

Notes on accessible material

[WCAG compliance checker - Free instant WCAG 2.0 check \(siteimprove.com\)](#)

Text Accessibility

Text

- Use Arial or another sans-serif font. (e.g. Helvetica, Avant Garde, Geneva)
- Ensure that text is clearly spaced.
- Left align text where possible.
- Have a plain, single colour background.
- Use font size 12+ for printed material
- Use font size 18+ for presentations.
- Avoid all capitals.
- Avoid italics.
- Numbers one - nine use full word
- Number 10+ use digits

Documents

- Use appropriate headings in Microsoft Word – better facilitating screen readers.
- Use Accessible PDFs – general PDFs are not considered accessible
- Ensure colour contrast. Off-white is a more accessible brightness, as it can reduce glare. There are accessibility checkers for background vs text colours [online](#).
- Provide material in different formats, for example audio, braille, large print, word document.

Printed material

- Use 'buff' (or pastel) coloured paper.
- Provide large print options as standard (18 point).

Resources

- [Microsoft Office Accessibility Checker](#)
- [Contrast checker](#)
- [Testing Web Content for Accessibility](#)

Image Accessibility

Alt-text

- Describe an image.
- Usually 125 characters or less
- Basic or essential information about an image.

Image description

- Usually 280 characters or less.
- More detail than an alt-text.
- Include: placement, image style, colours, names, animals, clothes (if important detail), emotions, surroundings.
- Leave out: 'obvious' features e.g. they have a nose and mouth.
- Add 'null' if your image is decorative.

Online content

- Use live transcripts for audio content.
- Upload live content after events with closed captions.
- Use auto generated captioning (e.g. zoom, YouTube).
- When adding links to webpages/etc, use a descriptive link text (NOT 'click here') that makes sense when read out of context.
- When writing hashtags, #CapitaliseTheFirstLetterOfEachWord ('CamelCase').

Resources

- [Alt-text in PowerPoint](#)
- [Web Accessibility for Designers](#)
- [Check text on images](#)
- [Accessible Images](#)

Audio Accessibility

Audio

- Minimise background noise.

- Speak at a natural pace.
- Do not shout – you will make it more difficult for lip readers.
- Pause for processing of information.

Events

- Always use microphones, for speakers and Q&A sessions.
- Provide British Sign Language interpretation.
- Ask people to mute their microphones when someone else is talking.

Online content

- Use live transcripts for audio content.
- Upload live content after events with closed captions.
- Use auto generated captioning at a minimum (e.g. zoom, YouTube).
- Build in assistive technology.

Resources

- [Making Audio and Video Media Accessible](#)
- [Video-conference platform comparison guide](#)
- [Audio description guide](#)

Content

Highlight our commitment

“Innovate UK is committed to encouraging diversity and inclusion in business innovation. We want to find the best and most talented innovators from a diverse range of backgrounds, and provide them with the resources, advice and self-belief to succeed.”

“Diversity and Inclusion is a priority at Innovate UK, and we welcome and encourage applications from people of all backgrounds. We are committed to making our application process accessible to everyone. This includes providing support for people who have a disability or long-term condition and face barriers applying to us. If you would like any support, please contact Customer Support Service on [REDACTED] or [REDACTED].”

Images

- Proactively ensure diversity in images of people.

- Avoid using text in images as the sole method of conveying important information

Terminology

- Add pronouns to email signatures, presentations, name tags, etc.
- Avoid he/she in documents, instead use they/them.

Language

- Using all uppercase letters can be interpreted as SHOUTING. *Asterisks* around a word, or using **bold font**, can be an easy way to add emphasis, if needed.
- The average reading age in the UK is nine years old.
- Use examples and analogies to explain or support complicated ideas.
- Avoid the use of jargon and slang words, or explain their definition when they appear.

Communication Adjustments

Contact

- Hearing loops and Roger pens (type of microphones).
- Visual alarms.
- Textphones.
- Hearing loops.....turned on!
- Adjust lighting.

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Physical Adjustments

- Meeting timings – avoid early, late and lunchtime.
- Ensure you have breaks during long meetings.

- Review the working environment for accessibility/inclusivity.
- Acquire assistive technology or modify equipment.
- Accommodate a support worker/personal assistant at meetings