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April 30, 2024 by ES and UIS Communications [2]

Color contrast refers to the difference between the brightness of the background color and the foreground color of digital content.

Black text on a white background is very high contrast; light grey text on a white background is very low contrast.

CU Light Gray (#A2A4A3) on a white background is an inaccessible color combination.

Color contrast is important because people often have difficulty perceiving content when there isn't sufficient contrast. High-contrast color combinations are easier to distinguish without difficulty and are critical for individuals who have low vision or colorblindness and benefit many others.

The University of Colorado follows the <u>Web Content Accessibility Guidelines (WCAG)</u> [3] for minimum ratios of contrast for small and large text:

- Large text, defined as unbolded text that is 18pt or larger, or bolded text that is 14pt or larger, is required to meet a 3:1 contrast ratio.
- **Small text**, defined as unbolded text that is smaller than 18pt, or bolded text that is smaller than 14pt, is required to meet a 4.5:1 contrast ratio.
- Any meaningful **graphic elements** like a warning icon or a checkmark are also required to meet a 3:1 contrast ratio.

Measuring color contrast

<u>Color contrast checker</u> [4] tools can be used to make sure your content has sufficient levels of contrast. Avoid relying on eyesight alone to verify sufficient color contrast, instead use the <u>color contrast checker</u> [4] tool to make sure.

Did You Know? CU Gold and white are an inaccessible color combination due to a 1.9:1 color contrast ratio, which means it should not be used for normal text, large text, or

meaningful images. Read about <u>Accessible CU Boulder Color Combinations</u> [5] and visit OIT's Digital Accessibility Office color contrast webpage [6] to learn more.

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