

# CREATING ACCESSIBLE FLYERS

A list of "Do and Don't" when creating flyers. This is not an exhaustive list, but the most common mistakes that create barriers.

**DO** ✓

Do use software such as Word, PowerPoint, Publisher, InDesign, or Acrobat Pro to create accessible flyers.

Do provide a transcript of the entire flyer if it is saved as an image.

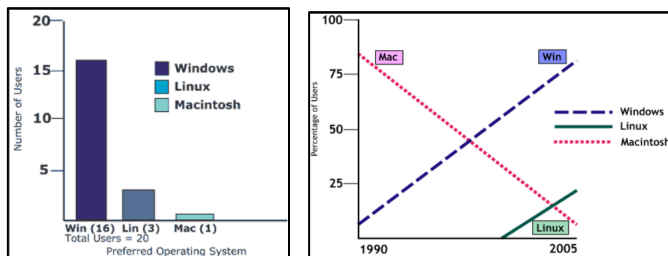
Do provide a URL when providing a QR code.

Do use sufficient color contrast—good contrast of at least 4.5:1 for 12- or 14-point font and 3:1 for 18-point font.

The five boxing wizards jump quickly.

Do use online tools such as [WebAIM](#) contrast checker to verify sufficient contrast.

Do use color of sufficient contrast with patterns.



Do provide a meaningful link phrase such as "Read more about creating accessible flyers." All link phrases should be unique.

A screen reader would read as "Read more about creating accessible flyers link."

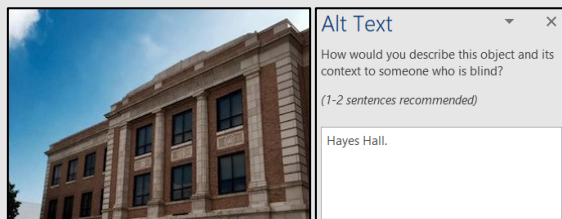
Do provide a link phrase in place of a long URL. For example, use a link with a descriptive link phrase such as [Diversity and Inclusion Committee webpage](#)

Do use sans-serif fonts such as Arial, Calibri, Verdana, or Franklin Gothic Book

Do use alternative text for all images.

[Read more on how to describe images](#)

Do provide alternative text or mark them as decorative. Do not include hyperlinks in descriptions. Provide a concise description for images—limit the description to under 200 characters.



Hayes Hall on a clear day

Do consider the image's purpose and what would be missed if it were not seen when providing alternative text for an image.

[WebAIM](#) provides examples of good alternative text.

Do use "Background/Artifact" on elements that convey no information and are included purely for visual effect (e.g., lines, borders, shapes).

Do use logical structure in the flyer that includes title and headings. Use Headings, subheadings, paragraphs, lists, strong and emphasis styles.

Do flatten graphics with multiple layers (jpg, png) before importing them into your infographic/flyer software.

Do use true text since it enlarges better, loads faster and is easier to translate and customize.

Do use best practices when creating a flyer as PDF: every piece of content is tagged, the document contains logical structure, logical reading order is preserved.

Do consult [WebAIM accessibility resources for designers](#).

**DON'T** STOP

Don't use Photoshop, Adobe Illustrator, or Canva to create flyers.

Don't use an image flyer without a transcript.

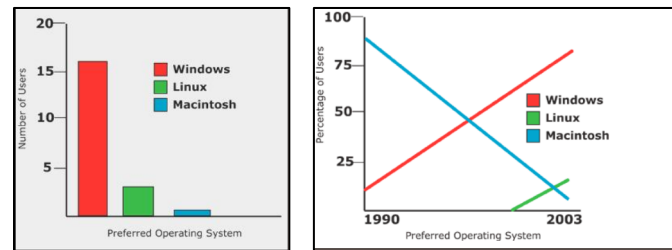
Don't just provide the QR code.

Don't use insufficient color contrast.

The five boxing wizards jump quickly.

Don't use insufficient contrast between foreground and background colors.

Don't use color alone to convey meaning. Examples of inaccessible charts provided by <https://accessibility.psu.edu/images/charts/>



Don't use "Read more" and "Click here" as link phrases. Don't use multiple identical link phrases.

A screen reader would read as "Read more link" and "Click here link."

Don't use long URLs such as <https://www.bgsu.edu/arts-and-sciences/college-committees/diversity-and-inclusion-committee.html>

Don't use serif fonts such as Times New Roman.

Don't use images with empty alternative text or image names as the alternative text.

Don't use images with embedded text. Screen readers cannot recognize that text. Don't use the image name as Alt Text. Don't leave Alt Text blank. Don't use "Image of..." or "Photo of..." to begin the image description.



[WebAIM](#) provides examples of bad alternative text.

Don't provide Alt Text for purely decorative images.

Don't use only text or paragraphs without any structure.

Don't use graphics with multiple layers.

Don't use images of text.

Don't just hope your PDF is accessible.

Don't guess what the best practices are.