

Creating Accessible Documents

All documents need to be accessible in order to be posted to the GovState site. Accessible documents will allow those who use screen readers and those with low-vision read and see your documents.

If your organization has access to Adobe Pro, all documents including PDFs can be made accessible. If not, all Microsoft products have a built-in accessibility checker. It is best to check accessibility prior to converting or printing to a PDF.

Fonts

- Use Sans-serif fonts like Arial, Helvetica, Tahoma, Calibri, and Verdana
- Generally, 12pt as smallest size

Images

- Always add a descriptive alternative text (alt text).
- Important details such as dates, times, locations, and registration links should be real text, not text embedded in graphics.

Review Document for Accessibility

1. In Microsoft (Word, Excel, PowerPoint) go to the **REVIEW** tab.
2. Choose **CHECK ACCESSIBILITY**.
3. Make all changes in the **ACCESSIBILITY ASSISTANT** list.

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Title of Document

- Add a title to your document when saving.
- Go to the File menu, select Properties, and enter a descriptive title in the Title field.

QR Codes

QR codes are images too. Add alt text and include the link in text next to the QR code.

Tips for Creating Accessible Digital Flyers

1. Use clear, readable text

Choose simple fonts (sans-serif fonts like Arial and Verdana) adequate font size (11pt-12pt), and sufficient spacing. Avoid decorative fonts that are difficult to read.

2. Ensure strong color contrast

Text should have enough contrast with the background so it can be read by people with low vision or color-vision deficiencies.

3. Do not rely on color alone to convey meaning

Important information (such as dates, deadlines, or locations) should be communicated through text, not color cues only.

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4. **Add alternative text (alt text) to images**

Provide brief, descriptive alt text so screen-reader users can understand the content and purpose of images. If you are including text in the image, be sure to add it to the alt text.

5. **Use a logical reading order**

Organize content in a clear hierarchy (title, headings, body text) so it reads correctly when accessed with assistive technology.

Logical reading order is left to right then down. Tables also should be created using this logical reading order.

6. **Keep information concise and structured**

Use headings, bullet points, and short paragraphs to make content easier to understand.

7. **Avoid embedding critical text in images**

Important details such as dates, times, locations, and registration links should be real text, not text embedded in graphics. If you need to add text to an image, add it to the alt text.

8. **Provide accessible file formats**

When sharing flyers as PDFs, ensure they are tagged and accessible. When possible, also provide a text-based or HTML version.

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9. Include accessible links and contact information

Use descriptive link text (e.g., “Register for the event”) and provide a contact method for accommodation requests.

Resources for Accessibility

<https://www.section508.gov/>

<https://www.section508.gov/create/documents/>

<https://support.microsoft.com/en-us/accessibility/>

<https://www.ada.gov/resources/web-guidance/>

<https://accessibility.wfu.edu/resources/inclusive-flyers/>

<https://doit.illinois.gov/initiatives/accessibility.html>

<https://webaim.org/>