



## Write for a younger audience

The average reading age in the UK is 9.

- Don't assume that everyone has the same level of knowledge as you
- Avoid jargon or complex terms
- Type out acronyms the first time you use them

## Choose an accessible font

- Use Sans Serif fonts (Arial, Calibri, Tahoma)
- Minimum 12 point
- Ensure you have sufficient colour contrast

## Don't overuse formatting

- Don't use all caps
- Don't bold paragraphs
- Avoid italics
- Only underline links
- Left align text

## Write useful alternative text

- Keep it short and simple
- Think about context (a family hugging at a party is different to a family hugging at a funeral)
- Don't put text in images
- Mark graphics as decorative

## Only use tables for data

- Don't use tables for design purposes
- Always have a heading column and/or row
- Don't use merged fields
- Avoid empty cells



## Use meaningful link text

Screen reader users need to know where a link is going.

### Don't do

[Click here](#)

[Read more](#)

<https://www.google.com>

### Do

[Contact us](#)

[Read more about us](#)

[Google](#)

## Use headings correctly

- Don't just bold text
- Use the 'styles' pane in Word
- Use headings in the correct order
- Add a table of contents

## Make use of free tools

- [Grammarly](#) text checker
- [Hemingway](#) editor
- [Colour contrast checkers](#)
- [Word](#) reading ease checker
- [Colorsafe](#) accessible colour palettes

## Test it!

- Use the built-in accessibility checkers in Word and PowerPoint.
- Bear in mind these tools won't show you all errors, like missing headings.

## Offer alternatives

- Provide alternative contact details
- Don't offer only QR codes
- Easy read or plain English alternatives
- Does it need to be a document at all?  
Could it be a more accessible web page instead?