

# can your red be read?



Red text is used for lots of things including highlighting new items, warnings, reminders of missing entries and asterisks to show that information is required (more on that use in another post).

**But there's a problem...**





The red we see used most is pure red. This red has a hex value of #FF0000 and RGB values of (255, 0, 0).

**So what's the issue with pure red?** ←



**Here's the thing.**

It has a colour contrast ratio, with white, of only **4:1**. This can be problematic when it comes to passing colour contrast requirements.

**Okay.**

**Well, what does a more accessible red look like?**

**So glad you  
asked!**

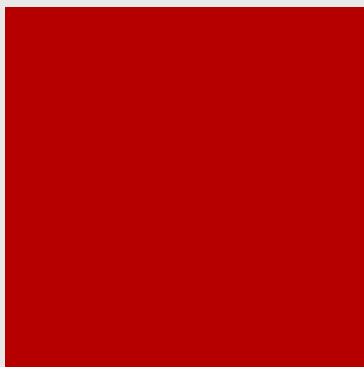
**Here's some  
we prepared  
earlier**





hex #ee0000  
rgb (238, 0, 0)

This darker red has a contrast ratio, with white, of **4.53:1** and passes WCAG at the AA level for all text sizes.



hex #b60000  
rgb (182, 0, 0)

This deep red has a contrast ratio, with white, of **7.03:1** and passes WCAG at the AAA level for all text sizes.

# Thank you!

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