

Color

WordPress uses colors purposefully to communicate how things function in the interface. This helps us create visual patterns that can make interacting with WordPress easier and more predictable for users.

Principles

Color should focus attention

Color indicates which elements of the interface are interactive, how they relate to other elements, and their level of prominence. Important elements should stand out visually, so use color to bring attention to what matters most and to support the hierarchy of the page. And color is powerful — use restraint.

Color should be accessible

Text and important elements like icons should meet legibility standards when appearing on colored backgrounds, across all screen and device types. When choosing colors, always consider users who are color blind or have low vision. Don't rely on color alone to convey information.

Color should communicate

While we value an aesthetically pleasing use of color, we place a higher value on clear communication. Color choices should be purposeful and rational, and color should support the purpose of the content.

Color Palette

Blue serves as the primary color across WordPress. Additional colors are used sparingly and purposefully.

Blue 0 #f0f6fc	Blue 5 #c5d9ed	Blue 10 #9ec2e6	Blue 20 #72aee6	Blue 30 #4f94d4	Blue 40 #3582c4	Blue 50 #2271b1	Blue 60 #135e96	Blue 70 #0a4b78	Blue 80 #043959	Blue 90 #01263a	Blue 100 #00131c
Gray 0 #f6f7f7	Gray 5 #dcdcdc	Gray 10 #c3c4c7	Gray 20 #a7aaad	Gray 30 #8c8f94	Gray 40 #787c82	Gray 50 #646970	Gray 60 #50575e	Gray 70 #3c434a	Gray 80 #2c3338	Gray 90 #1d2327	Gray 100 #101517
Red 0 #fcf0f1	Red 5 #facfd2	Red 10 #ffabaf	Red 20 #ff8085	Red 30 #f86368	Red 40 #e65054	Red 50 #d63638	Red 60 #b32d2e	Red 70 #8a2424	Red 80 #691c1c	Red 90 #451313	Red 100 #240a0a
Yellow 0 #fcf9e8	Yellow 5 #f5e6ab	Yellow 10 #f2d675	Yellow 20 #f0c33c	Yellow 30 #dba617	Yellow 40 #bd8600	Yellow 50 #996b00	Yellow 60 #755100	Yellow 70 #614200	Yellow 80 #4a3200	Yellow 90 #362400	Yellow 100 #211600
Green 0 #edfaef	Green 5 #b8e6bf	Green 10 #68de7c	Green 20 #1ed14b	Green 30 #00ba37	Green 40 #00a32a	Green 50 #008a20	Green 60 #007017	Green 70 #005c12	Green 80 #00450c	Green 90 #003008	Green 100 #001c05

Colors can also be view in this [CodePen](#).

Primary Color

The primary color focuses attention on important actions or other important information. Example uses include:

- Buttons
- Radios, checkboxes, switches
- Focus indicators
- Links

Neutral Colors

The Gray colors are dominant in the default color scheme, making use of subtle shifts in value to help organize content into distinct regions. Example uses include:

- Text
- Borders
- Backgrounds

Status Colors

In addition to primary and neutral colors, WordPress also has three status colors — Error, Warning, and Success (red, yellow, and green respectively). These colors don't represent the brand, and should only be used for user communication and messaging (form validation, alerts, confirmation, etc.)

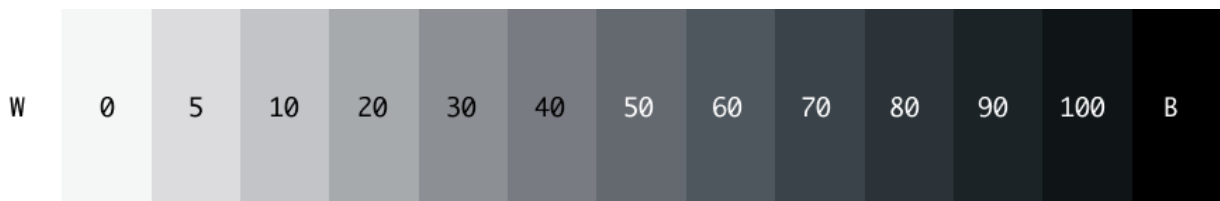
- **Error** (Red): Communicates status and draws attention towards critical elements. It can signify destructive actions.
- **Warning** (Yellow): Communicates status and draws attention towards non-critical elements.
- **Success** (Green): Communicates status and signifies positivity or success.

Remember: don't rely on color alone to convey information.

Text Contrast

While designing with color, ensure that text is accessible. Text color should have a contrast ratio of at least 4.5:1 ([WCAG 2.1 Level AA, Contrast \(Minimum\)](#)).

The color palette makes it easy to determine if the text has enough contrast. The colors in the palette contain 12 values from 0 to 100. White and black sit outside those values. Black text is WCAG AA accessible on colors ranging from 0 to 40. White text is accessible on colors from 50 to 100.



Disabled or inactive component text should use Gray 20. Note that these elements don't need to meet any minimum contrast requirements.

Non-text contrast

Visual information required to identify UI components and states should have a contrast ratio of 3:1 or greater ([WCAG 2.1 Level AA, Non-text Contrast](#)). This includes elements like borders and icons. Note: inactive UI components are an exception.

Use caution when using colors lighter than 50. These colors should only be used for text elements in the following cases:

- Pure decoration
- Logotypes
- Part of a picture that contains significant other visual content