













Do...	Don't...
Use a combination of colour, shapes, and text to convey meaning 	Use colour alone to convey meaning 
Align all text left and use 1.5 line spacing 	Justify text or align to centre or right 
Use headings in sentence case, sub-headings, and bullets to break up information 	Make complex or cluttered layouts and menus 
Use heading styles in online text boxes and Microsoft Word documents <h1> AaBbCc	Rely on text size and layout for structure 20pt, bold Header
Add alternative (alt) text to images and transcripts for videos <alt>	Provide rich media content without a text alternative 
Use good colour contrasts and a readable font 	Underline words, use italics, or write in capitals <u><i><b>DON'T DO THIS</b></i></u>
Use a textbox to increase contrast between images and text 	Use text over images or patterned backgrounds 
Write descriptive and meaningful headings and hyperlinks Contact us	Write uninformative links and headings Click here
Add captions to audio and video content 	Automatically play audio and video content 

## Remember...

In depth guidance, tips, and further support relating to the design of digitally accessible material can be found at [www.ucl.ac.uk/digital-accessibility](http://www.ucl.ac.uk/digital-accessibility) or email [digital-accessibility@ucl.ac.uk](mailto:digital-accessibility@ucl.ac.uk)