CMO Awardee General Branding and Communications Toolkit

CONTENTS

INTRODUCTION

Congratulations on receiving a Clean Mobility Options Voucher Pilot (CMO) Program Voucher! Section Z of the CMO Implementation Manual (IM) – the program's guiding document that was in effect at the time you submitted your voucher application – and your awardee agreement requires that all public communications about your involvement with CMO must go through a review and approval process with the Program Administrator team before publication. In addition, the California Air Resources Board (CARB) will review any materials geared toward earning media attention. This document is a reference for describing the program and the process for getting your public communications approved for distribution.

What are Public Communications?

For the purposes of the CMO and approval process, public communications include <u>ANY content that is public facing</u>.

Examples of direct public communications for Program Administrator to review and approve include but are not limited to:
- Presentations and PowerPoints
- Blog posts
- Newsletters
- E-blasts
- Mailers
- Social media posts
- PSA scripts and interview talking points
- Flyers, handouts, and event invitations
- Surveys
- Project websites (or webpages)

Examples of materials for CARB to review and approve include but are not limited to:
- Press Releases
- Press event advisories
- Press statements

- Press kits

If you are unsure of whether or not a communication material needs review by the Program Administrator, **please contact your Technical Assistance Advocate.**

PROGRAM DESCRIPTIONS, LANGUAGE AND TERMS

The content below was created to help ensure you describe the CMO program correctly in your public outreach materials.

Full Program Name and Abbreviation

The full program name, which should be labeled in its entirety on first mention in a document, is as follows:

> Clean Mobility Options Voucher Pilot Program (CMO)

After the full program name is used in the documents, you can simply use "CMO" for the rest of the document.

> *Example: "The Clean Mobility Options Voucher Pilot Program (CMO) is a statewide initiative that provides funding for zero-emission shared mobility options to under-resourced communities in California. CMO is available throughout California to eligible disadvantaged communities, as well as eligible low-income tribal and affordable-housing communities, to increase access to safe, reliable, convenient and affordable transportation options.*"

General Program Description

Use the approved program description language below in all outreach materials. The only exception is when creating posts for social media where character limits and format are not friendly to lengthy content.

> "CMO is a statewide initiative that provides funding for zero-emission shared mobility options to under-resourced communities in California. CMO is available throughout California to eligible disadvantaged communities, as well as eligible low-income tribal and affordable-housing communities, to increase access to safe, reliable, convenient and affordable transportation options. For eligibility requirements, application information and to contact the technical assistance team, please visit: www.cleanmobilityoptions.org."

Boilerplate Language for Program Management and Funding

When signing your awardee agreement, you agreed to share in all communications materials that the CCI program is the funding source for CMO vouchers. The only exception is when creating posts for social media where character limits and format are not friendly to lengthy content. Please include the hyperlink to http://www.caclimateinvestments.ca.gov in the text "California Climate Investments" and in printed materials please include the spelled out URL as space permits.

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"CMO is part of California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities."

Boilerplate en Español

[NOMBRE DEL PROGRAMA/PROYECTO] forma parte de las Inversiones del Clima de California, un iniciativa estatal que destina miles de millones de dólares de Cap-and-Trade para la reducción de gases de efecto invernadero, fortalecimiento de la economía y mejoramiento de la salud pública y el medio ambiente – especialmente en comunidades en desventaja."

Below is additional language that you can choose to use if you prefer to describe the program and your project's funding in more detail.

"[YOUR PROJECT NAME] is funded through the new statewide Clean Mobility Options Voucher Pilot Program (CMO). The project is part of the California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.

CMO is administered by CALSTART, in partnership with Shared-Use Mobility Center (SUMC) and CivicWell."

Clean Mobility Terms: Capitalization, Hyphens and Spaces
The following section lists frequently used Clean Mobility terms and correct usage.

- Mobility Project (capitalized when referring to projects funded by vouchers)
- Needs Assessment (capitalized when referring to projects funded by vouchers; must be defined as above)
- Directory (capitalized when referring to the abbreviation for Clean Mobility Provider Directory)
- Implementation Manual (capitalized)
- Carsharing (not hyphenated)
- Carpooling and vanpooling (not hyphenated. Carpooling and Vanpooling are also referred to as ridesharing, but we normally say Carpooling and Vanpooling)
- Bikesharing (not hyphenated)
- Scooter-sharing (hyphenated)
- Ride-on-demand services (combination of hyphenated and spaced)
- Phrasing for list of project models: Carsharing, carpooling/vanpooling, bikesharing/scooter-sharing, innovative transit services, and ride-on-demand services

UPDATED AUGUST 2022

SUGGESTED SOCIAL MEDIA GUIDANCE

When posting images to Twitter, **please make sure to "tag" them with @CAClimateInvest and include at least one of these two hashtags in each tweet**: 1) #capandtrade or 2) #caclimateinvestments.

Below are all of the approved accounts and hashtags for use when developing social media posts about your CMO funded project.

Accounts to Tag in Twitter Posts (In order of priority)
- @CACleanMobility
- @CAClimateInvest
- @AirResources

Twitter Accounts to Follow
- @CACleanMobility
- Program partners:
  - @CAClimateInvest
  - @AirResources
  - @Calstart
  - @SharedUseCntr
  - @CivicWellorg

General Hashtags (Standard practice is to use no more than two hashtags per tweet)
- #CleanMobilityForAll
- #SharedMobility
- #InnovativeMobility
- #CapandTrade

Clean Mobility Project Model Hashtags
- #MicroMobility
- #MultiModal
- #RideonDemand
- #MicroTransit
- #Bikeshare
- #EVs
- #ZEVs
- #Carshare
- #Vanpool
- #Carpool
- #MAAS
- #Scootershare

CONTRACTUALLY REQUIRED BRANDING AND FUNDING LANGUAGE

When signing your awardee agreement, you agreed to include both the CMO logo and the California Climate Investments (CCI) logo on all public outreach and education materials. The only exception is when creating posts for social media where character limits and format are not friendly to lengthy content.

A reference for incorporating the CCI logo can be found at the end of this document or you may visit http://www.caclimateinvestments.ca.gov/logo-graphics-request. See examples of usage at the top of this document and below.

After you have met the requirements for adding the CMO and CCI logo you may add the lead and partner organization logos to the document per your internal branding preferences.

Example below of how to display CMO and CCI logos:

CMO Brand and Usage Guide
For program font and color schemes see the "Clean Mobility Brand Guide for Awardees" at the end of this document.

ACCESSIBILITY REQUIREMENTS

State and federal laws require that all public programs, activities and services are accessible to persons with disabilities. One of the most important components of accessibility is ensuring that any communication with a person with a disability is as effective as communications with others.

As publicly funded entities, the CMO program and its awardees are required to meet accessibility standards specified in WCAG 2.1 Level AA.

Below are free resources to help you achieve accessibility compliance:

- *CommonLook Office for Word and PowerPoint*: https://commonlook.com/accessibility-software/office/

- *Watch a video on CommonLook*: https://www.youtube.com/watch?v=ZS4H95HNA4E

- *Web Accessibility Guideline:* https://www.w3.org/WAI/standards-guidelines/wcag/

- *Create Accessible Documents*: https://section508.gov/create/documents

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- *Making files accessible*: https://www.hhs.gov/web/section-508/making-files-accessible/index.html

- *Training video for Accessible Microsoft Word*: https://www.youtube.com/playlist?list=PLXa30RYdupU4i2Ksy7tc_JzFZhvG3WVd5

- *Color contrast accessibility resource:* https://accessible-colors.com/

- At the end of this document is a resource for creating accessible graphics.

COMMUNICATIONS PROCESS AND ESTIMATED REVIEW TIMELINE

Technical assistance is available to support you in developing effective communications before you submit your materials to the Program Administrator for approval. CARB is also required to review press materials before publication and distribution to ensure materials acknowledge the project's funding source and properly display the CCI logo.

ESTIMATED TIMELINE
Below is an estimated timeline for executing the steps required for material approval. **The estimated time from submission for review to approval for publication is 14 business days.** This may vary if your documents require more than one round of review with CARB. If you require technical assistance, please allow **an additional 1-3 weeks** for the development of your materials before they are submitted for final approval. It is important to consider this timeline in advance of when you will need these materials to be ready for public consumption. The earlier you develop and submit materials, the better!

PROCESS
Follow the steps below to get technical assistance in the development of your communications materials and get CARB review and approval for publication.

STEP 1 = REQUEST AND RECEIVE TECHNICAL ASSISTANCE, IF NEEDED
- IF you DO NOT require technical assistance, follow the same email format outlined below but skip to STEP 2.
- Communications Technical Assistance includes:
  - Providing samples and templates to help you develop your own communications materials.
  - Advice on best practices for developing effective communications materials.
  - A review of adherence to the contractually required branding and funding language outlined in this document.
  - If we find grammatical or factual errors, we will correct them. However, it is the responsibility of the awardee to ensure documents are sourced and copyedited before they are submitted for review.
- NOTE: Technical assistance DOES NOT include:
  - Preferential style edits
  - Writing materials
  - Designing materials

- ○ Translation services
- Email your Technical Assistance Advocate and cc the Communications Manager at media@cleanmobiltiyoptions.org and let us know:
    1) If you need assistance or samples that will support you in the development of your communications materials
    2) What type of communication you are looking to develop
    3) When you plan send the materials and when you want to distribute them to the public
- Use the subject "AWARDEE COMMS FOR REVIEW: [Org Name]"

STEP 2 = DRAFT AND SEND MATERIALS FOR TECHNICAL ASSISTANCE REVIEW AND APPROVAL (UNLESS MATERIALS REQUIRE CARB REVIEW)
- Draft your communications materials following all requirements shared in this document.
- Follow the email instructions from STEP 1 and submit your communications materials for review. Technical assistance review includes:
    - ○ Check to ensure you have met the minimum requirements outlined above.
    - ○ Examination to determine if materials require more editing or technical assistance support before it is submitted for review.
- NOTE: We want your communications to be effective. During our review and approval process we may provide high-level guidance that requires additional edits, which could delay your submission to CARB for final review, if that is required. However, technical assistance review does not include:
    - ○ Copyediting.
    - ○ Translation services.
- Allow 48 hours for your Technical Assistance Advocate to provide approval for distribution or for submission to CARB for final review (for select materials only).

STEP 3 = SUBMIT MATERIALS TO CARB FOR REVIEW (SELECT MATERIALS ONLY)
- CARB review ensures that communications materials describe CMO and the program factually and are compliant with the language and branding outlined in this document as well as with State funded program requirements.
- NOTE: CARB review DOES NOT include:
    - ○ General communications guidance.
    - ○ Translation services.
- When your press materials are approved for submission by the Technical Assistance Advocate the Communications Manager will share your materials with CARB for review and approval.

STEP 4 = MATERIALS RETURN
- You will receive final approved documents ready to distribute within 24 hours of approval by either the Administrator team or CARB.
- The file will have tracked changes or requests for edits that you must accept and/or execute for the document to be officially "approved" for distribution.

STEP 5 = PUBLISH, DISSEMINATE OR POST
- Once you receive approved documents and accept and or execute all edits, you may distribute the approved communication materials via the appropriate channels.
- For your own reporting purposes, it's important to capture how many times you shared the document, to who, etc. A common practice is to create a tracking sheet that includes the materials type, who it was shared with, when it was distributed and how many times.

STEP 6 = SEND FINAL MATERIALS FOR PROGRAM REPORTING
- Lastly, within 24 hours of material finalization, please provide the document file or link to your Technical Account Manager and cc the Communications Manager at media@cleanmobiltiyoptions.org for program tracking and reporting purposes.

Clean Mobility Options

Clean Mobility Options
Brand Guide

Logo
Design Strategy

Clean Mobility Options

Logo

Available variations

VERTICAL

White

HORIZONTAL

White

BRAND MARK

White

FAVICON

USAGE GUIDELINES:

- **Vertical logo:** This is the primary logo and can be used in any instance. The white version should be used when placed on top of dark backgrounds, as with all white versions.

- **Horizontal logo:** This should be used where a rectangular space is available, or when the logo needs to be under 100 px tall.

- **Brand Mark:** This can be used in place of the logo on swag, step and repeat banners for events, or as a graphic element within a design.

- **Favicon:** This is used for the website in the URL.

Fonts

Font family: Montserrat

Extra bold

Bold

Medium

Regular

Hairline

Header style 1

Header style 2

HEADER STYLE 3

HEADER STYLE 4

Text Styles. Ugia alis dellique niscidelit ipicaes aut atia cullabo rrunt, cullore porpore parciundae pa sa el et, et ut occum ulluptat is untibus, ut volupitem sim nem ut re, quia dipsaep errore, solupta *temperspel intiunt* volupta cusamet inte volor a non res endit voluptatium elesed ea pliqui re evelibus ullabor erferfe rfercipsa pero optatisim re estota nobis doluptiant quis doloris doles eatem et.
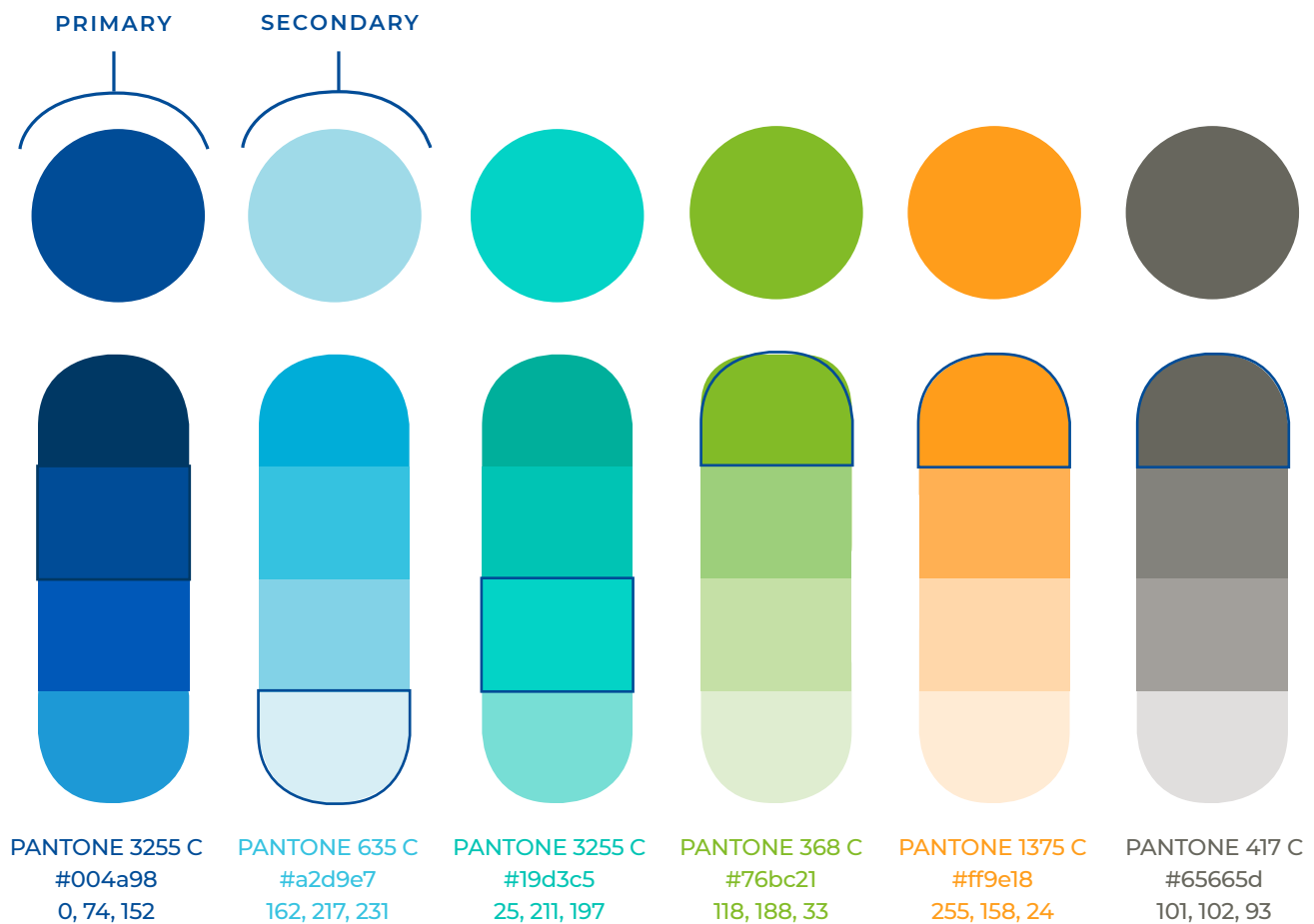
USAGE GUIDELINES:

- **Styles:** Styles above should be used as a general guide for headers and text in materials.

- **Sizes:** Exact font size should be determined based on the specific material.

- **Colors:** All text should be the primary blue. The secondary blue should be used to create emphasis.

Colors

PRIMARY   SECONDARY

PANTONE 3255 C	PANTONE 635 C	PANTONE 3255 C	PANTONE 368 C	PANTONE 1375 C	PANTONE 417 C
#004a98	#a2d9e7	#19d3c5	#76bc21	#ff9e18	#65665d
0, 74, 152	162, 217, 231	25, 211, 197	118, 188, 33	255, 158, 24	101, 102, 93

USAGE GUIDELINES:

- **Primary-Blue:** This should be the dominant color used always. All font is this primary blue (unless on top of a dark background, then it's white).

- **Secondary-Blue:** This should be used sparingly when wanting to highlight something important, key words, or hyperlinks.

- **Remaining 4 colors:** These are only used when signifying categories, i.e. in charts and graphs.

Media & Communications Style Guide

California Climate Investments (CCI) is the umbrella brand for all programs funded by Cap-and-Trade dollars.

The state developed the brand to emphasize the importance of the Cap-and-Trade program as an essential piece of California's climate portfolio that generates revenue to invest in clean technologies and reduce pollution, particularly in the state's most disadvantaged communities.

Nearly 20 State agencies administer CCI programs. Projects include affordable housing, renewable energy, public transportation, zero-emission vehicles, environmental restoration, more sustainable agriculture, recycling and much more.

All state agencies that administer CCI programs are required to follow the Funding Guidelines. The Funding Guidelines set forth guiding principles and requirements for all CCI programs and require coordinated communication. This document provides guidance on the implementation of the requirements in the Funding Guidelines and serves as a reference for grantees and contractors implementing CCI projects and programs around the state to ensure brand and messaging consistency.

Media Releases & Events

Grantees are encouraged to distribute news releases and organize press events at key milestones in coordination with relevant granting and administering agencies.

Key milestones include:

- Grant award announcement
- Program launch to consumers
- Technology delivery
- Operational milestone (XX number of customers, miles driven, trees planted, etc.)

    Please send media releases and project or event photos to ccipress@arb.ca.gov for further distribution and promotional use.

To provide grantees with an introduction to California Climate Investments and a brief introduction to our messaging guidelines, agencies are encouraged to edit and send the Welcome to CCI document to grantees along with other introductory materials.

Funding Boilerplate & Logo

Include the CCI funding boilerplate and logo on all outreach and public facing materials including but not limited to press releases, media advisories, printed collateral, event invitations and project/program websites.

Boilerplate

[PROGRAM/PROJECT NAME] is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.

Boilerplate en Español

[NOMBRE DEL PROGRAMA/PROYECTO] forma parte de las Inversiones del Clima de California, un iniciativa estatal que destina miles de millones de dólares de Cap-and-Trade para la reducción de gases de efecto invernadero, fortalecimiento de la economía y mejoramiento de la salud pública y el medio ambiente – especialmente en comunidades en desventaja.

Referring to Granting Agency

The funding agency or agencies should also be referred to in outreach and public facing materials. For example: The California Air Resources Board (CARB) awarded $XX million dollars to [PROGRAM/PROJECT NAME] for an electric car-sharing program in disadvantaged neighborhoods throughout South City. [PROGRAM/PROJECT NAME] will make 100 zero-emission vehicles available to qualifying low-income residents to use up to 5 hours a week at no-cost. [PROGRAM/PROJECT NAME] is part of California Climate Investments, a statewide program that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy and improving public health and the environment — particularly in disadvantaged communities.

Connect with CCI on Social Media

- Follow [@CAClimateInvest](#) on Twitter and Facebook

- Tag [@CAClimateInvest](#) in posts with program news and updates for additional amplification through state agency accounts

- Use the hashtags [#capandtrade](#) or [#CAClimateInvestments](#) to connect with other projects and programs

Additional Resources

- [Facebook](#)

- [Twitter](#)

- [Calendar](#)

- [Funding Wizard](#)

Key Messages for Media & Public Events

When giving media interviews or presenting in public, make it a top priority to mention Cap-and-Trade dollars as the funding source and any benefits to disadvantaged communities.

[PROGRAM/PROJECT NAME] is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy and improving public health and the environment — particularly in disadvantaged communities.

For projects in disadvantaged communities, you may want to place additional emphasis on your project's focus on low-income populations and areas heavily impacted by pollution.

For example: Porterville Transit will operate all of the new buses on routes in disadvantaged communities providing zero-emission transportation to many citizens who are dependent on public transportation for their daily needs.

Additional talking points and background to consider:

[PROGRAM/PROJECT NAME] is a partnership among [NAME PARTNERS] to [DESCRIBE WHAT THE PROJECT WILL DO].

For example: The effort is a partnership among five California air districts and four seaports working to deploy and demonstrate zero-emission drayage truck technologies at four ports throughout the state.

California Climate Investments projects include affordable housing, renewable energy, public transportation, zero-emission vehicles, environmental restoration, more sustainable agriculture, recycling and much more. At least 35 percent of these investments are made in disadvantaged and low-income communities.

The Cap-and-Trade program creates a financial incentive for industries to invest in clean technologies and develop innovative ways to reduce pollution.

To date, $9.3 billion in cap-and-trade proceeds has been appropriated to 20 state agencies that have distributed $3.4 billion to projects that are either completed or underway across the state.

More than half of the $3.4 billion in implemented investments (nearly $2 billion), is benefiting the state's most vulnerable populations.

Contacts

Press Inquiries & Support
CCIpress@arb.ca.gov
(916) 322-2990

General Public Inquiries
1-800-757-2907 (English & Spanish)
info@caclimateinvestments.ca.gov
Logo Options

SPOT	CMYK	RGB
PMS 312 C	70·15·0·0	39·170·225
PMS 356 C	85·10·100·10	0·159·71
PMS 425 C	0·0·0·80	88·89·91

SPOT	CMYK	RGB
PMS 312 C	80·10·0·0	39·170·225
PMS 425 C	0·0·0·80	88·89·91

WHITE

WHITE (TAGLINE REVERSED)

CMYK	RGB
0·0·0·0	225·225·225

CMYK	RGB
0·0·0·0	225·225·225

Meaning of Logo & Components

Blue: The blue color field represents the clean & clear skies of the future.
Green: The green color field represents the foundation of the program.

White: The white lines represent the trajectory of the combined efforts of the program, constantly growing and rising to new heights in order to solve the climate issues of the future.

Typeface

The typeface is Futura, chosen for its elegance and contemporary attributes.

Alternate Versions

Use the full color version of the logo wherever possible. If that isn't a viable option due to color constraints, background,
or continuity in a larger group of logos, there is a white version available. Do not use the logo in full black.

Positioning

The logo should always be situated in a clear, readable location. The logo must always have good contrast with the background to ensure maximum impact and readability.

Exclusion Zone (Clear Space)

When placing images, copy and/or multiple logos together, the exclusion zone should be no less than half of the size of the logo.

Sizing

Minimum Sizing: The logo must be at least one inch high for readability.

Maximum Sizing: The logo does not have a maximum reproduction size.

California Climate Investments

Cap and Trade Dollars at Work

1 inch

1 inch

Signage Guidelines

All funding recipients are encouraged to display the California Climate Investments logo on equipment and signage, as applicable, to acknowledge the funding source.

- For stationary projects this may include, but is not limited to, a sign at the project site to acknowledge the funding source. The sign may include, for example, the California Climate Investments logo and the names (and/or logos) of other partners, organizations, or individuals. Signs should be designed and displayed to maximize visibility, but there is no minimum or maximum size for the sign.

- Other project types, such as vehicles, equipment, and consumer-based incentives, are also encouraged to identify the funding source by using a decal, sticker, or other signage that includes the California Climate Investments logo.

Given the wide variety of projects, funding recipients may use the approach that is suitable for their specific circumstances (e.g., posted signs, decals, stickers, banners). The California Climate Investments logo should be displayed to maximize visibility and adhere to the design and color specifications in this document.

Examples of What Not to Do

The California Climate investment logo should never be used in the following ways:

stretched

squished

white box on dark background

rotated

drop shadow

different colors

Logo File Formats

Creating Accessible Graphics and Figures

For a graphic or image to be ADA accessible there are three main things that need to be considered: alternative text, color contrast, and use of color to convey meaning. These are explained in greater detail below:

Alternative text:

Alternative text is essentially a detailed description of a figure or image that can be read by a screen reader.

The alternative text needs to convey every piece of information within the figure. The alt text should be written in a manner where it could substitute for the figure entirely. In other words, if you were to be forced to delete the image, how would you convey its information in text?
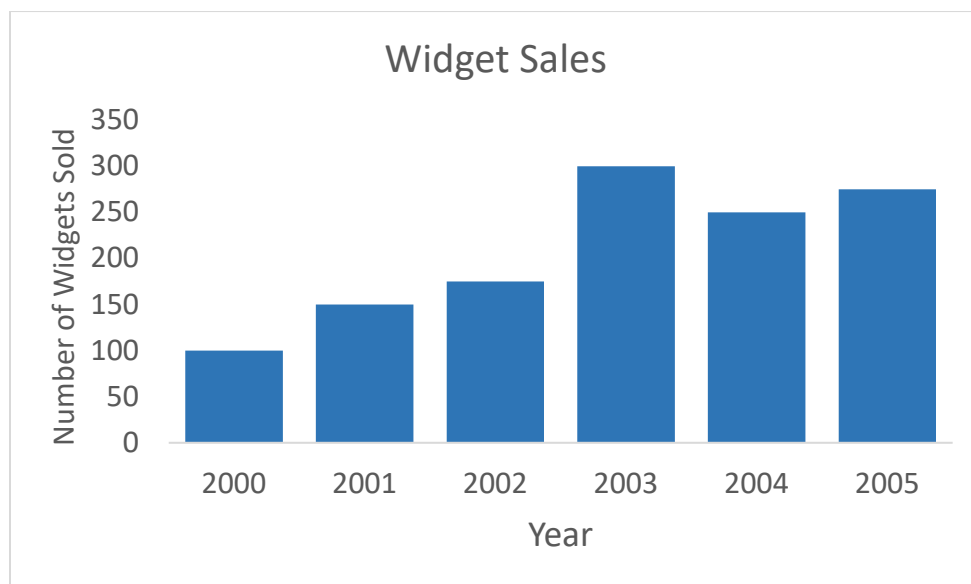
For the figure of Widget Sales above, alternative text stating, "The figure depicts the annual widget sales between 2000 and 2005" would not be acceptable because it does not provide sufficient detail to convey all of the information from the graph. Alternative text of, "The figure depicts the annual widget sales between 2000 and 2005. In 2000, 100 widgets were sold, in 2001, 150 widgets were sold, in 2002, 150 widgets were sold, in 2003 300 widgets were sold, in 2004 250 widgets were sold and in 2005 275 widgets were sold." would be acceptable alternative text.

Alternative text may be added into word documents. To do so left click the image or chart, and select "Format Picture" or "Format Chart Area". Click the "Layout and

Properties" button (It looks like a square with arrows inside and tick marks around it). From there, you should see the alt option. Fill in a title for the figure and then the alt text in the alt text. While alternative text is usually successfully transferred to pdf versions of the word document, in some cases it will be lost. It is also important to note that spell check does not review alternative text added to a Word Document. For these reasons, the best practice is to write the alternative text for figures in a separate word document. This ensures that the alternative text can be easily read and spell checked, and then added into the final document.

Color Contrast:

Figures and images must use colors that provide sufficient contrast between the foreground and background such that a sight impaired viewer can still easily distinguish between the two colors. Color contrast must always be checked for font and for graphics that impart meaning (such as graphs or charts). It does not need to be checked for pictures, or graphics that are purely decorative in nature.

To check color contrast, CARB uses a tool called the Colour Contrast Analyser (CCA). It can be found in the software center of CARB computers or downloaded at the following link:

https://developer.paciellogroup.com/resources/contrastanalyser/

To check if the color contrast passes accessibility requirements, keep the document with your figure open and open the CCA tool. After opening CCA, a window should pop up (see Figure 1). The upper portion of the window includes a foreground color, a background color, and a sample preview. The lower portion shows if the selected colors pass various accessibility requirements. To check if colors provide sufficient contrast, press the dropper button and hover over the color in question on your figure. Once you are satisfied with the color show in the sample ring, left click. Do this for both the foreground color and background color. When selecting the background color select a point near the foreground color. To ensure that contrast analyser is testing the correct colors always compare the sample preview to your image to ensure that the correct foreground and background have been selected.

Once you are satisfied with the sample preview review the results. CARB requires that color contrast pass the

Figure 1: CCA Tool
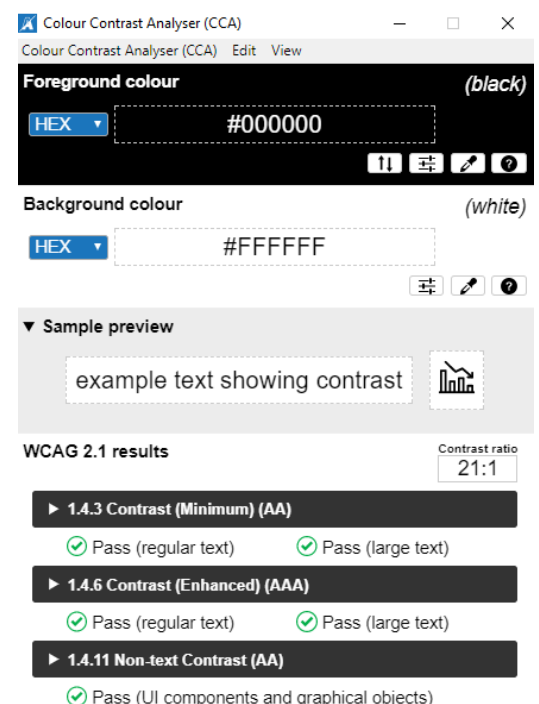
minimum (AA) requirements. CARB does not require that documents pass the enhanced (AAA) requirements. The contrast requirements are less stringent for large text and figures—where large text is defined as text that is at least size 18 font, or text that is bolded and at least size 14 font.

The color contrast requirement often makes it impossible to have light colors such as yellows against a white background, or several dark colors next to each other (as might be seen in pie charts). Instead of changing the color, it is possible to outline the color with a dark or light color that meets the color contrast requirement. For example, Chart A below does not pass color contrast requirements, but adding the black outlines in Figure B allows it to pass. Chart C below does not pass color contrast requirements, but adding white outlines allows it to pass.
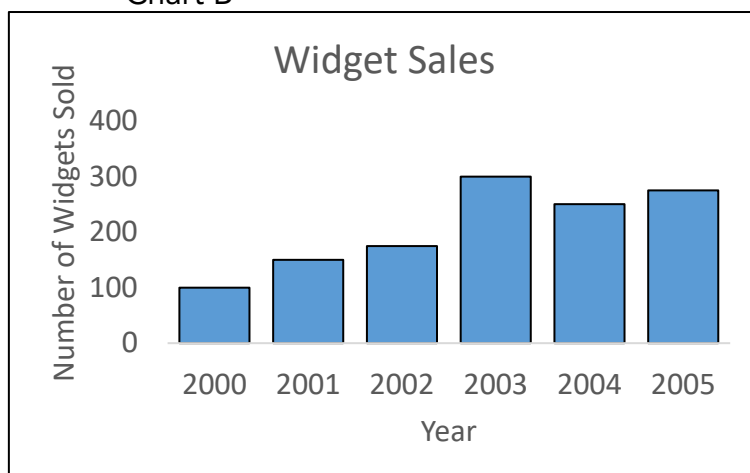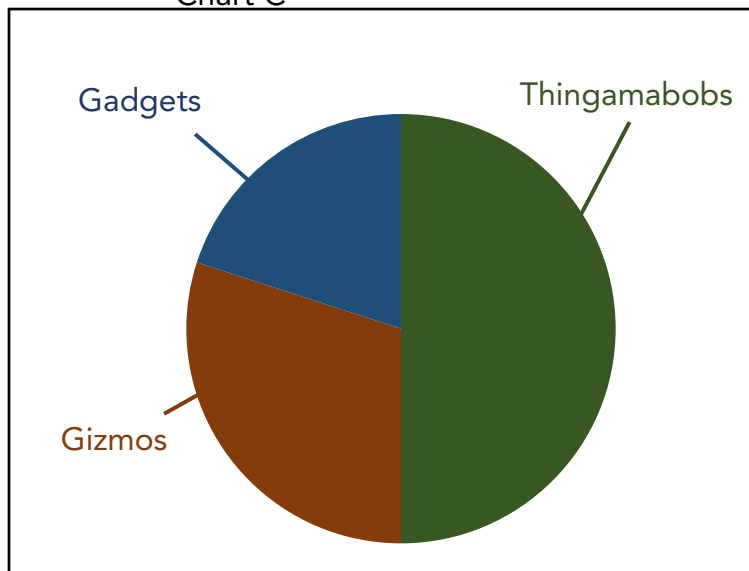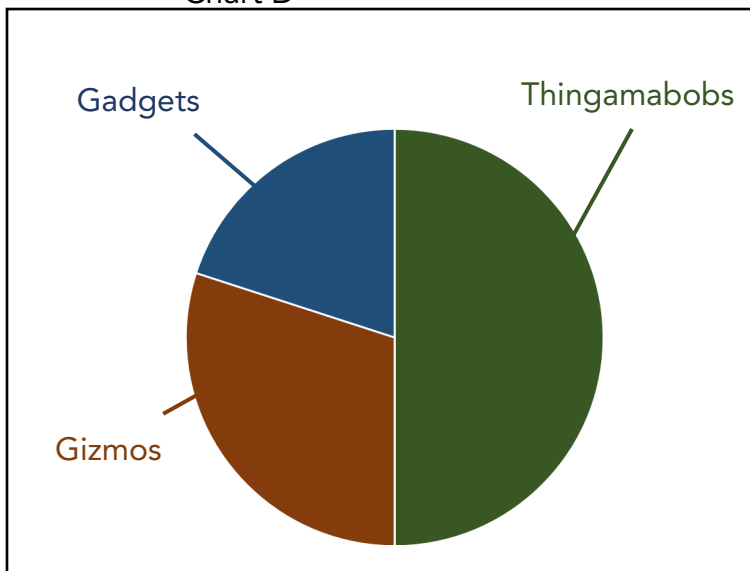
Chart A
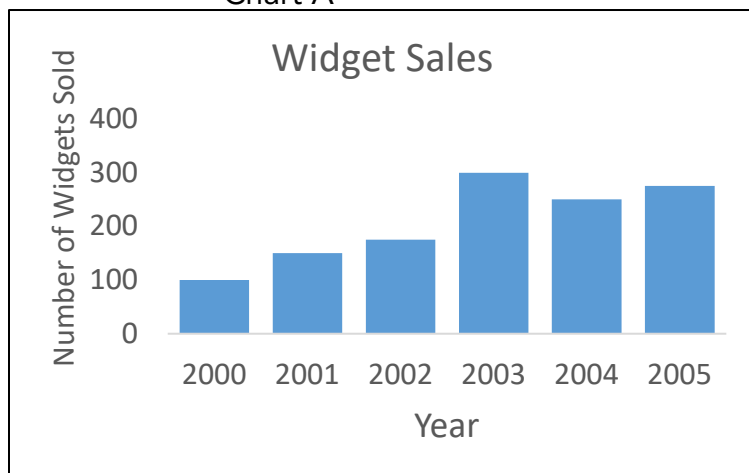
Chart B

Chart C

Chart D

Use of Color to Convey Meaning

Color alone should not be used to convey meaning. Individuals with color blindness are unlikely to use a screen reader and will not benefit from alternative text. When creating graphics, ensure that color is not the only thing used to convey meaning. For example, in Chart E below, the color is the only thing that would allow the user to interpret the graph. This does not meet accessibility criteria, as a reader with red-green color blindness may not be able to distinguish gadgets from gizmos in the chart legend. Chart F and Chart G do meet accessibility requirements because in Chart F, patterns, in addition to colors can be used to distinguish the different types of devices. In chart G, callout boxes directly next to the graph allow users to immediately distinguish device types.
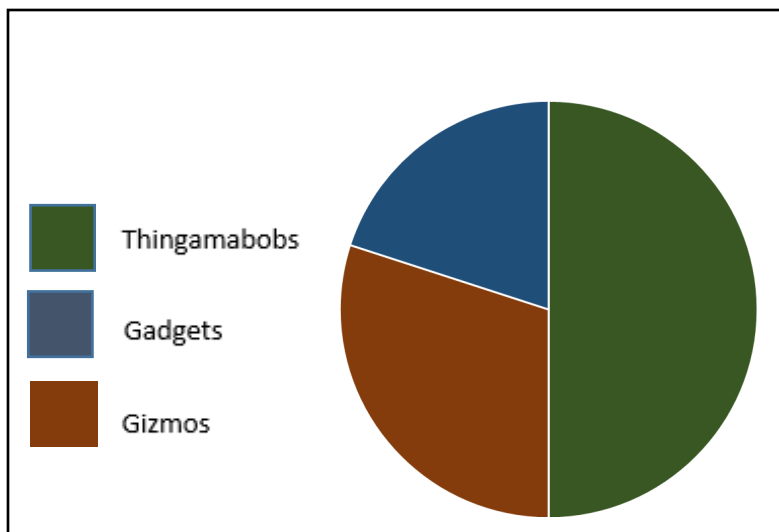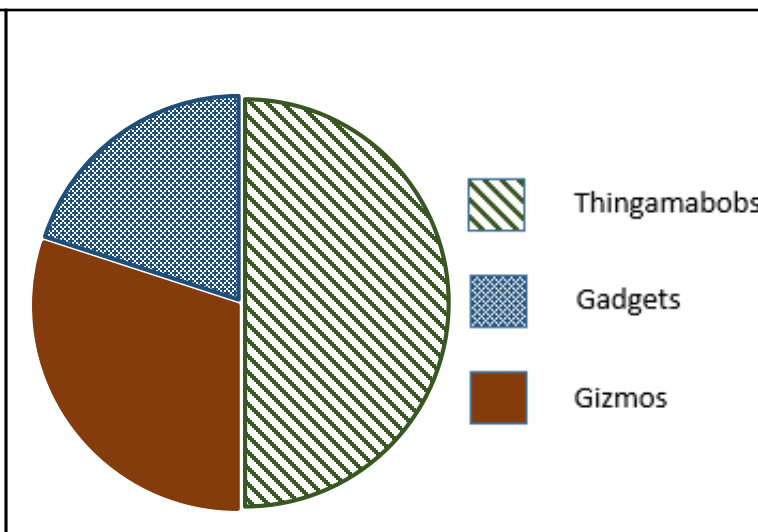
Chart E

Chart F

Chart G