

# SENIOR FRIENDLY SIGNAGE COLOR GUIDELINES

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## BEST COLORS

### High-Contrast Combinations:

- **Black text on white background**
  - Classic, highly legible
- **Dark blue on white or yellow**
  - Clear and calming
- **White or yellow text on black background**
  - Works well in dim lighting
- **Dark green or maroon on light backgrounds**
  - Strong contrast without being harsh

### Readable, Comfortable Colors:

- Navy blue
- Forest green
- Deep maroon or burgundy
- Dark gray

These colors provide good contrast without being overly vibrant or tiring to the eyes.

## WORST COLORS

### Low-Contrast or Confusing Combinations:

- **Red & green together**
  - Problematic for colorblind users
- **Yellow on white or light backgrounds**
  - Poor contrast
- **Blue text on black**
  - Difficult to distinguish
- **Light gray text on white**
  - Easy to miss entirely

### Harsh or Vibrating Colors:

- Neon or overly saturated colors
  - Can cause glare or visual fatigue
- Bright red, orange, or magenta as text
  - Overwhelming and hard to focus on

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## BEST PRACTICES

- Use large fonts (16pt+) with clear typefaces (sans serif is best). 14pt at minimum.
- Stick to 2–3 colors max on a sign to reduce cognitive load
- Ensure strong contrast between text and background
- Avoid decorative fonts or all-uppercase text in large blocks

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