



STANFORD UNIVERSITY PRESS

Color

When choosing colors for custom images, icons, text, links, backgrounds, and other design elements, keep in mind the readability of your palette. Although certain design choices will necessarily reflect and embody your argument, you should consider your readers' possible physical or computational limitations. The following recommendations will help you determine if the colors you are using may be inaccessible to readers or their displays.

COLOR SPACE

To optimize color representation for screen displays, use RGB or greyscale for color profiles when creating original images. In CSS, you may use color names, (R,G,B), or hex values to assign font, border, and background colors. Avoid CMYK profiles as those are intended for print rather than screen display.

ACCESSIBILITY

Readers with color vision deficiencies will not be able to perceive certain colors as contrasts to each other, so avoid relying on color in images and graphics to indicate contrast. An alternative when graphical contrast is necessary is to use greyscale or scaling grades of a single color that are discernable when rendered in greyscale by a browser or operating system's display setting. If color contrast is necessary, provide readable textual or otherwise discernable graphic indication (e.g. shape, size, etc.) of the values represented in addition to the color-based representation.

RESOURCES

Code Beautify's Color Values: <http://codebeautify.org/rgb-to-hex-converter> (lists accepted HTML color names; shows RGB and hex values for any selected color in a palette)