contrast

contrast: visual differences which improve clarity and apply emphasis

- consider color as a key source of visual contrast:
  - colors of text and visuals must contrast against background to be legible (light text on dark backgrounds or dark text on light backgrounds
  - consider the color wheel when selecting color palette: identify complementary colors, which contrast in a visual pleasing and cohesive way
- use of contrasting styles (colors, size, font, underlining, etc.) may draw attention to certain elements or clarify distinctions between elements