Electronic Accessibility

Vol. 1

Get Started with Electronic Accessibility

Examples of electronic media include digital or online files you view on a screen such as emails, videos, social media posts, webpages, images, PDFs, and Word documents. (See UTA brand guidelines for standards regarding printed resources.)

Ensure there is sufficient color contrast in every electronic communication you create, approve or share.

Understand Color Contrast

Color contrast refers to the contrast ratio between the foreground color (often text) and background color (usually objects behind text.)

One out of every 12 adults in the US has colorblindness and we risk discriminating against 8.5% of the population when we don't provide sufficient color contrast.

We aren't sharing information equally and we place UTA at risk by not following Texas Administrative Code 213.

These color combinations don't meet the needs of those with color blindness because the text is hard to read and there is not enough contrast between the foreground and background colors.

Avoid These

Read More

Read More

Read More

Read More

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Electronic and Information Resources (EIR) Accessibility

Use Accessible Colors

You can confidently use these accessible UTA brand colors on a white background with any size text.

■ #0064B1   UTA Blue

■ #003865   ?   See UTA brand colors for more.

UTA Orange (#F58025) is not accessible. It is an accent color only and should *never* be used with electronic text.

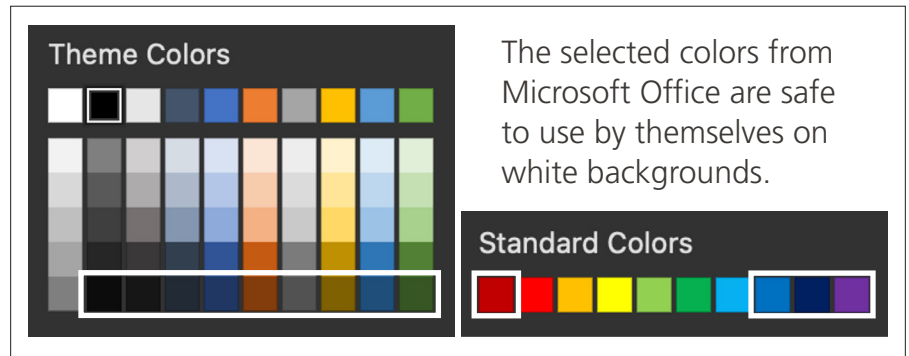■ Alternate #C45517 is reserved for web digital text.

The selected colors from Microsoft Office are safe to use by themselves on white backgrounds.

Test Accessible Color Combinations

Check the color contrast on different colored backgrounds using the Colour Contrast Analyser. Check the color combinations against each other using the Adobe Color Wheel.

Don't use a color-coding scheme as the sole means of conveying information. Pair colors with text, icons, symbols or patterns.

These tips will get you started with accessible color combinations for electronic documents. Take your skills further and learn more in this resource with steps and a video tutorial. Please reach out if you need support.

Support Our Maverick Community

Help UTA meet the needs of all users by using accessible colors.

Reach out to EIR Accessibility for assistance and support.

Training, Support, and Help

Contact EIR Accessibility at accessibility@uta.edu or 817-272-5961.

Visit our website at uta.edu/accessibility/eir

Register for training at go.uta.edu/oittraining

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