

# Color, Charts and Accessibility

A color palette using with different levels of luminance independent of the hue can ensure that colors and their corresponding visual forms are distinguishable to everyone.

**One caveat on high contrast:** Some people with cognitive disabilities require color combinations that have *low* contrast—possibly lower than WCAG Success Criteria. This is not considered an accessibility failure, but it does bring up the point of giving users control and the ability to customize their experience.

LINKS:

[See Colors on Brand Center on Frontify](#)

WC [Understanding Success Criterion 1.4.3: Contrast \(Minimum\)](#)

## Varying Levels of Luminance

### BLUE

Note the light blue Press Release Card color (farthest left).

Pro Tip #1: Using five shades of blue with 20% step levels is a quick and easy way to render a 5-color bar or pie chart.

AAA 16.07	AAA 12.11	AA 6.39	AA 6.19
Blue - 20% #D1E4F1	Blue - 40% #A3CAE3	Blue - 80% #4695C8	Blue #187ABA

### NAVY

Pro Tip #6: The solid Navy hue can just look pure black to certain users.

AAA 18.27	AAA 8.8	AAA 7.79	AAA 14.34
Navy - 20% #CCD5DC	Navy - 40% #99AAB9	Navy - 80% #335574	Navy #002B51

### JADE

Pro Tip #2: If you aim to mix different hues for your presentation, pick different levels of luminance (i.e. apparent “brightness”). Ex: A chart with Blue, Jade-80%, and Purple-40% should have sufficient contrast.

AAA 14.53	AAA 9.85	AAA 8.06	
Jade - 40% #B2E2C0	Jade - 80% #65C581	Jade #3EB661	

### PURPLE

This E\*TRADE's purple.

AAA 15.1	AAA 10.47	AA 4.66	AAA 7.25
Purple - 20% #E0D6F5	Purple - 40% #C2ADEB	Purple - 80% #855CD6	Purple #6633CC

### OCEAN

AAA 15.62	AAA 11.27	AA 5.37	AA 5.88
Ocean - 20% #CEE2E4	Ocean - 40% #9DC5CA	Ocean - 80% #3B8C95	Ocean #0A6F7A

### BERRY

Caution: While Purple, Berry, Peach and Tangerine are useful for contrast within charts—particularly with line graphs—please use these colors sparingly (ex. about 20% of your palette) as too much of these hues may make your chart veer off-brand.

AAA 14.84	AAA 10.16	AA 4.19	AA 5.2
Berry - 20% #F6CEE2	Berry - 40% #ED9CC5	Berry - 80% #DC398C	Berry #D3086F

### PEACH

AAA 17.6	AAA 14.67	AAA 10.2	AAA 8.55
Peach - 20% #FFE5E6	Peach - 40% #FFCBCD	Peach - 80% #FF989A	Peach #FF7E81

### TANGERINE

AAA 16.03	AAA 14.54	AAA 9.97	AAA 8.32
Tang. - 20% #FEE6D8	Tang. - 40% #FDCDB1	Tang. - 80% #FB9B63	Tangerine #FA823C

### AQUA

AAA 13.57	AAA 13.9	AAA 12.18	AAA 10.63
Aqua - 40% #B7EBEA	Aqua - 60% #94DFE1	Aqua - 80% #70D5D7	Aqua #4CCACD