



Kent County Content Creators ,

As we continue to prioritize inclusivity and accessibility in all aspects of our work, we also want to highlight the importance of ensuring ADA compliance online, in our emails, and in our physical materials.

Key Considerations for ADA Compliance:

Alt Text for Images: In all digital materials (including emails), provide descriptive alt text for all images to assist users with visual impairments.

[Click here](#) for an example of an image with alt text.

As a rule, right click the image in Word or Outlook, scroll down to “ALT Text” and insert your description.

Readable Fonts and Colors: Ensure fonts are legible and use high-contrast colors for text and background. A few tips include:

Do NOT use color alone to convey meaning (e.g. red text for important content). Use a secondary method, as well, such as italics or bold for text.

Avoid red and black combinations. People who cannot detect red will confuse red and black, so the item will not be legible.

Avoid red and green combinations. Approximately 5% of people cannot distinguish between red and green.

Avoid blue and yellow combinations.

Avoid using brightly colored hues together when placing text on a colored background.

Avoid using heavily textured backgrounds since they make text harder to read.

Video Captioning: Include captions for videos to make content accessible to individuals with hearing impairments.

Accessible PDFs: If using PDFs, make sure they are tagged and accessible to screen readers. [Click here](#) for instructions on how to make PDF's accessible.

Team Collaboration: We encourage each team member involved in creating promotional materials to collaborate and ensure our content is visually engaging, legally compliant, and accessible to all. This ensures that our messages reach a broader audience.

If anyone requires additional training or resources on ADA compliance, please reach out to communications@kentcountymi.gov. Thank you for your commitment to making our materials legally compliant and accessible to all.