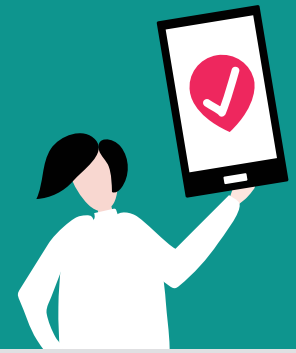


Branding Accessibility Checklist

Accessibility is good for business!



Accessibility is MORE than your website. Every marketing piece you create should be accessible, here is your checklist to ensure you are **achieving inclusion**.



Website compliance

- Have people with disabilities audit it
- Does it meet and exceed WCAG 2.0 rules
- Any download should be accessible
- Write meaningful text for links
- Do all actions need a mouse? They should not



Logo™

Branding accessibility

- Ensure your colours have enough contrast
- Fonts should be easy to read for size and boldness
- Avoid gradients and too much detail



Use of images

- Use images that are inclusive, represent diversity and disability
- Choose images that explain the content
- Always combine alt text for all digital content
- Use images, icons or colours together - do not rely on one alone



Social Media

- Include images descriptions with your posts, not just alt text
- Ensure you use Camel Case for hashtags - it's easier for people to read #CamelCase
- Avoid busy images or ones with a lot of text
- Ensure your videos have captioning (stories too!)



Documents - Digital and Print

- Ensure all documents are accessible (pdf, word)
- Follow the rules above when creating them

If you are not sure about the above, contact us to discuss an **Accessible Branding Audit**. We offer best practices seminars and can develop your design and marketing materials, **ensuring accessibility!** We want to help every business ensure that no one is left out.

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