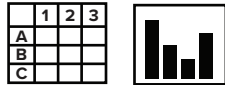


Visual design accessibility checklist for marketing managers

1. Color and Contrast

High Contrast Color Scheme

- Employ dark text on light backgrounds or **vice versa** to improve readability.
- Ensure high contrast between graphical elements such as charts and graphs.



- Utilize tools like [WebAIM's Color Contrast Checker](#) to verify color contrast ratios.

Color Blindness Compatibility

- Avoid red-green combinations for Protanopia and Deuteranopia.
- Utilize safe combinations for Tritanopia: black/white, or blue/white.
- Focus on high contrast combinations for Achromatopsia: black/**white** or **dark gray**/**light gray**.
- Evaluate designs with complementary web-based tools that simulate color vision deficiencies.

Strategic Use of Colors

- Maintain a consistent color scheme throughout the materials.
- Use patterns, textures, or symbols in addition to color coding.



Supportive Documentation

- Implement legends or keys for color-coded information.
- Use text descriptions alongside color representations where necessary.



Notes:

Visual design accessibility checklist for marketing managers

2. Typography and Layout

Readable Fonts

- Choose easily readable fonts.
- Offer a feature for users to alter font types.

Clear Hierarchy & Spacing

- Establish a clear hierarchy with different text sizes and weights.
- Ensure adequate spacing between elements to avoid clutter.

Heading

Subtitle

Text

Responsive Text

- Ensure text adjusts appropriately across various screen sizes.
- Incorporate tools allowing users to modify text size.

Display or body font?

Here's how to tell the difference.

Fonts are either display or body copy fonts. **Display fonts** are often more artistic and used for titles. **Body fonts** are designed for legibility and should make up a majority of your design.

Legible vs illegible fonts

Font	Ample spacing between letters?	Consistent line width?	Can read if small?
Legibility	✓	✓	✓ Legibility
Legibility	✓	✗	✗ Legibility
<i>Legibility</i>	✗	✓	✗ <i>Legibility</i>

Therefore, one should use the first font for body copy while the bottom 2 are best for titles, headlines, or other uses of large text.

Notes:

Visual design accessibility checklist for marketing managers

3. Multimodal Content

Diverse Content Formats

- Provide content in varied formats including videos with captions.
- Use alternative text descriptions for images and multimedia content.

Notes:

Content format keywords:

■ Closed captions:

Text displayed at the bottom of the screen that describes what is happening on screen.



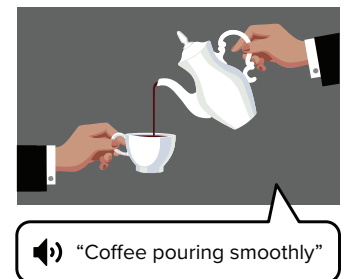
■ Subtitles:

Text displayed at the bottom of the screen that translate or transcribe the dialogue.



■ Audio description:

A form of narration used to provide information surrounding key visual elements in a media work for the benefit of blind and visually impaired consumers.



■ Alternative text (alt text):

A textual substitute for non-text content in web pages such as videos, images, and audio.



Alt text: Coffee is poured into a teacup from a teapot

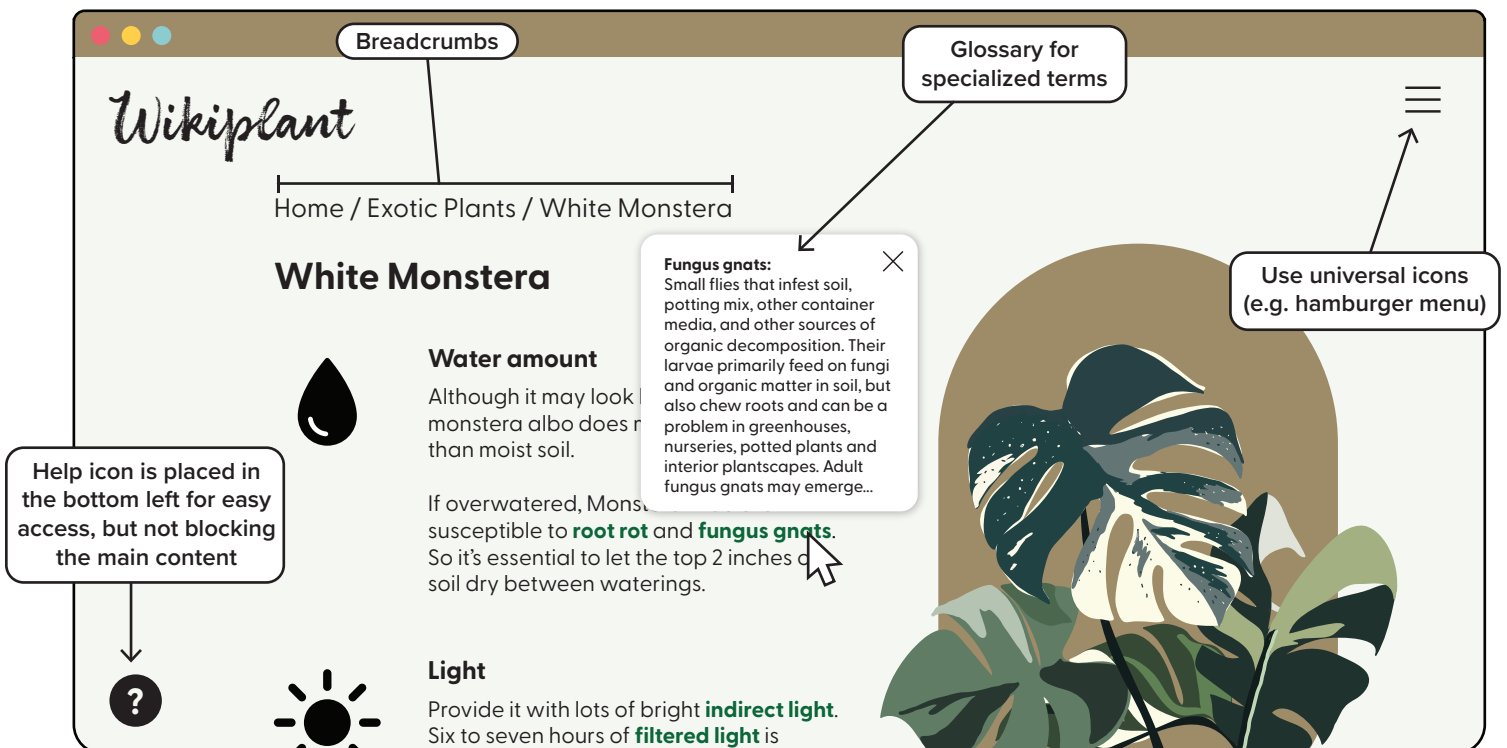
Visual design accessibility checklist for marketing managers

4. User-friendly Navigation

- Logical Content Flow
 - Develop a logical and intuitive content layout.
 - Include navigational aids such as breadcrumbs or a table of contents.

- Clear and Concise Language
 - Use clear and concise language to convey messages effectively.
 - Develop a glossary for specialized terms, offering definitions and explanations.

UI Example



Visual design accessibility checklist for marketing managers

5. User Engagement and Feedback

- Accessibility Testing
 - Conduct tests with diverse user groups to identify potential accessibility barriers.
 - Utilize both automated tools and manual testing for a comprehensive assessment.

- Feedback Channels
 - Set up channels for users to provide feedback on accessibility issues.
 - Establish a system to swiftly address and implement user feedback.

Notes:

Accessibility icons



Universal access

Vision related



Partial sight



Blind



Large print

Hearing related



Deaf



Assistive listening



Teletypewriter (TTY)



Audio description



Closed captions



Sign language