



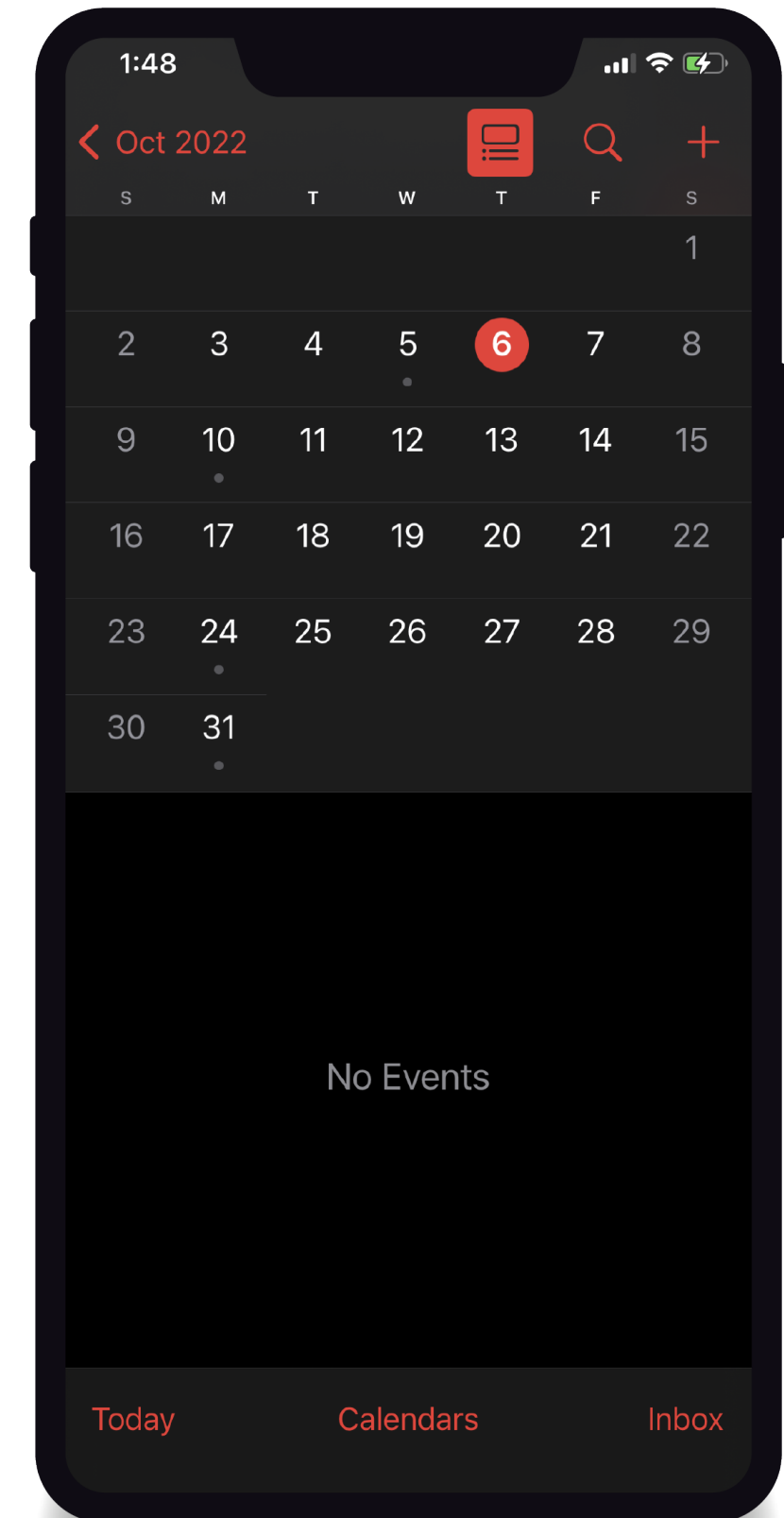
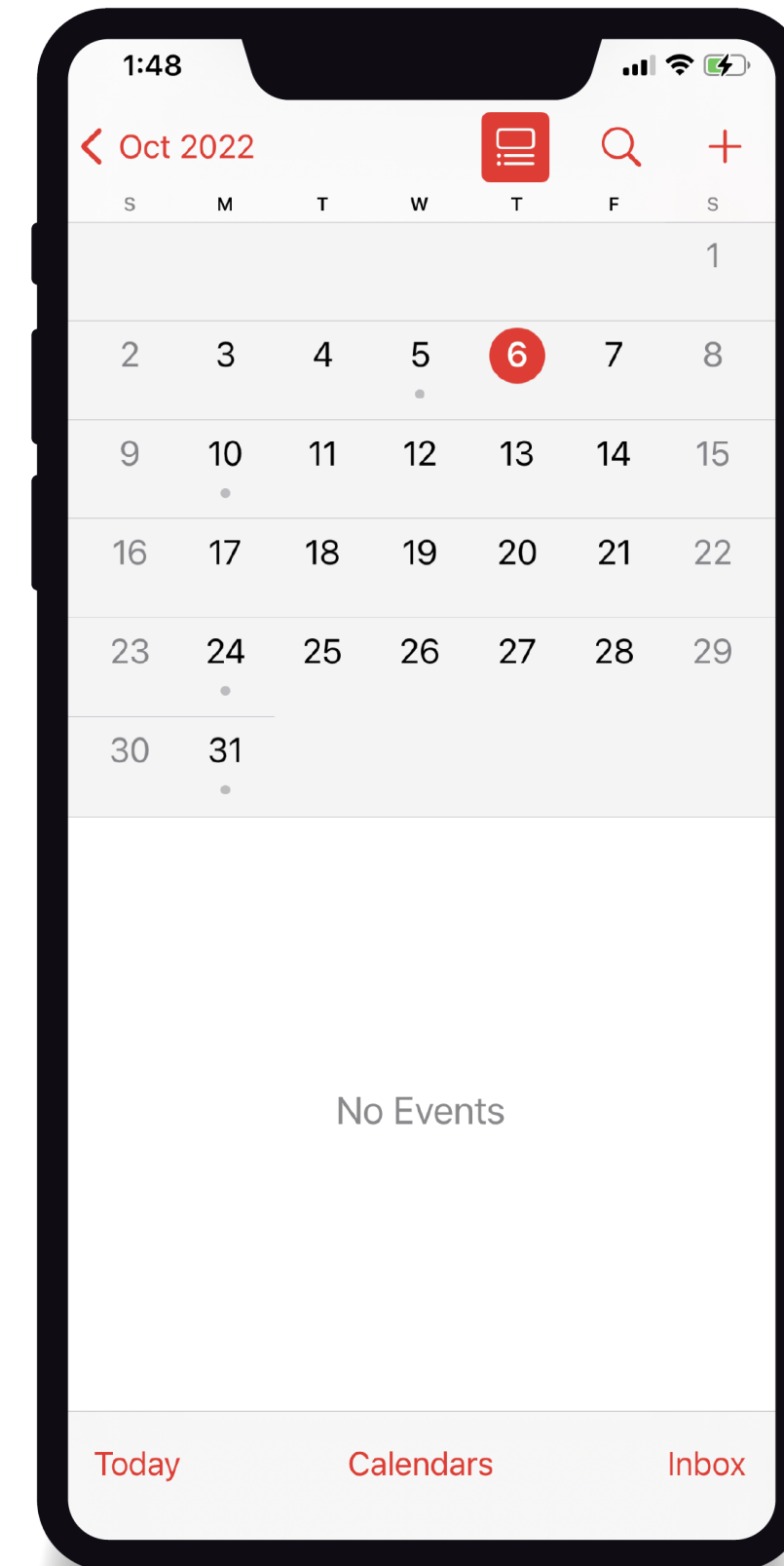
DESIGNING FOR DARK MODE

STRATEGIC COMMUNICATIONS AND MARKETING

WHAT IS DARK MODE?

“Dark Mode” refers to a **light on dark color scheme** used in user interfaces, mobile, and web design. This display setting is often offered as an optional setting within applications and software.

- Dark mode is also known by other names, such as “night mode” and “dark theme”.
- The purpose of dark mode is to reduce the light emitted from device screens.
- Dark mode offers several advantages such as preserving device battery, reducing eye strain for some users, and offering a better experience in low-light environments.



THE CHALLENGE

- Many types of software offer a dark mode option, but when users activate dark mode the application’s colors need to adjust to fit the new settings.
- When colors adjust automatically, brand colors can be shifted in a way that makes them **contrary to brand standards**.
- This has been seen in how our UF brand colors have been shifted while using dark mode in applications such as Outlook, Gmail, and Outlook 365.

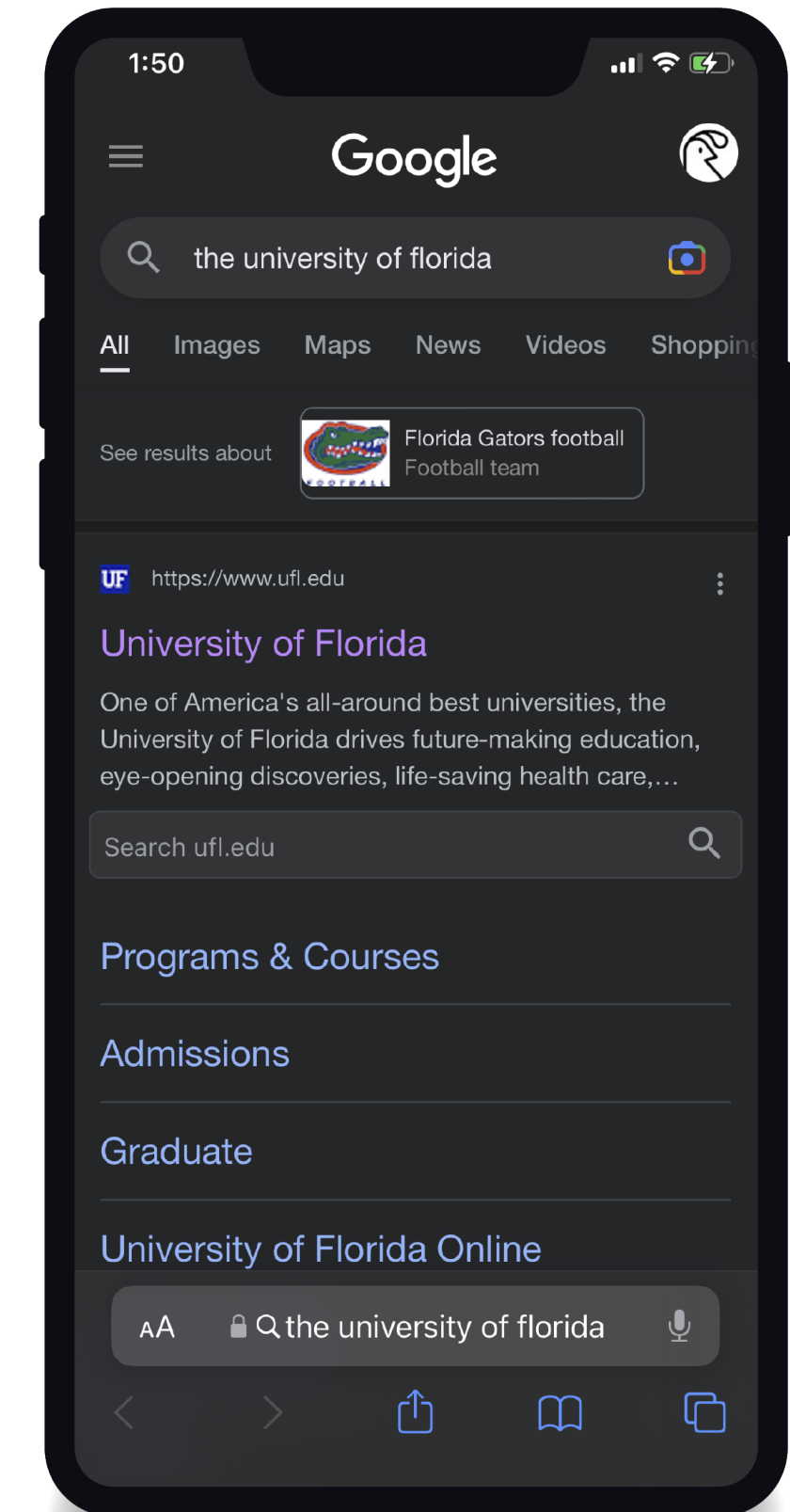
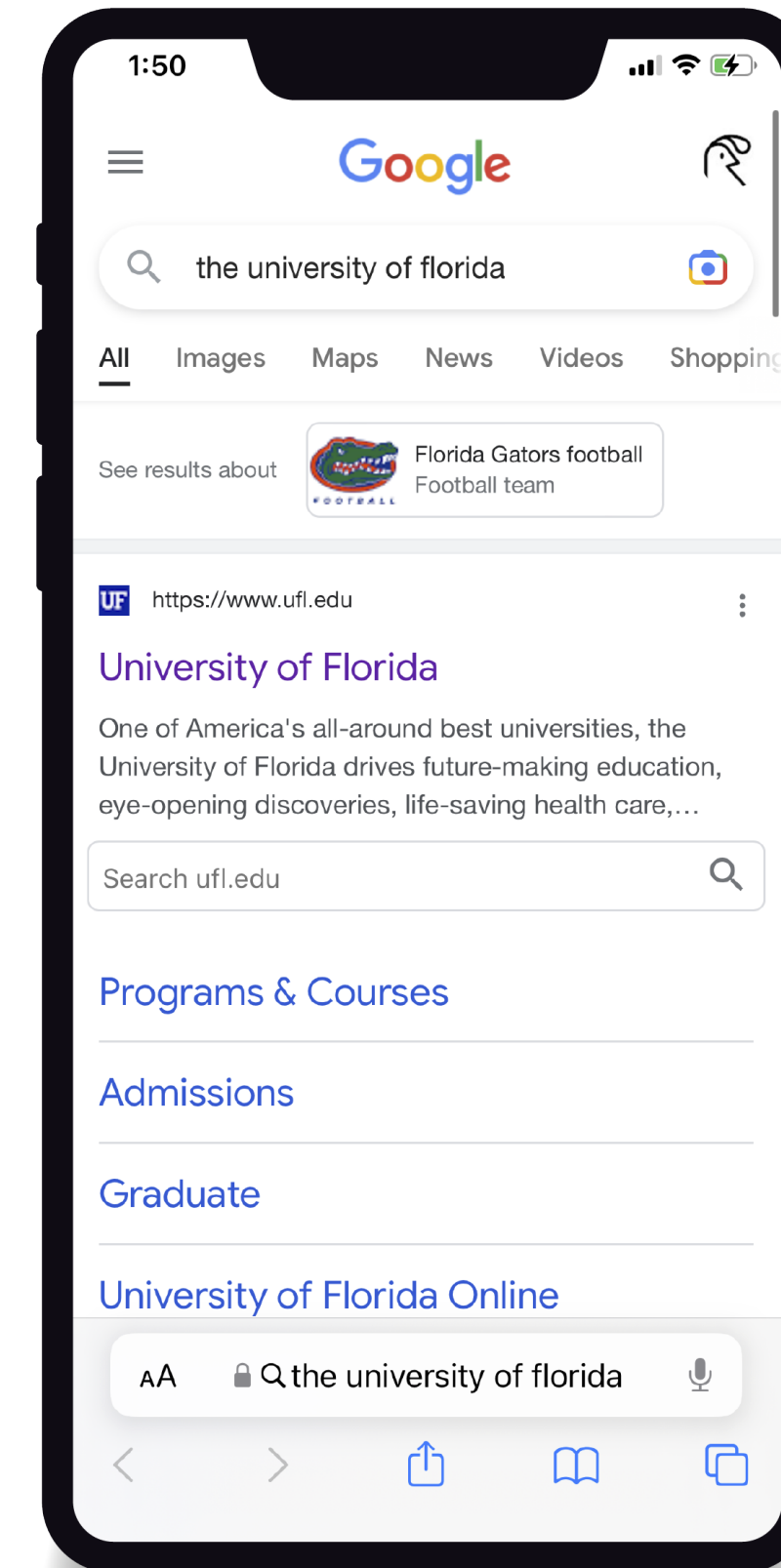
Color Conversion to Dark Mode in Email

Original	Apple Mobile	Outlook Web	Outlook 120dpi	Gmail App	Office 365/Mac
#008026					
#7F22FD					
White					
Black					
UF Cool Grey 11 #343741					
UF Cool Grey 3 #c7c9c8					
UF Warm Grey 1 #d8d4d7					
UF Core #FA4616					
UF Core #0021A5					
#1a226d					
Purple					
UF Bottlebrush #D32737					
UF Alachua #f2a900					
UF Gator #22884c					
UF Dk. Blue #002657					
UF Perennial #6A2A60					
#EEEEEA					
#283d93					
#085cb3					
Safe Blue					

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THE SOLUTION

- To overcome this challenge, a **set of guidelines** for dark mode have been developed to accompany our current brand guidelines.
- These guidelines include background color use, acceptable text colors, and how to implement accent colors while maintaining brand standards.



UF Brand Colors for Dark Mode							
Color	Name	Hex Code	R,G,B	Color	Name	Hex Code	R,G,B
	Core Blue	#0021A5	0, 33, 165		Black	#000000	0, 0, 0
	Core orange	#FA4616	250, 70, 22		Dark Mode Gray 1	#727272	114, 114, 114
	Bottlebrush	#D32737	211, 39, 55		Dark Mode Gray 2	#9E9E9E	158, 158, 158
	Alachua	#F2A900	242, 169, 0		Dark Mode Gray 3	#E5E5E5	229, 229, 229
	Gator	#22884C	34, 136, 76		White	#D8D4D7	255, 255, 255
	Dark Blue	#002657	0, 38, 87		Dark Mode Base	#121212	18, 18, 18
	Perennial	#6A2A60	106, 42, 96		Dark Mode Elevated	#1E1E1E	30, 30, 30

BEST PRACTICES

BACKGROUND COLORS

When designing a UI for dark mode, use **Dark Mode Base (#121212)** and **Dark Mode Elevated (#1E1E1E)** for the background. Dark Mode Base should be used for the majority of the background, while Dark Mode Elevated should be used to draw attention to selected objects and overlays.

These colors have been added to the UF Brand Colors for use ONLY as backgrounds in dark mode; these colors should not be used outside of dark mode UI design.

- Note: do not use Black (#000000) as a background color.

Dark Mode Base	#121212	18, 18, 18
Dark Mode Elevated	#1E1E1E	30, 30, 30

BEST PRACTICES

TEXT COLOR

In most cases, text colors should be limited to **Dark Mode Gray 1 (#727272)**, **Dark Mode Gray 2 (#9E9E9E)**, **Dark Mode Gray 3 (#E5E5E5)**. On occasion, it may be appropriate to use Core Orange (#FA4616) for large display text or accents. Core Blue (#0021A5), White (#FFFFFF), and Black (#000000) should NEVER be used for text.

- Baseline Emphasis Text: Dark Mode Gray 3
- High Emphasis Text: Dark Mode Gray 2
- Limited Use for Low Contrast Accessibility: Dark Mode Gray 1

Dark Mode Gray 3	#E5E5E5	229, 229, 229
Dark Mode Gray 2	#9E9E9E	158, 158, 158
Dark Mode Gray 1	#727272	114, 114, 114

BEST PRACTICES

TEXT COLOR (CONTINUED)

These colors have been added to the UF Brand Colors for use ONLY as text colors in dark mode; these colors should not be used outside of dark mode UI design.

Note: another option for text is to use White (#FFFFFF) in a lower opacity; the acceptable opacities are as follows (please note, 100% opacity White is NEVER to be used)

- Baseline Emphasis Text: 87% Opacity
- High Emphasis Text: 60% Opacity
- Limited Use for Low Contrast Accessibility: 38% Opacity

Dark Mode Gray 3	#E5E5E5	229, 229, 229
Dark Mode Gray 2	#9E9E9E	158, 158, 158
Dark Mode Gray 1	#727272	114, 114, 114

BEST PRACTICES

ACCENT COLOR

All UF Brand colors may be used as non-text accent colors in dark mode; standard brand guidelines should be followed in terms of color usage and applicability.

Core Blue	#0021A5	0, 33, 165
Core orange	#FA4616	250, 70, 22
Bottlebrush	#D32737	211, 39, 55
Alachua	#F2A900	242, 169, 0
Gator	#22884C	34, 136, 76
Dark Blue	#002657	0, 38, 87
Perennial	#6A2A60	106, 42, 96

BEST PRACTICES

LOGO USE

To maintain visibility and color contrast, it is recommended to use the White or Core Orange single-color versions of the logo. This ensures that there is appropriate contrast between the logo and the background color.

- Solid orange, solid white, two-color orange and white, and two-color blue and white logos are acceptable for dark mode.
- Most versions of the logo where Black or Core Blue would be in direct contact with the background are not approved.

Approved Logos for Dark Mode



Unapproved Logos for Dark Mode



ACCESSIBILITY

AA-COMPLIANT COLOR FORMULAS

By ensuring adequate contrast for text and visual media, we can help people with visual impairments navigate content more easily.

- The Web Content Accessibility Guidelines (WCAG) provide a set of international standards developed by the Worldwide Web Consortium (W3C), the governing body of the web.
- Note: this list is not comprehensive; it’s important to check accessibility for every piece created. For additional guidance on web accessibility, visit webaim.org/resources/contrastchecker.

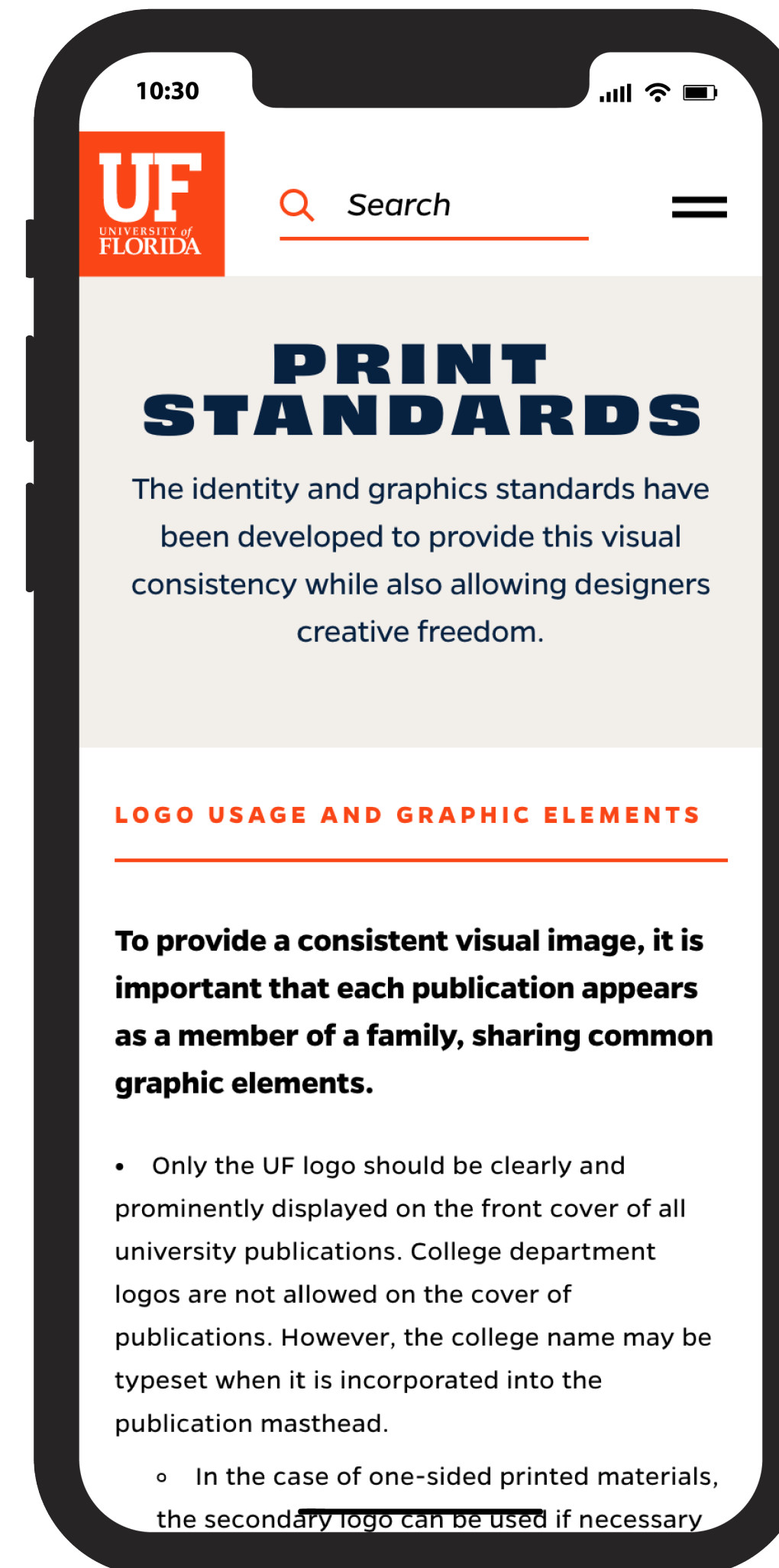
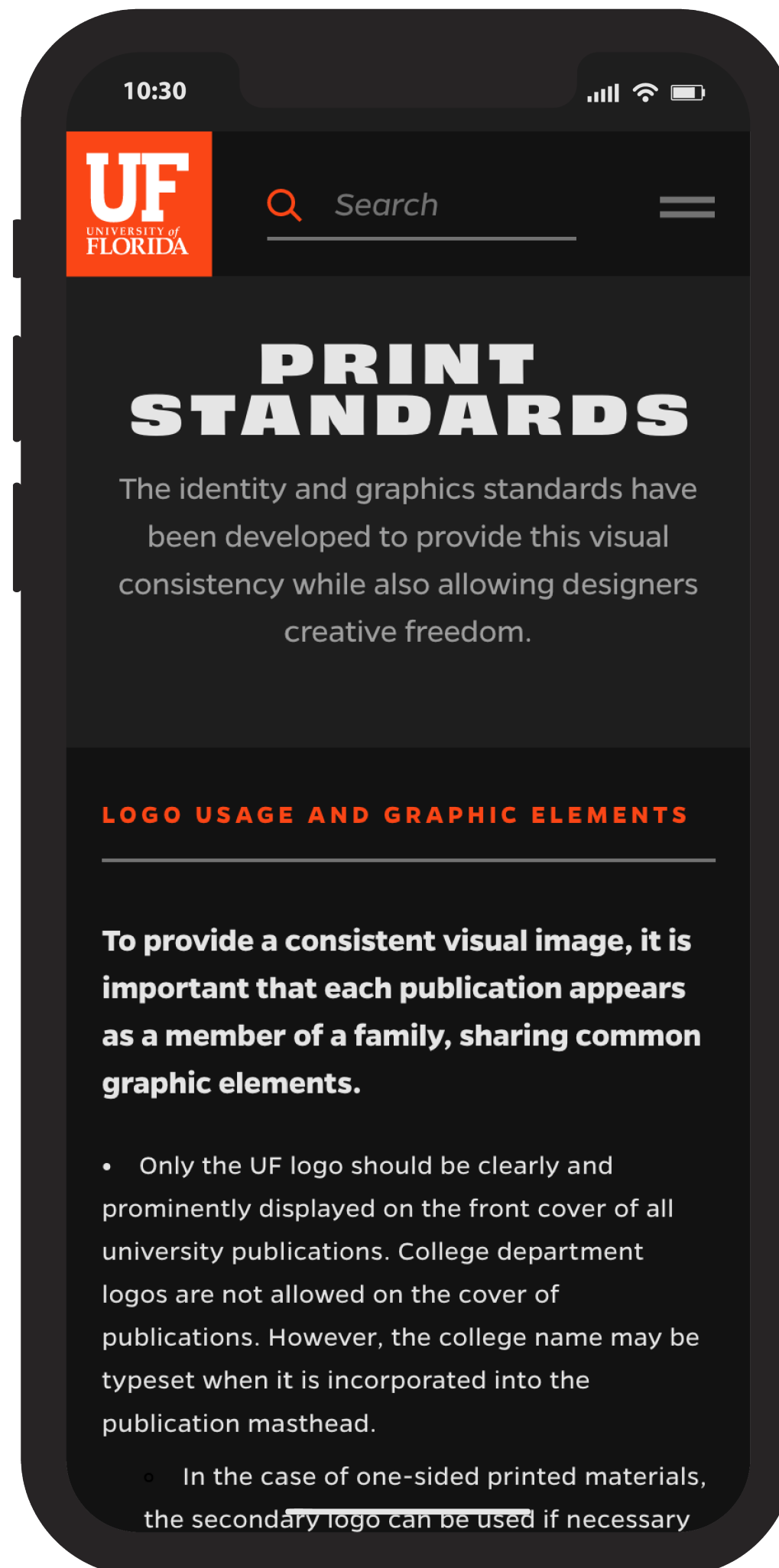
Color	Name	#121212	#121212	Color	Name	#121212	#121212
	Core Blue	Fail	Fail		Black	Fail	Fail
	Core orange	Pass	Pass		Dark Mode Gray 1	Fail	Fail
	Bottlebrush	Fail	Fail		Dark Mode Gray 2	Pass	Pass
	Alachua	Pass	Pass		Dark Mode Gray 3	Pass	Pass
	Gator	Fail	Fail		White	Pass	Pass
	Dark Blue	Fail	Fail		Dark Mode Base	N/A	N/A
	Perennial	Fail	Fail		Dark Mode Elevated	N/A	N/A

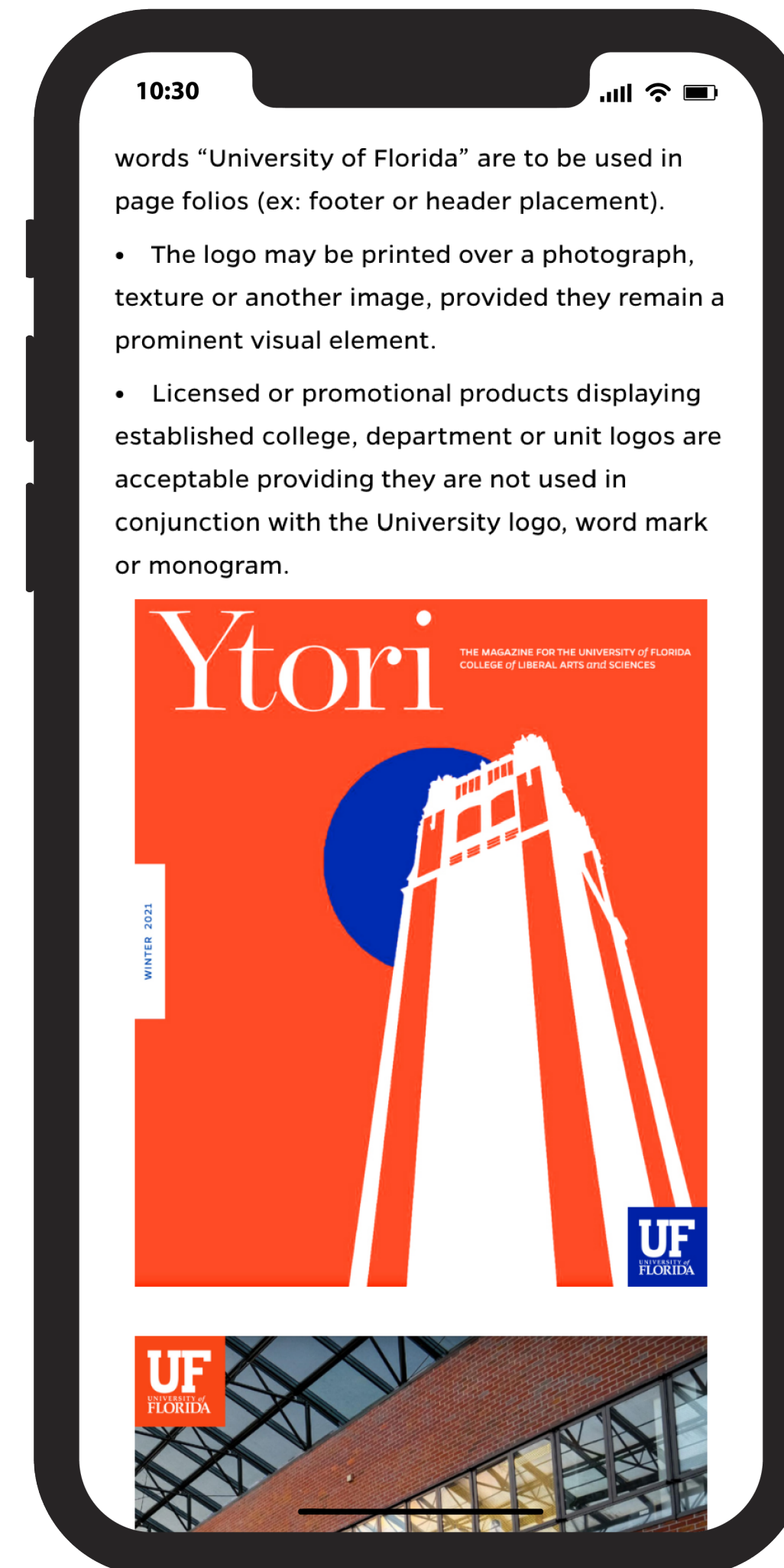
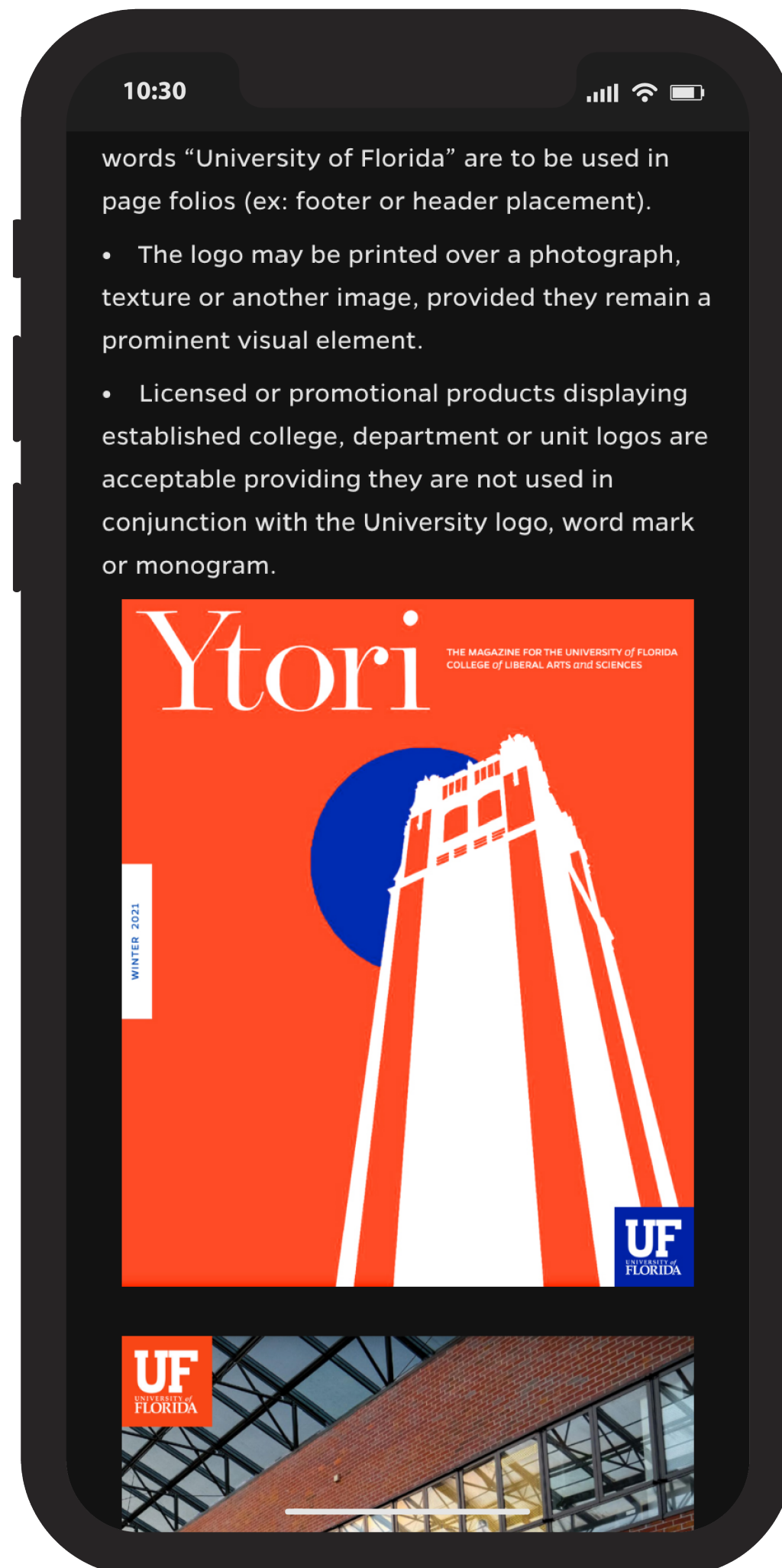
Accessibility Test for Text Color in Dark Mode							
Color	Name	#121212	#121212	Color	Name	#121212	#121212
	Core Blue	Fail	Fail		Black	Fail	Fail
	Core orange	Pass	Pass		Dark Mode Gray 1	Fail	Fail
	Bottlebrush	Fail	Fail		Dark Mode Gray 2	Pass	Pass
	Alachua	Pass	Pass		Dark Mode Gray 3	Pass	Pass
	Gator	Fail	Fail		White	Pass	Pass
	Dark Blue	Fail	Fail		Dark Mode Base	N/A	N/A
	Perennial	Fail	Fail		Dark Mode Elevated	N/A	N/A

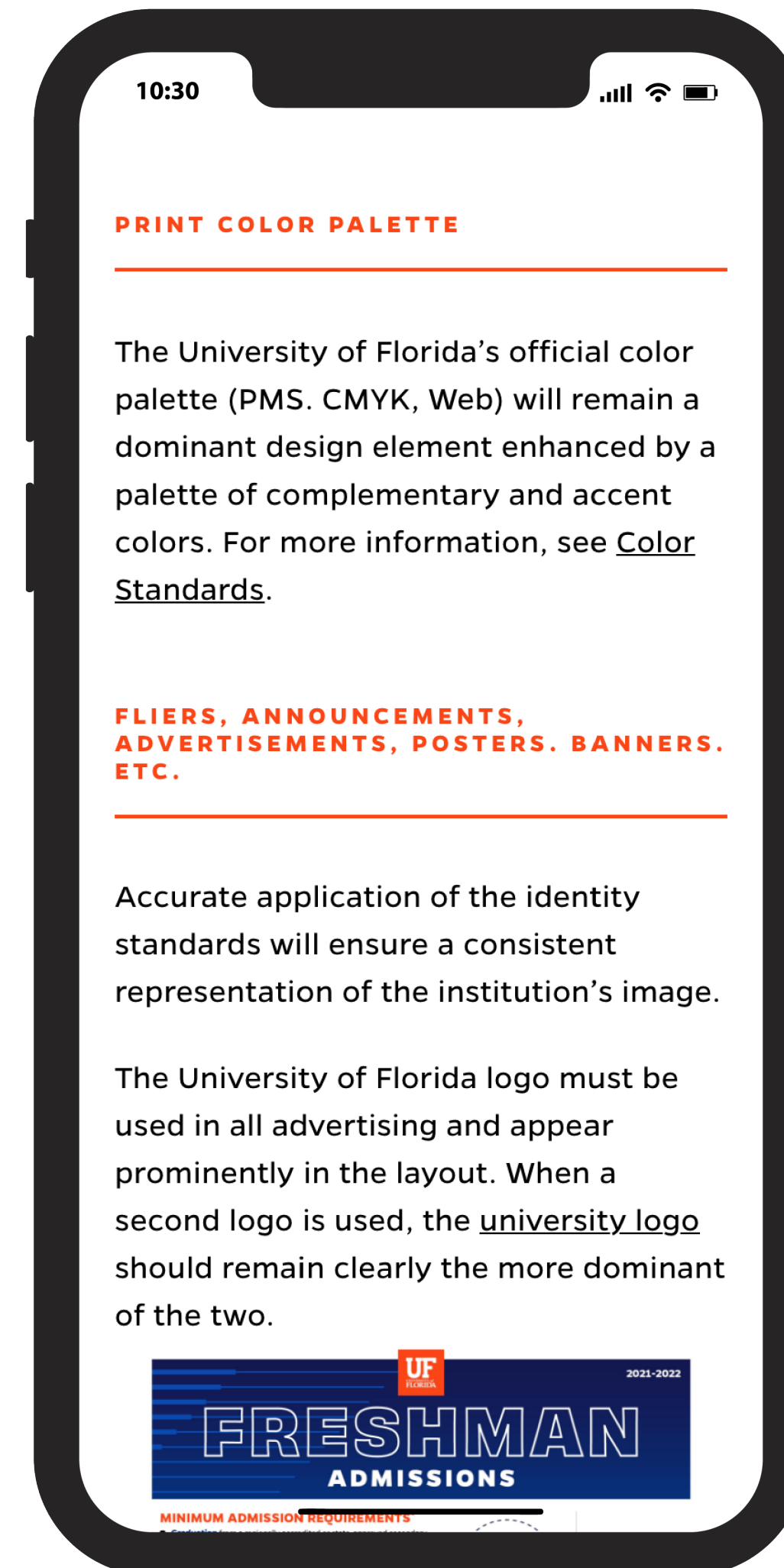
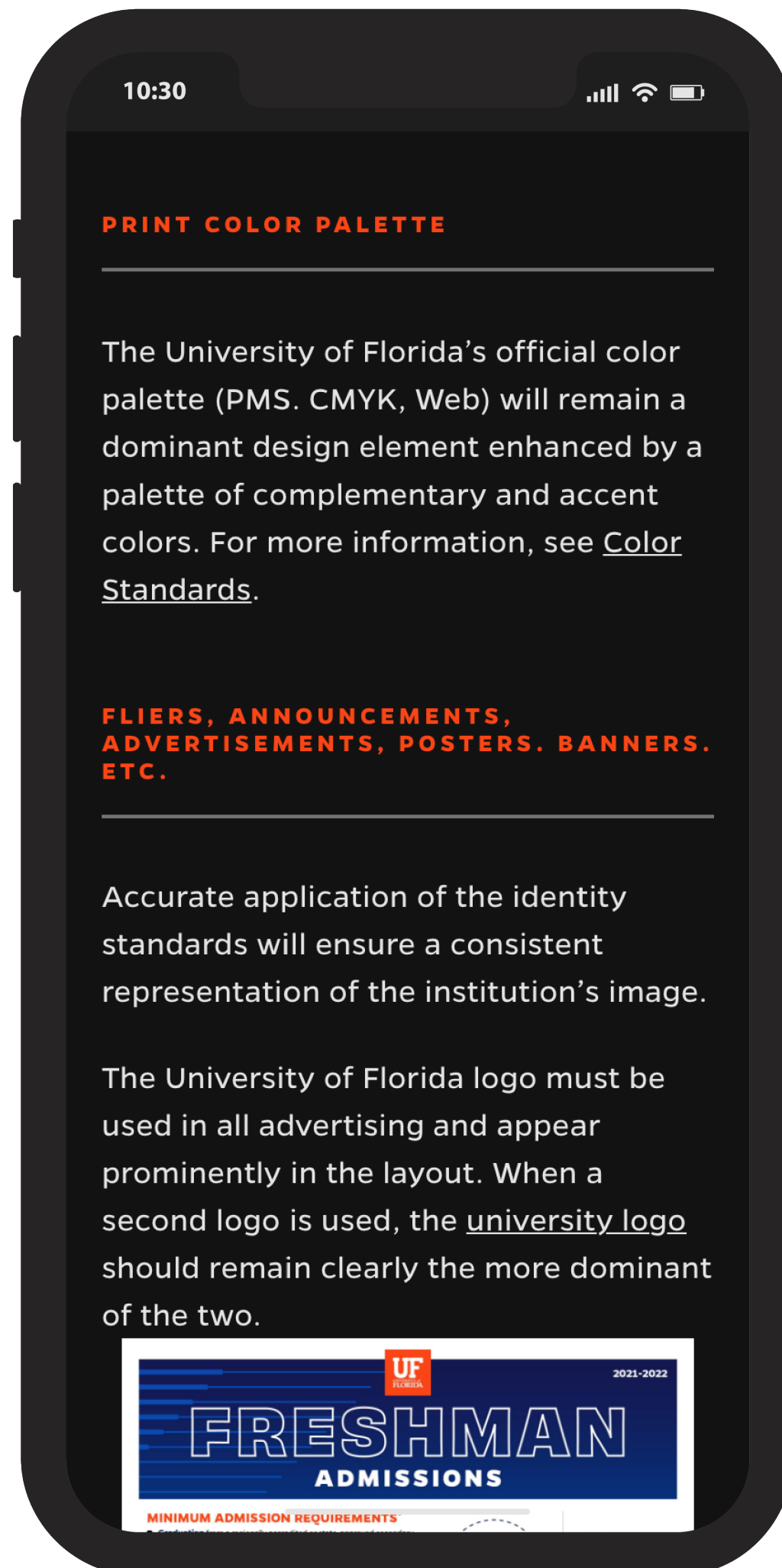
MOCKUP EXAMPLE

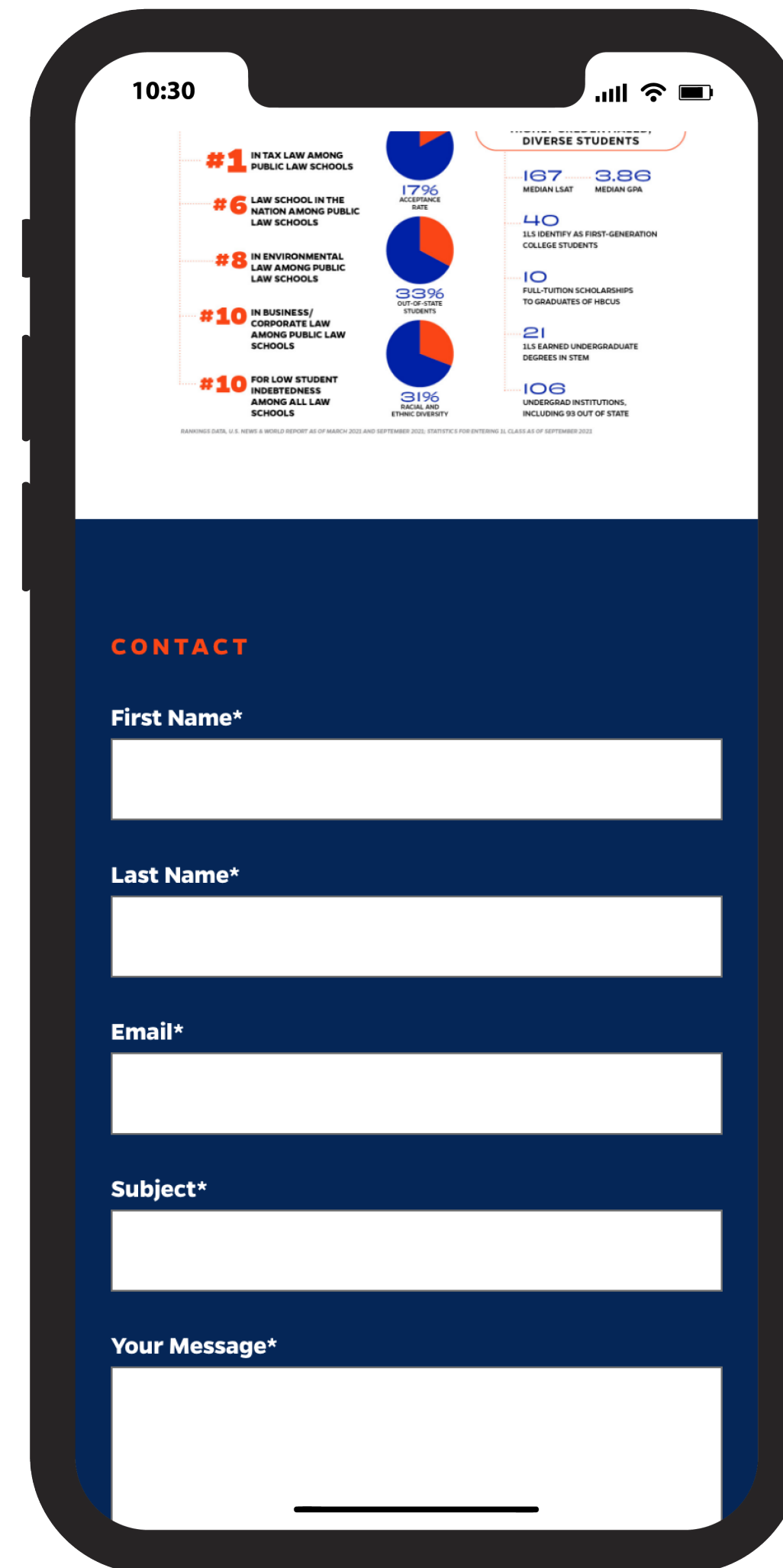
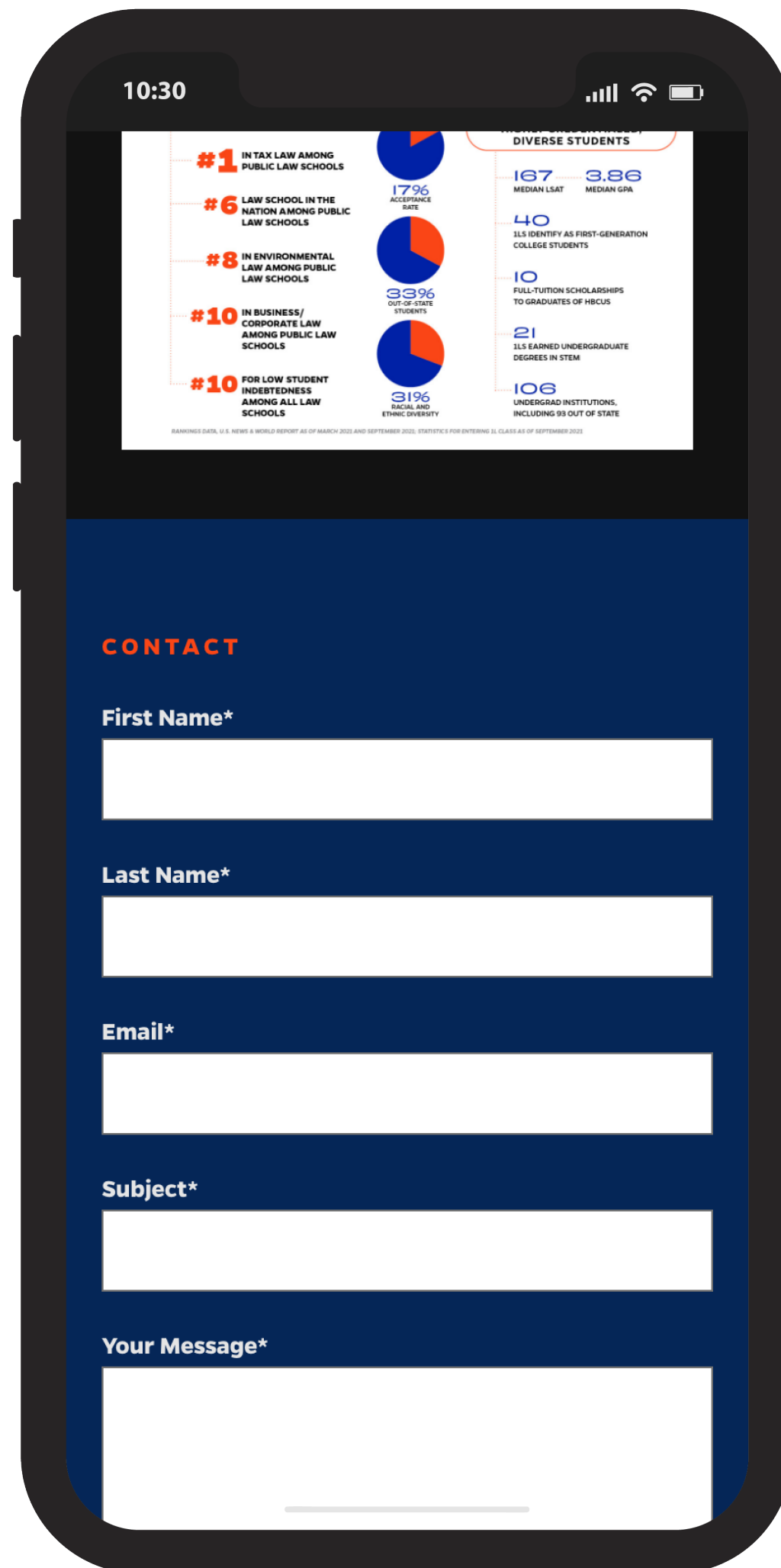
BRAND CENTER - PRINT STANDARDS PAGE

[LINK TO ADOBE XD FILE](#)









TAKEAWAYS

COLOR

- To maintain brand compliance and appropriate contrast, our brand colors guidelines have been expanded with a new dark mode color palette.
- This new palette is only for use when designing a dark mode UI, and the guidelines for these colors should be followed closely.
- Our expanded guidelines cover background color selection, appropriate text color, and use of accent colors.

LOGO USE

- In dark mode, only certain UF logos colors are approved for use in dark mode.

ACCESSIBILITY

- To ensure accessibility and inclusion of our audience it is important to check the accessibility of digital pieces before they are released.
- Online resources are available at webaim.org/resources/contrastchecker.

