

Örnek Kahve Co. — colour usage guide

Accessible palette v1.0 · WCAG 2.2 AA (AAA where noted) · prepared by Ali Karabüyük · tokens: accessible-color-palette-tokens.json / .css

FICTIONAL EXAMPLE
BRAND

1. Brand colours — unchanged, but with a job description

- Brand orange**
logo, illustration, large fills with dark text
- Brand teal**
decorative accents only
- Brand yellow**
highlight backgrounds, dark text only
- Cream**
section background

2. Working colours (semantic tokens, light mode)

- action**
buttons, CTA
- link**
links in text
- text**
body text
- text-muted**
secondary text
- accent**
secondary button, accent headings
- error**
error + × icon
- success**
success + ✓ icon
- focus**
focus ring outer

3. Five rules

- Text uses only approved pairings** (table below). Never put text in brand orange, teal or yellow on white.
- White text needs action** (orange-600, 4.86:1), not brand orange (2.45:1). On brand orange or yellow, text is on-brand (neutral-950).
- Never colour alone** (1.4.1): every error/success carries an icon and the words "Hata:" / "Tamam:"; links in body text are underlined.
- Focus is always visible**: 2px inner focus-inner + 3px outer focus ring, 2px offset (≥3:1 against page, section and button).
- Disabled ≠ low-contrast content**. Disabled controls are exempt from 1.4.3, but must also be marked disabled in code.

4. UI states

Sipariş ver

Sipariş ver

Sipariş ver

default

hover

pressed

Sipariş ver

Menü

Sipariş ver

focus

secondary

disabled

✖ Hata: Kart numarası geçersiz.

✓ Tamam: Siparişiniz alındı.

5. Approved text pairings — light mode (WCAG 1.4.3 / 1.4.6)

Use	Tokens	Ratio	Level
Body text	Aa text on bg	12.52:1	AAA
Body text on section bg	Aa text on bg-subtle	11.88:1	AAA
Secondary text	Aa text-muted on bg	4.89:1	AA
Secondary text on section bg	Aa text-muted on bg-subtle	4.64:1	AA
Link	Aa link on bg	6.22:1	AA
Link on section bg	Aa link on bg-subtle	5.90:1	AA
Primary button label	Aa on-action on action	4.86:1	AA
Button label (hover)	Aa on-action on action-hover	6.22:1	AA
Button label (pressed)	Aa on-action on action-pressed	8.84:1	AAA
Secondary button / accent heading	Aa accent on bg	6.22:1	AA
Promo banner text on brand yellow	Aa on-brand on brand-yellow	11.03:1	AAA
Hero/badge text on unchanged brand orange	Aa on-brand on brand-orange	6.48:1	AA
Error message	Aa error on bg	8.86:1	AAA
Error banner	Aa error on error-bg	8.34:1	AAA
Success message	Aa success on bg	4.89:1	AA
Success banner	Aa success on success-bg	4.61:1	AA

6. Non-text contrast — light mode (WCAG 1.4.11, focus 2.4.13)

Use	Tokens	Ratio	Level
Input border vs page	 border-input on bg	3.21:1	Pass (≥3:1)
Input border vs section	 border-input on bg-subtle	3.04:1	Pass (≥3:1)
Button shape vs page	 action on bg	4.86:1	Pass (≥3:1)
Secondary button border	 accent on bg	6.22:1	Pass (≥3:1)
Focus ring vs page (1.4.11, 2.4.13)	 focus on bg	8.83:1	Pass (≥3:1)
Focus ring vs section	 focus on bg-subtle	8.38:1	Pass (≥3:1)
Focus ring vs muted surface	 focus on surface-muted	7.66:1	Pass (≥3:1)
Inner focus ring vs primary button	 focus-inner on action	4.86:1	Pass (≥3:1)
Outer vs inner focus ring	 focus on focus-inner	8.83:1	Pass (≥3:1)
Error icon / field border	 error on bg	8.86:1	Pass (≥3:1)
Success icon	 success on bg	4.89:1	Pass (≥3:1)

7. Dark mode

Body text on the dark page, with a [link](#) and secondary text.

Sipariş ver

Use (dark)	Tokens	Ratio	Level
Body text	 text on bg	14.96:1	AAA
Body text on section bg	 text on bg-subtle	11.78:1	AAA
Secondary text	 text-muted on bg	8.56:1	AAA
Secondary text on section bg	 text-muted on bg-subtle	6.74:1	AA
Link	 link on bg	8.51:1	AAA
Link on section bg	 link on bg-subtle	6.70:1	AA
Primary button label	 on-action on action	6.36:1	AA
Button label (hover)	 on-action on action-hover	8.51:1	AAA
Button label (pressed)	 on-action on action-pressed	11.35:1	AAA
Secondary button / accent heading	 accent on bg	8.57:1	AAA
Promo banner text on brand yellow	 on-brand on brand-yellow	11.03:1	AAA
Hero/badge text on unchanged brand orange	 on-brand on brand-orange	6.48:1	AA
Error message	 error on bg	6.36:1	AA
Error banner	 error on error-bg	6.32:1	AA
Success message	 success on bg	13.82:1	AAA
Success banner	 success on success-bg	13.73:1	AAA

8. Colour-vision check of status colours

Error red-800 and success teal-600 were picked from the scales to keep the largest difference under simulated protanopia, deuteranopia and tritanopia (minimum CIEDE2000 27.28, before: 11.64). Success uses the brand-teal family (bluish green) instead of a pure green — that hue shift, not lightness, does most of the work: their lightness ratio (1.81:1) is about the same as before (1.82:1). Colour is still a secondary cue — the icon and the words carry the meaning.

9. Limits

Contrast ratios do not capture font weight, size, thickness or anti-aliasing; small or thin text may need more than the minimum. CVD simulation is a model (Machado 2009, full dichromacy) and is not a substitute for testing with people. APCA values in the matrices are informative and not part of WCAG 2.2. Brand acceptance of the darker working colours is the client's decision.

Örnek Kahve Co. is a fictional example brand used to demonstrate the method. Colour values, ratios and simulations are computed; source CSV/JSON files accompany this guide. © Ali Karabüyük — alikarabuyuk.com