{ Color Contrast }
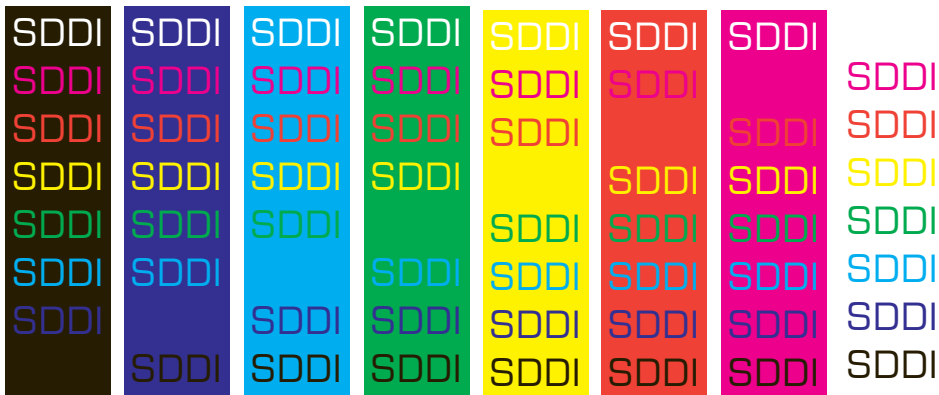
>> For visibility & legibility, the human eye requires that there be a distinct contrast between overlapping colors. Also, choosing colors with good contrast will help add visual interest & better deliver your message. If your colors are too close in value they will tend to blur together.
On the other hand, if your colors are too contrasting (i.e. complimentary colors), they will "vibrate" & become very hard to read.

Color Backgrounds

>> Take a look below to notice how different colors work against each other.
Also, notice how colors can look differently all together on different backgrounds.

Color Combinations

>> Shown below are examples of color combinations that provide the most contrast (ordered from greatest to least) that will provide the best legibility without being distracting.

1. Black on Yellow   2. White on Black   3. Yellow on Black   4. Black on White   5. Blue on White   6. White on Blue   7. Blue on Yellow

8. Yellow on Blue   9. Green on White   10. White on Green   11. Red on White   12. White on Red   13. Red on Yellow   14. Yellow on Red

Questions?

>> Contact SDDI at 952-224-9906