

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