

# Purple Tuesday

Improving the disabled customer experience



## Top Tips: Producing Accessible Digital Content

[PurpleTuesday.Co](https://PurpleTuesday.Co)

**New accessibility legislation came into law in autumn 2019, meaning all public sector organisations have a legal duty to make sure their websites and apps meet accessibility requirements, ensuring they are WCAG 2.1 AA compliant.**

If you are responsible for creating and managing online pages and files, you will need to review and update all your online content to meet the new standards, so that it can be accessed by disabled people with a wide range of impairments.

The significant job of reviewing and updating all online content may require support and guidance. Purple provide tools to help scan files for accessibility problems and provide feedback on how to fix them. We run training and awareness sessions to build your knowledge and skills to create accessible documents.

The following sets out some top tips to get you started with creating accessible online content.

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## **Headings and styles**

Use headings and styles in a sensible hierarchy in both written documents and web pages. When creating PDFs, it is good practice to create bookmarks and add document structure tags where possible.

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## **Descriptive alternative text**

When adding a picture, whether on or offline, there should usually be the option to add a descriptive alternative text to the image. This will help those who use screen readers to know what the image displays. If the image is decorative only, Alt tags can be applied as an alternative.

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## **Descriptive Hyperlinks**

When adding hyperlinks to a document or webpage, instead of writing 'click here' or just pasting the link, set the hyperlink as contextual words, such '[Learn about Purple Tuesday](#)'.

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## **Bullet Points and numbered lists**

Blocks of text can be difficult for some users to read and take in. Using bullet points or a numbers list can help break this down for the user and also make it much quicker to understand the context of the text.

## Fonts and Styling

Choosing the right font and styling is very important. Not only can a clear font choice make your website and documents look clean and professional but if this is not executed correctly, many people with visual impairments or learning difficulties may find your site difficult to read.

- Opt for a clear font such as Arial / Calibri
  - Try not to use a font smaller than 12pt unless necessary
  - Ensure everything is aligned consistently – where possible, this should be aligned to the left
  - Refrain from underlining text as this can be easily confused with a hyperlink
  - Use left justified paragraphs
  - Increase your margins to reduce the width of text blocks
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## Colour choices

Have you considered that some of the colours / patterns you use together may not be easily distinguishable to many people? Approximately 300 million people world wide have colour blindness.

- Colour combinations to avoid: red & green / green & brown / green & blue / blue & grey / blue & purple / green & grey / green & black
  - Print documents / web pages in grey scale to see how strong the contrast is.
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## Videos:

Video content is the most rich for online social reach, which means ensuring your video content is accessible is extremely important, and for deaf people, it is crucial. Recent studies have shown that 80% of all online users are more likely to watch a video with the sound turned off and subtitles/captions turned on.

- Add clear subtitles / captions to all video content
  - Ensure the text added to videos is clear to read throughout the video. This can be done by using contrasting colours.
  - Consider adding audio description if applicable
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## 'Check Accessibility' tool

Run the 'Check Accessibility' tool on Microsoft Office to highlight suggested improvements to make.

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A reminder that by making your files fully accessible to disabled people, will in turn, be easier for everyone to use as well.

For further information on Purple's Digital Accessibility services please contact:

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# Purple Tuesday

Improving the disabled customer experience

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Changing the disability conversation