## CCS Brand Colors used on the Web

**CCS Yellow** *(Primary Brand Color)*

#ffdf1c

#ffe233 *(Acceptable Tint; if needed)*

#ffe549 *(Acceptable Tint; if needed)*

#ffe960 *(Acceptable Tint; if needed)*

**CCS Purple** *(Secondary Brand Color)*

#251c5c

**Black** *(Secondary Brand Color)*

#000000

**White** *(Secondary Brand Color)*

 #ffffff

**Greytones** *(Secondary Brand Color)*

#242424

#444444

#b9b9b9

#e9e9e9

#f3f1f0

#f2f2f2

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## Acceptable Background Colors on the Web

 **Recommended Background Colors:**

These are the background colors we prefer to use for content on the web because of their high color contrast ratio when using Black text.

White: #ffffff (Black (#000000) preferred/ Gray (#242424), Gray (#444444) acceptable)

Gray: #f3f1f0 (Black (#000000) preferred/ Gray (#242424), Gray (#444444) acceptable)

Gray: #f2f2f2 (#000000) preferred/ Gray (#242424) acceptable)

**Acceptable Background Colors:**
These are the colors we recommended using as background colors ***only*** to highlight smaller blocks of content. We do not recommend using these colors as backgrounds for content longer than 4 sentences in length:

Purple: #251c5c (White (#ffffff) text only)

Yellow: #ffdf1c (Black (#000000) text only)

Yellow Tint: #ffe233 (Black (#000000) text only)

Yellow Tint: #ffe549 (Black (#000000) text only)

Yellow Tint: #ffe960 (Black (#000000) text only)

Black: #000000 (White (#ffffff) text only)

## General Guidelines

We strongly recommend, for larger bodies of content on the web, that you use Black (#000000) on a White (#ffffff) background. Black on White is the easiest color contrast for people to read, and ensures your content will be accessible.

If you wish to go lighter, Greytones #242424 or #444444 on a White (#ffffff) backgrounds are acceptable and accessible.

While the reverse, White on Black is also accessible, we recommend avoiding this for any copy longer than 4 sentences. White on Black, especially in larger bodies of content, can strain the eyes, so we recommend reserving this combination for highlighting content, rather than a simple display of it.

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**For CCS Yellow**

We strongly recommend you don’t overlay large bodies of content over the CCS Yellow. While it may remain accessible, yellow can strain a user’s eyes, so avoid using it in larger areas.

We recommend sticking with the primary brand color CCS Yellow (#ffdf1c) if/when you do choose to use yellow as a background color, however, if you wish to use a lighter tint of the brand yellow, #ffe233, #ffe549, or #ffe960 are acceptable and accessible.

**If you do use a yellow background, the only acceptable overlaying text color is Black (#000000) on the web**.

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**For CCS Purple**

CCS Purple is a secondary brand color and we use it similarly to CCS Yellow on the web—as a background color. Like CCS Yellow, we strongly recommend you don’t overlay large bodies of content over the CCS Purple. While it may remain accessible, the contrast can strain a user’s eyes, so avoid using it in larger areas.

**If you do use a Purple background, the only acceptable overlaying text color is White (#ffffff) on the web**.