

The following list are the 3 areas your Creative Studio Designer reviews when checking accessibility in a print product: **legibility**, **color blindness issues**, and **color contrast ratios**.

1 Legibility

- Limit the use of **ALL CAPS**
- Limit the use of **bold** and *italics* (use them purposefully, to add emphasis).
- Limit the number of fonts used.
- Avoid underlined text since it indicates a link.
- Avoid overly fancy and **COMPLEX** fonts.

2 Color Blindness

Reds and greens are the main colors that can look similar to people with color blindness, but orange, purple, and blue can also be problematic.

Below, the circles on the right indicate how a colorblind person might see the circles on the left. That's why it's so important to not only rely on color when referring to colored items.



Sample tools we use to check for color blindness:

Sim Daltonism: free on the App store

Color Oracle

3 Color Contrast Ratios

Cengage aims to have all content compliant for WCAG 2.1 AA, which means:

- Non-text elements (like icons) should have a 3:1 contrast ratio
- Large text (minimum 18 pt or 14 pt bold) should have a 3:1 contrast ratio
- Running text should have a 4.5:1 contrast ratio

Sample tools we use to check for Contrast Ratios:

Colour Contrast Analyser (CCA)

WebAim Tool

Remember...