

Domain of One's Own

Design Concept

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Design Standards

Font and Text

Headers: Lora, serif

Header 1, 40px

Header 2, 30px

Header 3, 24px

Header 4, 20px

Body: Tahoma, sans-serif, minimum 16px

Paragraph

Links are underlined

[Links](#)

























Color Scheme & Color Blindness

Approximately “1 in 12 men (8%) and 1 in 200 women in the world” are colorblind. This means that out of the approximately 4,400 undergrads at University of Mary Washington, 124 male and 13 female students are likely to be colorblind.

To actively design for colorblindness, every color should look distinct because to those with colorblindness, many colors will look similar to each other.

“The seven colors (and black) in the figure below are perceived as reasonably distinct by both normal and color blind individuals. The table on the [below] is reproduced from Nature Method's Points of View: Color blindness by Bang Wong.”

conservative 7-color palette adapted for color blindness

Color	Color name	RGB (1-255)	CMYK (%)	P	D
	Black	0, 0, 0	0, 0, 100		
	Orange	230, 159, 0	0, 50, 100, 0		
	Sky blue	86, 180, 233	80, 0, 0, 0		
	Bluish green	0, 158, 115	97, 0, 75, 0		
	Yellow	240, 228, 66	10, 5, 90, 0		
	Blue	0, 114, 178	100, 50, 0, 0		
	Vermillion	213, 94, 0	0, 80, 100, 0		
	Reddish purple	204, 121, 167	10, 70, 0, 0		

Wong, B. (2011) Points of view: Color blindness. Nature Methods 8:441.

[Color Blindness](#); [Color Palettes For Color Blindness](#)

Color Scheme

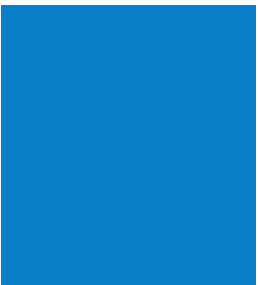
Based off of Wong's conservative 7 color palette.



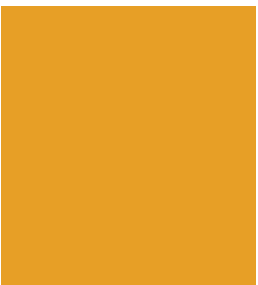
#fff
White



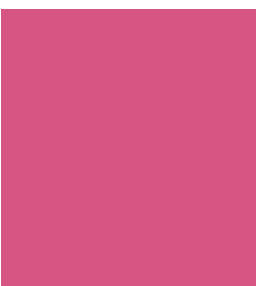
#000
Black



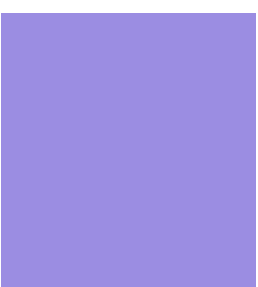
#087fc6
Ocean Boat
Blue



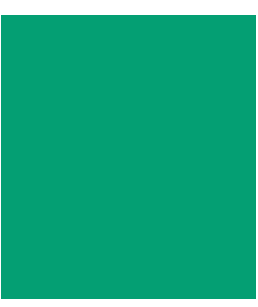
#e79f26
Marigold



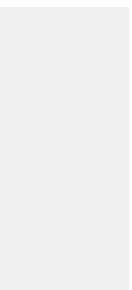
#d65582
Mystic



#9b8de2
Medium
Purple



#049f73
Green



#efefef
Light Grey

Color Scheme - Red/Green Color Blindness

Without Color Blindness



Protanomaly Color Blindness
(1% of men, 0.01% of women worldwide)



Protanopia Color Blindness
(1% of men worldwide)



Deuteranomaly Blindness
(6% of men, 0.4% of women worldwide)



Deuteranopia Blindness
(1% of men worldwide)



Color Blind Types: [National Eye Institute](http://NationalEyeInstitute.gov); Color Blind colors and stats generated by [ColorHexa](http://ColorHexa.com)

Color Scheme - Yellow/Blue Color Blindness

Without Color Blindness



Tritanomaly Color Blindness
(0.01% of the population
worldwide)



Tritanopia Color Blindness
(0.001% of the population
worldwide)



Color Scheme - Complete Blindness

Without Color Blindness



#087fc6



#e79f26



#d65582



#9b8de2



#049f73

Achromatopsia Color Blindness
(0.001% of the population
worldwide)



#646464



#a7a7a7



#818181



#9b9b9b



#6c6c6c

Atypical Achromatopsia
Color Blindness
(0.005% of the population
worldwide)



#526978



#b4a58d



#927881



#9b98a9



#57766d

Color Utilization

Background: White

Sidebar: Light Grey, #efefef

Headers: Black, #000

Paragraph: Black, #000

Links: Ocean Boat Blue, #087fc6

Links Hover: Marigold: #e79f26

Accents, shapes, icons, and other graphical elements:

Mystic: #d65582

Medium Purple: #9b8de2

Green: #049f73

Media Utilization

Source: Original Content, Public Domain, Royalty-Free, Creative Commons License

[Unsplash](#), [Pixabay](#), [Pexels](#), [Videoblocks](#)

Images: High Quality JPEGs (image is more compressed = faster page load)

Graphics: PNGs (graphic is crisp = easier to see, not pixelated)

Videos: 1080p+, embedded (e.g. Hosted on YouTube, Vimeo = faster page load)

[JPEG vs. PNG: Why Image Formats Matter for a Fast Website](#)