Brand Guidelines

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508 Compliant Color Palette

Here is a breakdown of proposed color combinations with text overlays that meet the minimum requirement of WCGA AA (4.5.1) 508 compliance guidelines for contrast ratios:

- White text against colored background
- Colored text against a white background

Primary Colors

Sample Text	Sample Text	Sample Text	Sample Text
Sample Text	Sample Text	Sample Text	Sample Text
Dark Blue	**Dark Turquoise**	**Almost Black**	**Gray**
HEX #204076 RGB 32, 64, 118	HEX #1b76bb RGB 27, 118, 187	HEX #222222 RGB 34, 34, 34	HEX #cccccc RGB 204, 204, 204

Background Colors

These are colors that can be used as a background color with 508 compliant contrasting text as an overlay.

Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)
Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)	Sample Text (#4f4547)
Light Blue	**Cool Gray 1**	**Cool Gray 2**	**Pale Yellow**	**Pale Green**	**Pale Pink**
HEX #e3eef7 RGB 221, 229, 241	HEX #f2f2f2 RGB 242, 242, 242	HEX #eeeeee RGB 238, 238, 238	HEX #faf5e2 RGB 250, 245, 226	HEX #C9F2CC RGB 201, 242, 204	HEX #f7dfe1 RGB 247, 223, 225

Alert Colors

These are colors that can be used as a background color with 508 compliant contrasting text as an overlay.

Sample Text	Sample Text
Sample Text	Sample Text
Red	**Green**
HEX #A52226 RGB 165, 34, 38	HEX #32853c RGB 50, 133, 60