

Digital Accessibility

Each of our colours has been produced with legibility in mind.

This chart shows how we can use colour accessibly in typography and how different colour combinations adhere to either AA or AAA compliance. This compliance relates to the Web Content Accessibility Guidelines, produced by the World Wide Web Consortium which aim to improve web accessibility for users. This chart also shows which colour combinations to avoid, to ensure our communications are suitable for all audiences.

Compliance explained

AA compliance requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text.

AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for larger text.

Any combinations on the right marked with a ✗ are not to be used as they contravene our approach to accessibility.

Colour	RGB	HEX	White text on coloured background A		Coloured text on white background A		Black text on coloured background A		Coloured text on black background A	
			Small text (12-17px)	Large (18px min)	Small text	Large	Small text	Large	Small text	Large
Wine red	179-43-118	#b32b76	AA	AA AAA	AA	AA AAA	✗	AA	✗	AA
Orange	210-120-38	#d27826	✗	AA	✗	AA	AA	AA AAA	AA AAA	AA AAA
Cool grey	105-138-141	#68898c	✗	AA	✗	AA	AA	AA AAA	AA	AA AAA
Turquoise	5-145-134	#009085	✗	AA	✗	AA	AA	AA AAA	AA	AA AAA
Bright green	56-161-89	#37a158	✗	AA	✗	AA	AA	AA AAA	AA	AA AAA
Violet	108-81-152	#6c5097	AA	AA AAA	AA	AA AAA	✗	AA	✗	AA
Dark green	0-92-95	#005c5f	AA AAA	AA AAA	AA AAA	AA AAA	✗	✗	✗	✗
Bright red	217-41-43	#d9292b	AA	AA AAA	AA	AA AAA	✗	AA	✗	AA
Blue 1	0-155-189	#009bbd	✗	AA	✗	AA	AA	AA AAA	AA	AA AAA
Blue 2	0-125-168	#007ca7	AA	AA AAA	AA	AA AAA	✗	AA	✗	AA
Blue 3	0-86-151	#005597	AA AAA	AA AAA	AA AAA	AA AAA	✗	✗	✗	✗
Blue 4	27-42-107	#1a296b	AA AAA	AA AAA	AA AAA	AA AAA	✗	✗	✗	✗
Blue 5	25-26-79	#18194f	AA AAA	AA AAA	AA AAA	AA AAA	✗	✗	✗	✗
White	255-255-255	#ffffff	✗	✗	✗	✗	AA AAA	AA AAA	AA AAA	AA AAA
Black	0-0-0	#000000	AA AAA	AA AAA	AA AAA	AA AAA	✗	✗	✗	✗
Neutral 1	74-74-73	#4a4949	AA AAA	AA AAA	AA AAA	AA AAA	✗	✗	✗	✗
Neutral 2	146-146-142	#92918e	✗	AA	✗	AA	AA	AA AAA	AA	AA AAA