For visibility & legibility, the human eye requires that there be a distinct contrast between overlapping colors. Also, choosing colors with good contrast will help add visual interest & better deliver your message. If your colors are too close in value they will tend to blur together.

On the other hand, if your colors are too contrasting (i.e. complimentary colors), they will “vibrate” & become very hard to read.

Take a look below to notice how different colors work against each other. Also, notice how colors can look differently all together on different backgrounds.

Shown below are examples of color combinations that provide the most contrast (ordered from greatest to least) that will provide the best legibility without being distracting.

Contact SDDI at 952-224-9906