



California Department of Public Health

Brand Guidelines

September 2024

Table of Contents

Core Identity

Core Identity & Messaging

Mission, Vision and Values	4
Why CDPH Matters For Californians	5
Language, Style and Voice	7
Brand Tone Words	9

Visual Identity

Logo

Primary Logo	11
Logo Buildout	12
Logo Integrity & Clear Space	13
Logo Restrictions	14
Logo Variations	15

Cobranding

Cobranding & Logo Hierarchy	17
-----------------------------	----

Typography

Primary Typeface	18
Secondary Typeface	19
System Typefaces	20
Web Typeface	22
Typeface Usage	23
Typeface Restrictions	24

Color

Color Palette	25
---------------	----

Accessibility

Accessibility

Accessibility	27
Compliance Elements	28
Color Compliance	29
Color Blindness Accessibility	33
Web Accessibility	36
PDF Accessibility	37

Brand in Use

Photography & Art Direction

Photography Guidelines	39
Art Direction	40
Graphs & Charts	42

Design Elements

Website Elements	43
Print Elements	44

Collateral Examples

Collateral Examples	45
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Appendix

Color Compliance

Color Compliance Charts	49
-------------------------	----

Core Identity



Mission, Vision and Values

Mission

To advance the health and well-being of California’s diverse people and communities.

Vision

Healthy communities with thriving families and individuals.

Core Values

Collaboration, Competence, Equity, Integrity, Respect, Responsibility, Trust and Vision



Why CDPH Matters For Californians



Protecting the Health of All Californians

The California Department of Public Health (CDPH) works to protect the public’s health in the Golden State and helps shape positive health outcomes for individuals, families and communities. The Department’s programs and services, implemented in collaboration with local health departments and state, federal and private partners, touch the lives of every Californian and visitor to the state 24 hours a day, 7 days a week.

Our Shared Vision

CDPH public health professionals, researchers, scientists, doctors, nurses and other staff members have a shared vision to protect and improve the health of all Californians. We are dedicated to public service and passionate about our work and the people and communities we serve and protect.



Why CDPH Matters For Californians



Essential Functions

CDPH is responsible for providing core public health functions and essential public health services to the State of California in its work to advance the health and well-being of the state's diverse people and communities. The essential functions of CDPH are critical to the health and well-being of people and communities. CDPH's fundamental responsibilities are comprehensive in scope and include:

- **Preventing the spread of diseases** like COVID-19, mpox, flu, Ebola and Zika by monitoring and tracking outbreaks and epidemics.
- **Implementing and facilitating programs** to promote healthy lifestyles.
- **Collecting and using data, technology and innovation** to eliminate poor health outcomes that impact our most vulnerable populations.
- **Planning the State's response to disasters** such as major floods and earthquakes.
- **Certifying and licensing various health facilities and professionals** to ensure individual and community safety.
- **Processing vital records** such as birth, marriage and death certificates.
- **Monitoring food-borne illness outbreaks.**
- **Elevating up-to-date, relevant and factual public health information** to all Californians.

Language, Style and Voice



Brand Language

Clarity and Accessibility
Use plain language and health literacy principles to ensure that all communications are understandable and accessible to diverse audiences.

Empowerment and Engagement
Encourage engagement and action through empowering language that motivates Californians to prioritize health and well-being.

Inclusive and Culturally Relevant
Incorporate culturally competent language and considerations to effectively reach and resonate with diverse communities across California.

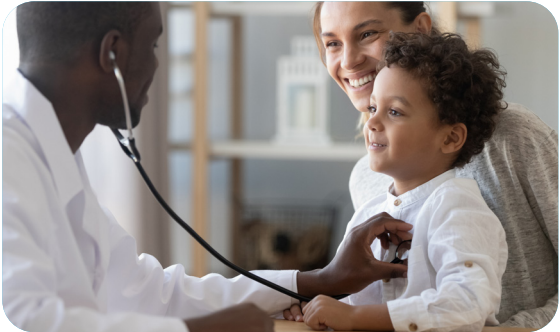


Brand Style

Modern and Innovative
Reflect a contemporary identity through clean, modern design elements and visuals that convey innovation and forward-thinking in public health.

Consistent and Unified
Maintain consistency across all communications to strengthen recognition and trust in CDPH as the authoritative voice in public health.

Visual Storytelling
Use compelling visuals and infographics to tell stories about public health successes, challenges and the impact of CDPH’s initiatives.



Brand Voice

Trustworthy and Authoritative
Establish CDPH as a trusted authority in public health through a confident and knowledgeable voice.

Compassionate and Supportive
Show empathy and support for the diverse needs of Californians, demonstrating a commitment to improving equitable health outcomes.

Proactive and Transparent
Be proactive in sharing timely information and transparent about challenges and solutions, fostering transparency and accountability.

For more writing tips and guidance, see the “Writing Guidelines and Best Practices” resource on the [Working with Comms](#) page on myCDPH.

Language, Style and Voice - Implementation Recommendations

Internal Alignment

Ensure all staff are trained on the new brand guidelines and understand their role in maintaining brand consistency.



External Engagement

Engage partners and the public through clear, consistent messaging that aligns with CDPH's mission, values and goals.



Measurement and Feedback

Continuously measure the effectiveness of communications strategies in building trust, reaching diverse audiences and achieving public health goals to ensure alignment across all communities.

Brand Tone Words

Our brand tone words are the essence of how we want the department to be perceived. They not only guide the work we do at CDPH but also shape how we communicate with and support the diverse communities we serve across the state.

Trustworthy

Protective

Modern

Equitable

Kind

Supportive

Innovative

Inclusive

Visual Identity



Primary Logo

This is the primary logo for the California Department of Public Health (CDPH). We strongly encourage the utilization of this logo, both internally and externally, wherever space and context permit.

The logo is comprised of three main parts: the California state icon, the CDPH acronym, and the California Department of Public Health wordmark. Each of these components achieves a different goal, while they all work in harmony to encapsulate the whole of the department.

- Icon:** The icon serves to remind the viewer whom the agency exists to serve: the population of California. The separate pieces within the icon represent diverse populations coming together across the state, forming the unified whole. The connecting lines can also be interpreted as sun rays, suggesting optimism for a brighter, healthier future. They intersect in Sacramento as a subtle reference to the state capital and to the department headquarters.
- Acronym:** The all-caps CDPH acronym establishes the department as a protective and trustworthy authority figure.
- Wordmark:** The wordmark supports the logo by providing clarity for those unfamiliar with the CDPH acronym. The bold “Public Health” emphasizes the agency’s focus and mission.



Full color logo



Black wordmark

Logo Buildout

Grid Breakdown



Diverse, complementary color palette

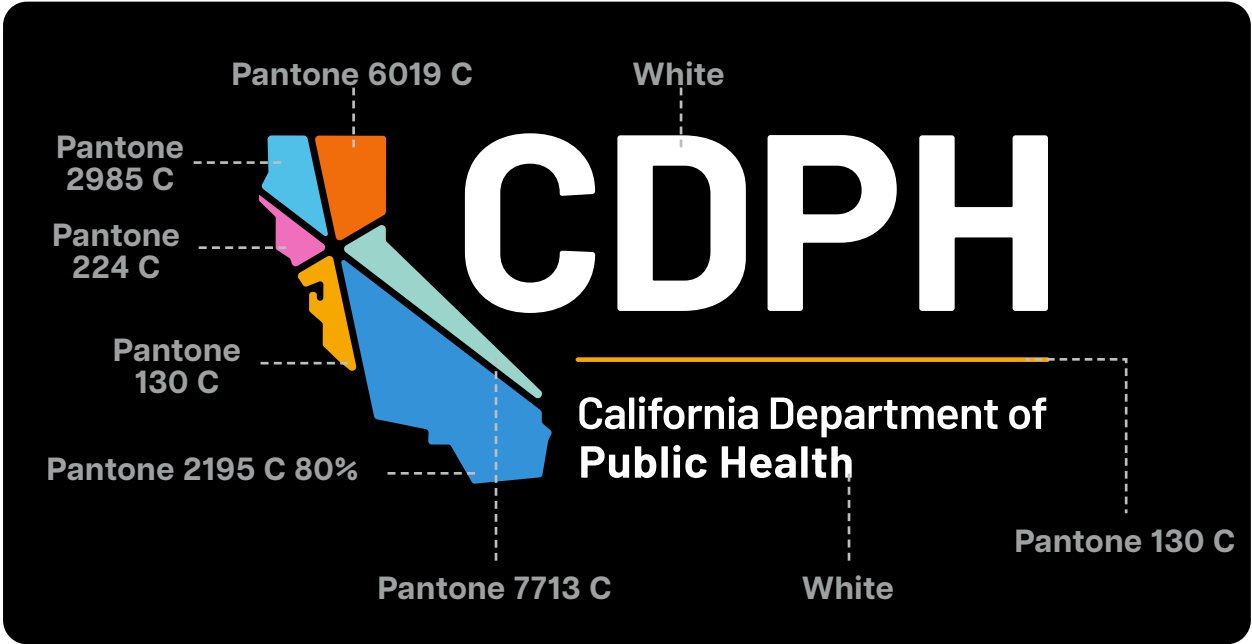


California state graphic



Sun rays, lines of connection

Color Breakdown



Logo Clear Space & Integrity

The following rules must be followed to ensure logo legibility and establish brand clarity.

Clear Space

A minimum clear space (measured by the “H” in the acronym “CDPH”) must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.



Minimum Size

For printed materials, the primary logo should be at least 0.5” tall.



For digital assets, the primary logo should be at least 48 pixels tall.



Logo Restrictions

In order to ensure brand consistency, the logo should not be altered in any way, including the handful of examples shown below.



Do not stretch, squeeze, distort or rotate any part of the logo.
Always scale uniformly.



Do not add any effects, such as drop shadows, to the logo.



Do not change the colors.



Do not change the typeface.



Do not rotate the logo.



Do not remove “California Department of Public Health” from full logo.



Do not apply pattern or texture to the logo.



Do not outline the logo.



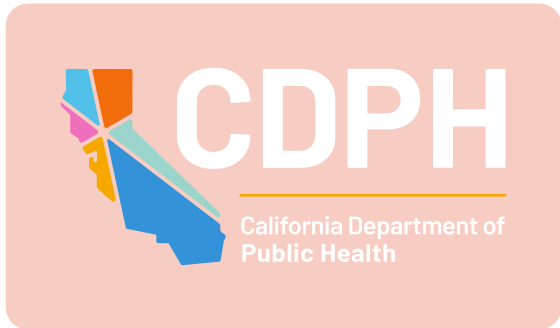
Do not apply gradient to logo.



Do not put logo on a vertical axis.



Do not place logo on background colors that have low contrast.



Do not place reverse logo on background colors that have low contrast.



Do not place logo on busy pattern.



Do not place logo on a gradient background.



Do not place the logo over a congested or low-contrast part of an image.

Logo Variations

In the event that the primary logo cannot be used per space or context, a full suite of logo variations has been provided. Below is a sample of some of these variations:

Reverse Logos



Single-Color



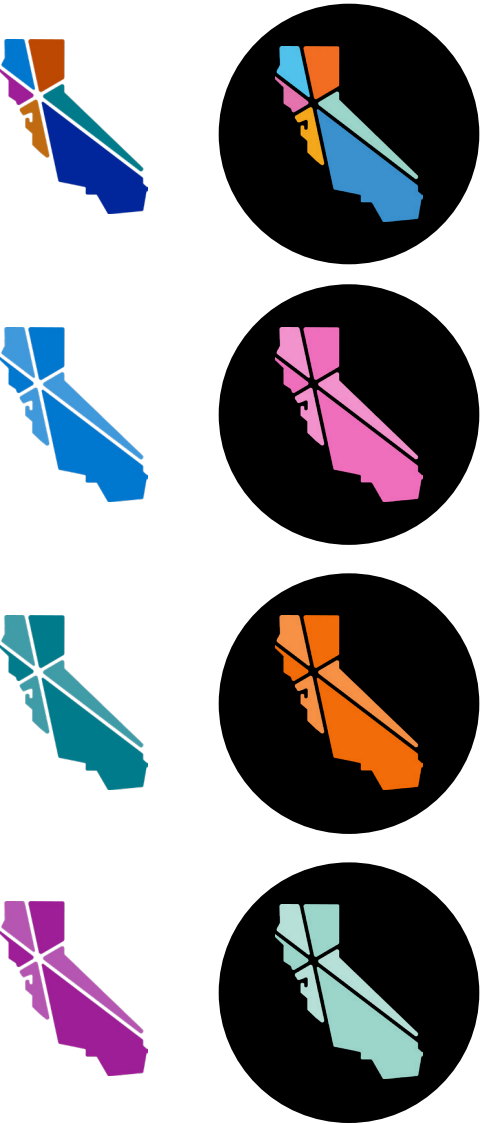
Acronym-Only



Wordmark



Icons



Logo Variations - Clear Space & Integrity

For logo variations with a different text lockup from the primary logo (the acronym-only logos or the wordmark logos), please follow these guidelines to ensure logo legibility.

Acronym-Only

Social media assets should use the acronym-only logo.

Clear Space

A minimum clear space (measured by the “H” in the acronym “CDPH”) must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.



Minimum Size

For printed materials, the primary logo should be at least 0.25” tall.



For digital assets, the primary logo should be at least 24 pixels tall.



Wordmark

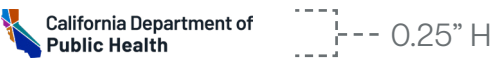
Clear Space

A minimum clear space (measured by 2x the “C” in “California”) must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

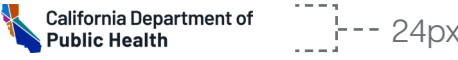


Minimum Size

For printed materials, the primary logo should be at least 0.25” tall.



For digital assets, the primary logo should be at least 24 pixels tall.



Cobranding & Logo Hierarchy

In CDPH-branded materials, the CDPH logo should always come first in order, followed by the accompanying partner logo, and then by any additional logos. All logos should have roughly the same visual weight in any version of the lockup. The logos should be separated by a rule with equal space from the rule to the logo on both sides.

Main Logo with Partner Logo Lockup



Examples:



Single partner logo pairing



Double partner logo pairing

Primary Typeface

About

The primary typeface, Barlow, is a versatile sans serif typeface, designed by Jeremy Tribby, and optimized for print and web. “Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state’s car plates, highway signs, buses and trains.”¹

ADA Notes

It is important to consider ADA compliance when developing any materials using CDPH branding. Legibility should be a primary concern when using our brand typefaces; please read more about the specific ADA guidelines for both print and web in the accessibility section of this brand guide.

Use

When possible, CDPH materials should use the brand typeface, available for free from [Google Fonts](#). Click “Download family” to access the font files. Once downloaded, install the font on your computer or link to it directly in your HTML. Barlow can be used across the Adobe Creative Suite or uploaded to Canva.

The primary typeface, Barlow, is optimized for print. When possible, designed materials like flyers, fact sheets and posters or other materials that will be shared in a PDF format should use the brand typeface.

All Styles

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
SemiBold
SemiBold Italic

Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

1. fonts.google.com/specimen/Barlow

Primary Typeface Styles

Barlow

AaAa

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

AaAa

Barlow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

AaAa

Barlow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

AaAa

Barlow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

Secondary Typeface

About

The secondary typeface, Articulat CF, was designed by Connary Fagen, and is optimized for print and web. “Articulat CF is a streamlined, updated take on midcentury type design. Strong, sharp, and well-spoken, Articulat was built from scratch to be bold, clean, and clear.”²

ADA Notes

It is important to consider ADA compliance when developing any materials using CDPH branding. Legibility should be a primary concern when using our brand typefaces; please read more about the specific ADA guidelines for both print and web in the accessibility section of this brand guide.

Use

When possible, CDPH materials should use the brand typeface, which can be activated for free on [Adobe Fonts](#) for Creative Cloud members, or purchased from [Connary Fagen, Inc.](#) Articulat CF can be used across the Adobe Creative Suite, as well as uploaded to Canva.

The secondary typeface, Articulat CF, is also optimized for print. This is another font option to use for designed materials like flyers, fact sheets and posters or other materials that will be shared in a PDF format.

All Styles

Light
Light Oblique
Normal
Normal Oblique
Regular
Regular Oblique
Medium
Medium Oblique

Demi Bold
Demi Bold Oblique
Bold
Bold Oblique
Extra Bold
Extra Bold Oblique
Heavy
Heavy Oblique

2. connary.com/articulat

Secondary Typeface Styles

Articulat CF

<div>Aa</div> <div>Aa</div>	<div>Articulat Normal</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&</div>
<div>Aa</div> <div>Aa</div>	<div>Articulat Normal Oblique</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&</div>
<div>Aa</div> <div>Aa</div>	<div>Articulat Bold</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&</div>
<div>Aa</div> <div>Aa</div>	<div>Articulat Bold Oblique</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&</div>

System Typeface

About

A system typeface is one that’s already on the vast majority of users’ devices, with no need for a web font to be downloaded. Using a system typeface ensures that layouts remain intact.

The system typeface, Arial, should be for general use, including for editable documents in Word, emails or documents created on MS 365 applications. This will ensure visual consistency and accessibility across many devices internally and externally. Arial should be used internally for everything except for things developed for the Governor’s Office.

ADA Notes

It is important to consider ADA compliance when developing any materials using CDPH branding. Legibility should be a primary concern when using our brand typefaces; please read more about the specific ADA guidelines for both print and web in the accessibility section of this brand guide.

All Styles

Regular
Italic

Bold
Bold Italic

System Typeface Styles

Arial

<div>Aa</div>	<div>Aa</div>	<div>Arial Regular</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&</div>
<div>Aa</div>	<div>Aa</div>	<div>Arial Italic</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&</div>
<div>Aa</div>	<div>Aa</div>	<div>Arial Bold</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&</div>
<div>Aa</div>	<div>Aa</div>	<div>Arial Bold Italic</div> <div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%&</div>

System Typeface - Governor's Office

About

The system typeface Century Gothic should be used for any documents for the Governor's Office and Agency (CalHHS) at a minimum of 12 pt/16 px.

ADA Notes

It is important to consider ADA compliance when developing any materials using CDPH branding. Legibility should be a primary concern when using our brand typefaces; please read more about the specific ADA guidelines for both print and web in the accessibility section of this brand guide.

All Styles

Regular
Italic

Bold
Bold Italic

System Typeface Styles

Century Gothic



Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&



Century Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&



Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&



Century Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Web Typeface

About

Source Sans Pro is a sans serif typeface intended to work well in user interfaces. It is optimized for web and should be used for all CDPH websites, MS PowerApps and data dashboards. This will ensure visual consistency and accessibility across browsers and devices. Only Source Sans Pro should be used for website content. Non-standard fonts such as Barlow and Articulat CF will not render correctly on external devices as they are custom fonts.

ADA Notes

It is important to consider ADA compliance when developing any materials using CDPH branding. Legibility should be a primary concern when using our brand typefaces; please read more about the specific ADA guidelines for both print and web in the accessibility section of this brand guide.

All Styles

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic

Bold
Bold Italic
Black
Black Italic

System Typeface Styles

Source Sans Pro

AaAa

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

AaAa

Source Sans Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

AaAa

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

AaAa

Source Sans Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&

Typeface Usage

Rules and Hierarchy Overview

The brand fonts Barlow and Articulat CF are versatile and clean sans-serif typefaces optimized for print and web. When possible, CDPH materials should use the brand fonts. Below are recommendations on formatting for headlines, subheads, body copy, small/legal text and quotes. It is advised to stay within these recommendations in order to maintain brand consistency.

If designing in InDesign, make sure Optical Margin Alignment is checked.

Typeface Usage Recommendations Overview

Headlines: Barlow Bold / Articulat CF Bold in title case

Subheads: Barlow Bold / Articulat CF Bold or Demi Bold in title case or sentence case

Body Copy: Articulat CF Normal in sentence case

Small/Legal Copy: Articulate CF Normal in sentence case

Quotes: Barlow Bold / Articulat CF Bold in sentence case

Headlines:

Headline Text

Headline Text

Recommendations

Typeface: Barlow Bold
Pt size range: 30 – 40 pt
Leading: 30 – 40 pt
Tracking: -10 – 0
Case: Title case

Subheads:

Subhead Text

Subhead Text

Subhead Text

Recommendations

Typeface: Barlow Bold / Articulat CF Bold or Demi Bold
Pt size range: 12 – 28 pt
Leading: 12 – 28 pt
Tracking: -10 – 0
Case: Title case / Sentence case

Body Copy:

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique a varius vulputate.

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique a varius.

Recommendations

Typeface: Articulat CF Normal
Hyperlinks: Articulat CF Normal or Medium with underline
Pt size range: 12 – 16 pt
Leading: 14 – 20 pt
Tracking: -10 – 20 pt
Case: Sentence case

Small/Legal Copy:

Legal copy lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique a varius vulputate, sollicitudin vitae est. Duis gravida ipsum ac tortor convallis placerat. In ut turpis dapibus, elementum arcu dictum, pretium dui. Vivamus ultricies a libero.

Recommendations

Typeface: Articulat CF Normal
Hyperlinks: Articulat CF Normal with underline
Pt size range: 12 – 16 pt
Leading: 14 – 18 pt
Tracking: 0 – 20 pt
Case: Sentence case

Quotes:

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique varius.”

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique a varius.”

Recommendations

Typeface: Barlow Bold / Articulat CF Bold
Pt size range: 12 – 24 pt
Leading: 12 – 24 pt
Tracking: 0 pt
Case: Sentence case.

Typeface Restrictions

The typefaces should not be altered in any way that interferes with easy legibility, including the handful of examples shown below.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique a varius vulputate, sollicitudin vitae est. Duis gravida ipsum ac tortor convallis placerat. In ut turpis dapibus, elementum arcu dictum, pretium dui. Vivamus ultricies a libero.

Do not stretch, squish or distort the text. Always scale uniformly.

Lo**r**e**m** i**p**s**u**m d**o**l**o**r s**i**t a**m**e**t**, c**o**n**s**e**c**t**e**t**e**t**u**r a**d**i**p**i**s**c**i**n**g** e**l**i**t**. I**n** s**e**m t**r**i**s**t**i**q**u**e a v**a**r**i**u**s**.

Do not reduce tracking (the horizontal space between letters) past -20.

L o r e m i p s u m
d o l o r s i t
a m e t e l i t . I n
s e m a v a r i u s .

Do not increase tracking (the horizontal space between letters) past 40.

Lo**r**e**m** i**p**s**u**m d**o**l**o**r s**i**t a**m**e**t**, c**o**n**s**e**c**t**e**t**e**t**u**r a**d**i**p**i**s**c**i**n**g** e**l**i**t**. I**n** s**e**m s**e**m, t**r**i**s**t**i**q**u**e a v**a**r**i**u**s** v**u**l**p**u**t**a**t**e, s**o**l**l**i**c**i**t**u**d**i**n** v**i**t**a**e e**s**t. D**u**i**s** g**r**a**v**i**d**a i**p**s**u**m a**c** c**o**n**v**a**l**l**i**s p**l**a**c**e**r**a**t**.

Do not use multiple colors of text within a paragraph.

Lo**r**e**m** i**p**s**u**m d**o**l**o**r s**i**t a**m**e**t**, c**o**n**s**e**c**t**e**t**e**t**u**r a**d**i**p**i**s**c**i**n**g** e**l**i**t**. I**n** s**e**m t**r**i**s**t**i**q**u**e v**a**r**i**u**s**.

Do not apply outlines to text.

Lo**r**e**m** i**p**s**u**m d**o**l**o**r s**i**t a**m**e**t**, c**o**n**s**e**c**t**e**t**e**t**u**r a**d**i**p**i**s**c**i**n**g** e**l**i**t**. I**n** s**e**m s**e**m, t**r**i**s**t**i**q**u**e a v**a**r**i**u**s** v**u**l**p**u**t**a**t**e, s**o**l**l**i**c**i**t**u**d**i**n** v**i**t**a**e e**s**t. D**u**i**s** g**r**a**v**i**d**a i**p**s**u**m a**c** t**o**r**t**o**r** c**o**n**v**a**l**l**i**s p**l**a**c**e**r**a**t**. E**c**e**a**t**e** n**o**n p**r**a**t**e**m** s**i** d**o**l**e**s**e**q**u**e v**o**l**o**.

Do not use multiple typefaces within a paragraph.

Lo**r**e**m** i**p**s**u**m **d**o**l**o**r** s**i**t a**m**e**t**, *c**o**n**s**e**c**t**e**t**e**t**u**r* a**d**i**p**i**s**c**i**n**g** e**l**i**t**. I**n** *s**e**m* s**e**m, t**r**i**s**t**i**q**u**e a v**a**r**i**u**s** v**u**l**p**u**t**a**t**e, s**o**l**l**i**c**i**t**u**d**i**n** v**i**t**a**e e**s**t. D**u**i**s** g**r**a**v**i**d**a i**p**s**u**m a**c** **t**o**r**t**o**r**** c**o**n**v**a**l**l**i**s **p**l**a**c**e**r**a**t****.

Do not use many different emphasizing signals within a block of text.

Lo**r**e**m** i**p**s**u**m d**o**l**o**r s**i**t a**m**e**t**, c**o**n**s**e**c**t**e**t**e**t**u**r a**d**i**p**i**s**c**i**n**g** e**l**i**t**. I**n** s**e**m s**e**m, t**r**i**s**t**i**q**u**e a v**a**r**i**u**s** v**u**l**p**u**t**a**t**e, s**o**l**l**i**c**i**t**u**d**i**n** v**i**t**a**e e**s**t. D**u**i**s** g**r**a**v**i**d**a i**p**s**u**m a**c** t**o**r**t**o**r** p**l**a**c**e**r**a**t**. E**c**e**a**t**e** n**o**n p**r**a**t**e**m** s**i** d**o**l**e**s**e**q**u**e v**o**l**o** c**o**n**s**e**q**u**a**t**u**r s**i**t o**f**f**i**c**i**a n**i**s s**o**l**o**r**i**t e**l**i**t**a d**o**l**o** o**m**n**i**a q**u**i d**o**l**u**p**t**u**r** m**a**g**n**i**m**i**n**t h**i**c**a**b i**n** p**l**i**t** m**o**s**a**m e**t** a**c**e**r**c**h**i**c**i**a**e q**u**o m**o**l**u**t d**o**l**u**p**t**a**s** d**i**t v**e**r**n**a**t**i**a** n**o**s**a**n**i**s**q**u**e** p**a** c**o**n**s**e**q**u**a**t**u**r s**i**t s**o**l**u**p**t**a t**u**r**i**a**s** n**o**n p**r**a**t**e**m** s**i**. S**i**m d**o**l**o**r**e**s**t**o o**m**m**o**r**e** n**e**c**a**e s**o**l**u**p**t**a**t**e.

Do not right-align large blocks of copy.

LO**R**EM I**P**S**U**M D**O**L**O**R S**I**T
A**M**E**T**, C**O**N**S**E**C**T**E**T**E**T**U**R
A**D**I**P**I**S**C**I**N**G** E**L**I**T**. I**N** S**E**M
S**E**M, T**R**I**S**T**I**Q**U**E A V**A**R**I**U**S**
V**U**L**P**U**T**A**T**E, S**O**L**L**I**C**I**T**U**D**I**N**
V**I**T**A**E E**S**T. D**U**I**S** G**R**A**V**I**D**A
I**P**S**U**M A**C** T**O**R**T**O**R**
C**O**N**V**A**L**L**I**S P**L**A**C**E**R**A**T**.

Do not use all caps.

Lo**r**e**m** i**p**s**u**m d**o**l**o**r s**i**t a**m**e**t**, c**o**n**s**e**c**t**e**t**e**t**u**r a**d**i**p**i**s**c**i**n**g** e**l**i**t**. I**n** s**e**m s**e**m, t**r**i**s**t**i**q**u**e a v**a**r**i**u**s** v**u**l**p**u**t**a**t**e, s**o**l**l**i**c**i**t**u**d**i**n** v**i**t**a**e e**s**t. D**u**i**s** g**r**a**v**i**d**a i**p**s**u**m a**c** t**o**r**t**o**r** p**l**a**c**e**r**a**t**. E**c**e**a**t**e** n**o**n p**r**a**t**e**m** s**i** d**o**l**e**s**e**q**u**e v**o**l**o** c**o**n**s**e**q**u**a**t**u**r s**i**t o**f**f**i**c**i**a n**i**s s**o**l**o**r**i**t e**l**i**t**a d**o**l**o** o**m**n**i**a q**u**i d**o**l**u**p**t**u**r** m**a**g**n**i**m**i**n**t h**i**c**a**b i**n** p**l**i**t** m**o**s**a**m e**t** a**c**e**r**c**h**i**c**i**a**e q**u**o m**o**l**u**t d**o**l**u**p**t**a**s** d**i**t v**e**r**n**a**t**i**a** n**o**s**a**n**i**s**q**u**e** p**a** c**o**n**s**e**q**u**a**t**u**r s**i**t s**o**l**u**p**t**a t**u**r**i**a**s** n**o**n p**r**a**t**e**m** s**i**. S**i**m d**o**l**o**r**e**s**t**o o**m**m**o**r**e** n**e**c**a**e s**o**l**u**p**t**a**t**e.

Be mindful of leading (the vertical space between lines of text).

Color Palette

The brand color palette encompasses a wide range of warm and cool tones, capturing the diversity of California’s landscapes and communities. From rich blues and teals to warm terracottas and golds, these calming and grounded colors evoke feelings of safety and support. This palette is ideal for crafting a welcoming and inclusive brand identity. By using these colors together, we create a vibrant and diverse visual language that mirrors both the diversity of California and the wide array of programs offered by CDPH.

Primary Color Palette

The main color palette showcases rich tones that should be used significantly throughout the brand materials. A combination of up to all five colors can be used in a single layout. Make sure to adhere to ADA compliance color contrast ratios when it comes to using two primary colors next to each other.

Secondary Palette

The secondary color palette includes a diverse range of additional colors that can be utilized throughout the campaign. These can be used to support body text and graphic elements. The brighter colors can be used against the darker colors of the primary palette to ensure color compliance.

Tertiary Palette

The tertiary color palette includes a range of grayscale hues from black to white, ideal for backgrounds, text, content and small graphic elements. These colors should be used sparingly in any creative piece, primarily serving as supportive elements for content rather than as the main focus.

Primary Colors

Pantone Dark Blue C CMYK: 100, 92, 7, 3 RGB: 0, 37, 149 HEX: #002595	Pantone 254 C CMYK: 45, 99, 0, 0 RGB: 144, 42, 146 HEX: #902A92	Pantone 1525 C CMYK: 19, 82, 100, 10 RGB: 174, 80, 24 HEX: #AE5018	Pantone 7713 C CMYK: 100, 33, 42, 6 RGB: 0, 120, 136 HEX: #007888	Pantone 2195 C CMYK: 88, 47, 0, 0 RGB: 0, 119, 207 HEX: #0077CF
---	--	---	--	--

Secondary Colors

Pantone 2756 C CMYK: 100, 97, 26, K19 RGB: 20, 31, 104 HEX: #141F68	Pantone 2617 C CMYK: 84, 100, 24, 20 RGB: 66, 18, 99 HEX: #421263	Pantone 565 C CMYK: 38, 1, 24, 0 RGB: 169, 211, 202 HEX: #A9D3CA	Pantone 6019 C CMYK: 0, 71, 100, 0 RGB: 226, 116, 47 HEX: #E2742F
Pantone 2985 C CMYK: 59, 4, 3, 0 RGB: 113, 190, 227 HEX: #71BEE3	Pantone 224 C CMYK: 6, 69, 0, 0 RGB: 223, 118, 184 HEX: #DF76B8	Pantone 130 C CMYK: 2, 38, 100, 0 RGB: 234, 171, 51 HEX: #EAAB33	Pantone 153 C CMYK: 20, 65, 100, 7 RGB: 181, 111, 44 HEX: #B56F2C

Tertiary Colors

Black CMYK: 60, 40, 40, 100 RGB: 0, 0, 0 HEX: #000000	Pantone 7547 C CMYK: 85 72 57 70 RGB: 21 30 40 HEX: #151E28	Pantone 6214 C CMYK: 60, 48, 46, 14 RGB: 106, 112, 115 HEX: #6A7073	White CMYK: 0, 0, 0, 0 RGB: 225, 225, 225 HEX: #FFFFFF
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Accessibility



Accessibility

To ensure the effectiveness of our communications (both internal and external) and to foster trust with our audiences, all our work adheres to three key principles:

Equity

Diversity & Inclusion

Accessibility



ADA Compliance Elements

Level A Contrast Ratios:

- Normal Text: < 4.5:1
- Large Text: < 3:1
- UI Components/Graphic Objects: < 3:1

Level AA Contrast Ratios:

- Normal Text: ≥ 4.5:1
- Large Text: ≥ 3:1
- UI Components/Graphic Objects: ≥ 3:1

Level AAA Contrast Ratios:

- Normal Text: ≥ 7:1
- Large Text: ≥ 4.5:1
- UI Components/Graphic Objects: ≥ 4.5:1

UI Components
& Graphic Objects
Buttons, icons, etc.



Read More



Normal Text

Text that is 17 pt/23 px
or smaller

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique a varius vulputate. Imus, autent quid eos et vellatiam qui dusa perchillore eatium expliquas ea, tem imos dellabore volorrore nest quam doles nem apedipi deribeatet est.

Large Text

Text that is at least 18 pt/24 px, or bold text that is at least 14 pt/18.5px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sem sem, tristique a varius.

High Contrast Color Combination Examples

All combinations on this page meet the highest standards of brand compliance and ADA color contrast requirements.

Pass, All Level AA (4.5:1 Contrast Ratio)

<div><div>Pantone 2617 C #421263</div><div>Pantone 130 C #EAAB33</div></div>	<div><div>Pantone 224 C #DF76B8</div><div>Pantone 7547 C #151E28</div></div>
<div><div>Pantone Dark Blue C #002595</div><div>Pantone 2985 C #71BEE3</div></div>	<div><div>Pantone 6019 C #E2742F</div><div>Pantone 2617 C #421263</div></div>
<div><div>White #FFFFFF</div><div>Pantone 7713 C #007888</div></div>	<div><div>Pantone 2756 C #141F68</div><div>Pantone 224 C #DF76B8</div></div>
<div><div>Pantone 2756 C #141F68</div><div>Pantone 6019 C #E2742F</div></div>	<div><div>White #FFFFFF</div><div>Pantone 1525 C #AE5018</div></div>

Pass, All Level AAA (7:1 Contrast Ratio)

<div><div>White #FFFFFF</div><div>Pantone Dark Blue C #002595</div></div>	<div><div>Pantone 2985 C #71BEE3</div><div>Pantone 7547 C #151E28</div></div>
<div><div>Pantone 2756 C #141F68</div><div>Pantone 565 C #A9D3CA</div></div>	<div><div>White #FFFFFF</div><div>Pantone 254 C #902A92</div></div>
<div><div>Pantone 6019 C #E2742F</div><div>Black #000000</div></div>	<div><div>Pantone 2617 C #421263</div><div>Pantone 565 C #A9D3CA</div></div>
<div><div>Pantone 565 C #A9D3CA</div><div>Pantone 7547 C #151E28</div></div>	<div><div>Pantone 130 C #EAAB33</div><div>Pantone 7547 C #151E28</div></div>

Color Combinations That Pass - Large Text/Graphics

The following color combinations pass ADA compliance guidelines for large text (18 px/24 pt or above, or bold 14 pt/18.5 px) and graphics only.

Pantone Dark Blue C
#002595

Pantone 224 C
#DF76B8

Pantone 6019 C
#E2742F

Pantone 153 C
#B56F2C

Pantone 254 C
#902A92

Pantone 2985 C
#71BEE3

Pantone 565 C
#A9D3CA

Pantone 130 C
#EAAB33

Pantone 1525 C
#AE5018

Pantone 565 C
#A9D3CA

Pantone 7547 C
#151E28

Black
#000000

Pantone 7713 C
#007888

Pantone 565 C
#A9D3CA

Pantone 7547 C
#151E28

Black
#000000

Pantone 2195 C
#0077CF

Pantone 2756 C
#141F68

Pantone 2617 C
#421263

Pantone 7547 C
#151E28

Pantone 6019 C
#E2742F

Pantone Dark Blue C
#002595

White
#FFFFFF

Pantone 565 C
#A9D3CA

Pantone 254 C
#902A92

Pantone 1525 C
#AE5018

Pantone 7713 C
#007888

Pantone 6214 C
#6A7073

PANTONE 153 C
#B56F2C

Pantone Dark Blue C
#002595

Pantone 2756 C
#141F68

Pantone 2617 C
#421263

Pantone 7547 C
#151E28

Black
#000000

Pantone 7547 C
#151E28

Pantone 1525 C
#AE5018

Pantone 7713 C
#007888

Pantone 2195 C
#0077CF

Pantone 153 C
#B56F2C

Pantone 6214 C
#6A7073

Pantone 6214 C
#6A7073

Pantone 565 C
#A9D3CA

Pantone 7547 C
#151E28

Black
#000000

Pantone 2756 C
#141F68

Pantone 2195 C
#0077CF

Pantone 153 C
#B56F2C

Pantone 2617 C
#421263

Pantone 2195 C
#0077CF

Pantone 153 C
#B56F2C

Pantone 224 C
#DF76B8

Pantone Dark Blue C
#002595

Pantone 130 C
#EAAB33

Pantone 254 C
#902A92

Pantone 224 C
#DF76B8

Pantone Dark Blue C
#002595

Pantone 2985 C
#71BEE3

Pantone 254 C
#902A92

Black
#000000

Pantone 1525 C
#AE5018

Pantone 7713 C
#007888

Pantone 6214 C
#6A7073

White
#FFFFFF

Pantone 6019 C
#E2742F

Pantone 153 C
#B56F2C

Color Combinations That Pass - All Level AA

The following color combinations pass ADA compliance guidelines for all elements (normal text, large text and graphics) at level AA.

Pantone Dark Blue C
#002595

Pantone 2985 C
#71BEE3

Pantone 130 C
#EAAB33

Pantone 1525 C
#AE5018

White
#FFFFFF

Pantone 7713 C
#007888

White
#FFFFFF

Pantone 2195 C
#0077CF

Black
#000000

White
#FFFFFF

Pantone 2756 C
#141F68

Pantone 224 C
#DF76B8

Pantone 6019 C
#E2742F

Pantone 2985 C
#71BEE3

Pantone Dark Blue C
#002595

Pantone 2617 C
#421263

Pantone 2617 C
#421263

Pantone 2985 C
#71BEE3

Pantone 224 C
#DF76B8

Pantone 130 C
#EAAB33

Pantone 6019 C
#E2742F

Pantone 224 C
#DF76B8

Pantone 2756 C
#141F68

Pantone 2617 C
#421263

Pantone 7547 C
#151E28

Pantone 130 C
#EAAB33

Pantone Dark Blue C
#002595

Pantone 2617 C
#421263

Pantone 6214 C
#6A7073

White
#FFFFFF

Pantone 6019 C
#E2742F

Pantone 2756 C
#141F68

Pantone 2617 C
#421263

Pantone 7547 C
#151E28

Black
#000000

PANTONE 153 C
#B56F2C

Black
#000000

Pantone 7547 C
#151E28

Pantone 224 C
#DF76B8

Pantone 6019 C
#E2742F

Black
#000000

Pantone 2195 C
#0077CF

Pantone 6019 C
#E2742F

Pantone 153 C
#B56F2C

Pantone 2756 C
#141F68

Pantone 2617 C
#421263

Pantone 7547 C
#151E28

Black
#000000

White
#FFFFFF

Pantone 1525 C
#AE5018

Pantone 7713 C
#007888

Pantone 2195 C
#0077CF

Pantone 6214 C
#6A7073

While the blue/yellow color combination passes color contrast, it is an issue for some colorblind individuals. Do not use the blue/yellow combination for text in social media and other designs.

Color Combinations That Pass - All Level AAA

The following color combinations pass ADA compliance guidelines for all elements (normal text, large text and graphics) at level AAA. They also pass at all elements for level AA.

Pantone Dark Blue C
#002595

Pantone 565 C
#A9D3CA

White
#FFFFFF

Pantone 565 C
#A9D3CA

Pantone Dark Blue C
#002595

Pantone 2756 C
#141F68

Pantone 2617 C
#421263

Pantone 7547 C
#151E28

Black
#000000

Pantone 254 C
#902A92

White
#FFFFFF

Pantone 130 C
#EAAB33

Pantone 2756 C
#141F68

Pantone 7547 C
#151E28

Black
#000000

White
#FFFFFF

Pantone Dark Blue C
#002595

Pantone 254 C
#902A92

Pantone 2756 C
#141F68

Pantone 2617 C
#421263

Pantone 7547 C
#151E28

Black
#000000

Pantone 2985 C
#71BEE3

Pantone 2756 C
#141F68

Pantone 7547 C
#151E28

Black
#000000

Black
#000000

Pantone 2985 C
#71BEE3

Pantone 224 C
#DF76B8

Pantone 565 C
#A9D3CA

White
#FFFFFF

Pantone 2617 C
#421263

Pantone 565 C
#A9D3CA

White
#FFFFFF

Pantone 7547 C
#151E28

Pantone 2985 C
#71BEE3

Pantone 565 C
#A9D3CA

Pantone 130 C
#EAAB33

White
#FFFFFF

Pantone 224 C
#DF76B8

Black
#000000

Pantone 2756 C
#141F68

Pantone 2985 C
#71BEE3

Pantone 565 C
#A9D3CA

Pantone 130 C
#EAAB33

White
#FFFFFF

While the blue/yellow color combination passes color contrast, it is an issue for some colorblind individuals.
Do not use the blue/yellow combination for text in social media and other designs.

Accessibility – Color Blindness

Protanopia: For individuals with difficulty perceiving red hues, we’ve made sure that any red elements are distinguishable from greens by using contrasting patterns and textures. This ensures that even if red and green appear similar, they remain distinct.

Logos



Full color logo



Full color reverse logo

High contrast color combinations*

Here are examples of how a person with protanopia would perceive these color combinations.

<div><div><div></div><div>Pantone 565 C #A9D3CA</div></div><div><div></div><div>Pantone Dark Blue C #002595</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 254 C #902A92</div></div></div>	<div><div><div></div><div>Pantone 130 C #EAAB33</div></div><div><div></div><div>Pantone 2617 C #421263</div></div></div>
<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 2195 C #0077CF</div></div></div>	<div><div><div></div><div>Pantone 2756 C #141F68</div></div><div><div></div><div>Pantone 6019 C #E2742F</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 7713 C #007888</div></div></div>
<div><div><div></div><div>Pantone 224 C #DF76B8</div></div><div><div></div><div>Pantone 2617 C #421263</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 1525 C #AE5018</div></div></div>	<div><div><div></div><div>Pantone 2985 C #71BEE3</div></div><div><div></div><div>Pantone 7547 C #151E28</div></div></div>

*These are our recommendations but not required to be ADA compliant.

Accessibility – Color Blindness

Deuteranopia: Similar to protanopia, this type of colorblindness affects green color perception. We’ve avoided placing red and green together without high contrast or additional distinguishing features, ensuring clarity and readability.

Logos



Full color logo



Full color reverse logo

High contrast color combinations*

Here are examples of how a person with deuteranopia would perceive these color combinations.

<div><div><div></div><div>Pantone 565 C #A9D3CA</div></div><div><div></div><div>Pantone Dark Blue C #002595</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 254 C #902A92</div></div></div>	<div><div><div></div><div>Pantone 130 C #EAAB33</div></div><div><div></div><div>Pantone 2617 C #421263</div></div></div>
<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 2195 C #0077CF</div></div></div>	<div><div><div></div><div>Pantone 2756 C #141F68</div></div><div><div></div><div>Pantone 6019 C #E2742F</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 7713 C #007888</div></div></div>
<div><div><div></div><div>Pantone 224 C #DF76B8</div></div><div><div></div><div>Pantone 2617 C #421263</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 1525 C #AE5018</div></div></div>	<div><div><div></div><div>Pantone 2985 C #71BEE3</div></div><div><div></div><div>Pantone 7547 C #151E28</div></div></div>

*These are our recommendations but not required to be ADA compliant.

Accessibility – Color Blindness

Tritanopia: This colorblindness impacts the perception of blue and yellow. To accommodate this, we’ve used colors that contrast well with both blue and yellow and incorporated additional design elements like shapes and text labels to enhance clarity.

Logos



Full color logo



Full color reverse logo

High contrast color combinations*

Here are examples of how a person with tritanopia would perceive these color combinations.

<div><div><div></div><div>Pantone 565 C #A9D3CA</div></div><div><div></div><div>Pantone Dark Blue C #002595</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 254 C #902A92</div></div></div>	<div><div><div></div><div>Pantone 130 C #EAAB33</div></div><div><div></div><div>Pantone 2617 C #421263</div></div></div>
<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 2195 C #0077CF</div></div></div>	<div><div><div></div><div>Pantone 2756 C #141F68</div></div><div><div></div><div>Pantone 6019 C #E2742F</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 7713 C #007888</div></div></div>
<div><div><div></div><div>Pantone 224 C #DF76B8</div></div><div><div></div><div>Pantone 2617 C #421263</div></div></div>	<div><div><div></div><div>White #FFFFFF</div></div><div><div></div><div>Pantone 1525 C #AE5018</div></div></div>	<div><div><div></div><div>Pantone 2985 C #71BEE3</div></div><div><div></div><div>Pantone 7547 C #151E28</div></div></div>

*These are our recommendations but not required to be ADA compliant.

Web Accessibility

The **Americans with Disabilities Act (ADA)** requires all electronically shared information be accessible to everyone. This includes making websites accessible to people with a disability, such as those who are blind or visually impaired, or have hearing or mobility impairments. The [Web Content Accessibility Guidelines \(WCAG\)](#) provide specific success criteria for making websites accessible. These guidelines are occasionally updated, so you should check the [California State Accessibility Standards webpage](#) to be sure you follow the most current standards. Here are a few guidelines that will help you meet the state’s accessibility standards. To be fully compliant, much more needs to be implemented.

ADA Website Compliance Overview

- 1. **Headings and subheadings:** Use heading Styles (H1, H2, H3, etc.) to organize your content and make it easier to navigate. Headings must follow a logical structure order (e.g., H1 followed by H2, followed by H3, etc.) and accurately reflect the content hierarchy.
- 2. **Alternative text for images:** Alternative text, or alt text, is a description of an image that is read aloud by screen readers. Alt text should accurately describe important information provided in the image and be concise (no longer than 125 characters). Purely decorative images must be hidden so they are not identified by a screen reader.
- 3. **Descriptive links:** Use descriptive text for links instead of generic phrases like “click here” or “read more”. The text should accurately describe the linked content so the user knows where the link will take them and the type of content it will open. Only provide the descriptive hyperlink text, do not use the URL.
- 4. **Forms:** Use labels for form fields and ensure that users can navigate through the form in a logical reading order using only the keyboard. Be sure they can easily fill in and tell if it is required information. Provide clear instructions and error messages, etc.
- 5. **Videos:** Provide closed captions and transcripts and ensure all information is included in the audio file. Captions should be synchronized with the video, edited for accuracy and grammar and include speaker identification. If important information is provided on screen and is not included in the audio file, an audio description (AD) must be added post-production. The AD will also need to be included in the closed caption and transcript files. It is best to produce videos that take accessibility into account from the start so AD and added time and money are not needed.
- 6. **Color contrast:** Ensure all information has a high enough color contrast between the foreground and background to make it readable. This applies to text and colors used in informational graphics.
- 7. **Tables:** Avoid complex tables, merged cells and rows. Use headers and scope attributes for tables to make them easier to navigate and understand. Ensure that tables make sense when read by a screen reader.
- 8. **Keyboard navigation:** Ensure that all functionality can be accessed using the keyboard alone, without needing a mouse or other pointing device to navigate and access content.

Three Levels of Color Contrast Success Criteria

Level A Contrast Ratios:

Normal Text: < 4.5:1
Large Text: < 3:1
UI Components/Graphic Objects: < 3:1

Level AA Contrast Ratios:

Normal Text: ≥ 4.5:1
Large Text: ≥ 3:1
UI Components/Graphic Objects: ≥ 3:1

Level AAA Contrast Ratios:

Normal Text: ≥ 7:1
Large Text: ≥ 4.5:1
UI Components/Graphic Objects: ≥ 4.5:1

Explanation

Normal Text: Regular sized text is defined as 17 pt/23 px and below
Large Text: Large sized text is defined as 18 pt/24 px, or bold and at least 14 pt/18.5 px
UI Components/Graphic Objects: Icons, infographics, charts, actionable graphics such as buttons, etc.
Note: This criteria does not require default objects such as button states to have a 3:1 contrast ratio between the button’s background and the surrounding background, as long as the text or icon on the button is clearly identifiable as a button and meets the Level AA text/background contrast requirements. Therefore, even if the button’s background doesn’t achieve a 3:1 contrast ratio with the page background, it is not considered an accessibility failure. You need to ensure the button hover contrast is compliant as well. However, more contrast is always beneficial, so if you can achieve that ratio, it is recommended.

PDF Accessibility

The Americans with Disabilities Act (ADA) requires that all digital content, including PDF documents, be accessible to all individuals. This is particularly important for individuals who rely on assistive technologies, such as screen readers, to access information. Ensuring ADA compliance for PDF documents involves adhering to California’s [Web Content Accessibility Guidelines \(WCAG\)](#) standards. Here are a few guidelines that will help you meet the state’s accessibility standards. To be fully compliant, much more needs to be implemented.

PDF Compliance Overview

1. Document Structure and Organization

- Headings and Tags: Use proper heading levels (H1, H2, H3) and tag content elements (paragraphs, lists, tables, images) to aid navigation.
- Logical Reading Order: Ensure the document’s reading order matches its visual layout.
- Bookmarks: Include bookmarks that reflect the heading structure for easier navigation in PDFs that are 9 pages or longer.

2. Text and Fonts

- Searchable Text: Ensure all text is selectable and searchable; use OCR for scanned text.
- Font Usage: Use CDPH-approved fonts, that are 12 pt minimum.

3. Color and Contrast

- Sufficient Contrast: Ensure text has a contrast ratio of at least 4.5:1 against its background.
- Avoid Reliance on Color: Do not use color alone to convey information.

4. Alternative Text for Non-Text Content

- Images: Provide descriptive alt text for images, graphics, and other non-text content.
- Decorative Images: Convert decorative images to artifacts to prevent screen readers from reading them.

5. Tables

- Proper Tagging: Tag tables correctly with headers (<TH>) and data cells (<TD>).
- Header Scope: Ensure <TH> tags scope is set as either Column, Row, or Both.
- Simplify Structures: Avoid complex table structures and merging cells, as they can be difficult for assistive technologies.

6. Links and Navigation

- Descriptive Links: Use clear, descriptive text for hyperlinks; avoid vague phrases like “click here.”
- Consistent Navigation: Only provide the descriptive hyperlink text, do not use the URL. For printed materials, add a QR code so users can access hyperlinks online.

7. Forms

- Accessible Fields: Tag and label form fields for screen reader accessibility, and ensure they are keyboard navigable.
- Clear Instructions: Provide clear instructions and error messages for filling out forms.
- Ensure Tab order is accurate and set to match document structure.

8. Document Properties

- Metadata: Ensure complete and descriptive metadata, including title and subject.
- Language Specification: Set the primary language of the document and specify languages for different sections in the tag containers as needed.

9. Testing and Validation

- Accessibility Checker: Use tools like Adobe Acrobat’s accessibility checker to identify and fix issues.
- Manual Testing: Accessibility tools don’t test for full compliance a complete manual review and using tools like screen readers and color contrast checkers to ensure the document is fully accessible.

Adhering to ADA compliance ensures that PDF documents are accessible, navigable, and usable by everyone, fulfilling legal requirements and promoting inclusivity.

Brand in Use



Photography Guidelines

Our materials must reflect the diversity of the Golden State.
Visual representation should consider:

- Race, ethnicity, sexuality, gender expression and diversely-abled populations of all ages.
- Different types of families, from same-sex, single-parent, multi-generational, grandparents and guardians or caregivers.
- Positive and accurate depictions of religious expression, whether in the form of clothing or practices.
- A variety of body shapes, weights and general appearances. People breaking stereotypes and preconceived notions, dismantling harmful biases.
- Safe and accurate public health practices and health-promoting behaviors, such as wearing helmets when riding a bicycle, proper seatbelt and car seat usage and the like.
- Healthy and culturally diverse food options.
- Featuring whole people, not body parts. For example, avoid a close-up shot of a pregnant person's belly that cuts off the rest of their body.
- Different and diverse range of clothing. Avoid images with people wearing revealing clothing.

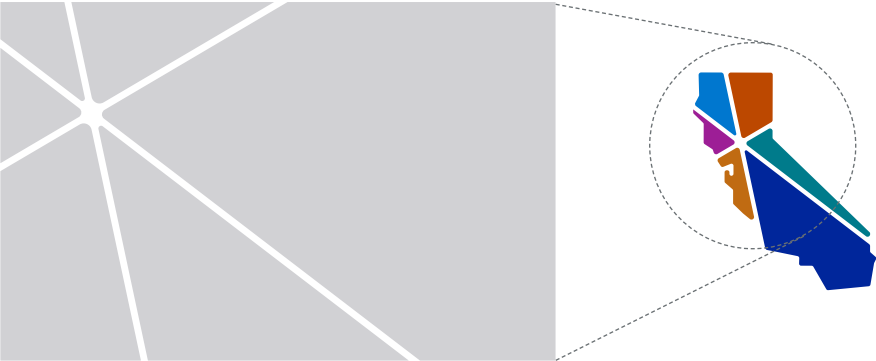
For more information, please refer to the [CDPH Visual Imagery Guide](#).



Art Direction

Following art direction is essential to ensure that every creative piece accurately represents the brand’s identity and values. Consistent use of graphic elements, icons, photography, containers and text treatments helps create a unified and recognizable visual language. This consistency not only strengthens brand recognition but also builds trust with the audience by presenting a cohesive and professional image. Adhering to these guidelines ensures that every design is a true reflection of the brand.

Graphic Elements



The main graphic element is the rays graphic that is pulled from the logo icon. These shapes can be separated, change colors and hold photos in order to tie the creative back to the main campaign branding. An editable vector file of these sun rays is available for use in the brand toolkit. Please scale proportionally.

Photography and Containers



Photos can be used behind graphic shapes and logo/content can be placed on graphic.



Graphic shapes can be used as containers to showcase multiple images.



Graphic shapes can be used as overlays on images to help create dimension.



Solid color backgrounds combined with graphic shapes can be used when more content is needed.

Icons



Line icons can be used in single color or reversed within containers. Icons should be simple to ensure legibility at small scale, and can use rounded or sharp corners. Ensure that the line weight for icons is 1–3 pt, and scale accordingly.

Art Direction

Following art direction is essential to ensure that every creative piece accurately represents the brand’s identity and values. Consistent use of graphic elements, icons, photography, containers and text treatments helps create a unified and recognizable visual language. This consistency not only strengthens brand recognition but also builds trust with the audience by presenting a cohesive and professional image. Adhering to these guidelines ensures that every design is a true reflection of the brand.

Text Treatments

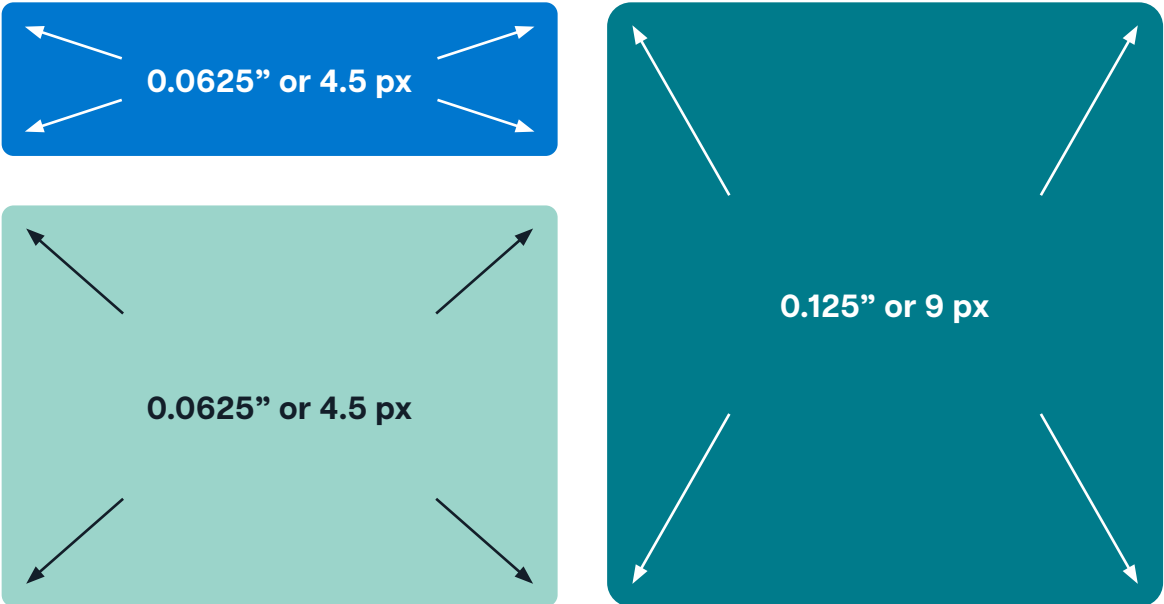
Lorem Ipsum

Lorem ipsum

Lorem

Different elements can be added to emphasize text.
A left-justified rule can be added beneath text. When using the rule, take the width of of an uppercase “l” from the text size that you are using for the height of your rule.
Text can also be used in a solid container or graphic shape.

Rounded Corner Container Boxes



When using container boxes on 8.5"x11" documents, ensure that the rounded corner is 0.0625"–0.125" or 4.5 px–9 px for social media graphics. Scale proportionally when using in other contexts.

Graphs & Charts

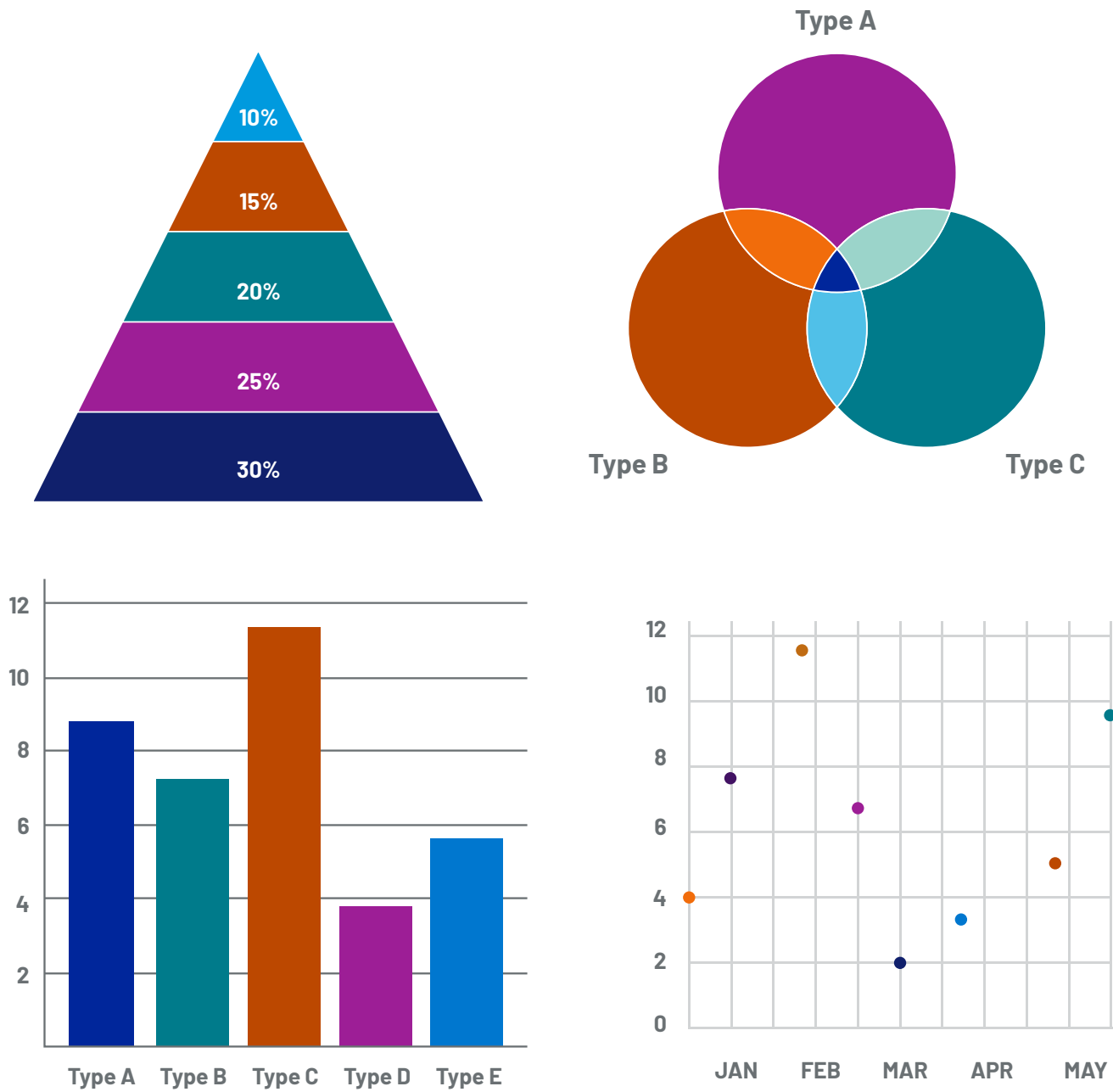
Use a combination of brand colors to differentiate data points, ensuring that these colors comply with the brand's color palette and maintain high contrast for ADA compliance. This ensures that the information is accessible to all viewers, including those with visual impairments. In addition to using a combination of brand colors, use text or a different form of accompanying information as well so those who are colorblind can interpret your graph or chart. Do not use color alone to identify information.

Consider using tints of single colors or a mix of multiple colors to add variety while staying within the brand's aesthetic. Additionally, incorporating white lines between elements can help to clearly separate data points and enhance readability.

Icons can also be integrated to help visualize data and separate content into recognizable categories.

Ensure that any text used within graphs and charts are a minimum of 10 pt font.

Multi-Color*



* Do not use color alone to identify information.

Icon Usage



Lorem ipsum
De sit amet, co ectetur adipiscing elit.



Lorem ipsum
De sit amet, co ectetur adipiscing elit.



Lorem ipsum
De sit amet, co ectetur adipiscing elit.



Lorem ipsum
De sit amet, co ectetur adipiscing elit.



Lorem ipsum
De sit amet, co ectetur adipiscing elit.



Lorem ipsum
De sit amet, co ectetur adipiscing elit.

01



Lorem ipsum
De sit amet, co ectetur adipiscing elit.

02



Lorem ipsum
De sit amet, co ectetur adipiscing elit.

03

Website Elements

Primary Considerations

When designing for web always consider ADA compliance, including but not limited to: adequate color contrast, clear hierarchy and animations. Adhering to ADA compliance standards is extremely important, and legally required, to ensure your site is accessible by as many people as possible. For example, clear hierarchy and organization is essential for individuals using screen readers, while excessive animation or motion can effect individuals with vestibular disorders. To read more about ADA compliance in web design visit (<https://www.ada.gov/resources/web-guidance/>).

Typography

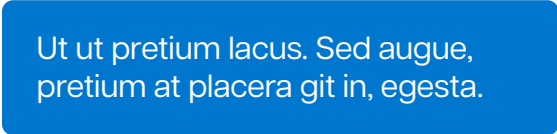
Ensure all text and text styling has clear hierarchy, and passes the standards for ADA compliance for text specifically. Fonts set at less than 16px are not recommended in most cases.

Headline



Headline examples

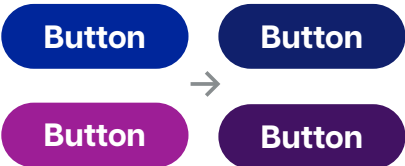
Ut ut pretium lacus. Sed augue, at placerat in, egestas at ipsum donecte.



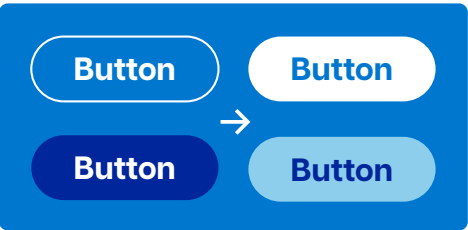
Body copy examples

Buttons

Buttons should be clearly definable as buttons, and include brief but informative text. Consider how buttons will display on both desktop and mobile, as hover states will not be available on mobile devices. It is also important to consider the size of buttons and how close they are together on the mobile site, as in most cases people will be using their finger to interact with them.



Inactive Hover



Inactive Hover

Navigation

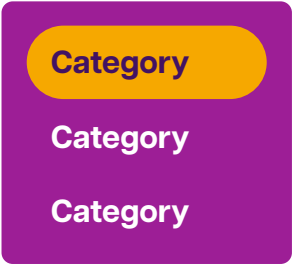
Navigation should be clear and straightforward. Make sure it is easy to find and that the options included are short and simple whenever possible. Consider how your navigation will translate to and be accessed on a mobile device.



Desktop

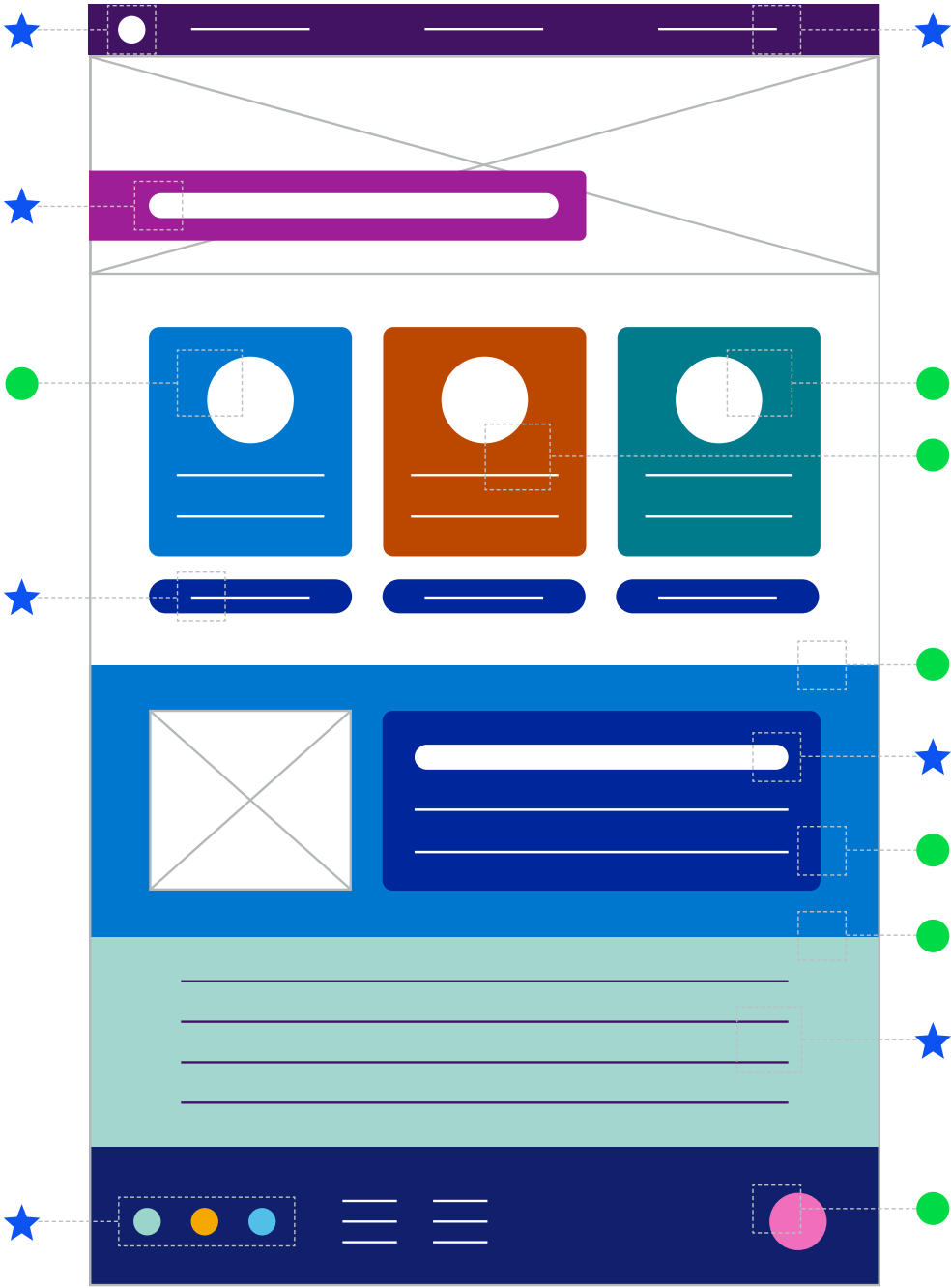


Mobile



Website Homepage Example

● Pass, All Level AA
★ Pass, All Level AAA



Print Elements

Primary Considerations

When designing a successful and legible print one-pager, prioritize clarity and simplicity. Use a clean, easy-to-read font and ensure sufficient contrast between text and background for readability. Organize content with clear headings, bullet points and whitespace to avoid overwhelming the reader. Lastly, maintain a balanced layout that guides the eye naturally from one section to the next. Ensure that you use the correct color palette, fonts and logo placements as specified by the brand standards. This not only reinforces the brand’s identity but also ensures a cohesive and professional look across all materials.

Typography

Headlines: Should typically appear left justified on top of the print piece and should have the largest hierarchy out of any text on the page. Recommended point size range: 30–40 pt in title case. Headlines can be a range of brand colors.

Subheads: Should be smaller than the headline, but still stand out from the rest of the body copy. Recommended point size range: 12–24 pt in title case or sentence case. Subheads can be a range of brand colors.

Body Copy: Body copy should not drop under 12 pt font. Pantone 6214 C is the standard body copy brand color, however can be changed depending on the surrounding elements.

Footer Copy: Contact information, social media handles, website URL and other CDPH specific information should be locked up in the footer. Recommended size is 12 pt font.

Containers

Containers can be used to help break up content sections and make layouts easier to digest. These containers can contain copy, graphs, charts, icons and photography. Make sure to check contrast ratios when changing color of containers and elements within. Design all elements on a clear grid to ensure optimal visual flow.

Color

When selecting color combinations, make sure that there is enough contrast between the background color and the content on top to ensure optimal legibility for an inclusive design.

Make sure you are using a wide range of color combinations, with a majority of the colors coming from the primary palette. Secondary colors can be added sparingly. Try to avoid single-color layout designs.

Graphic Elements

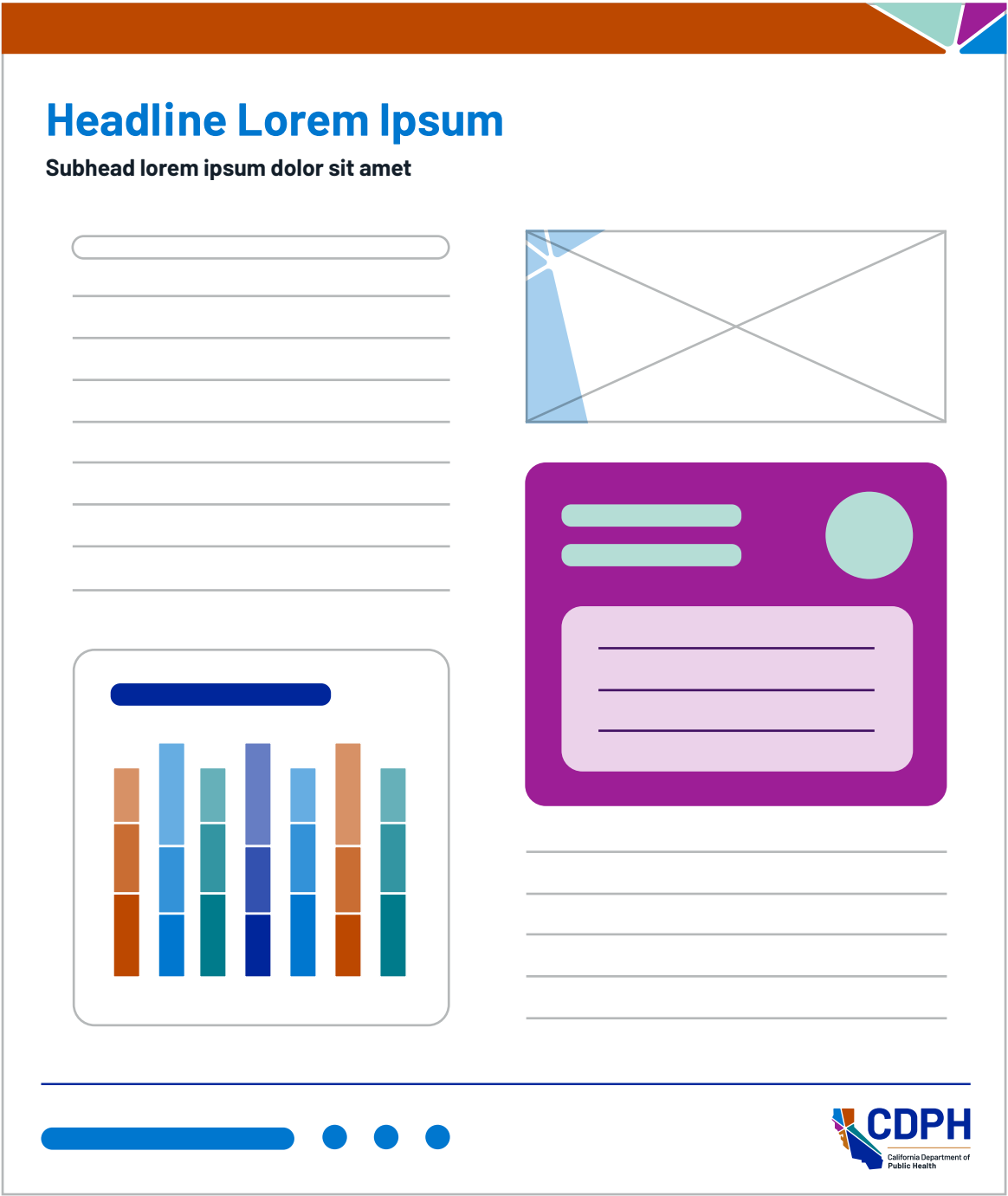
Adding graphic elements such as charts, graphs or icons can help break up the content and add to the visual interest on the page.

Logo and Footer Information

Logo should be located somewhere on any piece of creative, especially anything externally facing. Consider adding a rule to divide the logo and footer information from the rest of the content.

For more guidance, see the Flyers & Fact Sheets Best Practices resource on the [Working with Comms](#) myCDPH page.

Print One-Pager Example



Collateral Examples

This page showcases examples of how the brand can be extended across various collateral designs, demonstrating the range of design executions and providing inspiration for further brand development.



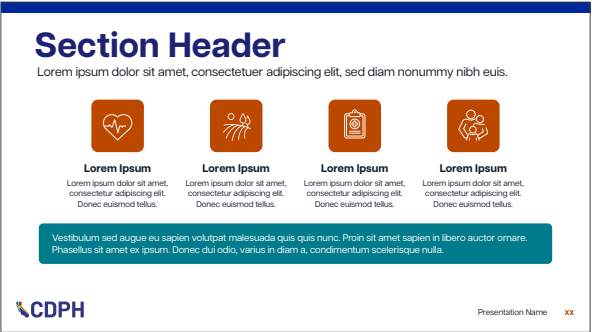
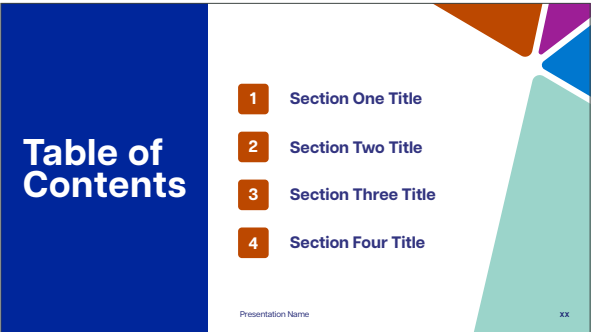
Press kit

Collateral Examples

This page showcases examples of how the brand can be extended across various collateral designs, demonstrating the range of design executions and providing inspiration for further brand development.



PowerPoint cover



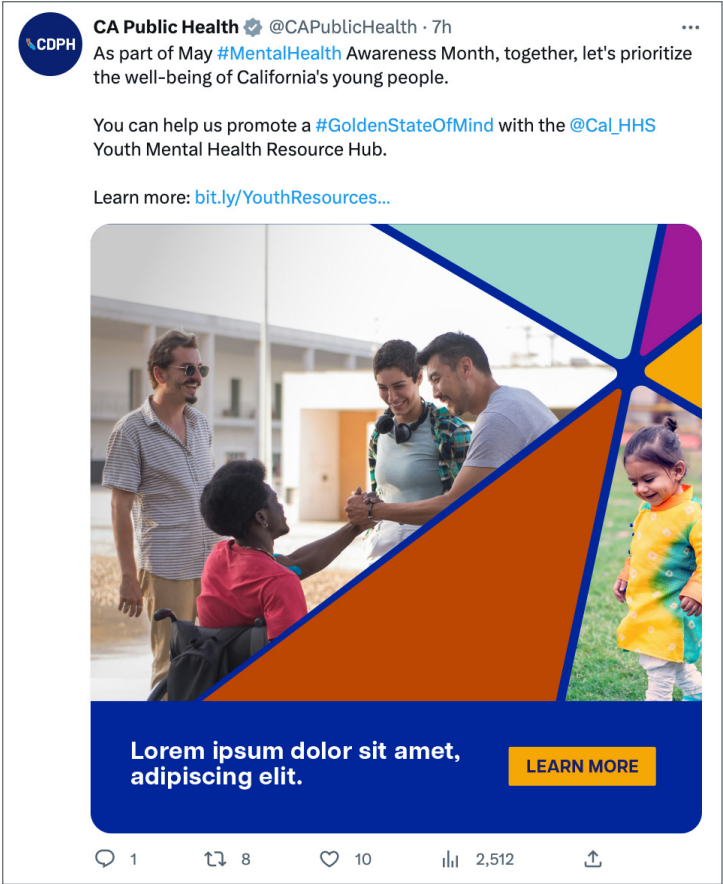
PowerPoint interior slides



Teams backgrounds

Collateral Examples

This page showcases examples of how the brand can be extended across various collateral designs, demonstrating the range of design executions and providing inspiration for further brand development.



X post



X profile



Digital banners

Appendix



Color Compliance Chart

▲ Does not pass

■ Pass, Large Text AA/Graphics only

● Pass, All Level AA

★ Pass, All Level AAA

TEXT COLOR	#002595	#902A92	#AE5018	#007888	#0077CF	#141F68	#71BEE3	#421263	#DF76B8	#A9D3CA	#EAAB33	#E2742F	#B56F2C	#151E28	#6A7073	#000000	#FFFFFF
BACKGROUND																	
PANTONE DARK BLUE C		▲ TEXT 1.7:1	▲ TEXT 2.3:1	▲ TEXT 2.4:1	▲ TEXT 2.7:1	▲ TEXT 1.2:1	● TEXT 6:1	▲ TEXT 1.1:1	■ TEXT 4.4:1	★ TEXT 7.6:1	● TEXT 6.1:1	■ TEXT 4:1	■ TEXT 3.1:1	▲ TEXT 1.4:1	▲ TEXT 2.5:1	▲ TEXT 1.7	★ TEXT 12.4:1
PANTONE 254 C	▲ TEXT 1.7:1		▲ TEXT 1.4:1	▲ TEXT 1.4:1	▲ TEXT 1.8:1	▲ TEXT 2.1:1	■ TEXT 3.5:1	▲ TEXT 2:1	▲ TEXT 2.5:1	■ TEXT 4.4:1	■ TEXT 3.5:1	▲ TEXT 2.3:1	▲ TEXT 1.8:1	▲ TEXT 2.3:1	▲ TEXT 1.4:1	▲ TEXT 2.9:1	★ TEXT 7.2:1
PANTONE 1525 C	▲ TEXT 2.3:1	▲ TEXT 1.4:1		▲ TEXT 1:1	▲ TEXT 1.1:1	▲ TEXT 2.8:1	▲ TEXT 2.6:1	▲ TEXT 2.6:1	▲ TEXT 1.9:1	■ TEXT 3.2:1	▲ TEXT 2.6:1	▲ TEXT 1.7:1	▲ TEXT 1.3:1	▲ TEXT 3.2:1	▲ TEXT 1.1:1	■ TEXT 4:1	● TEXT 5.3:1
PANTONE 7713 C	▲ TEXT 2.4:1	▲ TEXT 1.4:1	▲ TEXT 1:1		▲ TEXT 1.1:1	▲ TEXT 2.8:1	▲ TEXT 2.5:1	▲ TEXT 2.7:1	▲ TEXT 1.8:1	■ TEXT 3.2:1	▲ TEXT 2.6:1	▲ TEXT 1.7:1	▲ TEXT 1.3:1	▲ TEXT 3.2:1	▲ TEXT 1:1	■ TEXT 4:1	● TEXT 5.2:1
PANTONE 2195 C	▲ TEXT 2.7:1	▲ TEXT 1.5:1	▲ TEXT 1.1:1	▲ TEXT 1.1:1		■ TEXT 3.2:1	▲ TEXT 2.2:1	■ TEXT 3:1	▲ TEXT 1.6:1	▲ TEXT 2.8:1	▲ TEXT 2.3:1	▲ TEXT 1.5:1	▲ TEXT 1.2:1	■ TEXT 3.6:1	▲ TEXT 1.1:1	● TEXT 4.5:1	● TEXT 4.6:1
PANTONE 2756 C	▲ TEXT 1.2:1	▲ TEXT 2.1:1	▲ TEXT 2.8:1	▲ TEXT 2.8:1	■ TEXT 3.2:1		★ TEXT 7.1:1	▲ TEXT 1.1:1	● TEXT 5.2:1	★ TEXT 9:1	★ TEXT 7.3:1	● TEXT 4.8:1	■ TEXT 3.7:1	▲ TEXT 1.1:1	▲ TEXT 2.9:1	▲ TEXT 1.4:1	★ TEXT 14.7:1
PANTONE 2985 C	● TEXT 6:1	■ TEXT 3.5:1	▲ TEXT 2.6:1	▲ TEXT 2.5:1	▲ TEXT 2.2:1	★ TEXT 7.1:1		● TEXT 6.8:1	▲ TEXT 1.4:1	▲ TEXT 1.3:1	▲ TEXT 1:1	▲ TEXT 1.5:1	▲ TEXT 1.9:1	★ TEXT 8.2:1	▲ TEXT 2.4:1	★ TEXT 10.2:1	▲ TEXT 2.1:1
PANTONE 2617 C	▲ TEXT 1.1:1	▲ TEXT 2:1	▲ TEXT 2.6:1	▲ TEXT 2.7:1	■ TEXT 3:1	▲ TEXT 1.1:1	● TEXT 6.8:1		● TEXT 5:1	★ TEXT 8.6:1	● TEXT 6.9:1	● TEXT 4.5:1	■ TEXT 3.5:1	▲ TEXT 1.2:1	▲ TEXT 2.8:1	▲ TEXT 1.5:1	★ TEXT 14:1
PANTONE 224 C	■ TEXT 4.4:1	▲ TEXT 2.5:1	▲ TEXT 1.9:1	▲ TEXT 1.8:1	▲ TEXT 1.6:1	● TEXT 5.2:1	▲ TEXT 1.4:1	● TEXT 5:1		▲ TEXT 1.7:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	● TEXT 5.9:1	▲ TEXT 1.8:1	★ TEXT 7.4:1	▲ TEXT 2.8:1
PANTONE 565 C	★ TEXT 7.6:1	■ TEXT 4.4:1	■ TEXT 3.2:1	■ TEXT 3.2:1	▲ TEXT 2.8:1	★ TEXT 9:1	▲ TEXT 1.3:1	★ TEXT 8.6:1	▲ TEXT 1.7:1		▲ TEXT 1.2:1	▲ TEXT 1.9:1	▲ TEXT 2.4:1	★ TEXT 10.3:1	■ TEXT 3.1:1	★ TEXT 12.9:1	▲ TEXT 1.6:1
PANTONE 130 C	● TEXT 6.1:1	■ TEXT 3.5:1	▲ TEXT 2.6:1	▲ TEXT 2.6:1	▲ TEXT 2.3:1	★ TEXT 7.3:1	▲ TEXT 1:1	● TEXT 6.9:1	▲ TEXT 1.4:1	▲ TEXT 1.2:1		▲ TEXT 1.5:1	▲ TEXT 2:1	★ TEXT 8.3:1	▲ TEXT 2.5:1	★ TEXT 10.4:1	▲ TEXT 2:1
PANTONE 6019 C	■ TEXT 4:1	▲ TEXT 2.3:1	▲ TEXT 1.7:1	▲ TEXT 1.7:1	▲ TEXT 1.5:1	● TEXT 4.8:1	▲ TEXT 1.5:1	● TEXT 4.5:1	▲ TEXT 1.1:1	▲ TEXT 1.9:1	▲ TEXT 1.5:1		▲ TEXT 1.3:1	● TEXT 5.4:1	▲ TEXT 1.6:1	● TEXT 6.8:1	■ TEXT 3.1:1
PANTONE 153 C	■ TEXT 3.1:1	▲ TEXT 1.8:1	▲ TEXT 1.3:1	▲ TEXT 1.3:1	▲ TEXT 1.2:1	■ TEXT 3.7:1	▲ TEXT 1.9:1	■ TEXT 3.5:1	▲ TEXT 4.1:1	▲ TEXT 2.4:1	▲ TEXT 2:1	▲ TEXT 1.3:1		■ TEXT 4.2:1	▲ TEXT 1.3:1	● TEXT 5.3:1	■ TEXT 4:1
PANTONE 7547 C	▲ TEXT 1.4:1	▲ TEXT 2.3:1	■ TEXT 3.2:1	■ TEXT 3.2:1	■ TEXT 3.6:1	▲ TEXT 1.1:1	★ TEXT 8.2:1	▲ TEXT 1.2:1	● TEXT 5.9:1	★ TEXT 10.3:1	★ TEXT 8.3:1	● TEXT 5.4:1	■ TEXT 4.2:1		■ TEXT 3.3:1	▲ TEXT 1.2:1	★ TEXT 16.8:1
PANTONE 6214 C	▲ TEXT 2.5:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	▲ TEXT 1:1	▲ TEXT 1.1:1	▲ TEXT 2.9:1	▲ TEXT 2.4:1	▲ TEXT 2.8:1	▲ TEXT 1.8:1	■ TEXT 3.1:1	▲ TEXT 2.5:1	▲ TEXT 1.6:1	▲ TEXT 1.3:1	■ TEXT 3.3:1		■ TEXT 4.2:1	● TEXT 5:1
BLACK	▲ TEXT 1.7:1	▲ TEXT 2.9:1	■ TEXT 4:1	■ TEXT 4:1	● TEXT 4.5:1	▲ TEXT 1.4:1	★ TEXT 10.2:1	▲ TEXT 1.5:1	★ TEXT 7.4:1	★ TEXT 12.9:1	★ TEXT 10.4:1	● TEXT 6.8:1	● TEXT 5.3:1	▲ TEXT 1.2:1	■ TEXT 4.2:1		★ TEXT 21:1
WHITE	★ TEXT 12.4:1	★ TEXT 7.2:1	● TEXT 5.3:1	● TEXT 5.2:1	● TEXT 4.6:1	★ TEXT 14.7:1	▲ TEXT 2.1:1	★ TEXT 14:1	▲ TEXT 2.8:1	▲ TEXT 1.6:1	▲ TEXT 2:1	■ TEXT 3.1:1	■ TEXT 4:1	★ TEXT 16.8:1	● TEXT 5:1	★ TEXT 21:1	

Using Colour Contrast Analyser tool for contrast ratios; use for digital applications.

Color Tints Compliance Charts

▲ Does not pass ■ Pass, Large Text AA/Graphics only ● Pass, All Level AA ★ Pass, All Level AAA

TEXT COLOR	#002595	#902A92	#AE5018	#007888	#0077CF	#141F68	#71BEE3	#421263	#DF76B8	#A9D3CA	#EAAB33	#E2742F	#B56F2C	#151E28	#6A7073	#000000	#FFFFFF
PANTONE DARK BLUE C																	
TINT: 100%		▲ TEXT 1.7:1	▲ TEXT 2.3:1	▲ TEXT 2.4:1	▲ TEXT 2.7:1	▲ TEXT 1.2:1	● TEXT 6:1	▲ TEXT 1.1:1	■ TEXT 4.4:1	★ TEXT 7.6:1	● TEXT 6.1:1	■ TEXT 4:1	■ TEXT 3.1:1	▲ TEXT 1.4:1	▲ TEXT 2.5:1	▲ TEXT 1.7:1	★ TEXT 12.4:1
TINT: 80%	▲ TEXT 1.7:1	▲ TEXT 1:1	▲ TEXT 1.4:1	▲ TEXT 1.4:1	▲ TEXT 1.8:1	▲ TEXT 2:1	■ TEXT 3.5:1	▲ TEXT 1.9:1	▲ TEXT 2.6:1	● TEXT 4.5:1	● TEXT 3.6:1	▲ TEXT 2.3:1	▲ TEXT 1.8:1	▲ TEXT 2.3:1	▲ TEXT 1.4:1	▲ TEXT 2.9:1	★ TEXT 7.3:1
TINT: 60%	■ TEXT 3:1	▲ TEXT 1.7:1	▲ TEXT 1.3:1	▲ TEXT 1.3:1	▲ TEXT 1.1:1	■ TEXT 3.6:1	▲ TEXT 2:1	■ TEXT 3.4:1	▲ TEXT 1.4:1	▲ TEXT 2.5:1	▲ TEXT 2:1	▲ TEXT 1.3:1	▲ TEXT 1:1	■ TEXT 4.1:1	▲ TEXT 1.2:1	● TEXT 5.1:1	■ TEXT 4.1:1
TINT: 40%	● TEXT 5.1:1	▲ TEXT 2.9:1	▲ TEXT 2.2:1	▲ TEXT 2.1:1	▲ TEXT 1.9:1	● TEXT 6:1	▲ TEXT 1.2:1	● TEXT 5.7:1	▲ TEXT 1.2:1	▲ TEXT 1.8:1	▲ TEXT 1.2:1	▲ TEXT 1.3:1	▲ TEXT 1.6:1	● TEXT 6.9:1	▲ TEXT 2.1:1	★ TEXT 8.6:1	▲ TEXT 2.4:1
TINT: 20%	★ TEXT 8.1:1	● TEXT 4.7:1	■ TEXT 3.5:1	■ TEXT 3.4:1	■ TEXT 3:1	★ TEXT 9.6:1	▲ TEXT 1.4:1	★ TEXT 9.2:1	▲ TEXT 1.9:1	▲ TEXT 1.1:1	▲ TEXT 1.3:1	▲ TEXT 2:1	▲ TEXT 2.6:1	★ TEXT 11:1	■ TEXT 3.3:1	★ TEXT 13.7:1	▲ TEXT 1.5:1

PANTONE 254 C																	
TINT: 100%	▲ TEXT 1.7:1		▲ TEXT 1.4:1	▲ TEXT 1.4:1	▲ TEXT 1.5:1	▲ TEXT 2.1:1	■ TEXT 3.5:1	▲ TEXT 2:1	▲ TEXT 2.5:1	■ TEXT 4.4:1	■ TEXT 3.5:1	▲ TEXT 2.3:1	▲ TEXT 1.8:1	▲ TEXT 2.3:1	▲ TEXT 1.4:1	▲ TEXT 2.9:1	★ TEXT 7.2:1
TINT: 80%	▲ TEXT 2.7:1	▲ TEXT 1.6:1	▲ TEXT 1.2:1	▲ TEXT 1.2:1	▲ TEXT 1:1	■ TEXT 3.3:1	▲ TEXT 2.2:1	■ TEXT 3.1:1	▲ TEXT 1.6:1	▲ TEXT 2.8:1	▲ TEXT 2.2:1	▲ TEXT 1.5:1	▲ TEXT 1.1:1	■ TEXT 3.7:1	▲ TEXT 1.1:1	● TEXT 4.7:1	● TEXT 4.5:1
TINT: 60%	■ TEXT 4.2:1	▲ TEXT 2.4:1	▲ TEXT 1.8:1	▲ TEXT 1.8:1	▲ TEXT 1.6:1	● TEXT 5:1	▲ TEXT 1.4:1	● TEXT 4.8:1	▲ TEXT 1:1	▲ TEXT 1.8:1	▲ TEXT 1.5:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	● TEXT 5.7:1	▲ TEXT 1.7:1	★ TEXT 7.1:1	▲ TEXT 2.9:1
TINT: 40%	● TEXT 6.2:1	■ TEXT 3.6:1	▲ TEXT 2.7:1	▲ TEXT 2.6:1	▲ TEXT 2.3:1	★ TEXT 7.4:1	▲ TEXT 1:1	★ TEXT 7.1:1	▲ TEXT 1.4:1	▲ TEXT 1.2:1	▲ TEXT 1:1	▲ TEXT 1.6:1	▲ TEXT 2:1	★ TEXT 8.5:1	▲ TEXT 2.5:1	★ TEXT 10.6:1	▲ TEXT 2:1
TINT: 20%	★ TEXT 8.9:1	● TEXT 5.1:1	■ TEXT 3.8:1	■ TEXT 3.7:1	■ TEXT 3.3:1	★ TEXT 10.6:1	▲ TEXT 1.5:1	★ TEXT 10:1	▲ TEXT 2:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 2.2:1	▲ TEXT 2.9:1	★ TEXT 12.1:1	■ TEXT 3.6:1	★ TEXT 15:1	▲ TEXT 1.4:1

PANTONE 1525 C																	
TINT: 100%	▲ TEXT 2.3:1	▲ TEXT 1.4:1		▲ TEXT 1:1	▲ TEXT 1.1:1	▲ TEXT 2.8:1	▲ TEXT 2.6:1	▲ TEXT 2.6:1	▲ TEXT 1.9:1	■ TEXT 3.2:1	▲ TEXT 2.6:1	▲ TEXT 1.7:1	▲ TEXT 1.3:1	■ TEXT 3.2:1	▲ TEXT 1.1:1	■ TEXT 4:1	● TEXT 5.3:1
TINT: 80%	■ TEXT 3.4:1	▲ TEXT 2:1	▲ TEXT 1.5:1	▲ TEXT 1.4:1	▲ TEXT 1.3:1	■ TEXT 4.1:1	▲ TEXT 1.8:1	■ TEXT 3.9:1	▲ TEXT 1.3:1	▲ TEXT 2.2:1	▲ TEXT 1.8:1	▲ TEXT 1.2:1	▲ TEXT 1.1:1	● TEXT 4.6:1	▲ TEXT 1.4:1	● TEXT 5.8:1	■ TEXT 3.6:1
TINT: 60%	● TEXT 4.9:1	▲ TEXT 2.8:1	▲ TEXT 2.1:1	▲ TEXT 2.1:1	▲ TEXT 1.8:1	● TEXT 5.8:1	▲ TEXT 1.2:1	● TEXT 5.6:1	▲ TEXT 1.1:1	▲ TEXT 1.5:1	▲ TEXT 1.2:1	▲ TEXT 1.2:1	▲ TEXT 1.6:1	● TEXT 6.7:1	▲ TEXT 2:1	★ TEXT 8.3:1	▲ TEXT 2.5:1
TINT: 40%	● TEXT 6.8:1	■ TEXT 3.9:1	▲ TEXT 2.9:1	▲ TEXT 2.9:1	▲ TEXT 2.5:1	★ TEXT 8.1:1	▲ TEXT 1.1:1	★ TEXT 7.7:1	▲ TEXT 1.6:1	▲ TEXT 1.1:1	▲ TEXT 1.1:1	▲ TEXT 1.7:1	▲ TEXT 2.2:1	★ TEXT 9.3:1	▲ TEXT 2.8:1	★ TEXT 11.6:1	▲ TEXT 1.8:1
TINT: 20%	★ TEXT 9.2:1	● TEXT 5.4:1	■ TEXT 4:1	■ TEXT 3.9:1	▲ TEXT 3.5:1	★ TEXT 11:1	▲ TEXT 1.5:1	★ TEXT 10.5:1	▲ TEXT 2.1:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 2.3:1	■ TEXT 3:1	★ TEXT 12.6:1	■ TEXT 3.8:1	★ TEXT 15.7:1	▲ TEXT 1.3:1

Using Colour Contrast Analyser tool for contrast ratios; use for digital applications.

Color Tints Compliance Charts

▲ Does not pass ■ Pass, Large Text AA/Graphics only ● Pass, All Level AA ★ Pass, All Level AAA

TEXT COLOR		#002595	#902A92	#AE5018	#007888	#0077CF	#141F68	#71BEE3	#421263	#DF76B8	#A9D3CA	#EAAB33	#E2742F	#B56F2C	#151E28	#6A7073	#000000	#FFFFFF
PANTONE 7713 C																		
TINT: 100%		▲ TEXT 2.4:1	▲ TEXT 1.4:1	▲ TEXT 1:1		▲ TEXT 1.1:1	▲ TEXT 2.8:1	▲ TEXT 2.5:1	▲ TEXT 2.7:1	▲ TEXT 1.9:1	■ TEXT 3.2:1	▲ TEXT 2.6:1	▲ TEXT 1.7:1	▲ TEXT 1.3:1	■ TEXT 3.2:1	▲ TEXT 1:1	■ TEXT 4:1	● TEXT 5.2:1
TINT: 80%		■ TEXT 3.4:1	▲ TEXT 2:1	▲ TEXT 1.5:1	▲ TEXT 1.4:1	▲ TEXT 1.3:1	■ TEXT 4.1:1	▲ TEXT 1.8:1	■ TEXT 3.9:1	▲ TEXT 1.3:1	▲ TEXT 2.2:1	▲ TEXT 1.8:1	▲ TEXT 1.2:1	▲ TEXT 1.1:1	● TEXT 4.6:1	▲ TEXT 1.4:1	● TEXT 5.8:1	■ TEXT 3.6:1
TINT: 60%		● TEXT 4.9:1	▲ TEXT 2.8:1	▲ TEXT 2.1:1	▲ TEXT 2.1:1	▲ TEXT 1.8:1	● TEXT 5.9:1	▲ TEXT 1.2:1	● TEXT 5.6:1	▲ TEXT 1.1:1	▲ TEXT 1.5:1	▲ TEXT 1.2:1	▲ TEXT 1.2:1	▲ TEXT 1.6:1	● TEXT 6.7:1	▲ TEXT 2:1	★ TEXT 8.3:1	▲ TEXT 2.5:1
TINT: 40%		● TEXT 6.9:1	■ TEXT 4:1	■ TEXT 2.9:1	▲ TEXT 2.9:1	▲ TEXT 2.6:1	★ TEXT 8.2:1	▲ TEXT 1.1:1	★ TEXT 7.8:1	▲ TEXT 1.6:1	▲ TEXT 1.3:1	▲ TEXT 1.1:1	▲ TEXT 1.7:1	▲ TEXT 2.2:1	★ TEXT 9.3:1	▲ TEXT 2.8:1	★ TEXT 11.6:1	▲ TEXT 1.8:1
TINT: 20%		★ TEXT 9.3:1	● TEXT 5.4:1	■ TEXT 4:1	■ TEXT 3.9:1	■ TEXT 3.5:1	★ TEXT 11.1:1	▲ TEXT 1.6:1	★ TEXT 10.5:1	▲ TEXT 2.1:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 2.3:1	■ TEXT 3:1	★ TEXT 12.6:1	■ TEXT 3.8:1	★ TEXT 15.8:1	▲ TEXT 1.3:1

PANTONE 2195 C																		
TINT: 100%		▲ TEXT 2.7:1	▲ TEXT 1.8:1	▲ TEXT 1.9:1	▲ TEXT 1.1:1		■ TEXT 3.2:1	▲ TEXT 2.2:1	■ TEXT 3:1	▲ TEXT 1.6:1	▲ TEXT 2.8:1	▲ TEXT 2.3:1	▲ TEXT 1.5:1	▲ TEXT 1.2:1	■ TEXT 3.6:1	▲ TEXT 1.1:1	● TEXT 4.5:1	● TEXT 4.6:1
TINT: 80%		■ TEXT 3.8:1	▲ TEXT 2.2:1	▲ TEXT 1.6:1	▲ TEXT 1.6:1	▲ TEXT 1.4:1	● TEXT 4.5:1	▲ TEXT 1.6:1	■ TEXT 4.3:1	▲ TEXT 1.2:1	▲ TEXT 2:1	▲ TEXT 1.6:1	▲ TEXT 1.1:1	▲ TEXT 1.2:1	● TEXT 5.1:1	▲ TEXT 1.5:1	● TEXT 6.4:1	■ TEXT 3.3:1
TINT: 60%		● TEXT 5.2:1	▲ TEXT 3:1	▲ TEXT 2.2:1	▲ TEXT 2.2:1	▲ TEXT 2:1	● TEXT 6.2:1	▲ TEXT 1.1:1	● TEXT 5.9:1	▲ TEXT 1.2:1	▲ TEXT 1.4:1	▲ TEXT 1.2:1	▲ TEXT 1.3:1	▲ TEXT 1.7:1	★ TEXT 7.1:1	▲ TEXT 2.1:1	★ TEXT 8.9:1	▲ TEXT 2.4:1
TINT: 40%		★ TEXT 7.1:1	■ TEXT 4.1:1	■ TEXT 3:1	▲ TEXT 2.9:1	▲ TEXT 2.6:1	★ TEXT 8.4:1	▲ TEXT 1.2:1	★ TEXT 8:1	▲ TEXT 1.6:1	▲ TEXT 1.1:1	▲ TEXT 1.2:1	▲ TEXT 1.8:1	▲ TEXT 2.3:1	★ TEXT 9.6:1	▲ TEXT 2.9:1	★ TEXT 12:1	▲ TEXT 1.7:1
TINT: 20%		★ TEXT 9.4:1	● TEXT 5.4:1	■ TEXT 4:1	■ TEXT 4:1	■ TEXT 3.5:1	★ TEXT 11.2:1	▲ TEXT 1.6:1	★ TEXT 10.7:1	▲ TEXT 2.2:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 2.4:1	■ TEXT 3:1	★ TEXT 12.8:1	■ TEXT 3.8:1	★ TEXT 16:1	▲ TEXT 1.3:1

PANTONE 2756 C																		
TINT: 100%		▲ TEXT 1.2:1	▲ TEXT 2.1:1	▲ TEXT 2.8:1	▲ TEXT 2.8:1	■ TEXT 3.2:1		★ TEXT 7.1:1	▲ TEXT 1.1:1	● TEXT 5.2:1	★ TEXT 9:1	★ TEXT 7.3:1	● TEXT 4.8:1	■ TEXT 3.7:1	▲ TEXT 1.1:1	▲ TEXT 2.9:1	▲ TEXT 1.4:1	★ TEXT 14.7:1
TINT: 80%		▲ TEXT 1.5:1	▲ TEXT 1.2:1	▲ TEXT 1.8:1	▲ TEXT 1.6:1	▲ TEXT 1.8:1	▲ TEXT 1.7:1	■ TEXT 4.1:1	▲ TEXT 1.7:1	▲ TEXT 2.9:1	● TEXT 5.2:1	■ TEXT 4.2:1	▲ TEXT 2.7:1	▲ TEXT 2.1:1	▲ TEXT 2:1	▲ TEXT 1.7:1	▲ TEXT 2.5:1	★ TEXT 8.5:1
TINT: 60%		▲ TEXT 2.7:1	▲ TEXT 1.6:1	▲ TEXT 1.2:1	▲ TEXT 1.1:1	▲ TEXT 1:1	■ TEXT 3.2:1	▲ TEXT 2.2:1	■ TEXT 3.1:1	▲ TEXT 1.6:1	▲ TEXT 2.8:1	▲ TEXT 2.3:1	▲ TEXT 1.5:1	▲ TEXT 1.2:1	■ TEXT 3.7:1	▲ TEXT 1.1:1	● TEXT 4.6:1	● TEXT 4.6:1
TINT: 40%		● TEXT 4.8:1	▲ TEXT 2.8:1	▲ TEXT 2:1	▲ TEXT 2:1	▲ TEXT 1.8:1	● TEXT 5.7:1	▲ TEXT 1.3:1	● TEXT 5.4:1	▲ TEXT 1.1:1	▲ TEXT 1.6:1	▲ TEXT 1.3:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	● TEXT 6.5:1	▲ TEXT 1.9:1	★ TEXT 8.1:1	▲ TEXT 2.6:1
TINT: 20%		★ TEXT 7.9:1	● TEXT 4.6:1	■ TEXT 3.4:1	■ TEXT 3.3:1	▲ TEXT 2.9:1	★ TEXT 9.4:1	▲ TEXT 1.3:1	★ TEXT 8.9:1	▲ TEXT 1.8:1	▲ TEXT 1:1	▲ TEXT 1.3:1	▲ TEXT 2:1	▲ TEXT 2.5:1	★ TEXT 10.7:1	■ TEXT 3.2:1	★ TEXT 13.3:1	▲ TEXT 1.6:1

Using Colour Contrast Analyser tool for contrast ratios; use for digital applications.

Color Tints Compliance Charts

▲ Does not pass ■ Pass, Large Text AA/Graphics only ● Pass, All Level AA ★ Pass, All Level AAA

TEXT COLOR	#002595	#902A92	#AE5018	#007888	#0077CF	#141F68	#71BEE3	#421263	#DF76B8	#A9D3CA	#EAAB33	#E2742F	#B56F2C	#151E28	#6A7073	#000000	#FFFFFF
PANTONE 2985 C																	
TINT: 100%	● TEXT 6:1	■ TEXT 3.5:1	▲ TEXT 2.6:1	▲ TEXT 2.5:1	▲ TEXT 2.2:1	★ TEXT 7:1:1		● TEXT 6.8:1	▲ TEXT 1.4:1	▲ TEXT 1.3:1	▲ TEXT 1:1	▲ TEXT 1.5:1	▲ TEXT 1.9:1	★ TEXT 8.2:1	▲ TEXT 2.4:1	★ TEXT 10.2:1	▲ TEXT 2.1:1
TINT: 80%	● TEXT 6.9:1	■ TEXT 4:1	▲ TEXT 2.9:1	▲ TEXT 2.9:1	▲ TEXT 2.6:1	★ TEXT 8.3:1	▲ TEXT 1.2:1	★ TEXT 7.9:1	▲ TEXT 1.6:1	▲ TEXT 1.1:1	▲ TEXT 1.1:1	▲ TEXT 1.7:1	▲ TEXT 2.2:1	★ TEXT 9.5:1	▲ TEXT 2.8:1	★ TEXT 11.8:1	▲ TEXT 1.8:1
TINT: 60%	★ TEXT 8.1:1	● TEXT 4.7:1	■ TEXT 3.5:1	■ TEXT 3.4:1	■ TEXT 3:1	★ TEXT 9.6:1	▲ TEXT 1.4:1	★ TEXT 9.2:1	▲ TEXT 1.9:1	▲ TEXT 1.3:1	▲ TEXT 1.3:1	▲ TEXT 2:1	▲ TEXT 2.6:1	★ TEXT 11:1	■ TEXT 3.3:1	★ TEXT 13.8:1	▲ TEXT 1.5:1
TINT: 40%	★ TEXT 9.3:1	● TEXT 5.4:1	■ TEXT 4:1	■ TEXT 3.9:1	■ TEXT 3.5:1	★ TEXT 11.1:1	▲ TEXT 1.6:1	★ TEXT 10.6:1	▲ TEXT 2.1:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 2.3:1	■ TEXT 3:1	★ TEXT 12.7:1	■ TEXT 3.8:1	★ TEXT 15.9:1	▲ TEXT 1.3:1
TINT: 20%	★ TEXT 10.7:1	● TEXT 6.2:1	● TEXT 4.6:1	● TEXT 4.5:1	■ TEXT 4:1	★ TEXT 12.8:1	▲ TEXT 1.8:1	★ TEXT 12.2:1	▲ TEXT 2.5:1	▲ TEXT 1.4:1	▲ TEXT 1.8:1	▲ TEXT 2.7:1	■ TEXT 3.5:1	★ TEXT 14.6:1	■ TEXT 4.4:1	★ TEXT 18.2:1	▲ TEXT 1.2:1

PANTONE 2617 C																	
TINT: 100%	▲ TEXT 1.3:1	▲ TEXT 2:1	▲ TEXT 2.6:1	▲ TEXT 2.7:1	■ TEXT 3:1	▲ TEXT 1.1:1	● TEXT 6.8:1		● TEXT 5:1	★ TEXT 8.6:1	● TEXT 6.9:1	● TEXT 4.5:1	■ TEXT 3.5:1	▲ TEXT 1.2:1	▲ TEXT 2.8:1	▲ TEXT 1.5:1	★ TEXT 14:1
TINT: 80%	▲ TEXT 1.5:1	▲ TEXT 1.9:1	▲ TEXT 1.5:1	▲ TEXT 1.5:1	▲ TEXT 1.7:1	▲ TEXT 1.8:1	■ TEXT 3.9:1	▲ TEXT 1.7:1	▲ TEXT 2.8:1	● TEXT 4.9:1	■ TEXT 4:1	▲ TEXT 2.6:1	▲ TEXT 2:1	▲ TEXT 2.1:1	▲ TEXT 1.6:1	▲ TEXT 2.6:1	★ TEXT 8:1
TINT: 60%	▲ TEXT 2.8:1	▲ TEXT 1.6:1	▲ TEXT 1.2:1	▲ TEXT 1.2:1	▲ TEXT 1.1:1	■ TEXT 3.4:1	▲ TEXT 2.1:1	■ TEXT 3.2:1	▲ TEXT 1.6:1	▲ TEXT 2.7:1	▲ TEXT 2.2:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	■ TEXT 3.8:1	▲ TEXT 1.1:1	● TEXT 4.8:1	■ TEXT 4.4:1
TINT: 40%	● TEXT 4.9:1	▲ TEXT 2.8:1	▲ TEXT 2.1:1	▲ TEXT 2:1	▲ TEXT 1.8:1	● TEXT 5.8:1	▲ TEXT 1.2:1	● TEXT 5.5:1	▲ TEXT 1.1:1	▲ TEXT 1.6:1	▲ TEXT 1.3:1	▲ TEXT 1.2:1	▲ TEXT 1.6:1	● TEXT 6.6:1	● TEXT 2:1	★ TEXT 8.3:1	▲ TEXT 2.5:1
TINT: 20%	★ TEXT 8:1	● TEXT 4.6:1	■ TEXT 3.4:1	■ TEXT 3.4:1	▲ TEXT 2.9:1	★ TEXT 9.5:1	▲ TEXT 1.3:1	★ TEXT 9.1:1	▲ TEXT 1.8:1	▲ TEXT 1.1:1	▲ TEXT 1.3:1	▲ TEXT 2:1	▲ TEXT 2.6:1	★ TEXT 10.9:1	■ TEXT 3.2:1	★ TEXT 13.6:1	▲ TEXT 1.5:1

PANTONE 224 C																	
TINT: 100%	■ TEXT 4.4:1	▲ TEXT 2.5:1	▲ TEXT 1.9:1	▲ TEXT 1.8:1	▲ TEXT 1.6:1	● TEXT 5.2:1	▲ TEXT 1.4:1	● TEXT 5:1		▲ TEXT 1.7:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	● TEXT 5.9:1	▲ TEXT 1.8:1	★ TEXT 7.4:1	▲ TEXT 2.8:1
TINT: 80%	● TEXT 5.5:1	■ TEXT 3.2:1	▲ TEXT 2.4:1	▲ TEXT 2.3:1	▲ TEXT 2.1:1	● TEXT 6.6:1	▲ TEXT 1.1:1	● TEXT 6.2:1	▲ TEXT 1.3:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	▲ TEXT 1.8:1	★ TEXT 7.5:1	▲ TEXT 2.2:1	★ TEXT 9.4:1	▲ TEXT 2.2:1
TINT: 60%	● TEXT 6.8:1	■ TEXT 4:1	▲ TEXT 2.9:1	▲ TEXT 2.9:1	▲ TEXT 2.6:1	★ TEXT 8.1:1	▲ TEXT 1.1:1	★ TEXT 7.7:1	▲ TEXT 1.6:1	▲ TEXT 1.1:1	▲ TEXT 1.1:1	▲ TEXT 1.7:1	▲ TEXT 2.2:1	★ TEXT 9.3:1	▲ TEXT 2.8:1	★ TEXT 11.6:1	▲ TEXT 1.8:1
TINT: 40%	★ TEXT 8.4:1	● TEXT 4.9:1	■ TEXT 3.6:1	■ TEXT 3.5:1	■ TEXT 3.1:1	★ TEXT 10:1	▲ TEXT 1.4:1	★ TEXT 9.5:1	▲ TEXT 1.9:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	▲ TEXT 2.1:1	▲ TEXT 2.7:1	★ TEXT 11.4:1	■ TEXT 3.4:1	★ TEXT 14.3:1	▲ TEXT 1.5:1
TINT: 20%	★ TEXT 10.2:1	● TEXT 5.9:1	■ TEXT 4.4:1	■ TEXT 4.3:1	■ TEXT 3.8:1	★ TEXT 12.2:1	▲ TEXT 1.7:1	★ TEXT 11.6:1	▲ TEXT 2.3:1	▲ TEXT 1.4:1	▲ TEXT 1.7:1	▲ TEXT 2.6:1	■ TEXT 3.3:1	★ TEXT 13.9:1	■ TEXT 4.2:1	★ TEXT 17.4:1	▲ TEXT 1.2:1

Using Colour Contrast Analyser tool for contrast ratios; use for digital applications.

Color Tints Compliance Charts

Does not pass Pass, Large Text AA/Graphics only Pass, All Level AA Pass, All Level AAA

TEXT COLOR	#002595	#902A92	#AE5018	#007888	#0077CF	#141F68	#71BEE3	#421263	#DF76B8	#A9D3CA	#EAAB33	#E2742F	#B56F2C	#151E28	#6A7073	#000000	#FFFFFF
PANTONE 565 C																	
TINT: 100%	★ TEXT 7.6:1	■ TEXT 4.4:1	■ TEXT 3.2:1	■ TEXT 3.2:1	▲ TEXT 2.8:1	★ TEXT 9:1	▲ TEXT 1.3:1	★ TEXT 8.6:1	▲ TEXT 1.7:1		▲ TEXT 1.2:1	▲ TEXT 1.9:1	▲ TEXT 2.4:1	★ TEXT 10.3:1	■ TEXT 3.1:1	★ TEXT 12.9:1	▲ TEXT 1.6:1
TINT: 80%	★ TEXT 8.3:1	● TEXT 4.8:1	■ TEXT 3.6:1	■ TEXT 3.5:1	■ TEXT 3.1:1	★ TEXT 9.9:1	▲ TEXT 1.4:1	★ TEXT 9.5:1	▲ TEXT 1.9:1	▲ TEXT 1.3:1	▲ TEXT 1.4:1	▲ TEXT 2.1:1	▲ TEXT 2.7:1	★ TEXT 11.4:1	■ TEXT 3.4:1	★ TEXT 14.2:1	▲ TEXT 1.5:1
TINT: 60%	★ TEXT 9.2:1	● TEXT 5.4:1	■ TEXT 4:1	■ TEXT 3.9:1	■ TEXT 3.5:1	★ TEXT 11:1	▲ TEXT 1.5:1	★ TEXT 10.5:1	▲ TEXT 2.1:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 2.3:1	▲ TEXT 2.9:1	★ TEXT 12.6:1	■ TEXT 3.8:1	★ TEXT 15.7:1	▲ TEXT 1.3:1
TINT: 40%	★ TEXT 10.2:1	● TEXT 5.9:1	■ TEXT 4.4:1	■ TEXT 4.3:1	■ TEXT 3.8:1	★ TEXT 12.2:1	▲ TEXT 1.7:1	★ TEXT 11.6:1	▲ TEXT 2.3:1	▲ TEXT 1.3:1	▲ TEXT 1.7:1	▲ TEXT 2.6:1	■ TEXT 3.3:1	★ TEXT 13.9:1	■ TEXT 4.1:1	★ TEXT 17.3:1	▲ TEXT 1.2:1
TINT: 20%	★ TEXT 11.2:1	● TEXT 6.5:1	● TEXT 4.8:1	● TEXT 4.7:1	■ TEXT 4.2:1	★ TEXT 13.3:1	▲ TEXT 1.9:1	★ TEXT 12.7:1	▲ TEXT 2.6:1	▲ TEXT 1.5:1	▲ TEXT 1.8:1	▲ TEXT 2.8:1	■ TEXT 3.6:1	★ TEXT 15.2:1	● TEXT 4.5:1	★ TEXT 19:1	▲ TEXT 1.1:1

PANTONE 130 C																	
TINT: 100%	● TEXT 6.1:1	■ TEXT 3.5:1	▲ TEXT 2.6:1	▲ TEXT 2.6:1	▲ TEXT 2.3:1	★ TEXT 7.3:1	▲ TEXT 1:1	● TEXT 6.9:1	▲ TEXT 1.4:1	▲ TEXT 1.2:1		▲ TEXT 1.5:1	▲ TEXT 2:1	★ TEXT 8.3:1	▲ TEXT 2.5:1	★ TEXT 10.4:1	▲ TEXT 2:1
TINT: 80%	★ TEXT 7.1:1	■ TEXT 4.1:1	■ TEXT 3:1	▲ TEXT 2.9:1	▲ TEXT 2.6:1	★ TEXT 8.4:1	▲ TEXT 1.2:1	★ TEXT 8:1	▲ TEXT 1.6:1	▲ TEXT 1.1:1	▲ TEXT 1.2:1	▲ TEXT 1.8:1	▲ TEXT 2.3:1	★ TEXT 9.6:1	▲ TEXT 2.9:1	★ TEXT 12:1	▲ TEXT 1.7:1
TINT: 60%	★ TEXT 8.2:1	● TEXT 4.8:1	■ TEXT 3.5:1	■ TEXT 3.5:1	■ TEXT 3.1:1	★ TEXT 9.8:1	▲ TEXT 1.4:1	★ TEXT 9.3:1	▲ TEXT 1.9:1	▲ TEXT 1.1:1	▲ TEXT 1.3:1	▲ TEXT 2.1:1	▲ TEXT 2.6:1	★ TEXT 11.2:1	■ TEXT 3.3:1	★ TEXT 13.9:1	▲ TEXT 1.5:1
TINT: 40%	★ TEXT 9.4:1	● TEXT 5.4:1	■ TEXT 4:1	■ TEXT 3.9:1	■ TEXT 3.5:1	★ TEXT 11.2:1	▲ TEXT 1.6:1	★ TEXT 10.7:1	▲ TEXT 2.1:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 2.4:1	■ TEXT 3:1	★ TEXT 12.8:1	■ TEXT 3.8:1	★ TEXT 16:1	▲ TEXT 1.3:1
TINT: 20%	★ TEXT 10.8:1	● TEXT 6.2:1	● TEXT 4.6:1	● TEXT 4.5:1	■ TEXT 4:1	★ TEXT 12.8:1	▲ TEXT 1.8:1	★ TEXT 12.2:1	▲ TEXT 2.5:1	▲ TEXT 1.4:1	▲ TEXT 1.8:1	▲ TEXT 2.7:1	■ TEXT 3.5:1	★ TEXT 14.6:1	■ TEXT 4.4:1	★ TEXT 18.3:1	▲ TEXT 1.1:1

PANTONE 6019 C																	
TINT: 100%	■ TEXT 4:1	▲ TEXT 2.3:1	▲ TEXT 1.7:1	▲ TEXT 1.7:1	▲ TEXT 1.5:1	● TEXT 4.8:1	▲ TEXT 1.5:1	● TEXT 4.5:1	▲ TEXT 1.1:1	▲ TEXT 1.9:1	▲ TEXT 1.5:1		▲ TEXT 1.3:1	● TEXT 5.4:1	▲ TEXT 1.6:1	● TEXT 6.8:1	■ TEXT 3.1:1
TINT: 80%	● TEXT 5.1:1	▲ TEXT 2.9:1	▲ TEXT 2.2:1	▲ TEXT 2.2:1	▲ TEXT 1.9:1	● TEXT 6.1:1	▲ TEXT 1.2:1	● TEXT 5.8:1	▲ TEXT 1.2:1	▲ TEXT 1.5:1	▲ TEXT 1.2:1	▲ TEXT 1.3:1	▲ TEXT 1.7:1	★ TEXT 7:1	▲ TEXT 2.1:1	★ TEXT 8.7:1	▲ TEXT 2.4:1
TINT: 60%	● TEXT 6.5:1	■ TEXT 3.8:1	▲ TEXT 2.8:1	▲ TEXT 2.7:1	▲ TEXT 2.4:1	★ TEXT 7.7:1	▲ TEXT 1.1:1	★ TEXT 7.4:1	▲ TEXT 1.5:1	▲ TEXT 1.2:1	▲ TEXT 1.1:1	▲ TEXT 1.6:1	▲ TEXT 2.1:1	★ TEXT 8.8:1	▲ TEXT 2.6:1	★ TEXT 11:1	▲ TEXT 1.9:1
TINT: 40%	★ TEXT 8.1:1	● TEXT 4.7:1	■ TEXT 3.5:1	■ TEXT 3.4:1	■ TEXT 3:1	★ TEXT 9.7:1	▲ TEXT 1.4:1	★ TEXT 9.2:1	▲ TEXT 1.9:1	▲ TEXT 1.1:1	▲ TEXT 1.3:1	▲ TEXT 2:1	▲ TEXT 2.6:1	★ TEXT 11:1	■ TEXT 3.3:1	★ TEXT 13.8:1	▲ TEXT 1.5:1
TINT: 20%	★ TEXT 10.1:1	● TEXT 5.8:1	■ TEXT 4.3:1	■ TEXT 4.2:1	■ TEXT 3.8:1	★ TEXT 12:1	▲ TEXT 1.7:1	★ TEXT 11.4:1	▲ TEXT 2.3:1	▲ TEXT 1.3:1	▲ TEXT 1.7:1	▲ TEXT 2.5:1	■ TEXT 3.2:1	★ TEXT 13.7:1	■ TEXT 4.1:1	★ TEXT 17.1:1	▲ TEXT 1.2:1

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Color Tints Compliance Charts

▲ Does not pass ■ Pass, Large Text AA/Graphics only ● Pass, All Level AA ★ Pass, All Level AAA

TEXT COLOR	#002595	#902A92	#AE5018	#007888	#0077CF	#141F68	#71BEE3	#421263	#DF76B8	#A9D3CA	#EAAB33	#E2742F	#B56F2C	#151E28	#6A7073	#000000	#FFFFFF
PANTONE 153 C																	
TINT: 100%	■ TEXT 3.1:1	▲ TEXT 1.8:1	▲ TEXT 1.3:1	▲ TEXT 1.3:1	▲ TEXT 1.2:1	■ TEXT 3.7:1	▲ TEXT 1.9:1	■ TEXT 3.5:1	▲ TEXT 1.4:1	▲ TEXT 2.4:1	▲ TEXT 2.1:1	▲ TEXT 1.3:1		■ TEXT 4.2:1	▲ TEXT 1.3:1	● TEXT 5.3:1	■ TEXT 4:1
TINT: 80%	■ TEXT 4.3:1	▲ TEXT 2.5:1	▲ TEXT 1.8:1	▲ TEXT 1.8:1	▲ TEXT 1.6:1	● TEXT 5.1:1	▲ TEXT 1.4:1	● TEXT 4.8:1	▲ TEXT 1.1:1	▲ TEXT 1.8:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	● TEXT 5.8:1	▲ TEXT 1.7:1	★ TEXT 7.2:1	▲ TEXT 2.9:1
TINT: 60%	● TEXT 5.7:1	■ TEXT 3.3:1	▲ TEXT 2.4:1	▲ TEXT 2.4:1	▲ TEXT 2.1:1	● TEXT 6.8:1	▲ TEXT 1:1	● TEXT 6.5:1	▲ TEXT 1.3:1	▲ TEXT 1.3:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	▲ TEXT 1.8:1	★ TEXT 7.8:1	▲ TEXT 2.3:1	★ TEXT 9.7:1	▲ TEXT 2.2:1
TINT: 40%	★ TEXT 7.5:1	■ TEXT 4.3:1	■ TEXT 3.2:1	■ TEXT 3.1:1	▲ TEXT 2.8:1	★ TEXT 8.9:1	▲ TEXT 1.2:1	★ TEXT 8.5:1	▲ TEXT 1.7:1	▲ TEXT 1:1	▲ TEXT 1.2:1	▲ TEXT 1.9:1	▲ TEXT 2.4:1	★ TEXT 10.2:1	■ TEXT 3:1	★ TEXT 12.7:1	▲ TEXT 1.7:1
TINT: 20%	★ TEXT 9.6:1	● TEXT 5.6:1	■ TEXT 4.1:1	■ TEXT 4.1:1	■ TEXT 3.6:1	★ TEXT 11.5:1	▲ TEXT 1.6:1	★ TEXT 10.9:1	▲ TEXT 2.2:1	▲ TEXT 1.3:1	▲ TEXT 1.6:1	▲ TEXT 2.4:1	■ TEXT 3.1:1	★ TEXT 13.1:1	■ TEXT 3.9:1	★ TEXT 16.4:1	▲ TEXT 1.3:1

PANTONE 7547 C																	
TINT: 100%	▲ TEXT 1.4:1	▲ TEXT 2.3:1	■ TEXT 3.2:1	■ TEXT 3.2:1	■ TEXT 3.6:1	▲ TEXT 1.1:1	★ TEXT 8.2:1	▲ TEXT 1.2:1	● TEXT 5.9:1	★ TEXT 10.3:1	★ TEXT 8.3:1	● TEXT 5.4:1	■ TEXT 4.2:1		■ TEXT 3.3:1	▲ TEXT 1.2:1	★ TEXT 16.8:1
TINT: 80%	▲ TEXT 1.3:1	▲ TEXT 1.4:1	▲ TEXT 1.9:1	▲ TEXT 1.9:1	▲ TEXT 2.1:1	▲ TEXT 1.5:1	● TEXT 4.8:1	▲ TEXT 1.4:1	■ TEXT 3.5:1	● TEXT 6:1	● TEXT 4.9:1	■ TEXT 3.2:1	▲ TEXT 2.5:1	▲ TEXT 1.7:1	▲ TEXT 2:1	▲ TEXT 2.1:1	★ TEXT 9.8:1
TINT: 60%	▲ TEXT 2.4:1	▲ TEXT 1.4:1	▲ TEXT 1:1	▲ TEXT 1:1	▲ TEXT 1.1:1	▲ TEXT 2.9:1	▲ TEXT 2.5:1	▲ TEXT 2.7:1	▲ TEXT 1.8:1	■ TEXT 3.1:1	▲ TEXT 2.5:1	▲ TEXT 1.7:1	▲ TEXT 1.3:1	■ TEXT 3.3:1	▲ TEXT 1:1	■ TEXT 4.1:1	● TEXT 5.1:1
TINT: 40%	■ TEXT 4.4:1	▲ TEXT 2.6:1	▲ TEXT 1.9:1	▲ TEXT 1.9:1	▲ TEXT 1.7:1	● TEXT 5.3:1	▲ TEXT 1.3:1	● TEXT 5.1:1	▲ TEXT 1:1	▲ TEXT 1.7:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	▲ TEXT 1.4:1	● TEXT 6.1:1	● TEXT 1.8:1	★ TEXT 7.6:1	▲ TEXT 2.8:1
TINT: 20%	★ TEXT 7.7:1	■ TEXT 4.4:1	■ TEXT 3.3:1	■ TEXT 3.2:1	▲ TEXT 2.9:1	★ TEXT 9.1:1	▲ TEXT 1.3:1	★ TEXT 8.7:1	▲ TEXT 1.8:1	▲ TEXT 1:1	▲ TEXT 1.3:1	▲ TEXT 1.9:1	▲ TEXT 2.5:1	★ TEXT 10.4:1	■ TEXT 3.1:1	★ TEXT 13:1	▲ TEXT 1.6:1

PANTONE 6214 C																	
TINT: 100%	▲ TEXT 2.5:1	▲ TEXT 1.4:1	▲ TEXT 1.1:1	▲ TEXT 1:1	▲ TEXT 1.1:1	▲ TEXT 2.9:1	▲ TEXT 2.4:1	▲ TEXT 2.8:1	▲ TEXT 1.8:1	■ TEXT 3.1:1	▲ TEXT 2.5:1	▲ TEXT 1.6:1	▲ TEXT 1.3:1	■ TEXT 3.3:1		■ TEXT 4.2:1	● TEXT 5.1:1
TINT: 80%	■ TEXT 3.7:1	▲ TEXT 2.1:1	▲ TEXT 1.6:1	▲ TEXT 1.5:1	▲ TEXT 1.4:1	■ TEXT 4.4:1	▲ TEXT 1.6:1	■ TEXT 4.2:1	▲ TEXT 1.2:1	▲ TEXT 2.1:1	▲ TEXT 1.7:1	▲ TEXT 1.1:1	▲ TEXT 1.2:1	● TEXT 5:1	▲ TEXT 1.5:1	● TEXT 6.3:1	■ TEXT 3.4:1
TINT: 60%	● TEXT 5.2:1	■ TEXT 3:1	▲ TEXT 2.2:1	▲ TEXT 2.2:1	▲ TEXT 2:1	● TEXT 6.2:1	▲ TEXT 1.1:1	● TEXT 5.9:1	▲ TEXT 1.2:1	▲ TEXT 1.4:1	▲ TEXT 1.2:1	▲ TEXT 1.3:1	▲ TEXT 1.7:1	★ TEXT 7.1:1	▲ TEXT 2.1:1	★ TEXT 8.9:1	▲ TEXT 2.4:1
TINT: 40%	★ TEXT 7.2:1	■ TEXT 4.2:1	■ TEXT 3.1:1	■ TEXT 3:1	▲ TEXT 2.7:1	★ TEXT 8.6:1	▲ TEXT 1.2:1	★ TEXT 8.2:1	▲ TEXT 1.6:1	▲ TEXT 1.1:1	▲ TEXT 1.2:1	▲ TEXT 1.8:1	▲ TEXT 2.3:1	★ TEXT 9.8:1	▲ TEXT 2.9:1	★ TEXT 12.2:1	▲ TEXT 1.7:1
TINT: 20%	★ TEXT 9.5:1	● TEXT 5.5:1	■ TEXT 4.1:1	■ TEXT 4:1	■ TEXT 3.6:1	★ TEXT 11.4:1	▲ TEXT 1.6:1	★ TEXT 10.8:1	▲ TEXT 2.2:1	▲ TEXT 1.3:1	▲ TEXT 1.6:1	▲ TEXT 2.4:1	■ TEXT 3.1:1	★ TEXT 13:1	■ TEXT 3.9:1	★ TEXT 16.2:1	▲ TEXT 1.3:1

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