

Visual Accessibility Tips and Guidelines

Nearly 10% of adult Americans are visually impaired to some degree.

Consider: font size and style, contrast, color selection, formatting

1. Colorbrewer 2.0 (colorbrewer2.org) generates color palettes for figures that are accessible to colorblindness, and can translate from color to greyscale figures easily. This online tool was developed to assist with cartography, but translates well to any color figure design. Colorblindness can be simulated for digital documents using Color Oracle (<http://www.colororacle.org>).
2. To keep pdf documents accessible to screen reader technology, always print to pdf directly from a word document, rather than scanning pages as a large image.
3. Supply concise descriptions of figures in documents and on websites using [alt text](#), which can be accessed using screen reader technology.
4. Images shown in videos should be accompanied by a concise verbal description of what is being shown.
5. Sans-serif fonts (e.g. Arial, Calibri, Century Gothic, Verdana, Tahoma) are generally more readable than serif fonts (Times New Roman, Georgia) for people with dyslexia. Readability is also improved by increasing inter-word spacing and larger line spacing.
6. Printed materials should be made available in large print and, if possible, Braille. Materials may be provided alternatively in electronic formats compatible with screen reader software.