

Everyday Accessibility



HESTER DESIGNS

What is Accessibility?

Accessibility is the practice of making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible.

Why does it matter?


- ADA and 508 Compliance
- Better readability and response to content
- Wearing glasses or contacts - 80% average
- Visual impairments - 6% average
- Mobility impairments - 12% average
- Cognitive impairments - 13% average

What are the benefits?

- Legal compliance: Avoid lawsuits.
- Social responsibility: Creates an inclusive experience.
- Brand image: Attract a wider audience.
- SEO benefits: Accessible websites rank higher.

Where to apply accessibility:

- Design projects
- Print Materials
- Website and any website content
- Downloads: PDF, Word docs, etc.
- Digital Advertising
- Social Media
- Videos



**Where is a good
place to start?**

Color contrast:

Use a color contrast analyzer to help determine when foreground and background colors meet WCAG 2.0 Level AA, the standard for Section 508 compliance.

- Colors must have the following contrast ratios:
- 3:1 for text with a size of 18 points
(14 points if in boldface) or larger
- 4.5:1 for text smaller than 18 points

Too little contrast examples:

Dark Blue
+
White

Dark Blue
+
White

Dark Blue
+
White

Dark Blue
+
White

Dark Blue
+
White

Dark Blue
+
White

Passing contrast examples:

Dark Blue
+
White

Dark Blue
+
Sky Blue

Dark Teal
+
White

Bright Teal
+
Black

Sky Blue
+
Dark Blue

White
+
Bright Teal

Clear & readable

- Use clear fonts
- Use clear margins and spacing
- Write in a clear voice, not overly clever
- Paragraph line spacing should show horizontal gaps between lines.

Hard to read:



TFCU'S VISA SIGNATURE CARD COMES WITH PREMIER CASH REWARDS

Enjoy an introductory 0.00% Annual Percentage Rate (APR) on purchases & balance transfers (that occur within the first 60 days of account opening) for 6 months from the date of account opening; thereafter, the APR is set by your credit rating at the time of the account opening. After the six month introductory period the APR will be set by the cardholder's credit rating, ranging from 15.25% – 18.00%. *

Enjoy the low variable Annual Percentage Rate (APR), higher credit line and no annual fee.

TFCU
Tinker Federal Credit Union

A little easier to read:



TFCU'S VISA SIGNATURE CARD COMES WITH PREMIER CASH REWARDS

Enjoy an introductory 0.00% Annual Percentage Rate (APR) on purchases & balance transfers (that occur within the first 60 days of account opening) for 6 months from the date of account opening; thereafter, the APR is set by your credit rating at the time of the account opening. After the six month introductory period the APR will be set by the cardholder's credit rating, ranging from 15.25% – 18.00%. *

Enjoy the low variable Annual Percentage Rate (APR), higher credit line and no annual fee.

TFCU
Tinker Federal Credit Union

Easy to read:

TFCU'S Visa *SIGNATURE CARD*

comes with premier
cash rewards.

Enjoy an introductory 0.00% Annual Percentage Rate (APR) on purchases & balance transfers (that occur within the first 60 days of account opening) for 6 months from the date of account opening; thereafter, the APR is set by your credit rating at the time of the account opening. After the six month introductory period the APR will be set by the cardholder's credit rating, ranging from 15.25% – 18.00%. *

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Alternative Text for Images

- 22.1% of all images on website home pages do not have alt tags.
- This is the number 1 error we see on websites.
- Avoid text alternatives longer than 100 characters.

Good examples:

“A smiling woman in a business suit holding a laptop.”

“A pie chart showing the breakdown of website traffic sources, with the largest slice representing organic search.”



Bad examples:

“Image of a person.”

“Website traffic data.”

Key points for good ALT tags:

- **Be descriptive**

Clearly state what is in the image, including important details like people, objects, actions, and context.

- **Be concise**

Keep it short and to the point. Avoid extra words.

- **Avoid redundancy**

Don't say "image of" or "picture of" as screen readers already announce it's an image.

- **Consider context**

Adapt the alt text based on the surrounding content and the image's purpose.

Heading structure with H tags:

- **Hierarchy:**

H tags are organized in a hierarchy, with H1 being the most important and H6 being the least.

- **Structure:**

H tags help structure content by separating subsections.

- **UX, SEO & Accessibility:**

H tags help search engines understand the content and structure of a page. H tags help readers quickly find the section they want to read.

How to set up H tags:

H1 Share Certificates

H2 Grow your savings
with the one you trust.

H2 Ready to get started?

[Open an Account](#) | [Schedule an Appointment](#) | [Visit a TFCU Branch](#)

H3 Certificate Title One
Text about this certificate.

H3 Certificate Title Two
Text about this certificate.

H3 Certificate Title Three
Text about this certificate.

H2 Why Consider a Certificate?

Are you new to using certificates to save and grow your money?
Watch this quick one-minute video covering the basics.

H2 Certificates: the safe and secure* way to save

With a Tinker Federal Credit Union share certificate, you can make money and save money, as you enjoy convenience and peace of mind.

Important Tools:

- **Color Contrast Checker:**

toolness.github.io/accessible-color-matrix/

- **Accessibility Checker:**

wave.webaim.org/

- **WCAG 2.2 Standards:**

w3.org/TR/WCAG22/