



Making digital content accessible.

Always...

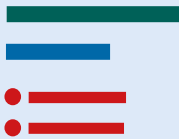
write headings in sentence case and use heading styles in online text and documents

<h1>
AaBbCc
Heading 1

use sub-headings and a linear, logical layout with text aligned left



keep content short and make vital information clear



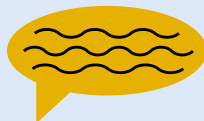
add alternative (alt) text to all images and visual content

<alt>

use good colour contrasts and a readable font



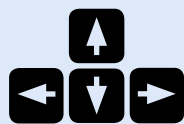
use subtitles or provide transcripts for videos



write descriptive links

[Contact us](#)

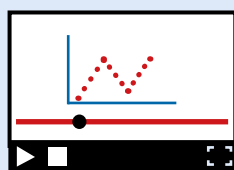
ensure all content can be navigated with a keyboard



make text clear when used with an image



allow the user to control navigation of video and audio content



Avoid...

relying on text size for structure

20pt, bold
Header

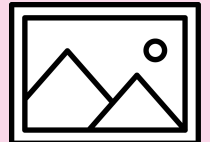
making complex, cluttered layouts and menus



underlining words, using italics or writing in capitals

DON'T DO THIS

providing visual content without a text alternative



using low colour contrasts and small font size



video or audio resources which do not have captions or transcripts



writing uninformative links and headings

[Click here](#)

forcing the use of the mouse



putting text over images or patterned backgrounds



using audio and video content that automatically plays

