

Accessible Print & Digital Flyers

Please use the following accessibility tips when creating campus flyers that will be printed and physically posted, digitized and uploaded to campus web pages, or distributed using email:

Filename

- When saving a document, use a meaningful filename, e.g. "Event Flyer".
- If recycling another person's flyer, check the document settings and change the previous description and author to the current one.

Text

- Use basic, simple fonts (e.g Calibri, San Serif, Arial, or Helvetica).
- Use font size of 11 or larger.
- Use text instead of an image of text.
- Use UPPERCASE, bold, and italic text sparingly.

Structure

- Create structure using Styles (in Word) or Reading Order (in Adobe Acrobat).
- Every document has one Heading 1 - The Title.
- Main ideas are Heading Level 2 and sub ideas are Heading level 3.
- Number lists with the formatting tool - not manual numbering.
- Create bullet lists with the bullet formatting tool - not manually.
- Ensure the reading order in a .PDF accurately matches the visual order.
- Use tables for data, not for page layout.

Colors

- Use high contrast colors between text and background. (e.g. black/white)
- Higher color contrast is required for smaller fonts (e.g. Yellow + White = Bad for Eyesight).
- Represent the meaning and significance in text form when colors convey important information
- Download a "color contrast analyzer" from the web when in doubt.

Links

- Link names describe the purpose or destination. Example: [CSULB home](#) is better than "click here" to visit the CSULB home page.

Images

- Include alternate text to describe images.
- Ensure alternate text is succinct.
- Avoid the words "photo" or "graphic" as alternate text.
- Keep alternate text to 80 characters or less.

Check Accessibility

- Use Word or Adobe Acrobat accessibility features to find and fix any issues.

For More Information ...

- Reference the CSULB Accessible Technology Web Site (csulb.edu/ati).
- Contact ATI-Compliance@csulb.edu