

Accessibility Design Principles



1 in 5 adults in the UK have a disability.*

This could be a visual, hearing, motor, or cognitive impairment affecting movement, memory, or thinking.

How would you feel if you couldn't read information clearly and quickly?

Considering all abilities, circumstances, and environments helps shape an accessible world.

The importance of accessibility in design

By prioritising inclusive design, you create communications accessible to everyone. This enhances user experience, boosts customer satisfaction, and expands your reach.

Embracing inclusivity benefits individuals, strengthens brands, and shapes a better future.

Accessibility accountability

As a business owner or marketing team, you're responsible for ensuring all your communications, products and services, can be accessed by all – regardless of ability or disability.

All public sector bodies must meet accessibility requirements of the **Equality Act 2010** and the **Disability Discrimination Act 1995**.

Discover more!

Accessibility involves clear design, simple language, and inclusive features. We've got you covered – turn over for practical tips!



Check out our lowdown page for more insights!

*This leaflet was created with insights and resources from: Scope, Accessible Colour Matrix, WebAIM Contrast Checker and UK Home Office/www.gov.uk as at Feb 2025.



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Tips for designing with accessibility in mind



Typography



Language and writing style



Colour



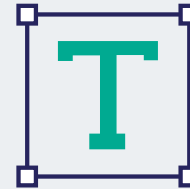
Design and layout



Imagery and iconography

Typography

- Use easy to read sans-serif fonts like Arial or Calibri.
- Set font size to 12pt-14pt, or 18pt for visually impaired users.
- Increase line spacing for readability.
- Limit font variations
- Avoid using blocks of capital letters.



Language and writing style

- Write in plain English with short, clear sentences and paragraphs.
- Consider adding a glossary.
- Use simple words and avoid jargon or slang.
- Avoid hyphenated words and uncommon punctuation.



Colour

- Use colour combinations that offer sufficient contrast.
- Avoid using tints of the same colour and ensure your colours meet WCAG accessibility guidelines.
- Use contrast checkers and simulators to ensure compliance.



Design and layout

- Align text to the left and avoid multiple columns.
- Clear space is good space!
- Use headings hierarchy correctly.
- Keep paragraphs brief and break up long text with short sentences, bullet points, and tables.



Imagery and iconography

- Use clear, purposeful images like photos, icons, or diagrams to complement lengthy written descriptions.
- Add text descriptions for images that provide information not found in the main content.

