BRAND FOUNDATION · DRAFT 3 · GIRLY POP

Diane Nguyen, Learning Design

Colors, type and building blocks for the new portfolio, checked against WCAG 2.2 AAA.

Accessible & Inclusive Design | Experiences & Gamification | Retention & Job Aids

01 · PALETTE

Five colors, plus white

Aa	Aa	Aa	Aa	Aa
Burgundy	**Blush**	**Cocoa**	**Violet**	**Lavender**
#570E0E	#FFE3FC	#584A4A	#4D4680	#D2CAFF
Titles, buttons, strongest text	Section backgrounds	Body text on white or blush	Links, accents, focus outline	Tags, highlights, image fills

The color names are placeholders so we can talk about them. Rename them anything you like.

02 · CONTRAST CHECK

Which pairs pass AAA

AAA asks for 7:1 for regular text and 4.5:1 for large text (24px+, or about 19px bold). Every pairing of your colors plus white, sorted strongest first.

AAA any text size Large only headings 24px+ Fail decoration only

Contrast ratios, calculated with the WCAG relative luminance formula

Text	Background	Preview	Ratio	AAA result
Burgundy	White	Sample text	14.24:1	AAA
Burgundy	Blush	Sample text	11.97:1	AAA
Burgundy	Lavender	Sample text	9.25:1	AAA
Cocoa	White	Sample text	8.42:1	AAA
Violet	White	Sample text	8.39:1	AAA
Cocoa	Blush	Sample text	7.08:1	AAA
Violet	Blush	Sample text	7.05:1	AAA
Cocoa	Lavender	Sample text	5.47:1	Large only
Violet	Lavender	Sample text	5.45:1	Large only
Burgundy	Violet	Sample text	1.70:1	Fail
Burgundy	Cocoa	Sample text	1.69:1	Fail
Lavender	White	Sample text	1.54:1	Fail
Lavender	Blush	Sample text	1.29:1	Fail
Blush	White	Sample text	1.19:1	Fail
Cocoa	Violet	Sample text	1.00:1	Fail

03 · WHAT CHANGED

Two shades deepened, one rule added

To reach AAA while keeping five colors, cocoa and violet were deepened slightly, and lavender always takes burgundy text.

Violet

Was #5B5397 | Now #4D4680

Was 5.64:1 on blush and 6.71:1 on white. Now 7.05:1 and 8.39:1, so links pass AAA.

Cocoa

Was #5C4D4D | Now #584A4A

Was 6.73:1 on blush. Now 7.08:1, so body text passes AAA on every background.

Lavender rule

Burgundy text

Text on lavender is always burgundy (9.25:1). Violet text doesn't go on lavender.

04 · COLOR ROLES

Where each color goes

- **Page background** — White, with blush bands to separate sections
- **Titles and buttons** — Burgundy. Passes AAA on every light color.
- **Body text** — Cocoa on white or blush
- **Links and focus outline** — Violet, links always underlined
- **Tags and image fills** — Lavender, always with burgundy text
- **Accent panels** — Violet with white text (8.39:1)

05 · TYPOGRAPHY

Be Vietnam Pro, two weights

Aa

Titles: Extra Bold (800). **Body:** Regular (400). Semibold (600) is optional for buttons and labels.

l I 1 · O 0

Readability check: capital I, lowercase l and the number 1 are clearly different, which matters for learners with dyslexia or low vision.

H1 · 48

Learning that sticks

H2 · 36

Featured projects

H3 · 28

Escape-room onboarding

Lead · 22

Strategy meets storytelling.

Body · 18

I design learning that is purposeful, creative and human, built so every learner can take part from the start.

AAA text rules built in

- Body text at 18px with 1.6 line spacing (AAA asks for at least 1.5)
- Lines capped near 68 characters (AAA asks for 80 or fewer)
- Left-aligned text, never justified
- Paragraph spacing at least 1.5× the line height
- Text resizes to 200% without breaking the layout

06 · BUILDING BLOCKS

Buttons, links and project cards

View the project | Download job aid | Read my UDL approach

before → after

Placeholder image: before-and-after course screens

Accessible & Inclusive

Accessibility remediation

An existing course audited against WCAG and rebuilt with captions, alt text and keyboard support.

See the case study

fan fave

Placeholder image: branching scenario screen

Gamification

Branching client conversation

A realistic scenario where every choice has a consequence and feedback follows each path.

See the case study

Placeholder image: one-page decision tree

Retention & Job Aids

Decision-tree job aid

A one-page guide people use during the task, not just in training.

See the case study

07 · POP DETAILS

Playful, and still AAA

Every bit of personality comes from shape, texture and voice, never from lighter text or lower contrast. Here's each detail and the rule that keeps it accessible.

built to stick.

Highlighter swipe

Lavender or white behind one or two burgundy words in a headline. Burgundy on lavender is 9.25:1, on white 14.24:1.

Chunky card

Outlines and hard shadows

A 2.5px burgundy outline with a solid offset shadow. The strong edge makes cards and buttons easier to find for low-vision users. The shadow is decoration only.

Burgundy text only

Blush-to-lavender gradient

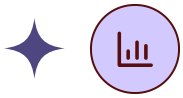
Used on heroes and big callouts. Text on a gradient is always burgundy, which passes on both ends. Cocoa drops to 5.47:1 on the lavender end, so it isn't used there.

hi, i'm diane

fan fave

Stickers and tilts

Short labels only, rotated 2 to 4 degrees so they stay easy to read. Body text is never rotated. White text on violet is 8.39:1.



Sparkles and line icons

Decorative, so screen readers skip them. Line-art icons are used instead of emoji, because screen readers read emoji names aloud and interrupt the text.

Hot takes, *backed by research*

Italic emphasis and casual voice

Be Vietnam Pro Extra Bold Italic for one or two words, never a third typeface. Lowercase labels and a casual voice in headings; case studies stay plain and scannable.

08 · MOTION

Movement people can stop

Motion is never the only way information appears, and all of it turns off when a visitor has "reduce motion" on (WCAG 2.3.3, AAA).

Effect	What it does	Accessibility rule
Hover lift	Buttons and cards rise 3px and the shadow grows	Off with reduce motion
Skills ticker	A strip of skills scrolls across the home page	Pause button (WCAG 2.2.2); stops with reduce motion; screen readers hear the list once
Timeline reveal	About page timeline cards fade and slide in as they scroll into view	Cards visible by default; stays still with reduce motion