

# Colors

Using the best colors for your site

## Color Conventions

- Color names (blue, red, yellow, etc.) work, but should be avoided
- 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)



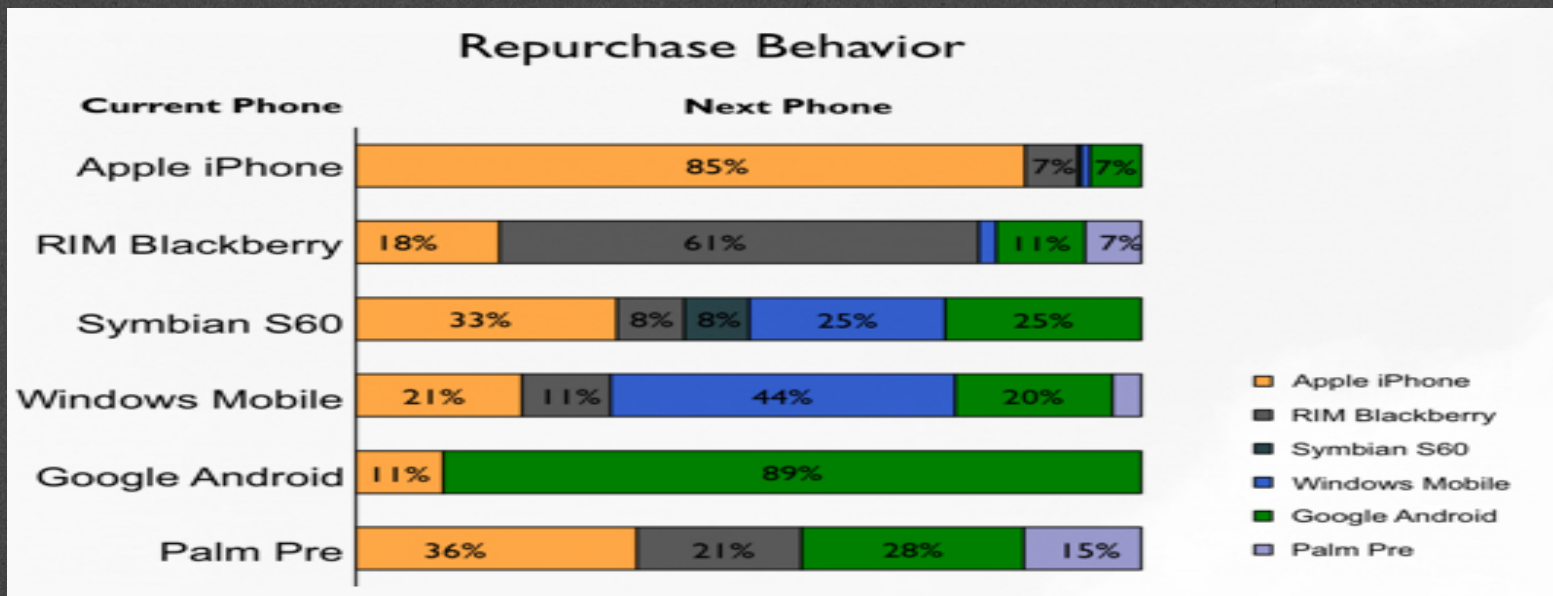
## Accessibility

- **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?

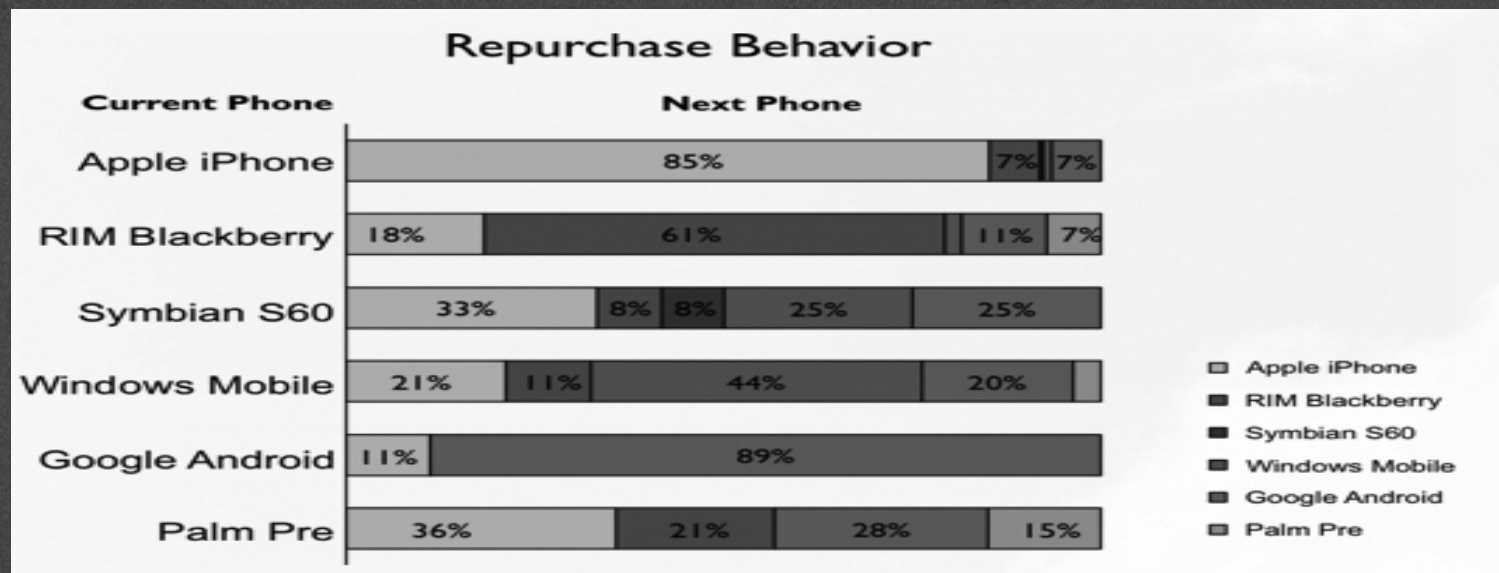
- You intuitively know when something has poor contrast
- There are tools that quantify the contrast between text and its background
- <http://wave.webaim.org/>
- <http://webaim.org/resources/contrastchecker/>

# 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**



# Acknowledgements/Contributions

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