



# 10 Guidelines for Creating Accessible Content

---



Digital accessibility involves designing documents, environments, and digital services that everyone can use, regardless of their physical abilities or circumstances.

This ensures that all individuals can perceive, understand, navigate, and interact with these resources.

Here are 10 guidelines to help you start building more inclusive content and virtual spaces:

### 1 Provide alternative text for all non-text elements

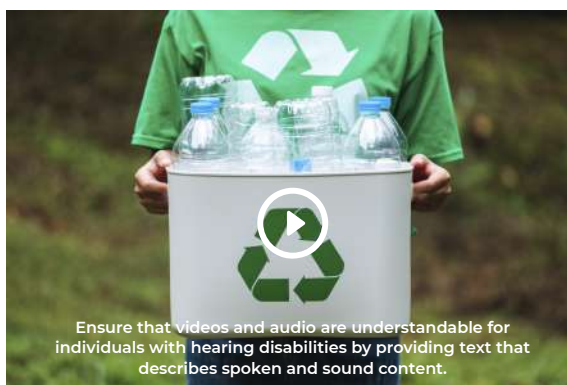
Describe the content of images, graphics, and other visual elements for individuals with visual disabilities.



**Alternative text:**  
A group of students walks and talk together through the hallways university campus.

### 2 Offer captions and transcripts for multimedia content

Ensure that videos and audio are understandable for individuals with hearing disabilities by providing text that describes spoken and sound content.

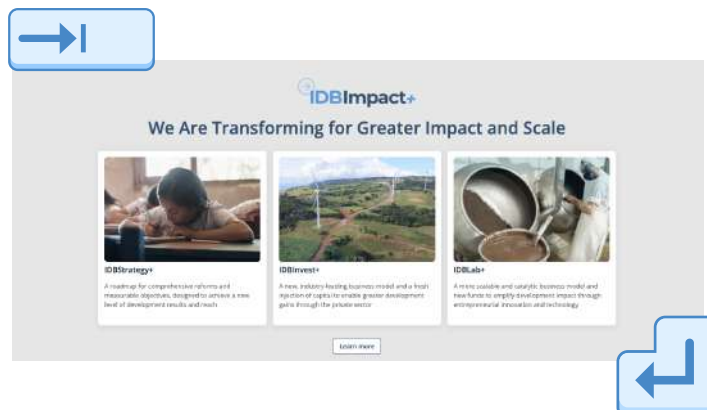


Ensure that videos and audio are understandable for individuals with hearing disabilities by providing text that describes spoken and sound content.



### 3 Make content navigable with a keyboard

Ensure that all site functions are accessible without a mouse, allowing navigation through keys like Tab and Enter.

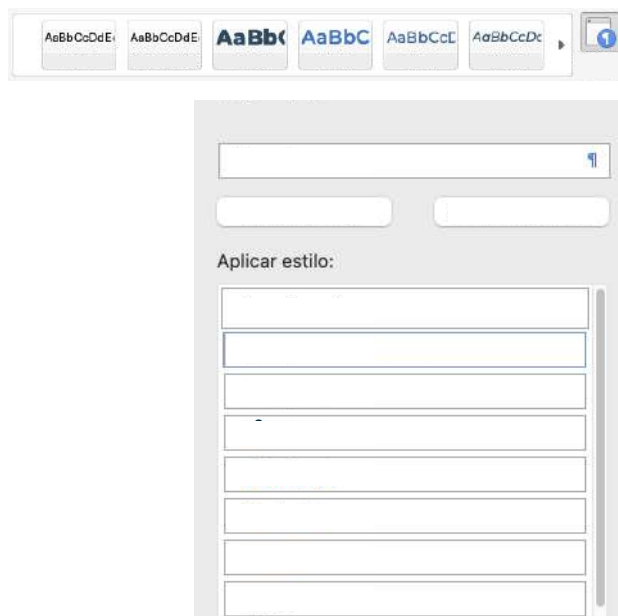


### 4 Use descriptive headings and styles to properly structure documents

Employ appropriate heading styles instead of manually changing size and font. This enables screen readers and visually impaired users to easily navigate the document's structure.

#### Table of contents with title 1

<b>This is title 2</b>	1
<b>This is title 3</b>	2
<i>This is title 4</i>	3



## 5 Ensure sufficient color contrast

Make sure that text and graphical elements are easily readable by contrasting adequately with the background and among elements.

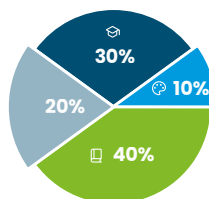


**Contrast titles**

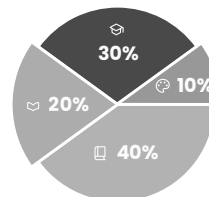


## 6 Avoid conveying information solely through color

Use additional text, patterns, or shapes to differentiate important information that does not rely only on color.



- EDUCATION 30%
- ART 10%
- READING 40%
- LEARNING 20%



- EDUCATION 30%
- ART 10%
- READING 40%
- LEARNING 20%

## 7 Utilize accessible font sizes and types

Choose clear fonts and sufficiently large sizes to facilitate reading for all users, in accordance with brand guidelines.



# MONTSERRAT

Thin, *Thin italic*  
Extra light, *Extra light italic*  
Light, *Light italic*  
Regular, *Regular italic*  
Medium, *Medium italic*  
SemiBold, *SemiBold italic*  
**Bold, *Bold italic***  
**Extra bold, *Extra bold italic***  
**Black, *Black italic***



MONTSERRAT Small font size

8

### Avoid content that flashes or blinks more than three times per second

Prevent discomfort and the risk of seizures by avoiding rapidly flashing elements.



9

### Include contextual help

Provide clear instructions and helpful descriptions, especially for forms and interactive elements, so users understand how to interact with them.

#### ICONS GUIDE



MARK AS COMPLETED



COMMENT



SEE MORE INFORMATION



MUTE



PAUSE



PLAY

10

### Use descriptive links

Ensure that link texts are clear and explain the destination or function of the link, such as "Learn more about accessibility" instead of "Click here."

In short, environmental technology is essential to address contemporary environmental challenges and promote a sustainable future. Through innovation and the application of advanced technologies, it is possible to reduce environmental impact, conserve natural resources, and create a healthier and more equitable environment for future generations. [Read more about environmental technology.](#)