

# Web Accessibility Checklist for Design

Guidelines for Designers, Cartographers and Publishers on how to make visual assets accessible across The Nature Conservancy's digital platforms.



**Any design asset** should meet the following accessibility standards:

## SUFFICIENT COLOR CONTRAST

- There is sufficient color contrast between the foreground and background of elements (minimum passing contrast ratio for non-text elements on a background is 3:1).\*
- There is sufficient color contrast between elements that sit next to each other, for example, segments on a pie chart (minimum passing contrast ratio for non-text elements on a background is 3:1).\*

## INFORMATION DESIGN DOES NOT RELY SOLELY ON COLOR

- Color is not the only variable used to convey information, for example, colors are not used to convey instructions ('See green area').
- There are non-color visual treatments to distinguish information clearly, such as patterns, symbols, icons or text labels (available on the asset or in a tool tip).

## HAVE ALT TEXT FOR WEB (PUBLISHERS TO CHECK)

- The asset includes alternative text. Alt text should describe the asset and everything it includes as if to a person who can't see it. For example, "A flock of sandhill cranes fly across a lake at sunset." Alt text will be required for nature.org publishers uploading assets onto AEM. Publishers should work with the designers to determine if the alternative text aligns with the concept of the visual.

**Tt**

If the asset **also contains text**, it should meet the following standards:

## SUFFICIENT TEXT COLOR CONTRAST

- There is sufficient color contrast between the text and background (minimum passing contrast ratio for text on background is 4.5:1).\*

## APPROPRIATE TEXT FORMATTING (PUBLISHERS & DESIGNERS TO CHECK)

- Paragraph text is not formatted in the design. Whenever possible, copy should be formatted in a rich text editor including headlines and body text. Designers should work with Publishers to plan around this.
- If text is graphically designed, such as an illustrated header, Publishers should reiterated the text in the alt text field on AEM. ([Source example](#))

## LEGIBLE FONTS

- Web design:** Web fonts used for meaningful body text are no smaller than 16px.
- AEM C38 Images:** Meaningful text used within images for nature.org should be no smaller than 55px for the large image variation (1280x800) and 36px for the medium image variation (843x632). (*Note: These font sizes ensure it will still be legible when scaled to mobile.*)
- Social Media:** Fonts for social posts are scaled proportionally to 16px on desktop. E.g., if designing for an Instagram post for mobile that's scaled 1080px wide, the minimum font size used should be 46px.\*\*
- All fonts used are web-safe versions. (*Note: If using condense styled fonts such as Knockout, avoid using any condensed Knockout fonts that go lower than Knockout No. 69 Full Lightweight.*)
- No 'Light' weight styles are used.



If the asset **is a map**, it should meet the following standards:

## LEGIBLE MAP LABELS

There is sufficient contrast between the map labels/markers and the map it sits on. To ensure this is achieved:

- Add a stroke outline to the labels (see Google Maps), or...
- Add a solid color or shadow box behind labels, or...
- Bold all labels and made sure the labels used against the map meet the minimum contrast ratio of 4.5:1.\*

## DISTINGUISHED MAP REGIONS/TERRITORIES

Regions and territories that are important to call out on the map such as states, countries, cities or counties are visually distinguished. To ensure this is achieved:

- Add clear border lines around countries or states, or...
- Use sufficient color contrast (minimum contrast ratio of 3:1)\* between two bordering territories, or...
- Apply differing patterns or textures to countries or states.

\* To check for the color contrast ratio, visit <https://monido.com/tools/contrast-checker>

\*\* To find the minimum font size for any given canvas, you want to determine a font size that is proportionate to a font of 16px on a 375px wide screen. Multiply 16 by the width of your canvas, divide it by 375, and you will get the proportionate minimum font size to use.

For more information on web accessibility, visit <https://digital.nature.org/resources/web/web-accessibility-guidance/>