



**CITY**  
UNIVERSITY OF LONDON  
— EST 1894 —



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xila



Academic excellence for  
business and the professions

# Making City digitally accessible

## Creating materials for diverse learners

Do	✓	Don't	✗
Use a combination of colour, shapes and text to convey meaning.	<b>Start</b>	Use colour as the only way to convey meaning.	
Use a left-aligned text, 1.5 line spacing where possible and a suitable font size – we recommend 12pt for Microsoft Word, web and print.		Use centre and right alignment of text or full justification.	
Break up information with meaningful headings, sub-headings and one-level bullet lists.		Use complex or cluttered layouts, multi-layered menus or lists.	
Write headings in sentence case and use heading styles in online text boxes and Microsoft Word documents.	<code>&lt;h1&gt;</code> Abcde Heading 1	Use text size, all capital letters or layout as the only way to convey structure.	<b>AVOID</b> ALL CAPS Abcde
Add meaningful alternative (alt) text to all images and transcripts for videos.	<b>&lt;alt&gt;</b>	Use rich media content without providing a text alternative.	
Use Arial font in Microsoft Word and PowerPoint, with sufficient colour contrast from the background.	<b>Aa</b>	Use low colour contrasts, small font sizes and fonts other than Arial.	<b>Aa</b>
Make important information clear and easy to find.		Use underlined words, italics and all capital letters for emphasis, headings or body text.	<b><i><u>DON'T DO THIS</u></i></b>
Write descriptive and meaningful hyperlinks. Short URLs may be required for designed assets for print*.	<a href="#">Contact us</a>	Use uninformative links and never use “click here”.	<a href="#">Click here</a>
Ensure all content can be navigated with a keyboard.		Force control by use of a mouse or a touch screen alone.	
Use a textbox to increase contrast between images and text.		Place text over images or patterned backgrounds.	
Allow user control and navigation of all video and audio content.		Allow the automatic start of any audio or video content.	