

NREL COLOR PALETTE

RGB color mode | March 2025

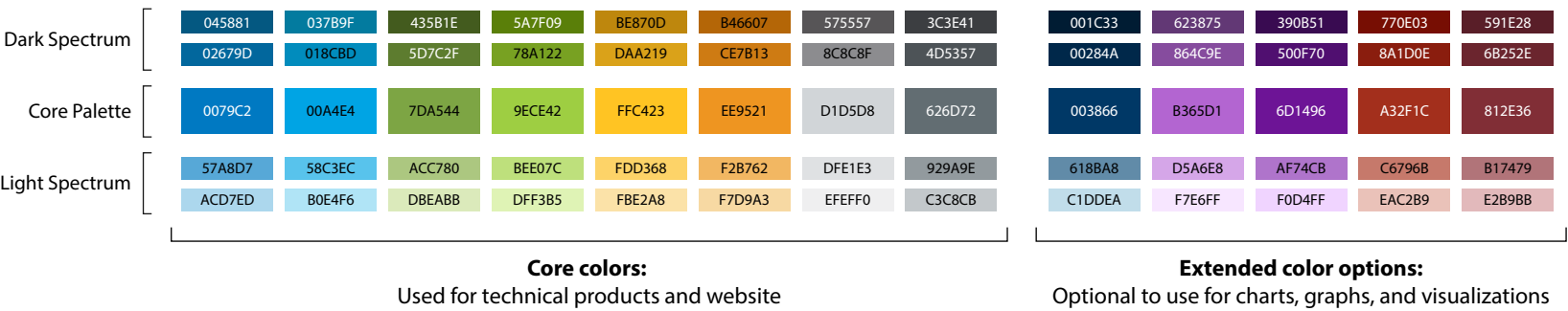
Palette	Color		RGB	Hexadecimal
Core colors: Used for technical products and website	NREL blue	<div></div>	0, 121, 194	#0079C2
	Bright blue	<div></div>	0, 164, 228	#00A3E4
	Green	<div></div>	125, 165, 68	#7DA544
	Bright green	<div></div>	158, 206, 66	#9ECE42
	Yellow	<div></div>	255, 196, 35	#FFC423
	Orange	<div></div>	238, 149, 33	#EE9521
	Dark gray	<div></div>	98, 109, 114	#626D72
	Light gray	<div></div>	209, 213, 216	#D1D5D8
Extended colors: Used for outreach products, events, campaigns, and data visualizations	Dark blue	<div></div>	0, 56, 102	#003866
	Light purple	<div></div>	179, 101, 209	#B365D1
	Purple	<div></div>	109, 20, 150	#6D1496
	Red	<div></div>	163, 47, 28	#A32F1C
	Dark red	<div></div>	129, 46, 54	#812e36
Utility colors*: Used ONLY for signage (Site Ops) Danger, Warning, or Success colorations. <i>*Use by Corp Comms Designers only.</i>	Utility red	<div></div>	204, 0, 0	#CC0000
	Utility yellow	<div></div>	255, 188, 0	#FFBC00
	Utility green	<div></div>	80, 170, 38	#50AA26

Data visualization palette**:

Below is a suggested starting point for tints and shades of our core and extended colors for use in data visualizations.

If additional tints and shades of a brand color are needed, you can create your own spectrum of that color so long as the brand color remains unchanged. If creating your own spectrum of color, use the WebAIM tool to check color contrast to ensure any foreground text or icons meet WCAG AA requirements.

***Text colors as shown in white or black have been vetted to pass a WCAG AA contrast ratio check for accessibility when used on top of each color background shown.
Note: WCAG bases their color contrast ratios and checking tools on the sRGB color space.*



General Best Practices for Accessible Design

These can apply to any design work, print or digital!

- **Use white space** to naturally separate content and unrelated elements within the layout.
- **Be mindful of your typography** choices:
 - The easiest to read and most effective form of text alignment is left alignment, especially for large blocks of text.
 - Use easy-to-read fonts. Avoid fonts that are extra thin, extra bold, extra italicized, or too decorative.
 - Avoid all caps.
 - Balance leading/tracking with font size/weight. Consider setting the leading/line-height to 1.5x the font size. Consider setting the space between text blocks to 2x the font size.
- **Use good color contrast:**
 - Among and between all colors in any visuals
 - Between visuals and the background color
 - Between any text or key icons and the background color
 - Double check color contrast using a tool like WebAIM (WCAG Level AA is our standard for digital/web products)
- When color conveys meaning, **include a secondary visual indicator**.
- **Always double check graphics in grayscale** to ensure that the data or message still makes sense without relying on color.
- For complex data visualizations to be displayed on a webpage, **consider collaborating with a developer to create an interactive option** like Highcharts instead of a static graphic.

General Best Practices for Accessible Content

Collaborate with your Comms Partner to ensure the content itself is accessible.

- Ensure your message is clear and uses plain language.
- Ensure your content is well organized.
- Use headings and a clear visual hierarchy to help the reader navigate the material.
- Use a unique visual style for each heading level and ensure each level’s style is consistently used.
- Incorporate visuals to break up text-heavy sections.
 - Visuals support learning and retention of information being presented.
 - Reference and explain any visuals within the text.
 - Include appropriate alt text for images and static graphics.

For additional info on WCAG requirements for digital/web specific content, graphics, and media:

<https://www.w3.org/WAI/WCAG22/quickref/>