

Email

For in-depth guidance, visit:
www.sightsavers.org/email-accessibility or scan the QR code here



Use a clear font of at least 12 point. Text can look smaller on mobile devices.

Opt for clear fonts such as this one.

Avoid decorative and italic fonts like this one.

Break up large blocks of text into smaller, digestible paragraphs

Avoid capital letters, italics and underlining. Colour alone is not a reliable way to emphasise key information either.

See my bullet points below

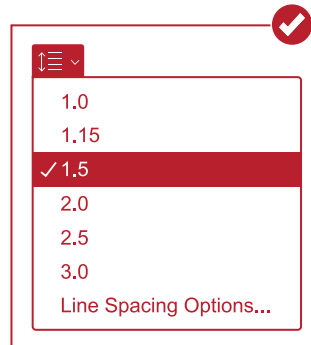
See my points in red below

Align text to the left



Avoid sending flashing content, such as animated gifs, as they can cause photosensitive seizures in some people

Allow plenty of space between each line of text. 1.5 line spacing is about right.



Lines of text that are too cramped can be difficult to read

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Use simple, clear language and keep sentences short

Start 

Commence 

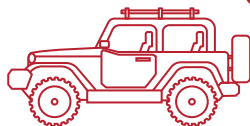
Subject lines should be short, concise and relevant to the email content

Tips to help you write accessible subject lines 

Read these tips when you've got a minute 

Add alt text to images

A red four-wheel drive car.



Highlight, colour and underline hyperlinks, and ensure they convey accurate information about the destination

Make emails accessible 

Click here 

Ensure text stands out against the background. A dark font against a light background is best.

Something like this works well 

Add structure to long emails by including headings