Accommodating Different Perceptions of Colour
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Let's Play a Game!

Say the name the colours in the next slides
It's Hard to Agree on Color
Colour is a Matter of Subjective Experience & Other Factors
Over 108 Million Web Users Experience Some Degree of Color Vision Deficiency
Environment can Impact Colour Perception
When Colour Enters UI & IA
Maps Can Be A Challenge

SPENDING PER STUDENT, BY SCHOOL DISTRICT
Adjusted for regional differences, for primary and unified school districts

National average: $11,841

Source: Education Week, U.S. Census Bureau
Guidelines for Color Accessible Design
Leverage Labels, Symbols & Patterns
Test Your Designs in Grey Scale*
Use High Contrast & Light vs Dark

Global Breakdown of Obesity and Being Overweight

32% are obese (BMI ≥ 30 kg/m²)

68% are overweight (BMI 25-29.99 kg/m²)

Effective

Not as effective

Effective

Not as effective

Effective

Not as effective
There is No “Average Colour Blind User”
User Customizable Colour Pallets

- Column BG: #4D5250
- Menu BG Hover: #444A47
- Active Item: #E07CE6
- Active Item Text: #FFFFFF
- Hover Item: #434745
- Text Color: #FFFFFF
- Colour Badge: #0B6668
- Copy and paste these values to share your theme:
  #4D5250,#444A47,#e07ce6,#ffffff,#0b6668

COLOR BLIND OPTIONS
- ENEMY

COLOR BLIND MODE

COLOR BLIND STRENGTH
Explore Over a Million Color Palettes

You'll find over 2,951,714 user-created color palettes to inspire your ideas. Get the latest palettes RSS feed or use our color palette maker to create and share your favorite color combinations.

Browse Palettes

Leverage & Elevate Community Driven Design
Send Extra Questions to
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Photo Credits

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