Purple Tuesday 2025
4th November

Social Media & Marketing Guide

Empowering Inclusive Experiences

Together!

Purple Tuesday

Purple
Tuesday
Accessibility Everyday, Everywhere for Everyone
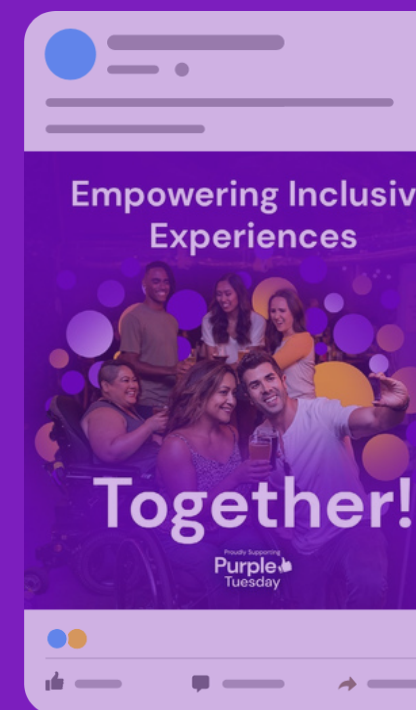
Messaging and Hashtags

This section provides guidance on messaging, captions and what hashtags to use on socials.

Messaging

Below outlines some statements you are welcome to use if relevant/accurate to your organisation.

⭐ Purple Tuesday is proudly supported by **[Company Name]**

⭐ Purple Tuesday is a celebration of our annual commitment to make continuous improvements to our disabled customer experience.

⭐ Proudly supporting Purple Tuesday! **[Company Name]** has committed to **[Commitment list]**

Tag/Collab with us on the following accounts:
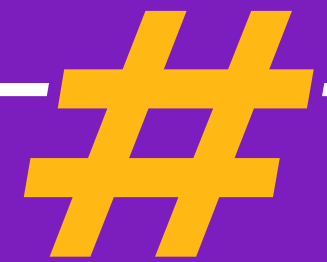
Webinars | Events | Training | Signage | And more...

@PurpleTuesNov

@PurpleTuesday

Hashtags

Alongside your relevant hashtags...

Please always use:

#PurpleTuesday

Other hashtags you may wish to use:

#Purple   #Disability

#DisabilityInclusion

#ThinkAccessibility

*Please Note that we always start a word with a capital letter for inclusive and easy reading for all.

Brand Colourways

When creating collateral for your Purple Tuesday event, it is extremely important that the shades of purple used match with our branding.

Its also key to maintain a strong colour contrast between your usage of background and foreground elements to retain legibility and accessibility. Feel free to use background, brand colour overlays over photos for your text to stand out.

Brand Colours

Core Purple
HEX(#): 6400B4
RGB: 100, 0, 180
CMYK: 74, 85, 0, 0
Pantone: 267C

Alt Purple
HEX(#): 8a40c7
RGB: 138, 64, 199
CMYK: 57, 70, 0, 0
Pantone: 266C

Black
HEX(#): 000000
RGB: 0, 0, 0
CMYK: 100, 100, 100, 100
Pantone: Black C

White #ffffff

Approved Interaction

Purple on White

White on Purple

Black on White

White on Black

Do Not Use

Purple on Black

Black on Purple

Colour Interaction

When layering colours, consider the contrasts. It is important that everyone can identify your content.
Above is guidance to help with this.

Logo Usage

You may want to use our Logo in various places, such as your website, email signature, news articles etc. We're happy for you to use our branding but we do have a few rules as to how exactly you can use some of these elements.

✓ We ask that our logo remains in the colours provided

✓ Choose the logo with the best contrast to the background it will sit on. <u>This can be checked against accessibility guidelines</u>

✓ Place the logo on a clear, consistent part of the image without overlapping objects or busy backgrounds

✓ Don't stretch, squish or distort our logo, when resizing.

Top Tip: When resizing our Logo, hold the 'CTRL' + 'ALT' keys ('Command' + 'Shift' on Mac) at the same time. This keeps the aspect ratio consistent and prevents skewing of the logo.

Formatting Guidelines

This section outlines all the specifics needed when creating your own content for Purple Tuesday.

This will cover everything from the fonts you should be using to the colours and gradients. It is very important that these guidelines are followed carefully as they have all been designed with accessibility in mind.

Font Types

Keep your text 12pt or more and do not Justify text (only Left , Right or Centre alignment). Also ensure no elements break up the text to ensure accessibility and legibility of your copy.

Headings

Font: Arial
Style:Bold / Regular
Size: 18pt+
Colour: Purple/White/Black

Sub-Headings

Font: Calibri/Arial
Style:Bold / Regular
Size: 12pt+
Colour: Purple/White/Black

Body Text

Font: Calibri/Arial
Style:Regular
Size: 12pt+
Colour: Black/White

Proudly Participating in

Purple 👍
Tuesday
2025

Look again...

...accessibility changes everything.

Purple 👍
Tuesday

Accessible Comms Guidance

This guide is designed to help you create accessible social media content that resonates with all audiences, including disabled customers.

We look forward to working with you to raise awareness about the value of inclusivity and to celebrate the positive changes being made by organisations to improve everyone's experiences. We have put together some guidance and created collateral to support you in your communication efforts, ensuring your content is as accessible and engaging as possible.

Digital Communications

- **Screen Reader Compatibility:** Ensure websites, emails and PDF documents are screen reader compatible.

- **Alt Text for Images:** Use descriptive alternative text for all content with images, ensuring any key information is at the front of the text.

- **Captioning & Transcripts:** Caption all videos and provide transcripts for audio content.

Written Communication

- **Plain Language:** Like when planning your accessible event, ensure you use simple, clear language and avoid jargon.

- **High Contrast:** Ensure high contrast between text and background for readability.

- **Alternative Formats:** Provide alternative formats for text-based documents including large print and electronic formats.

Sharing Awareness

Whether its at home, at work or a trip away. Look around you and try and see the world through the lens of accessibility.

When you spot something you think is worth praising, SHARE IT!
With the hashtag: #ThinkAccessibility
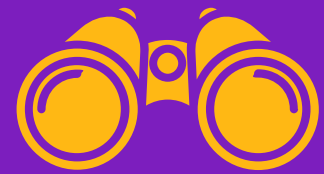
What to look out for

Physical Access:

Includes ease of entry such as automatic doors and ramps, accessible restrooms, and a variety of seating options.

Service:

Helpful, patient staff who are trained to assist with various needs. Welcoming towards Service Animal users.

Communication:

Clear signage, providing information in multiple formats, and the use of inclusive technology like screen readers.

Sensory Barriers:

Providing softer lighting and quiet spaces to accommodate those with sensory sensitivities.

Think
Accessibility
This November

Social Media Schedule

This diary is designed to help you plan, celebrate, and share your involvement with confidence.

Whether you're hosting public events, running internal activities, or championing accessibility online, this simple comms guide will keep you on track.

Prior to Event Date

28th Nov
1 Week Before

- Follow us on social media to stay up to date.
- Re-share our 1-week countdown and any posts that resonate with you across Twitter, LinkedIn, Facebook, and Instagram.
- Use the 💜 Purple Heart emoji in your posts to show support.
- Post your own disability awareness content — or use our ready-made assets.
- Include Purple Tuesday in your newsletters or blogs, and encourage your network to get involved.
- Challenge your team/followers to spot and share examples of accessibility in daily life using #PurpleTuesday and #ThinkAccessibility.

3rd Nov
1 Day Before

- Re-Share our 1 day to go countdown post across Twitter, Linkedin Facebook and Instagram.
- Continue to share any informational content we've posted that you find interesting and insightful.
- Show off your preparations for Purple Tuesday in anticipation of the Celebration Day! With #PurpleTuesday #ThinkAccessibility
- Encourage staff/followers who may have taken up the challenge to Live Accessibly for a week to share their experiences.

Post Event Date

4th Nov
THE BIG DAY

- Re-Share our Purple Tuesday Post on all of your channels
- If you're celebrating yourself, post some photos or videos to your stories on Facebook and Instagram of what you're getting up to.
- Make your own Purple Tuesday post showing how you're going Purple for #PurpleTuesday
- Encourage your employees/attendees to get involved from their own personal socials.
- Promote the Purple Tuesday Launch live stream from Picadilly light in London at 8am on X.

Thereafter
The Week After

- Share Disability Awareness content on your channels
- Follow disabled content creators and where possible promote and broadcast their content to a wider audience
- Continue to follow Purple Tuesday – support with shares/lkes/comments…etc
- Re-Share Purple Tuesday posts that you find informational or insightful.
- Continue to encourage businesses in your network to sign up for Purple Tuesday.

Examples and Assets

This Toolkit provides many examples of posts pre-made for you with captions and hashtags. You are welcome to make your own using our logo.

Imagery

Captions

Did you know Accessibility is a protected human right?

More than 1 billion disabled people around the world still face barriers in everyday life. That's why we're proud to be part of #PurpleTuesday, a global movement driving change for disability inclusion.

#PurpleTuesday #DisabilityInclusion #PositiveChange #AccessibilityMatters @PurpleTuesday

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Accessibility isn't always obvious, until its not there...

From transport to technology, inclusive design makes everyday journeys possible for millions.

We're proud to support @PurpleTuesday and help build a world that works for everyone.

#Purple #Disability #DisabilityInclusion #PositiveChange #PurpleTuesday

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[Company Name] are proud to be supporting @PurpleTuesday in creating an accessible everyday, for everyone.

#Purple #Disability #DisabilityInclusion #PositiveChange #PurpleTuesday

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Accessibility transforms how people move through the world.

It's not just design, it's dignity, independence, and inclusion.

We're proud to support #PurpleTuesday and commit to making accessibility everyday, everywhere, for everyone.

#ThinkAccessibility #PurpleTuesday #InclusiveDesign #DisabilityInclusion @PurpleTuesday

Purple 👍 Tuesday

Accessibility Everyday, Everywhere for Everyone

For further information:
Email: **Hello@PurpleTuesday.co**
Web: **PurpleTuesday.co**

Socials:

Instagram · TikTok · X · LinkedIn · Facebook

@PurpleTuesNov   @PurpleTuesday