



Quick Tips for Accessible Design

Designing with accessibility in mind ensures your content reaches everyone. Whether you're creating flyers, social media posts, or videos in Canva or Adobe Express, these tips will help you make your visuals clear, inclusive, and compliant with accessibility standards.

COLOR CONTRAST

- Maintain a contrast ratio of at least 4.5:1 between text and background.
- Use tools like the [Color Contrast Checker Add-On in Adobe Express](#) or online tools like [WebAIM's checker](#).
- Avoid using MCC Blue (#003366) on MCC Orange (#FF6600) or vice versa.
- Try to stick to the approved brand colors as outlined in [MCC's Brand Standards](#).

ALT TEXT FOR IMAGES

- Add alt text to all images, icons, charts, and graphics. Use AI tools (like Copilot or ChatGPT) to help write effective descriptions.
- Describe the purpose and content of the image clearly and concisely.
- Avoid phrases like "Image of..."-just describe the content.

TEXT & TYPOGRAPHY

- Use plain, readable fonts like Arial, Verdana, or Tahoma in a large size (12pt or larger).
- Avoid ALL CAPS for emphasis--use bold or color instead.
- Keep text short and scannable and free of jargon or abbreviations.

LINKS

- Use descriptive link text (e.g., "Visit MCC's Resource Guide" instead of "Click here").



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SOCIAL MEDIA SPECIFICS

- Capitalize each word in hashtags (e.g., #DigitalAccessibility).
- Use emojis sparingly and place them after sentences.
- Use full URLs for hyperlinks for better context for screen reader users.

VIDEO ACCESSIBILITY

- Include closed captions for all spoken content.
- Provide audio descriptions for visual-only elements.
- Add descriptive transcripts for full accessibility.
- Use video players that support keyboard navigation.
- Avoid autoplay; allow users to control playback.

HEADINGS & STRUCTURE

- Use logical hierarchy (H1 for titles, H2 for sections, H3 for subsections).
- Don't skip heading levels (e.g., H1 to H3).

DOCUMENTS & FLYERS

- Use clear layout, tagged headings, and alt text for embedded images.
- If sharing a PDF, ensure it contains machine-readable text rather than just images and define logical reading order.
- Prefer online forms over fillable PDFs, with labeled fields and clear instructions.

TESTING & TOOLS

- Use the [Accessibility Checker Add-on](#) in Adobe Express or Canva's [Accessibility Checker](#).
- Test with NVDA screen reader or similar tools.
- Report issues to your accessibility lead.