

Accessibility Standards Guide



General

All use of sign language should be NZSL.

Plain language guidance should be applied across the board in comms. Check out this guide from MSD. [click here](#)

On websites and social media, include image descriptions. These can be included as alt text and as descriptions in your captions.

All-Caps comms are harder for the human eye to discern. Prioritise using sentence-casing or title-casing as appropriate.

Copy

Plain language guidance should be applied across the board in comms. Check out this guide from MSD. [click here](#)

On social, hashtags should be placed at the end of the caption and not used inline, as they cause disruptions for screen readers.

Avoid using too many hashtags on one post, as this can make the post difficult to read.

Limit emoji use in the caption and avoid using emojis in a sentence to replace a word. Screen readers are not good at picking these up. Try to include emojis at the end of the caption in limited numbers.

Design/Creative

Plan to incorporate braille wherever appropriate in physical comms. Simplified English (e.g. Easy-read) text translation should also be considered for long-form pieces of content, or those especially intended for English language learners, Deaf individuals or older people. [click here](#)

Colour should meet accessibility standards, especially in digital environments. Aim for high contrast between text and background, where possible avoid important copy content on patterned or busy backgrounds.

Colour usage should not be relied on to convey key details. This creates barriers to access for colourblind individuals.

Accessibility Standards Guide Cont.



Typography should be set a a size which considers those that have vision impairments. Some typefaces are more readable than others, consider this when choosing an appropriate typeface (e.g. does it have distinct numerals?)

Avoid italics, instead consider using bold to emphasise.

Where possible, include an audio description for visual information.

On websites and social media, include image descriptions. These can be added as 'alt text' and as descriptions in your captions. You can add alt text in the settings section of most platforms. Keep descriptions clear and short.

Using colour alone to convey key details can create barriers for colourblind individuals. Support colour usage with other elements to highlight or differentiate key points.

Video

Captions on moving content should be included wherever possible. Be mindful that auto-generated captions are not reliable for the Kiwi accent. Creatively explore how captions can enhance the work, they don't always need to be displayed as a strip at the bottom of content.

Captions should always be visible, using white text on black background if necessary.

Captions are included to support people to understand content. Ensure the placement of captions doesn't interfere with people's ability to see key visual components of the video.

Keep in mind the need to add any trigger warnings, i.e. if there are lots of flashing or quickly changing clips, this could trigger someone with epilepsy. Consider when a trigger warning might be warranted.

NZSL video interpretation should be made available for both pre-recorded and live video.

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