

Tips for using Color in text

from yvon prehn

effectivechurchcommunications



Choosing colors

- Black on white, easiest to read because of:
- High Contrast
- Dark blue, brown, green can also work

Psalm 23

The LORD is my shepherd; I shall not want.

He maketh me to lie down in green pastures: he leadeth me beside the still waters.

He restoreth my soul: he leadeth me in the paths of righteousness for his name's sake.

Yea, though I walk through the valley of the shadow of death, I will fear no evil: for thou art with me; thy rod and thy staff they comfort me.

Thou preparest a table before me in the presence of mine enemies: thou anointest my head with oil, and my cup runneth over.

Surely goodness and mercy shall follow me all the days of my life: and I will dwell in the house of the LORD for ever.

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Use pastels with care

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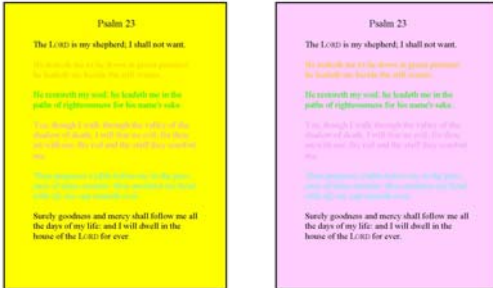
He restoreth my soul: he leadeth me in the paths of righteousness for his name's sake.

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- A different color doesn't always stand out

Pastel backgrounds can also pose challenges



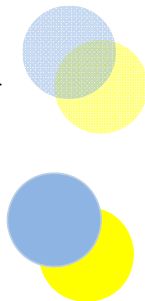
- ALWAYS test what was created with a computer

White background with spot color best for seasonal



Ink-based vs. toner-based reproduction

- Ink-based: ink-jet printer, digital duplicator, offset on uncoated paper
 - Color sinks in and mixes with the paper color
 - ALWAYS test colors, expect some changes
- Toner-based: laser printers, copiers, some digital production machines
 - Toner sits on top of the paper
 - Colors tend to be more accurate



How to select text color

- Pick a color from image used




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Options: all readable

- Contrast the key
- Select for audience and budget



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