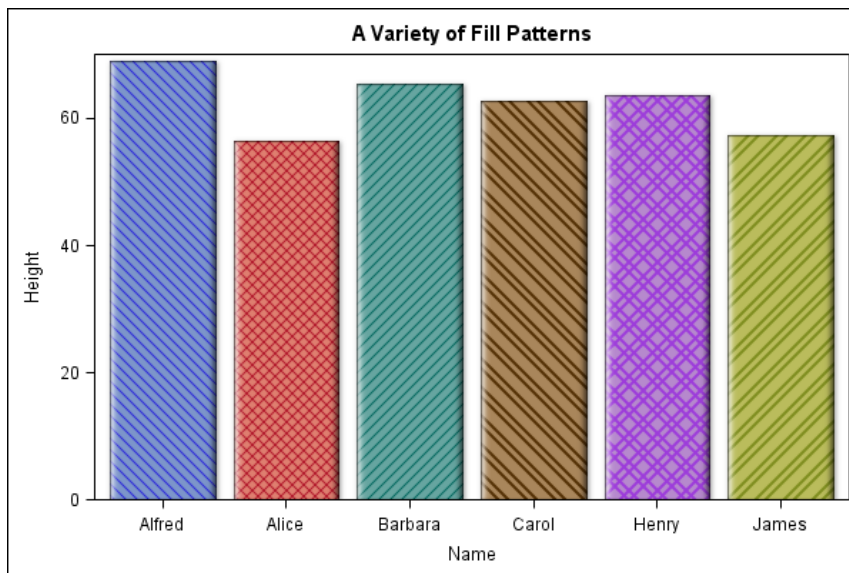


OURCA Poster Design for Accessibility

Colors

- Contrast
Colors must have sufficient contrast between text color and its background (technically called luminosity contrast ratio). This includes text on images, icons, and buttons. Use this color checker to make sure your background and text have sufficient contrast. When the disc is green, you have sufficient contrast. [Contrast-Ratio](#)
- Patterns and Color
Graphs need patterns as well as high contrast colors. Patterns help those with different types of color-blindness to differentiate the data without depending on color.



ALT text for all images and graphs

- Because your posters may be published to the CNU website, please adhere to this basic digital accessibility principle. Add Alternative text (also referred to as ALT Text or ALT tags) to all of your images and graphs. ALT text is read by screen reading software while describing the image to a visually impaired user. Screen reading software is also used by persons with cognitive difficulties such as forms of dyslexia.
- How to write the best ALT text
 - Everything you need to know to write effective alt text
 - [How to add ALT text using Microsoft products.](#)

Fonts and Placement

- Best fonts to use and when to use them:
 - Legibility - Legibility refers to the design of a given font. Font size is critical in determining legibility. Size 14 in sans serif fonts such as Arial and Courier and serif fonts like Comic and Times all work well for legibility.

- Readability - Readability is about how you lay out your font on a printed and / or web pages. Choose fonts like Tahoma, Verdana and Georgia to ensure maximum readability.
- Print Fonts - Some of the best fonts for printed documents include Helvetica, Garamond, Times and Lucida.
- Online Fonts – Choose Verdana, Trebuchet, Arial and Georgia to provide good readability for online users.
- Text placement and design
 - Do not center text unless it is a heading.
 - Do not use all caps unless it is an acronym.
 - Always left justified text, never right or block justify.
 - Show emphasis by bolding text, not by using underline, italics or color.

Resources:

- [What is Digital Accessibility?](#)
- [Creating Accessible Documents](#) – University of Montana
- [5 tips to make your print design more accessible](#) – thepurposeelab
- [The Best Fonts for Readability](#) – TechWalla
- [Font Face](#) – Accessibility and Usability at Penn State