Interactive DIY Branding Workshop

with **Canva** and Friends!
Key Features of 508 Compliance

1. Captions or Transcripts
2. Keyboard Navigation
3. Screen Readers Accessibility
4. ALT Text for Images
5. ALT Text for Videos
6. Color and Contrast
7. No Timeouts

https://internetdevels.ua/blog/508-compliance-and-website-accessibility
- Contrast
- Size
- Colorblind Alternatives

https://www.linkedin.com/pulse/dashboard-design-color-blind-shannon-brown/
Choosing Fonts

- Stick to two or three styles
- Readability is key!
- Aim for balance
Creativity is intelligence having fun.

ALBERT EINSTEIN

It is not beauty that endears, it's love that makes us see beauty.

LEO TOLSTOY

All you need is love. But a little chocolate now and then doesn’t hurt.

CHARLES M. SCHULZ

ARCHITECTURE IS A VISUAL ART, AND THE BUILDINGS SPEAK FOR THEMSELVES.

Julia Morgan
meet your new best friends...

The super fast color palettes generator!

Create the perfect palette or get inspired by thousands of beautiful color schemes.

Start the generator!

Explore trending palettes
What to Do?

- Start with institutional standards
- Choose fonts: style and size
- Choose colors: Hex code is easiest
- Mind the Gap (consider accessibility)
- Write it down: this is your theme!

...How about an example?
Palette Methodology
Inspired by Nature and History

- Inspiration
  - Color theory
  - Accessibility
  - Florida 'spirit'
- Source Images
- Coolors.co (NOT com)
  - Lock Colors
  - Explore Alternates
About this Design

Heading font: Archivo Black
Subheading Font: Hitch Hike
Body text font: Glacial Indifference

4x2 Palette
acknowledging our shared history, inspiring resilience, & promoting preparedness
Tools, Tests, and Resources

- https://www.canva.com
  - Brand Style Kit
- https://www.coolors.co
  - Pick from image
  - Contrast check
- https://www.paletton.com
  - Preset schemes
  - Colorblind simulations
- https://www.section508.gov/test/
- https://www.access-board.gov/ict/
  - Revised 508 Standards
- https://www.w3docs.com/tools/color-analyzer
  - Contrast check
  - Accessible color palette builder