

ACS Inclusivity Style Guide

TIP SHEET Accessibility

For more context, review the “Accessibility” section of the Inclusivity Style Guide. Use this tip sheet in combination with the “General guidelines” tip sheet.

Don't forget alt text

Alt text provides people who use screen readers a description of any nontext element, so it is essential for helping those with low or no vision understand a web page. Provide clear, concise alt text for all images. When a longer description is needed, options include providing a text summary beneath the graphic or in a linked document.

Avoid images of text

Using an image of text instead of actual text means that people using screen readers will not be able to access the information. Choose text, an HTML data table, or other languages supported by the platform to share text, formulas, equations, or diagrams.

Make transcripts and captions available

Transcripts make videos and podcasts accessible to people who are deaf or hard of hearing. They are also useful to anyone that benefits from reading information. Captions are also a necessary accessibility feature for videos.

Choose colors carefully

Adjacent colors should generally follow minimum contrast requirements set by the Web Content Accessibility Guidelines. Also, use a combination of colors and symbols or text rather than color alone to communicate information.

Resources

- [TPGi's Colour Contrast Analyser](#)
- [WebAIM's Contrast Checker](#)

Like what you've read? See the full guide from the American Chemical Society.

www.acs.org/inclusivityguide