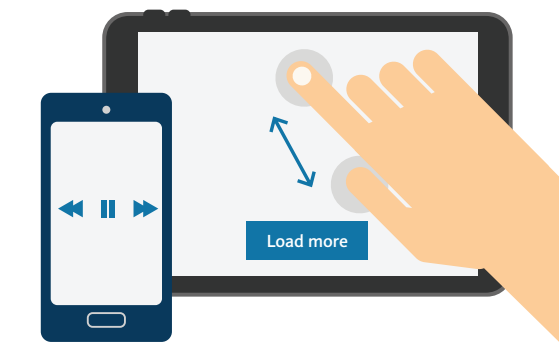
### 1 Provide comparable experience

Ensure your interface provides a comparable experience for all so people can accomplish tasks in a way that suits their needs without undermining the quality of the content.



### 2 Give control

People should be able to access and interact with content in their preferred way.



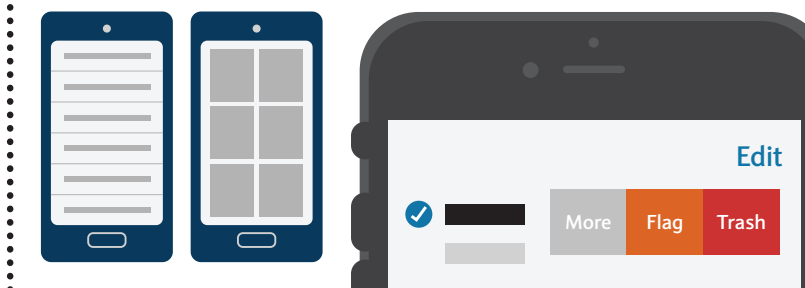
### 5 Be consistent

Use familiar conventions and apply them consistently.



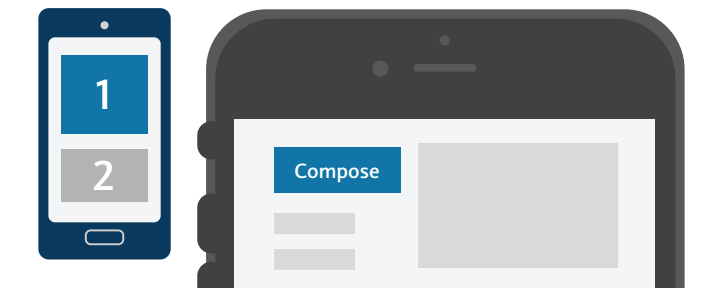
### 3 Offer choice

Consider providing different ways for people to complete tasks, especially those that are complex or non standard.



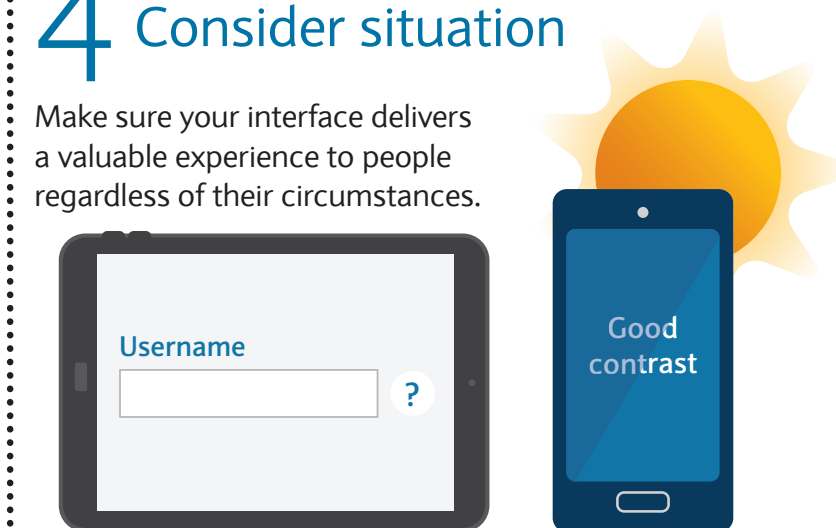
### 6 Prioritise content

Help users focus on core tasks, features and information by prioritising them within the content and layout.



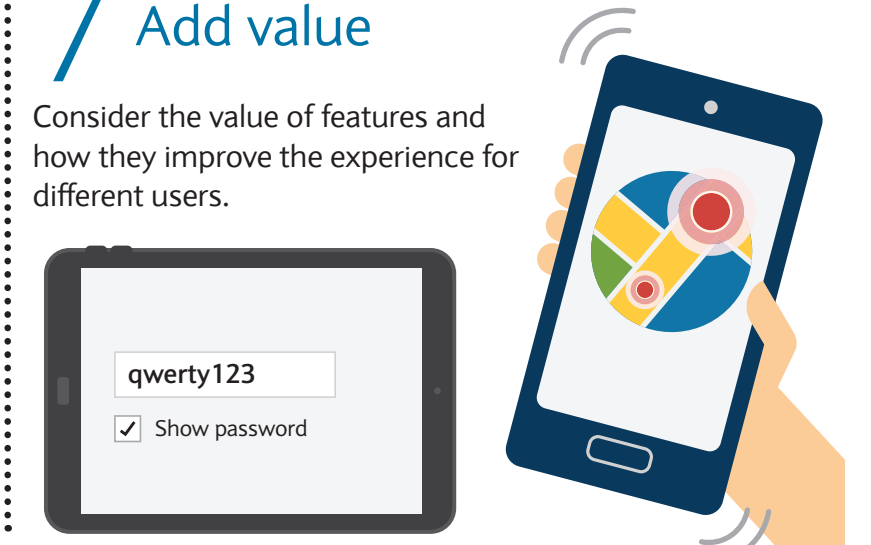
### 4 Consider situation

Make sure your interface delivers a valuable experience to people regardless of their circumstances.



### 7 Add value

Consider the value of features and how they improve the experience for different users.



For more information go to [barclayscorporate.com/accessibility](https://barclayscorporate.com/accessibility)  
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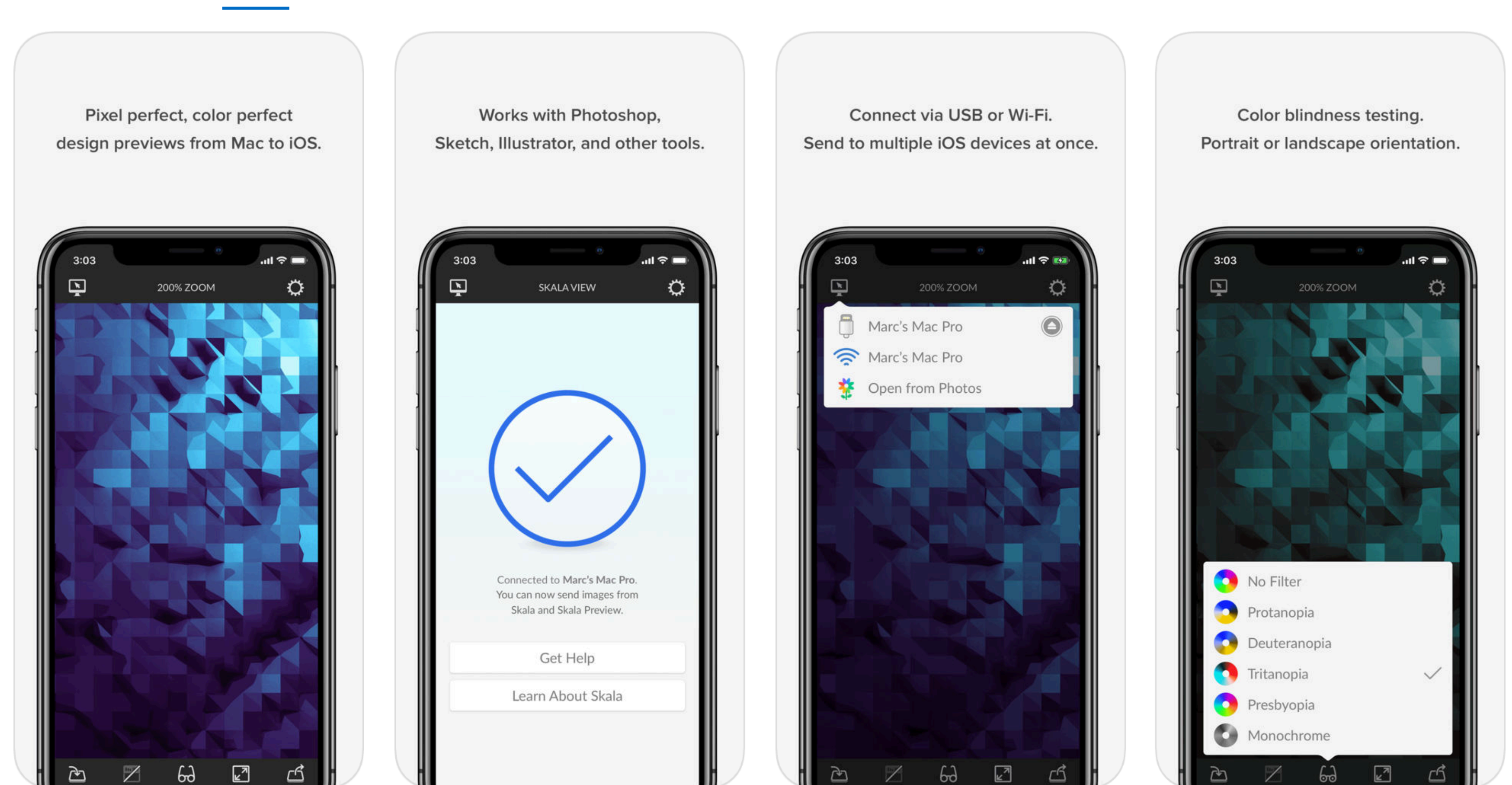
 **BARCLAYS**



## Skala View

Test tap sizes, text sizes, colour, contrast and ergonomics of the mobile app itself

<https://play.google.com/store/apps/details?id=com.bjango.skalaview&hl=en>





## Web Design for Right to Left Languages: The Basics

<https://medium.muz.li/web-design-for-right-to-left-languages-the-basics-287329d508cf>



### ICONS

Mirroring icons in an Arabic interface should be done with proper caution. Sometimes mirroring or flipping isn't necessary and sometimes it is. Basic guidelines are as follows:

- Symmetrical icons, as well as icons without an explicitly specified direction (such as camera, download, user profile, etc.), don't need to be flipped.



- Icons with an explicit direction should be mirrored. For example, the back button should point to the right in the RTL version.

