Straits Regional Ride
Branding Guidelines

Color Pallete

#5A707C 90, 112, 124	**#133244** 19, 50, 68	**#3E91D8** 62, 145, 216	**#C02019** 192, 32, 25
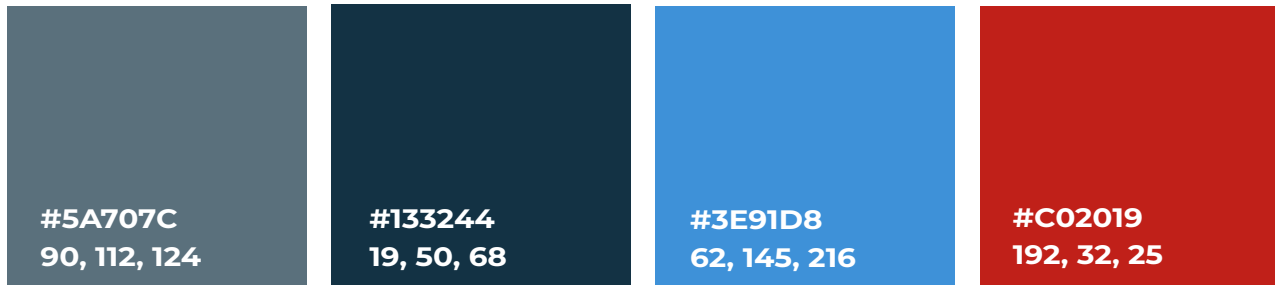
Typography

Header
Montserrat Black

Subheader
Montserrat Semibold

Body Text
Montserrat Regular

Logo

Color Contrast Accessibility

✅ **Pass (UI Components and Graphics Objects)**

The visual presentation of user interface components (their states - including focus indication - and boundaries) and graphics objects has a contrast ratio of at least **3:1** against adjacent color(s).

The state of Michigan works to create accessible experiences that can be utilized by everyone. This is achieved by designing apps and graphic materials that adapt to accessibility technologies as they advance, and by making sure that users can understand the information presented and use the app's interface. The state works to ensure this via the Web Content Accessibility Guidelines (WCAG), which are guidelines that establish best practices for making a website or app accessible to users, regardless of their physical or cognitive disabilities.

Download the App

To test additional color schemes, download any color contrast analysis application on your desktop or other devices (compatible across all screens)