

ACCESSIBLE STATE BRAND COLOR PALETTE SUBSTITUTIONS FOR WEB USE

Some official state brand colors do not meet WCAG AA contrast requirements for normal-sized body text in all situations. This palette includes minimally adjusted color values that maintain the original look and feel while ensuring sufficient contrast with white or black text. These colors are intended solely for accessibility compliance on the state website platform. Colors that required significant modification to achieve sufficient contrast are not included or recommended for use with white or black body text.

Colors	Plain White Text Contrast Ratio	Plain Black Text Contrast Ratio	Increased White	Increased Black	Notes
 #a8363a	6.45:1		UNCHANGED		The white value required to support black text materially altered the base color beyond an acceptable range.
 #d14627	4.54:1	4.61:1		1%	This color variance is virtually identical to the brand base color.
 #faa21b		10.24:1	UNCHANGED		The black value required to support white text materially altered the base color beyond an acceptable range.
 #b3bd35		10.24:1	UNCHANGED		The black value required to support white text materially altered the base color beyond an acceptable range.
 #5f803b	4.52:1	4.63:1		15%	Black value increased by 15%, approaching the upper limit of the acceptable adjustment range.
 #098090	4.66:1	4.5:1	4%		This color variance is virtually identical to the brand base color.
 #0e406a	10.71:1		UNCHANGED		The white value required to support black text materially altered the base color beyond an acceptable range.
 #037fae	4.51:1	4.65:1		15%	Black value increased by 15%, approaching the upper limit of the acceptable adjustment range.
 #7e726a	4.66:1	4.5:1	3%		This color variance is virtually identical to the brand base color.
 #b6b0a2		9.72:1	UNCHANGED		The black value required to support white text materially altered the base color beyond an acceptable range.