

# Light Reflectance (LRV) Measurement of Rowmark Materials

Light Reflectance Value, or LRV, is a measurement of the amount of light that is reflected (and conversely how much is absorbed) from a color (surface) when illuminated by a light source. Contrast ratio is a calculation of the difference between the LRV between the foreground color and the background color. The current suggested recommendation for ADA compliant signage is a contrast ratio around 70%.

Contrast Ratio is determined by the formula:

$$\text{Contrast} = [(B1-B2)/B1] \times 100.$$

B1 = LRV of the lighter color

ADA Alternative	
Color	LRV
Clear	<i>Dependent on Backer</i>
Bright White	90
White	88
Ash	74
Sandalwood	70
Sand	70
Antique Ivory	68
Light Grey	67
Yellow	60
Pearl Grey	53
Grey	29
Turquoise	23
Bright Green	23
Driftwood	20
Taupe	18
China Blue	15
Bahama Blue	15
Canyon	13
Black Forest Green	13
Red	12
Cinder	11
Pine Green	11
Blue	10
Charcoal Grey	9
Burgundy	7
Airforce Blue	7
Marine Blue	7
Dark Brown	6
Black	5
Graphite	13
Gold	24
Silver	39
Bordeaux	13
Passion Pink	20
Grass Green	35
Teal	13
Maui Blue	39
Silver Grey	39
Copper	24
Beige	27
Parchment	52
Orange	22
Medium Brown	11
Deep Bronze	13
Candlewick	49

Ultra-Mattes Reverse	
Color	LRV
White	64
Ash	57
Ivory	56
Sandalwood	54
Vintage Silver	43
Parchment	41
Yellow	37
Cement	36
Sea Grey	24
Vintage Gold	24
Beige	23
Orange	20
Driftwood	19
Taupe	16
Bright Green	16
Celedon Green	15
Dusty Rose	14
China Blue	14
Graphite	13
Canyon	13
Black Forest Green	12
Cinder	11
Teal	11
Red	10
Blue	10
Ocean Blue	9
Sapphire	9
Charcoal Grey	9
Ruby	8
Blueberry	7
Dark Brown	6
Hunter Green	6
Black	5
Clear Matte	<i>Dependent on Substrate</i>

ColorHues	
Color	LRV
White	88
Crème Brulee	82
Clear	80
Citron	75
Clear Matte	72
Glass Green	70
Ice Blue	66
Lemon Zest	65
Cherry Blossom	56
Bisque	53
Phantom	51
Powder	51
Citronella	50
Citrus	49
Glacier	44
Caribbean	44
Rain Drop	42
Kiwi	42
Daffodil	36
Wisteria	36
Pacific	33
Wedgewood	32
Mango	31
Passion Fruit	31
Storm Grey	28
Flamingo	24
Envy	19
Poppy	19
Luxe Blue	17
Smoke	12
Pomegranate	10
Scarlet	10
Cobalt	9
Emerald	8
Cocoa	7
Black	4

As a courtesy to our customers, Rowmark provides are findings for Light Reflectance Value of our Rowmark ADA compliant materials. The information included is provided as a courtesy from Rowmark and does not guarantee ADA compliance. Before installing an ADA sign, please consult with the ADA at [www.ada.gov](http://www.ada.gov) to ensure your project meets federal guidelines.

