

Accessibility Matrix for University of Southampton Brand Colour Palette

When we use the University brand we must ensure that the colour combinations we choose for text and graphics have sufficient contrast to the background colour we use. This safeguards that the materials we create will be accessible to the largest audience, and that we are compliant with both industry best-practice for accessibility and the accessibility regulations introduced in 2018. The table below shows which brand colour palette combinations have the required level of contrast for graphical objects and user interface elements, and the visual representation of text and images of text.

		Foreground colour																				
		White #FFFFFF	Plain Black #231F20	Rich Black #00131D	Neutral 1 #495961	Neutral 2 #758D9A	Neutral 3 #9FB1BD	Neutral 4 #E1E8EC	Prussian #002E3B	Marine 1 #005C84	Marine 2 #74C9E5	Marine 3 #3CBAC6	Marine 4 #B3DBD2	Marine 5 #4BB694	Shamrock #1E8765	Marine 6 #C1D100	Horizon 1 #FCBC00	Horizon 2 #EF7D00	Horizon 3 #E73037	Coral #E73238	Horizon 4 #D5007F	Horizon 5 #8D3970
B a c k g r o u n d c o l o r	White	F	AAA	AAA	AAA	G	F	F	AAA	AAA	F	F	F	F	G	F	F	F	G	G	AA	AAA
	Plain Black	AAA	F	F	F	AA	AAA	AAA	F	F	AAA	AAA	AAA	AA	G	AAA	AAA	AA	G	G	G	F
	Rich Black	AAA	F	F	F	AA	AAA	AAA	F	F	AAA	AAA	AAA	AAA	G	AAA	AAA	AA	G	G	G	F
	Neutral 1	AAA	F	F	F	F	G	AA	F	F	G	G	AA	F	F	G	G	F	F	F	F	F
	Neutral 2	G	AA	AA	F	F	F	F	G	F	F	F	F	F	F	F	F	F	F	F	F	F
	Neutral 3	F	AAA	AAA	G	F	F	F	AA	G	F	F	F	F	F	F	F	F	F	F	F	G
	Neutral 4	F	AAA	AAA	AA	F	F	F	AAA	AA	F	F	F	F	G	F	F	F	G	G	G	AA
	Prussian	AAA	F	F	F	G	AA	AAA	F	F	AAA	AA	AAA	AAA	G	AAA	AAA	AA	G	G	F	F
	Marine 1	AAA	F	AAA	F	F	G	AA	F	F	G	G	AA	F	F	G	G	F	F	F	F	F
	Marine 2	F	AAA	AAA	G	F	F	F	AAA	G	F	F	F	F	F	F	F	F	F	F	F	G
	Marine 3	F	AAA	AAA	G	F	F	F	AA	G	F	F	F	F	F	F	F	F	F	F	F	G
	Marine 4	F	AAA	AAA	AA	F	F	F	AAA	AA	F	F	F	F	F	F	F	F	F	F	G	AA
	Marine 5	F	AA	AAA	F	F	F	F	AA	F	F	F	F	F	F	F	F	F	F	F	F	F
	Shamrock	G	G	G	F	F	F	G	G	F	F	F	F	F	F	F	F	F	F	F	F	F
	Marine 6	F	AAA	AAA	G	F	F	F	AAA	G	F	F	F	F	F	F	F	F	F	F	F	G
	Horizon 1	F	AAA	AAA	G	F	F	F	AAA	G	F	F	F	F	F	F	F	F	F	F	F	G
	Horizon 2	F	AA	AA	F	F	F	F	AA	F	F	F	F	F	F	F	F	F	F	F	F	F
	Horizon 3	G	G	G	F	F	F	G	G	F	F	F	F	F	F	F	F	F	F	F	F	F
	Coral	G	G	G	F	F	F	G	G	F	F	F	F	F	F	F	F	F	F	F	F	F
	Horizon 4	AA	G	G	F	F	F	G	F	F	F	F	G	F	F	F	F	F	F	F	F	F
Horizon 5	AAA	F	F	F	F	G	AA	F	F	G	G	AA	F	F	G	G	F	F	F	F	F	

F	FAIL: Colour combination should not be used for user interface (UI) components or graphical objects where no text is used, nor for the visual representation of text.
G	Contrast ratio is at least 3:1. Suitable for User Interface Components and Graphical Objects where no text is used. (WCAG 2.1 Success Criterion 1.4.11 Non-text Contrast Level AA). Suitable for large-scale text (at least 18 point if not bold and at least 14 point if bold) and images of large-scale text (WCAG 2.1 Success Criterion 1.4.3 Contrast (Minimum) Level AA).
AA	Contrast ratio is at least 4.5:1. Suitable for the visual representation of text and images of text to AA level (WCAG 2.1 Success Criterion 1.4.3 Contrast (Minimum) Level AA). Suitable for large-scale text (at least 18 point if not bold and at least 14 point if bold) and images of large-scale text (WCAG 2.1 Success Criterion 1.4.6 Contrast (Enhanced) Level AAA). Suitable for User Interface Components and Graphical Objects where no text is used (WCAG 2.1 Success Criterion 1.4.3 Contrast (Minimum) Level AA).
AAA	Contrast ratio is at least 7:1. Suitable for the visual representation of text and images of text to AAA level (WCAG 2.1 Success Criterion 1.4.6 Contrast (Enhanced) Level AAA). Suitable for User Interface Components and Graphical Objects where no text is used. (WCAG 2.1 Success Criterion 1.4.3 Contrast (Minimum) Level AA).
NOTE	For more information about WCAG standards visit https://www.w3.org/TR/WCAG21/ Exclusions for AA and AAA text are: Incidental: Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement. Logotypes: Text that is part of a logo or brand name has no contrast requirement.

University of Southampton Brand Colour Palette details including CMYK, RGB, and Pantone values are listed at <http://go.soton.ac.uk/uosbrand>
The WebAIM colour checker API was used to obtain measurement data to produce the above chart <https://webaim.org/>

Chart produced by Matthew Deprose, Managed Learning Environment Team, iSolutions, University of Southampton. <http://bit.ly/2lVuG4t>
Send feedback to md4@soton.ac.uk