

# Brand Color Contrast Chart

TEXT →	#8C0B42	#FFFFFF	#6D6E71	#B6A5AD	#D7C9C4	#69C4BD	#F2824F	#008AAB	#000000
BACKGROUND ↓									
AGGIE CRIMSON #8C0B42		Text AAA9.37	Text DNP1.84	Text AA1B4	Text AA5.82	Text AA4.56	Text AA1B3.61	Text DNP2.33	Text DNP2.24
WHITE SANDS #FFFFFF	Text AAA9.37		Text AA5.71	Text DNP2.34	Text DNP1.61	Text DNP2.05	Text DNP2.6	Text AA1B4.02	Text AAA21
MONSOON #6D6E71	Text DNP1.84	Text AA5.1		Text DNP2.81	Text AA1B3.17	Text DNP2.48	Text DNP1.96	Text DNP1.27	Text AA1B4.12
MOUNTAIN MORNING #B6A5AD	Text AA1B4.1	Text DNP2.34	Text DNP2.18		Text DNP1.45	Text DNP1.14	Text DNP1.11	Text DNP1.72	Text AAA8.97
DESERT SAND #D7C9C4	Text AA5.82	Text DNP1.61	Text AA1B3.17	Text AA1B1.45		Text DNP1.27	Text DNP1.61	Text DNP2.5	Text AAA13.04
SAGEBRUSH MINT #69C4BD	Text AA4.56	Text DNP2.05	Text DNP2.48	Text DNP1.14	Text DNP1.27		Text DNP1.27	Text DNP1.96	Text AAA10.23
MESILLA VALLEY SUNSET #F2824F	Text DNP3.61	Text DNP2.6	Text DNP1.96	Text DNP1.11	Text DNP1.61	Text DNP1.27		Text DNP1.55	Text AAA8.08
BOLD BLUE #008AAB	Text DNP2.33	Text AA1B4.02	Text DNP1.27	Text DNP1.72	Text DNP2.5	Text DNP1.96	Text DNP1.55		Text AA5.22
BLACK #000000	Text DNP2.24	Text AAA21	Text AA1B4.12	Text AAA8.97	Text AAA13.04	Text AAA10.23	Text AAA8.08	Text AA5.22	

AA

Pass, AA (4.5+)

AAA

Pass, AAA (7+)

AA1B

Pass, Large Text Only (3+)  
18pt / 14pt bold +

DNP

Did Not Pass

Color contrast is very important to legibility. To meet current accessibility standards, use only approved color combinations.

This chart "grades" various combinations of NMSU brand colors. NMSU's goal is to achieve Level AA compliance. The red "DNP" tags means a particular combination Does Not Pass — don't use those combinations.

Web Content Accessibility Guidelines (WCAG) require a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text to achieve Level AA compliance. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

