ADA Compliance and Colors in Digital Signage

Understanding ADA Compliance

The Americans with Disabilities Act (ADA) requires that digital signage be accessible to everyone, including individuals with visual impairments. This means designing your content to be inclusive and easy to read for people with various disabilities.

Key ADA Compliance Guidelines for Colors:

High Contrast: Ensure there's a strong contrast between text and background colors. For example, black text on a white background or white text on a dark blue background. This makes it easier for people with low vision or color blindness to read your content.

Avoid Color Alone: Don't rely solely on color to convey information. Use text labels, patterns, or symbols in addition to color to ensure that information is understandable by those who cannot distinguish between colors.

Color Blind Friendly Palettes: Be mindful of color blindness by using color combinations that are distinguishable to people with different types of color blindness. For instance, avoid using red and green together, as these colors are often difficult for colorblind individuals to differentiate.

Test for Accessibility: Use tools and simulators to check how your color choices appear to people with various types of color blindness. Many design tools offer features to preview how your design will look to those with visual impairments.

Have questions about this process? Please email thundercast@trine.edu

Color combinations to Avoid for Accessible Digital Signage:

- 🔴 🟢 Red and Green
- 🔵 🟣 Blue and Purple
- 🟡 ⚪ Yellow and White
- ⚪ 🟢 Gray and Green
- 🟠 🔴 Orange and Red
- 🩷 🔴 Pink and Red

Official University Brand Colors:

Navy Blue – PMS 540
C100 M55 Y0 K55
HEX 003767

Tan – PMS 7531
C42 M41 Y56 K8
HEX 948671

Bright Gold – C7 M16 Y63 K0
HEX eecf78

Light Grey – C5 M4 Y2 K0
HEX efeef1

Pantone Cool Gray 4 – C12 M7 Y6 K17
HEX 6aa844