

AUI WEBSITE 2.0

STYLE GUIDES & BRAND STANDARDS

MARCH 19, 2019

Of Note

BASED ON AUI'S REQUEST TO MAKE THE SITE ADA COMPLIANT

Designing an ADA compliant website is extremely difficult. It presents many challenges, sacrifices and ultimately many compromises, since it is near impossible to address every single disability within a single site. Our team has compiled solutions to best address these challenges regarding visual aesthetics. Within we offer suggestions for typeface options and color palette combinations. Much time and consideration was spent developing these standards, please review our guidelines below.

“According to the United States Census Bureau, 56.7 million Americans have some type of disability. As the population ages, this number will continue to increase and is expected to double to 98 million by 2060. Individuals who have vision, hearing, or physical disabilities will make up approximately 20 percent of the population and will encounter significant challenges accessing websites, applications, and documents online.”

REGARDING TEXT

Under current laws (Section 508), WCAG's AA standards are the go-to for making all electronic information accessible to people with disabilities. However, adhering to AAA standards will enhance accessibility. What this means in terms of contrast ratios is as follows:

Level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text.
Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. Normal text is considered to be 1em, equivalent to 12 point, equivalent to 16px.

Use clean San Serif Fonts for main navigation and headers.
Use Serif fonts for longer pieces of text such as books, articles, the blog.

REGARDING COLOR

Yellow and Yellow-Green are the most visible colors by the human eye.
Red, Blue and Violet are the hardest colors to perceive by the human eye.

Color blindness affects approximately 1 in 12 men (8%) and 1 in 200 women in the world, and there are 8 distinctive types.

High contrast color palettes such as black and white, dark blue and yellow, purple and yellow, blue and orange, bright green and dark blue work best.

Avoid red and green color schemes for color blind individuals.
Take into account that red and green will be viewed as gray for the colorblind when used.

Aging eyes cannot distinguish between Blue and Green, Orange and Yellow, and Red and Violet.
Avoid this by using warm-cool color palettes.

Please note the AUI branded blue failed all compliance tests. It is suggested to use that color only within the logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Header One: OSWALD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Header Two: OSWALD LIGHT

abcdefghijklmnopqrstuvwxyz1234567890!?

Header Two Alternate: OSWALD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Editorial Header: EB GARAMOND SEMIBOLD

abcdefghijklmnopqrstuvwxyz1234567890!?

Editorial Header Alternate: EB GARAMOND MEDIUM

abcdefghijklmnopqrstuvwxyz1234567890!?

Body Text: EB GARAMOND MEDIUM

**“Quisque iaculis
facilisis lacinia. Mauris
euismod pellentesque
tellus sit amet mollis.”**

— HOPE K.

MAIN FEATURES

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur, ventet id explam quos

INFORMATIONAL BLOCKS

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur, ventet id explam quos

SUBHEADERS TAGS AND META DATA

Editorial / News / Blog

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur, ventet id explam quos

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Header One: NUNITO SANS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Header Two: NUNITO SANS LIGHT

abcdefghijklmnopqrstuvwxyz1234567890!?

Header Two Alternate: NUNITO SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Editorial Header: ALEGREYA EXTRABOLD

abcdefghijklmnopqrstuvwxyz1234567890!?

Editorial Header Alternate: ALEGREYA EXTRABOLD

abcdefghijklmnopqrstuvwxyz1234567890!?

Body Text: ALEGREYA REGULAR

“Quisque iaculis
facilisis lacinia.
Mauris euismod
pellentesque tellus
sit amet mollis.”

— Hope K.

MAIN FEATURES

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur, ventet quos

INFORMATIONAL BLOCKS

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur, ventet id

SUBHEADERS TAGS AND META DATA

Editorial / News / Blog

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ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Header One: RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Header Two: RALEWAY LIGHT

abcdefghijklmnopqrstuvwxyz1234567890!?

Header Two Alternate: RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Editorial Header: PLAYFAIR DISPLAY BLACK

abcdefghijklmnopqrstuvwxyz1234567890!?

Editorial Header Alternate: PLAYFAIR DISPLAY BLACK

abcdefghijklmnopqrstuvwxyz1234567890!?

Body Text: PLAYFAIR DISPLAY REGULAR

**“Quisque iaculis
facilisis lacinia.
Mauris euismod
pellentesque tellus
sit amet mollis.”**

— Hope K.

MAIN FEATURES

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur,

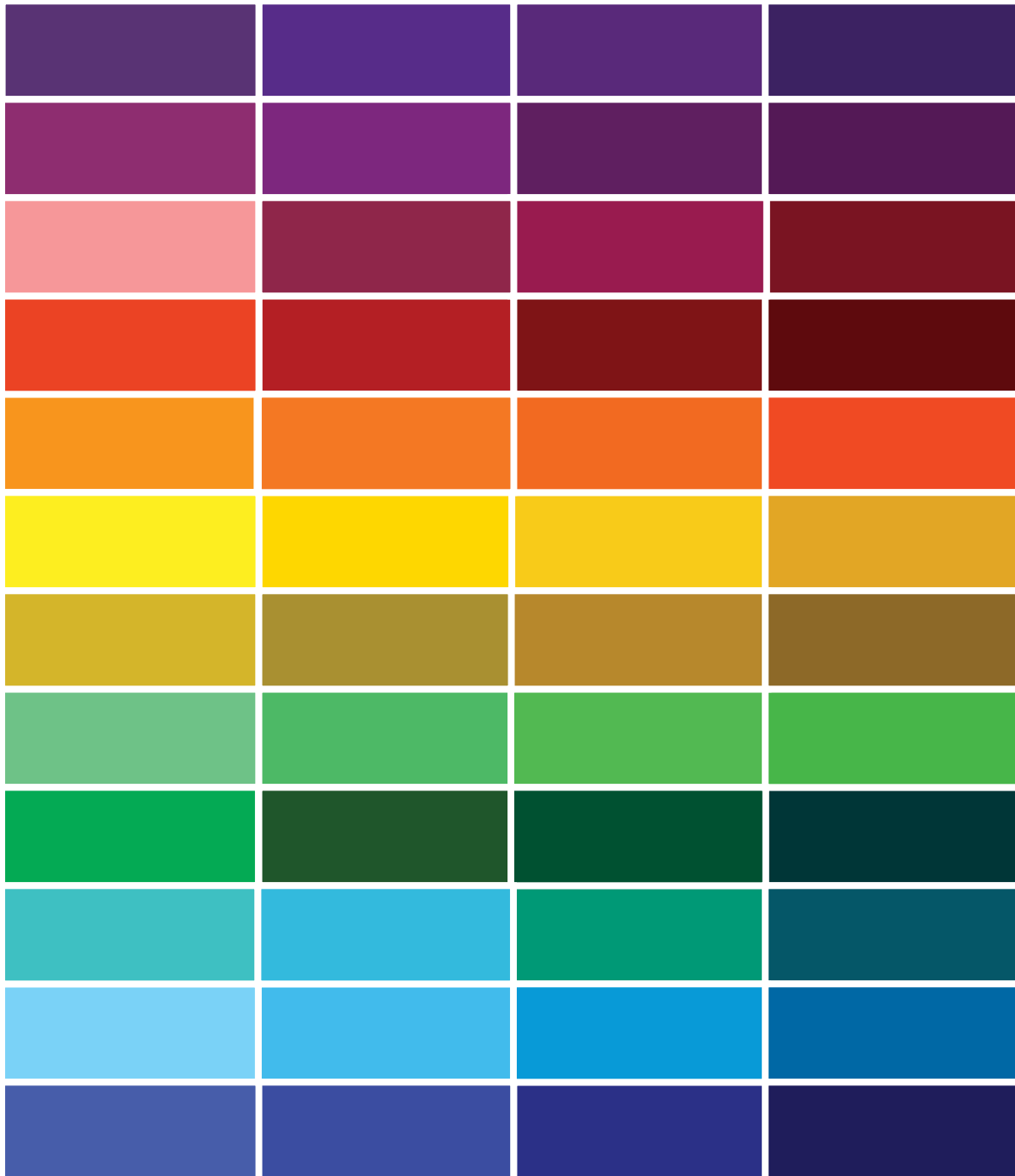
INFORMATIONAL BLOCKS

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur, ventet id

SUBHEADERS TAGS AND META DATA

Editorial / News / Blog

Asitiati ullacea dolorae voluptas ex elis saerae reprehendae volorerro et esRaerum et aspictur, ventet id



ADA COMPLIANT COLOR CHART BASED ON WCAQ GUIDELINES

ALL OF THESE COLORS HAVE BEEN TESTED AND APPROVED FOR COMPLIANCE WITH EITHER BLACK OR WHITE TEXT

Style Guides / Color Palette

OPTION ONE

AUI Brand Colors

BLUE



RGB: 9 / 154 / 215
HEX: #099AD7

BLACK



RGB: 0 / 0 / 0
HEX: #000000

WHITE



RGB: 255 / 255 / 255
HEX: #FFFFFF

Secondary Colors

YELLOW I



RGB: 255 / 242 / 0
HEX: #FFF200

LIGHT BLUE I



RGB: 0 / 214 / 255
HEX: #00D6FF

FUSHIA



RGB: 141 / 44 / 111
HEX: #8D2C6F

ORANGE I



RGB: 255 / 155 / 0
HEX: #FF9B00

COBALT BLUE



RGB: 49 / 71 / 175
HEX: #3147AF

PURPLE



RGB: 89 / 50 / 115
HEX: #593273

Style Guides / Color Palette

OPTION ONE

Background \ Text	#099AD7	#000000	#FFFFFF	#FFF200	#FF9B00	#00D6FF	#3147AF	#8D2C6F	#593273
#099AD7	Text	Text AA 6.6	Text AA18 3.1	Text DNP 2.7	Text DNP 1.5	Text DNP 1.8	Text DNP 2.5	Text DNP 2.4	Text AA18 3.1
#000000	Text AA 6.6	Text	Text AAA 21	Text AAA 17.9	Text AAA 9.9	Text AAA 12	Text DNP 2.6	Text DNP 2.7	Text DNP 2.1
#FFFFFF	Text AA18 3.1	Text AAA 21	Text	Text DNP 1.1	Text DNP 2.1	Text DNP 1.7	Text AAA 7.9	Text AAA 7.7	Text AAA 9.8
#FFF200	Text DNP 2.7	Text AAA 17.9	Text DNP 1.1	Text	Text DNP 1.8	Text DNP 1.4	Text AA 6.7	Text AA 6.5	Text AAA 8.4
#FF9B00	Text DNP 1.5	Text AAA 9.9	Text DNP 2.1	Text DNP 1.8	Text	Text DNP 1.2	Text AA18 3.7	Text AA18 3.6	Text AA 4.6
#00D6FF	Text DNP 1.8	Text AAA 12	Text DNP 1.7	Text DNP 1.4	Text DNP 1.2	Text	Text AA 4.5	Text AA18 4.4	Text AA 5.6
#3147AF	Text DNP 2.5	Text DNP 2.6	Text AAA 7.9	Text AA 6.7	Text AA18 3.7	Text AA 4.5	Text	Text DNP 1	Text DNP 1.2
#8D2C6F	Text DNP 2.4	Text DNP 2.7	Text AAA 7.7	Text AA 6.5	Text AA18 3.6	Text AA18 4.4	Text DNP 1	Text	Text DNP 1.2
#593273	Text AA18 3.1	Text DNP 2.1	Text AAA 9.8	Text AAA 8.4	Text AA 4.6	Text AA 5.6	Text DNP 1.2	Text DNP 1.2	Text

AAA Pass, AAA (7+)	AA18 Pass, Large Text Only (3+)	About WCAG 2.0 contrast
AA Pass, AA (4.5+)	DNP Does Not Pass	

ADA COMPLIANCE COLOR CONTRAST TEST
ALL COMBOS MUST BE 7.1+

NOT ALL OF THESE COMBINATIONS WILL BE USED

Style Guides / Color Palette

OPTION TWO

AUI Brand Colors

BLUE



RGB: 9 / 154 / 215
HEX: #099AD7

BLACK



RGB: 0 / 0 / 0
HEX: #000000

WHITE



RGB: 255 / 255 / 255
HEX: #FFFFFF

Secondary Colors

YELLOW II



RGB: 255 / 214 / 6
HEX: #FFD606

LIGHT BLUE II



RGB: 116 / 214 / 255
HEX: #74D6FF

ORANGE II



RGB: 255 / 103 / 56
HEX: #FF6738

APPLE GREEN



RGB: 102 / 204 / 0
HEX: #66CC00

ROYAL BLUE



RGB: 0 / 0 / 153
HEX: #000099

RASPBERRY



RGB: 153 / 0 / 76
HEX: #99004C

Style Guides / Color Palette

OPTION TWO

Background \ Text	#099AD7	#000000	#FFFFFF	#FFD606	#66CC00	#74D6FF	#000099	#FF6738	#99004C
#099AD7	Text	Text AA 6.6	Text AA18 3.1	Text DNP 2.2	Text DNP 1.5	Text DNP 1.9	Text AA 4.5	Text DNP 1.1	Text DNP 2.6
#000000	Text AA 6.6	Text	Text AAA 21	Text AAA 14.8	Text AAA 10.2	Text AAA 12.8	Text DNP 1.4	Text AAA 7.2	Text DNP 2.4
#FFFFFF	Text AA18 3.1	Text AAA 21	Text	Text DNP 1.4	Text DNP 2	Text DNP 1.6	Text AAA 14.3	Text DNP 2.9	Text AAA 8.5
#FFD606	Text DNP 2.2	Text AAA 14.8	Text DNP 1.4	Text	Text DNP 1.4	Text DNP 1.1	Text AAA 10	Text DNP 2	Text AA 6
#66CC00	Text DNP 1.5	Text AAA 10.2	Text DNP 2	Text DNP 1.4	Text	Text DNP 1.2	Text AA 6.9	Text DNP 1.4	Text AA18 4.1
#74D6FF	Text DNP 1.9	Text AAA 12.8	Text DNP 1.6	Text DNP 1.1	Text DNP 1.2	Text	Text AAA 8.7	Text DNP 1.7	Text AA 5.2
#000099	Text AA 4.5	Text DNP 1.4	Text AAA 14.3	Text AAA 10	Text AA 6.9	Text AAA 8.7	Text	Text AA 4.9	Text DNP 1.6
#FF6738	Text DNP 1.1	Text AAA 7.2	Text DNP 2.9	Text DNP 2	Text DNP 1.4	Text DNP 1.7	Text AA 4.9	Text	Text DNP 2.9
#99004C	Text DNP 2.6	Text DNP 2.4	Text AAA 8.5	Text AA 6	Text AA18 4.1	Text AA 5.2	Text DNP 1.6	Text DNP 2.9	Text

AAA Pass, AAA (7+)
AA18 Pass, Large Text Only (3+)
AA Pass, AA (4.5+)
DNP Does Not Pass
[About WCAG 2.0 contrast](#)

ADA COMPLIANCE COLOR CONTRAST TEST
ALL COMBOS MUST BE 7.1+

NOT ALL OF THESE COMBINATIONS WILL BE USED

Style Guides / Color Palette

OPTION THREE

AUI Brand Colors

BLUE



RGB: 9 / 154 / 215
HEX: #099AD7

BLACK



RGB: 0 / 0 / 0
HEX: #000000

WHITE



RGB: 255 / 255 / 255
HEX: #FFFFFF

Secondary Colors

YELLOW I



RGB: 255 / 242 / 0
HEX: #FFF200

TOMATO RED



RGB: 235 / 64 / 36
HEX: #EB4024

TURQUOISE



RGB: 50 / 197 / 197
HEX: #32C5C5

TEAL



RGB: 1 / 86 / 103
HEX: #015667

BURGUNDY



RGB: 122 / 20 / 34
HEX: #7A1422

NAVY



RGB: 0 / 28 / 95
HEX: #001C5F

Style Guides / Color Palette

OPTION THREE

Background \ Text	#099AD7	#000000	#FFFFFF	#FFF200	#015667	#EB4024	#7A1422	#32C5C5	#001C5F
#099AD7	Text	Text AA 6.6	Text AA18 3.1	Text DNP 2.7	Text DNP 2.6	Text DNP 1.2	Text AA18 3.3	Text DNP 1.5	Text AA 4.9
#000000	Text AA 6.6	Text	Text AAA 21	Text AAA 17.9	Text DNP 2.5	Text AA 5.2	Text DNP 1.9	Text AAA 9.9	Text DNP 1.3
#FFFFFF	Text AA18 3.1	Text AAA 21	Text	Text DNP 1.1	Text AAA 8.3	Text AA18 3.9	Text AAA 10	Text DNP 2.1	Text AAA 15.7
#FFF200	Text DNP 2.7	Text AAA 17.9	Text DNP 1.1	Text	Text AAA 7.1	Text AA18 3.3	Text AAA 9.2	Text DNP 1.8	Text AAA 13.4
#015667	Text DNP 2.6	Text DNP 2.5	Text AAA 8.3	Text AAA 7.1	Text	Text DNP 2	Text DNP 1.3	Text AA18 3.9	Text DNP 1.9
#EB4024	Text DNP 1.2	Text AA 5.2	Text AA18 3.9	Text AA18 3.3	Text DNP 2	Text	Text DNP 2.7	Text DNP 1.8	Text AA18 3.9
#7A1422	Text AA18 3.3	Text DNP 1.9	Text AAA 10	Text AAA 9.2	Text DNP 1.3	Text DNP 2.7	Text	Text AA 5	Text DNP 1.4
#32C5C5	Text DNP 1.5	Text AAA 9.9	Text DNP 2.1	Text DNP 1.8	Text AA18 3.9	Text DNP 1.8	Text AA 5	Text	Text AAA 7.4
#001C5F	Text AA 4.9	Text DNP 1.3	Text AAA 15.7	Text AAA 13.4	Text DNP 1.9	Text AA18 3.9	Text DNP 1.4	Text AAA 7.4	Text

AAA Pass, AAA (7+)

AA18 Pass, Large Text Only (3+)

AA Pass, AA (4.5+)

DNP Does Not Pass

[About WCAG 2.0 contrast](#)

ADA COMPLIANCE COLOR CONTRAST TEST
ALL COMBOS MUST BE 7.1+

NOT ALL OF THESE COMBINATIONS WILL BE USED