Accessible Emails

Accessibility Checklist for Emails and Newsletters

Content

- Concise, informative text in plain English
- Clear Structure of Content - using headings to break up large passages of text
- Your signature includes a named contact of the person who addresses accessibility considerations. (eg, equality officer)

General

- Your videos all have accurate captioning or subtitles.
- Use CamelCase hashtags
- Be restrained with emojis
- Links are labelled with descriptive text
- If using MailChimp, you have included a plain text option.

Design

- Alternative Text (alt. text) is included with all posters, images and logos.
- All Posters/Illustrations and Graphic Designs have:
  - Left Alignment
  - High Contrast Colours
  - Sans Serif Font (unembellished, easily legible font)
  - Minimum size 12pt text

For further information on how and why to follow our checklists, please go to:

www.ahead.ie/ally-ship

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