

# 8 Things to consider before rebranding your organization

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#### **WCAG Contrast Guidelines:**

Knowing what you targets are for large text, regular text, backgrounds and infographics will make development of your guidelines much easier.

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### Use patterns with colors:

The limited use of patterns in strategic situations can help keep your message on brand and make your chart and graph combinations compliant.

#### **Avoid Gradients:**

Text can be hard to read when placed in front of a gradient. Consider contrast across the entire transition to ensure accessibility.

**Text over images:** 

Elements of a photo can

change the accessibility

of the text when placing

dropshadows.

text directly over an image.

Consider background fills or



Think about these elements

**BEFORE** 

your rebrand to maximize accessibility!



#### **Color combinations:**

Setting guidelines for text color combinations minimizes the risk of non-compliant designs and supports brand consistency.



#### **Shapes & Symbols:**

Using different shaped labels eliminates the need to perceive color to distinguish between one item and another.

## Test with accessibility tools:

Ensuring color contrast is always best measured using tools like the TPGI Color Contrast Analyzer, WebAIM's Color Contrast Analyzer, color.Adobe.com or other sampling tools.



# Craft meaningful alt-text: Learn how to craft alt-text that tells the story

Learn how to craft alt-text that tells the story without being overly verbose. Understand how to describe quantitative data to convey the overall trend, story or main takeaway.

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