### TYPOGRAPHER

VS

## ACCESSIBILITY



#### Thanks for getting the slides!

I hope this presentation will bust a few myths on design and accessibility, so I encourage you to spread the word!

If you do share it, please always **credit pimpmytype.com.** There you will also find more helpful resources.

And now, enjoy! Cheers ¶ Oliver

# is mostly

#### Typography

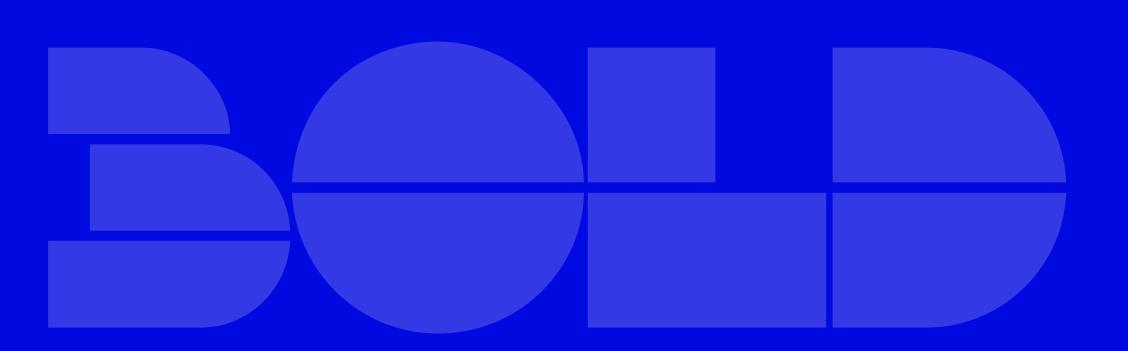
is showing text in the best way

#### Functional

#### EMPRESSINE

Traditional

#### Modern



7.0210

# With the POWER of Type!

# 11 characters Accessibility

#### Atty = Blind

#### Blind = Screen reader

#### Screen reader = Technical

#### Technical # Designer

# Designer # A11y



## Eyesight

## Eyesight

### 

### 

### 



Visual acuity

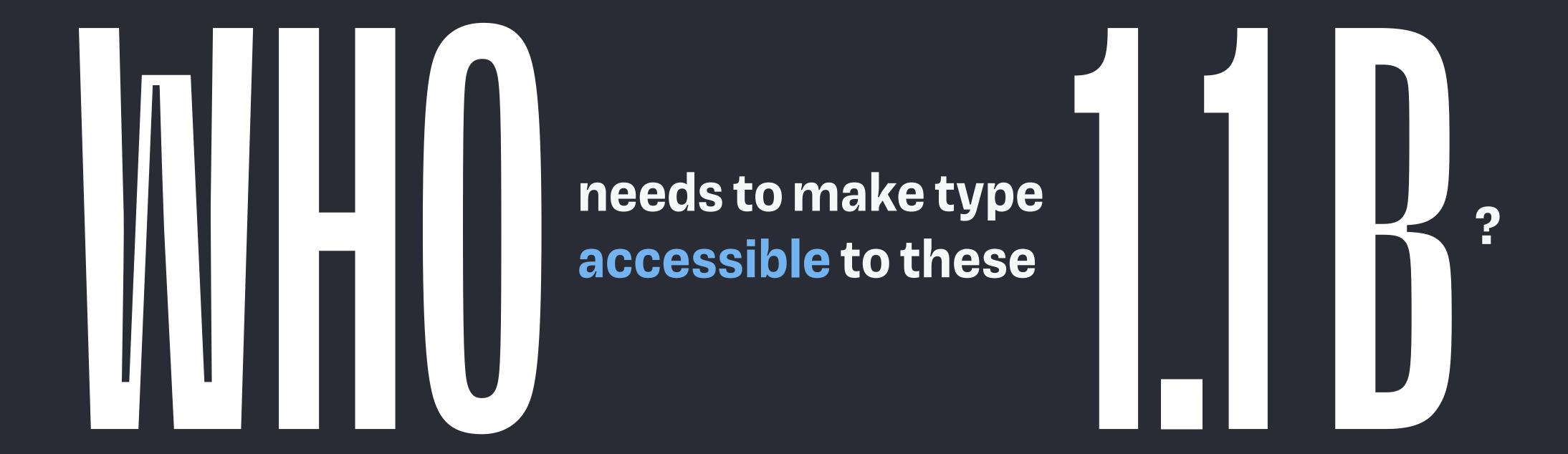
Color vision

Light sensitivity

Field of vision

••••





# It has to look ugly It has to look boring It has to look boring Ridiculous spacing Too many stupid rules!

Use Comic Sans

He hest Sans-serif is the best

#### Whatthe

#### READABILITY and LEGIBILITY

is about character recognition

A11Y MYTH

## t nasto look horing

# It's a Figure 1 of the second of the second

#### Font Follows

# Feeling

# BE EMPRESSIVE RESSIVE RESSIVE

In logos, headlines or other big short text

### Draamental fonts won't work for more than one line of large text

Don't use very stylized fonts for reading text

#### Font Follows

# Function

#### Enter your password

### 

Don't let people guess in critical situations

#### Enter your password

### 

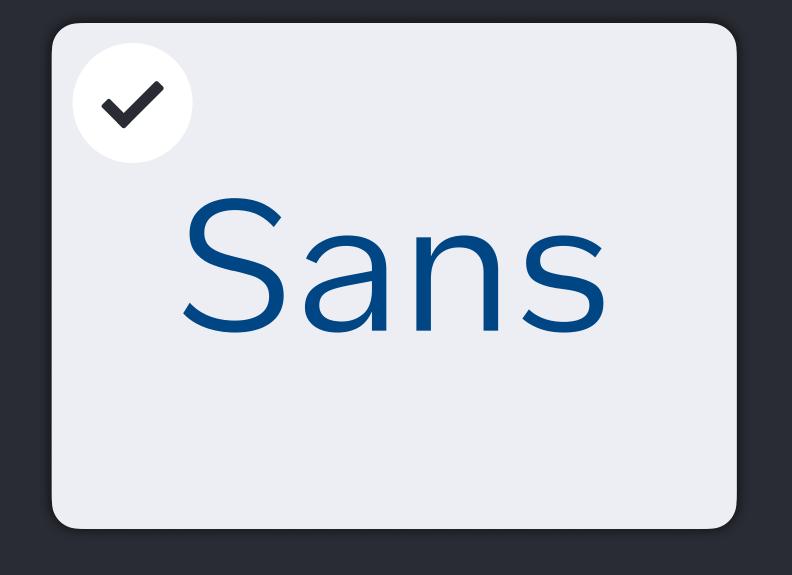
Make it absolutely clear when it has to be

Know when to be

# EMPRESSIVE

and
when
not.

### Pick the right category for body text







### A11Y MYTH Inevtakemy SCIISALIAI

## Sans or Serif



#### **EBU CLEAR PRINT GUIDELINES**

**Thank you** for downloading the EBU clear print guidelines for producing information that is also legible for persons with reduced vision.

This document offers basic principles with good practice examples that you can easily apply in all your printed and electronic communication activities.

Making your texts accessible benefits people with sight loss as well as a far wider audience: the general public. By implementing the principles of Inclusive Design (also called Universal Design) you too can make an important contribution to a more accessible and inclusive society!

#### 1.3 Font family/type

Choose standard fonts with easily recognizable upper and lower case characters, without serifs (sans serif).

Arial, Verdana, Helvetica are good choices.

Do not use complicated or decorative fonts, serif fonts such as Times new Roman, nor handwriting type fonts.

Below an illustration of a good font type, followed by examples of fonts you should avoid:

Arial is a good choice

Avoid Times New Roman type fonts and handwriting type fonts

#### 1.4 Font size

Keep text in a large font, preferably between 14pt - 16pt - 18pt Arial or similar. Note that, depending on the font type you choose, you may need to adapt the pt value to match the Arial 14-16-18 sizes.

Below two illustrations. First a good font size example, followed by a size you should avoid:

Arial 16 is a good font size

Arial 9 is a too small font size

#### 1.3 Font family/type

Choose standard fonts with easily recognizable upper and lower case characters, without serifs (sans serif).

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Arial is a good choice

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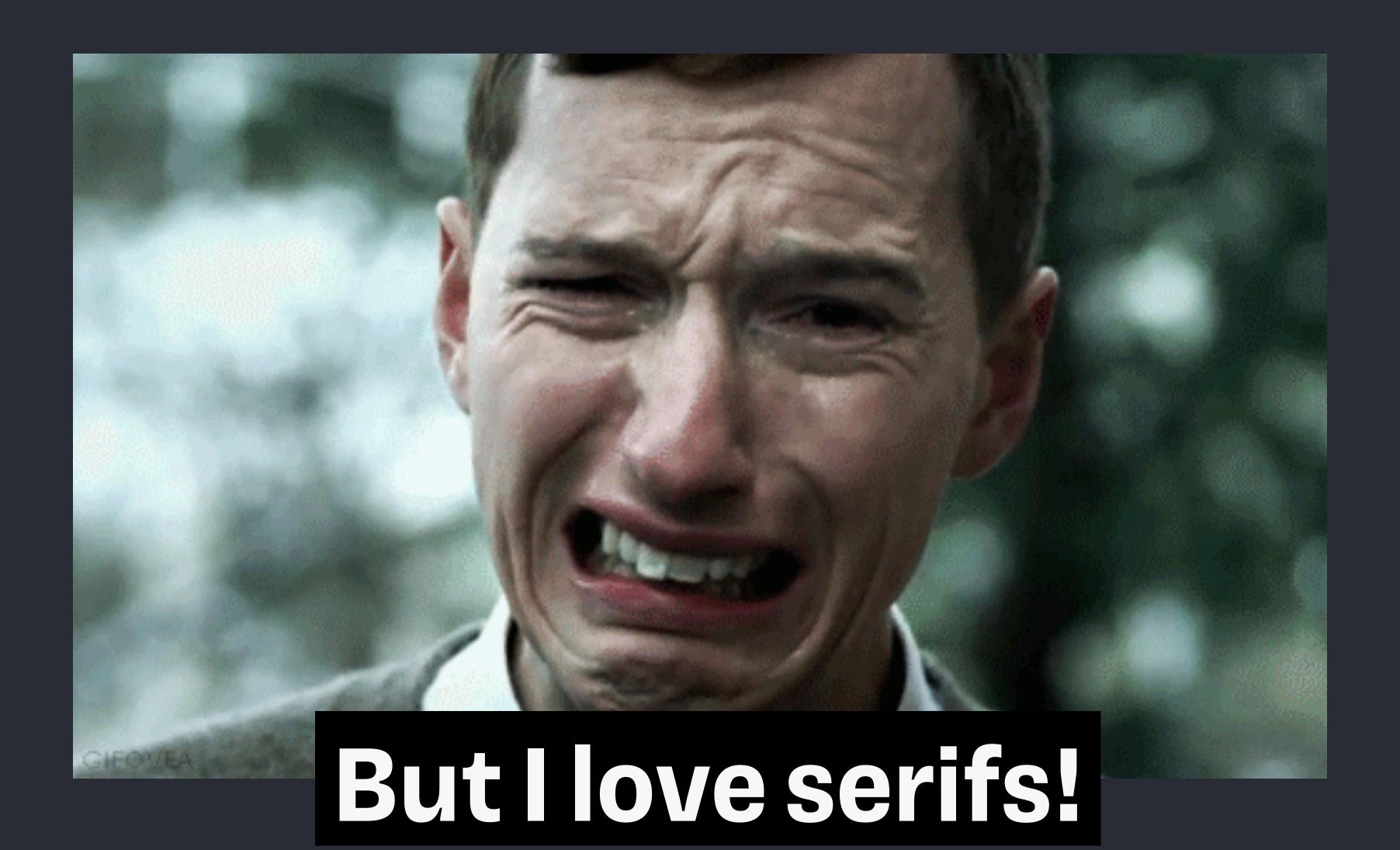
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Below two illustrations. First a good font size example, followed by a size you should avoid:

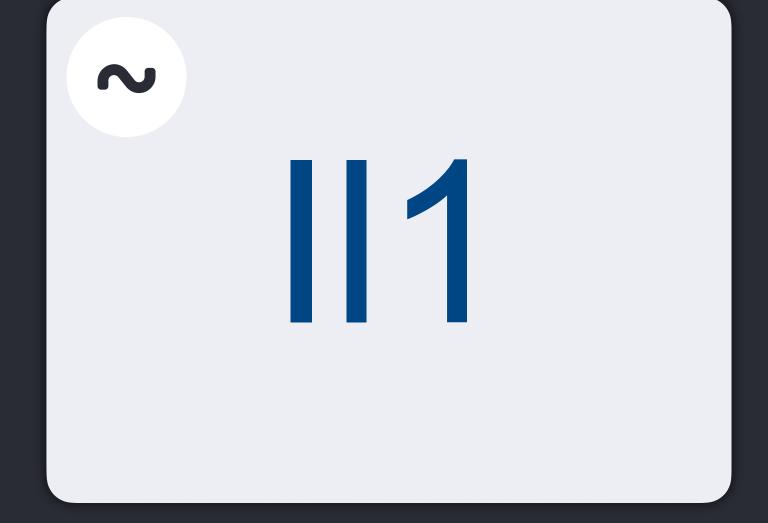
Arial 16 is a good font size

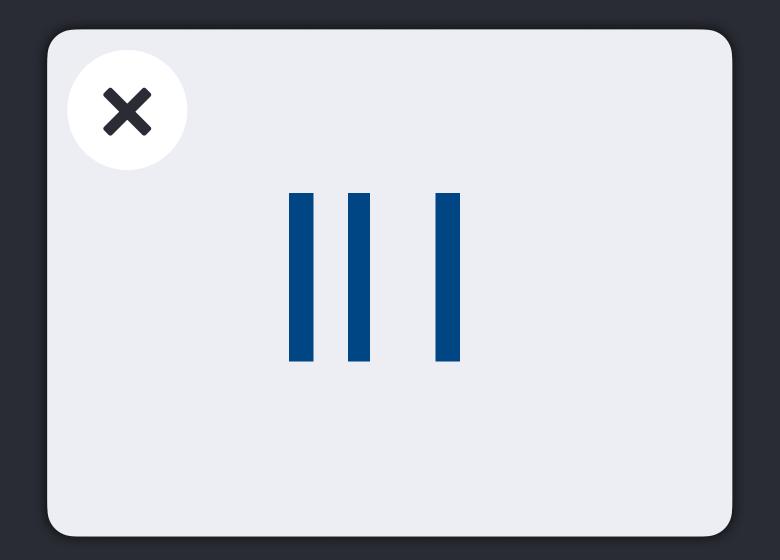
Arial 9 is a too small font size



### Clear character recognition







Atkinson Hyperlegible Easy to differentiate

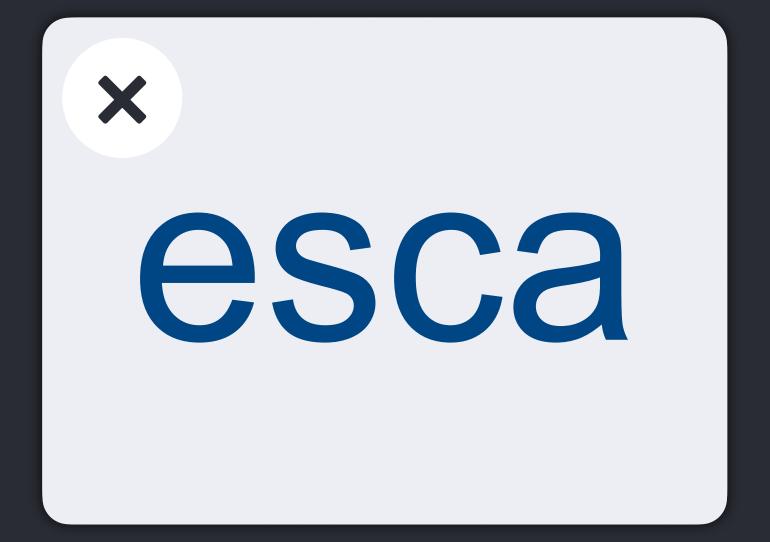
Arial Not very clear

Gill Sans Unclear

#### Letter shapes are open







Newsreader Quite open shapes

Fira Sans Very open shapes

Arial Closed shapes

### Letter shapes are open

esca esca

#### Letter shapes are open



esca

Fira Sans is more legible in small sizes

esca

Arial is harder to read in small sizes

#### Check the following

III

II1

eco 00C

eco OC

eco 00C

Arial

Atkinson Hyperlegible

Newsreader

### Check the following

Arial

eco 00C eco 00C eco 00

Atkinson Hyperlegible

Newsreader

#### Check the following

II1 Sucks!

eco OOC

Il1

eco OOC

I11

eco OC

Arial

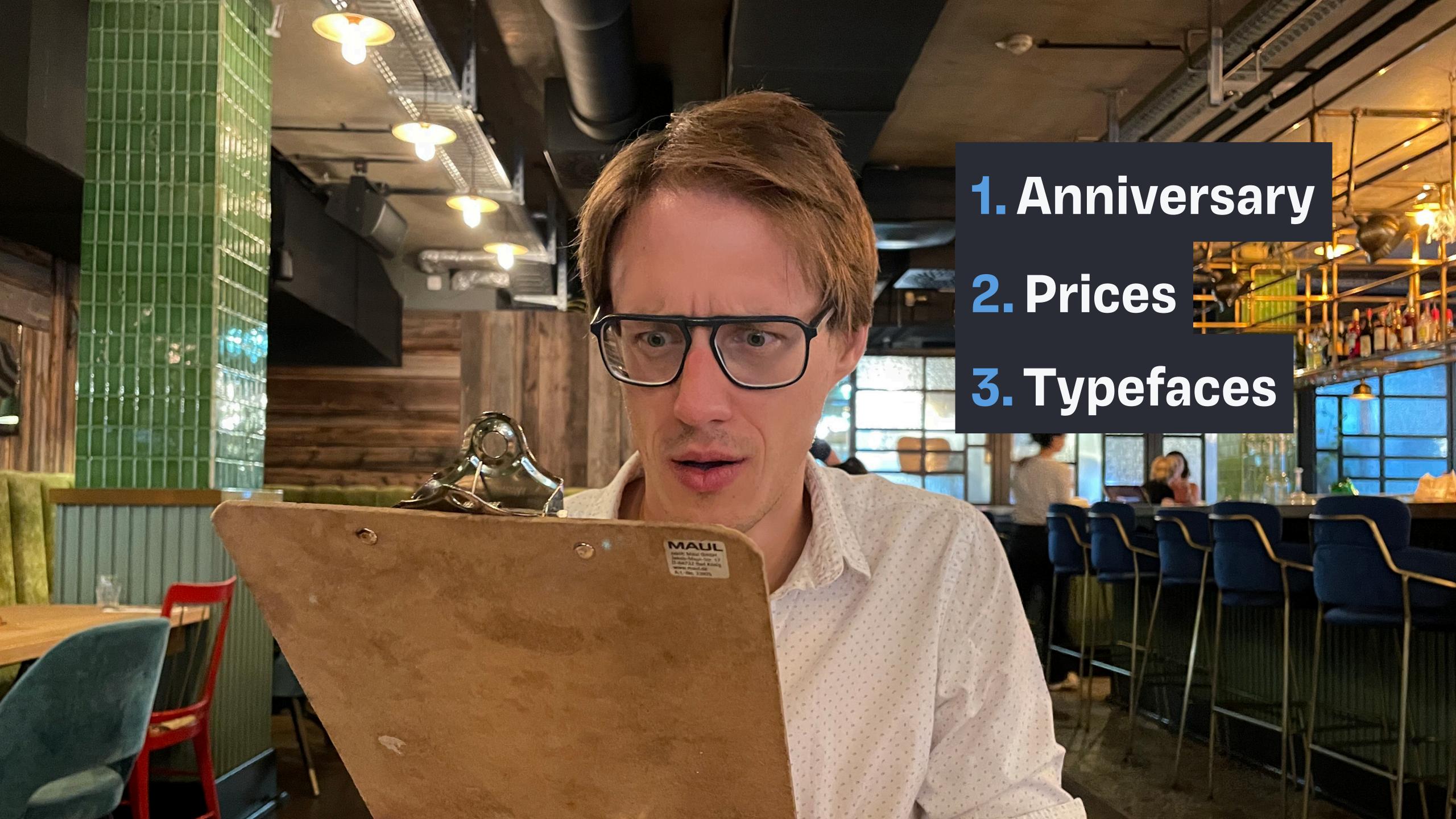
Atkinson Hyperlegible

Newsreader

## Sans and Serif

# Pick what fits your and then check the features







Classics		Signature Cocktails		Non Alcoholic Drinks	
Paloma	12,5	Room 237	15	"Campari" Orange/Soda	8,5
tequila, grapefruit, lime juice,	0.000	calvados, rye whiskey, Galliano Vanilla,	7/3	LYRE'S Italian Spritz, orange juice/s	oda
agave syrup, soda		vanilla syrup, pineapple foam		Italian spritz	11,5
Negroni	13,5	Cherry Bomb	14	LYRE'S Italian spritz, Henkell non-	
gin, Campari, Antica Formula		bourbon, maraschino, cherry jam,	3 10	alcoholic sparkling, soda	
Old Cuban	14,5	lemon, sugar, cola		Gin Tonic	10,5
rum, lime juice, Angostura bitters, sugar,		Earl Grey Old Fashioned 1:	3,5	Tanqueray 0.0 + Fever Tree Indian	Tonic
mint leaves, champagne		Earl Grey infused bourbon, sugar,	58	Virgin Negroni	12,5
Basil Smash	13,5			Tanqueray 0.0, Undone 23. 9., LYRI	E'S
gin, lemon ar, basil		Nights of Tel Aviv	2,5	Italian spritz	91 7346
Mosco vodka, l juice 5 to Tre) h be	12	su sage pritz			
Sour	13,5	Cinzano sianco, chili liqueur, verjus, tonic water, tomato		Vöslauer Still 0,331/0,751	3,3/5,8
whiskey/ Averna/ amaretto/	100	Warer, Tolliano		Vöslauer Sparkling*	
Aperol/ tequila/ vodka,	-9273	Summer Specials		0,331/0,751	3,3/5,8
lemon, sugar, egg white (optional)  Gin Basil Mule	12	Eldelflower Collins 1	12,5	Rauch Apple Juice 0,31	4,2
THE RESERVE OF THE PARTY OF THE		gin, elderflower liqueur, lemon juice, soda	The state of the state of		7,6
gin, lime juice, Angostura bitters, Balis Basil	1000	Iced Green Tea		Rauch Organic Juices	
emonade		CONTRACTOR OF THE PARTY OF THE	13	Apricot/Blackcurrant 0,21	4,9
	1357	green tea infused bourbon, lemon juice, s	with the same	Coca Cola/Zero 0,331	3,
ocktail Shots	45		13,5	Almdudler 0,331	
OCKIUII ONOIS	4,5	gin, Chambord, lemon juice, ginger beer		Allindudier 0,331	4

### A11Y MYTH Comic Sans

#### A11Y MYTH

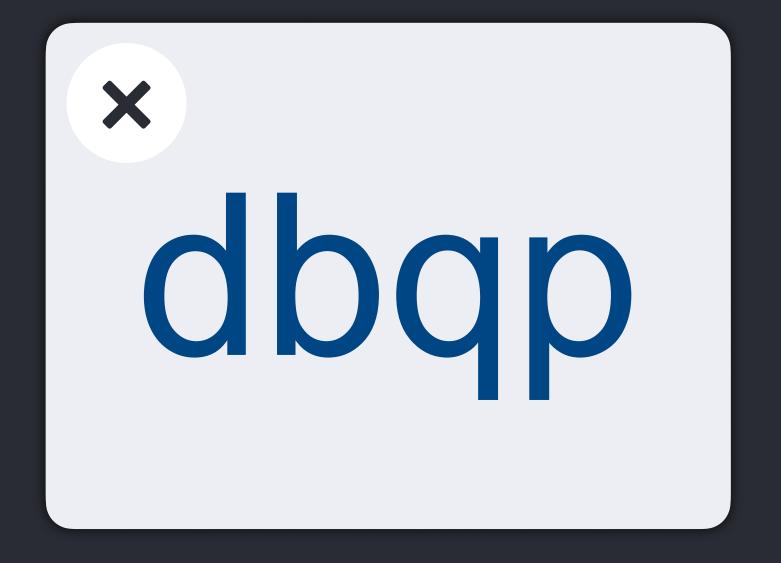
## should use Open Dyslexic

### I have to make my design ugly

# 

is a learning difficulty

#### Avoid mirrored letters





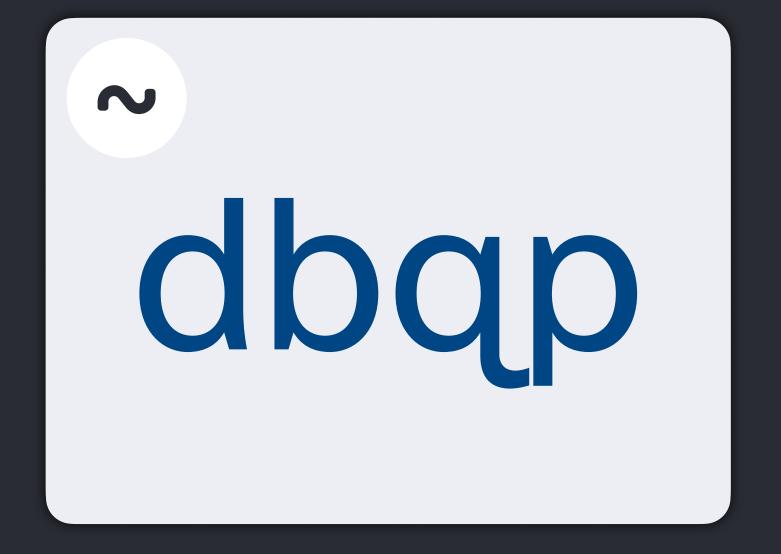


Arial Mirrored shapes

Comic Sans
No exact mirrors

Open Dyslexic No exact mirrors

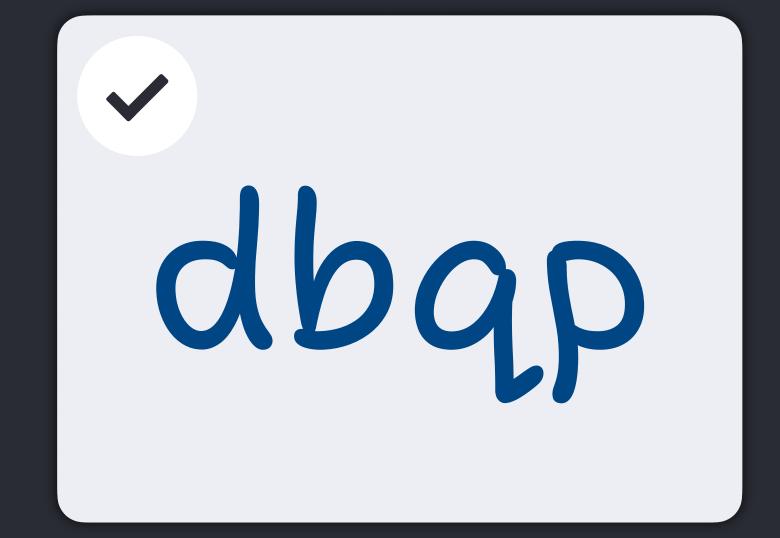
#### Avoid mirrored letters







Newsreader No exact mirrors

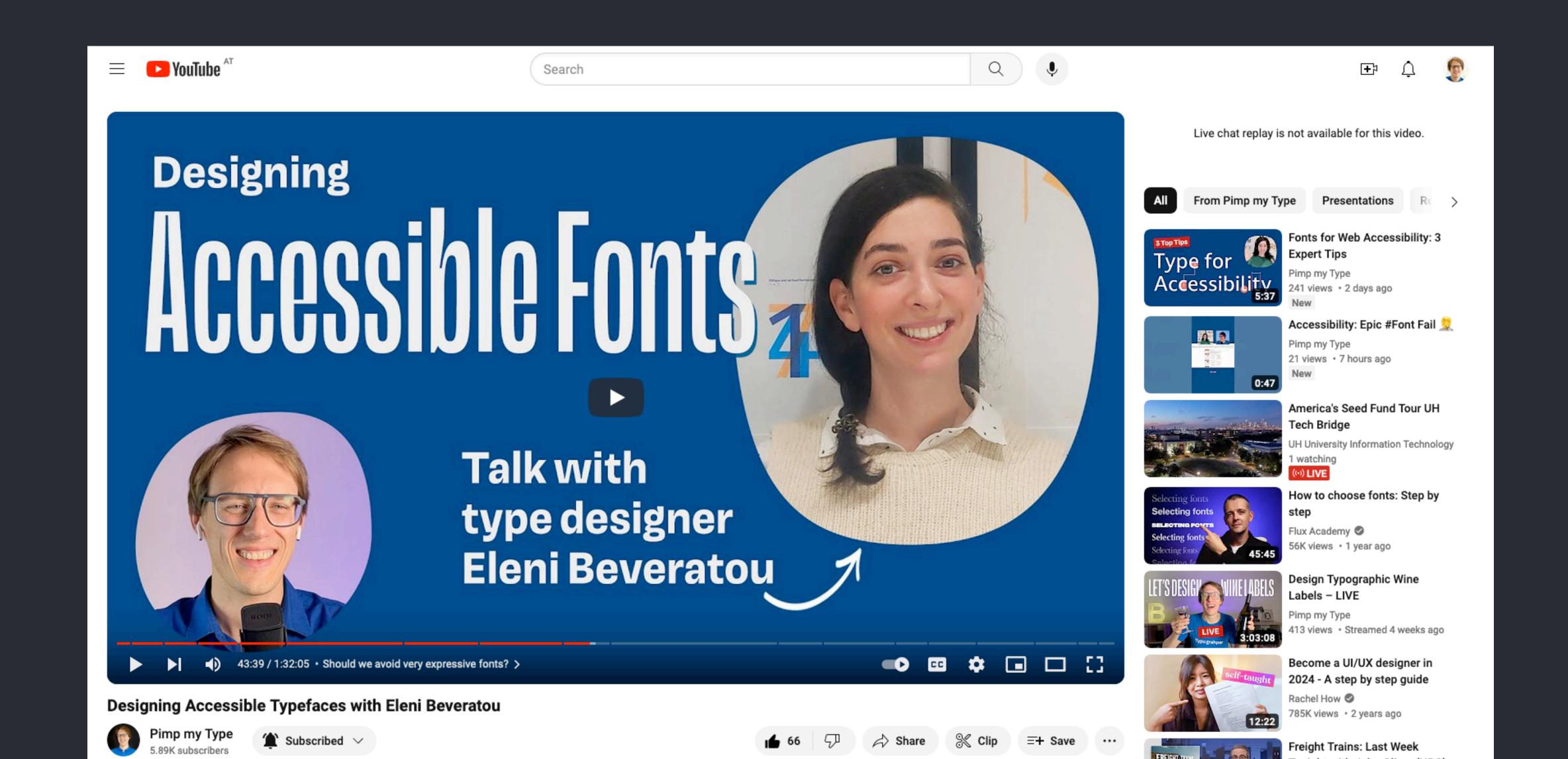


Shantell Sans
No exact mirrors

### These typefaces perform

even for people with dyslexia

### pimpmytype.com/talk06



# This typeface might help some people ...

## ... but for the most it just looks broken

# READABILITY

is making text pleasant to read

THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.

Make it large enough

THE BEST, MOST LEGIBLE TYPEFACE BECOMES USELESS, IF YOU RUIN READABILITY BY TYPESETTING IT HORRIBLY.

Don't justify text

THE BEST, MOST LEGIBLE TYPEFACE BECOMES USELESS, IF YOU RUIN READABILITYBY TYPESETTING IT HORRIBLY.

Underline sparingly

THE BEST, MOST LEGIBLE TYPEFACE BECOMES USELESS, IF YOU RUIN READABILITYBY TYPESETTING IT HORRIBLY.

Avoid all caps

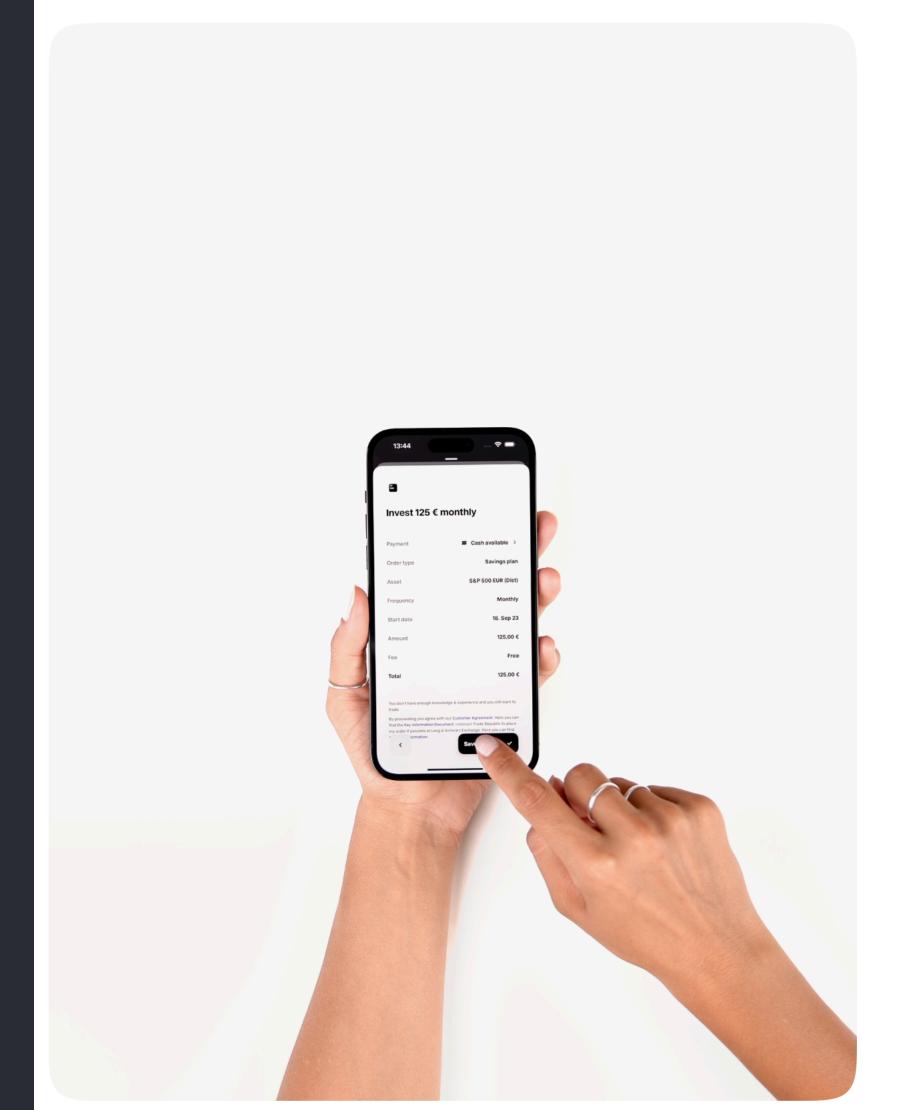
The best, most legible typeface becomes useless, if you ruin readability by typesetting it horribly.

Italicize sparingly

The best, most legible typeface becomes useless, if you ruin readability by typesetting it horribly.



# A11Y MYTH H nightontrast



Free Savings Plans on ETFs, stocks or crypto. Invest regularly to grow your wealth with the market.

Bonds to lock in high interest for years and get regular payments. Start with 1 €, sell anytime.

### **Europe's largest ETF offering**

including curated investment themes to diversify your portfolio.

Free Savings Plans on ETFs, stocks or crypto. Invest regularly to grow your wealth with the market.

Bonds to lock in high interest for

years and get regular payments. Start with 1 €, sell anytime.

**Europe's largest ETF offering** 

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777

Free Savings Plans on ETFs, stocks or crypto. Invest regularly to grow your wealth with the market.

Bonds to lock in high interest for

years and get regular payments. Start with 1 €, sell anytime.

**Europe's largest ETF offering** 

including curated investment themes to diversify your portfolio.

1.64:1

× AA 3:1 (large text)

## Save now, for later

Free Savings Plans on ETFs, stocks or crypto. Invest regularly to grow your wealth with the market.

Bonds to lock in high interest for years and get regular payments. Start with 1 €, sell anytime.

## **Europe's largest ETF offering**

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## **Europe's largest ETF offering**

including curated investment themes to diversify your portfolio.

3:1

✓ AA 3:1 large text



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Comparison with WCAG 2.1

New Features in WCAG 2.2

Numbering in WCAG 2.2

Conformance to WCAG 2.2

Later Versions of Accessibility Guidelines

#### I. Perceivable

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1.2 Time-based Media

1.2.1 Audio-only and Video-only (Prerecorded)

1.2.2 Captions (Prerecorded)

1.2.3 Audio Description or Media Alternative (Prerecorded)

1.2.4 Captions (Live)

1.2.5 Audio Description (Prerecorded)

1.2.6 Sign Language (Prerecorded)

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1.3 Adaptable

1.3.1 Info and Relationships

## Web Content Accessibility Guidelines (WCAG) 2.2



W3C Recommendation 05 October 2023

#### **▼** More details about this document

#### This version:

https://www.w3.org/TR/2023/REC-WCAG22-20231005/

#### **Latest published version:**

https://www.w3.org/TR/WCAG22/

#### Latest editor's draft:

https://w3c.github.io/wcag/guidelines/22/

#### History:

https://www.w3.org/standards/history/WCAG22/

**Commit history** 

#### Implementation report:

https://www.w3.org/WAI/WCAG22/implementation-report/

#### **Previous Recommendation:**

https://www.w3.org/TR/WCAG21/

#### **Editors:**

Alastair Campbell (Nomensa)

**Chuck Adams** (Oracle)

Rachael Bradley Montgomery (Library of Congress)

Michael Cooper (W3C)

Andrew Kirkpatrick (Adobe)

#### Feedback:

GitHub w3c/wcag (pull requests, new issue, open issues)

#### Errata:

Errata exists.

See also translations.



## Success Criteria

1.4.3 Contrast (Minimum)

## Color Contrast Cheat Sheet

WCAG 2.2 Level AA, minimum

Text

Text

Text

4.5:1

3:1

3:1

Normal text

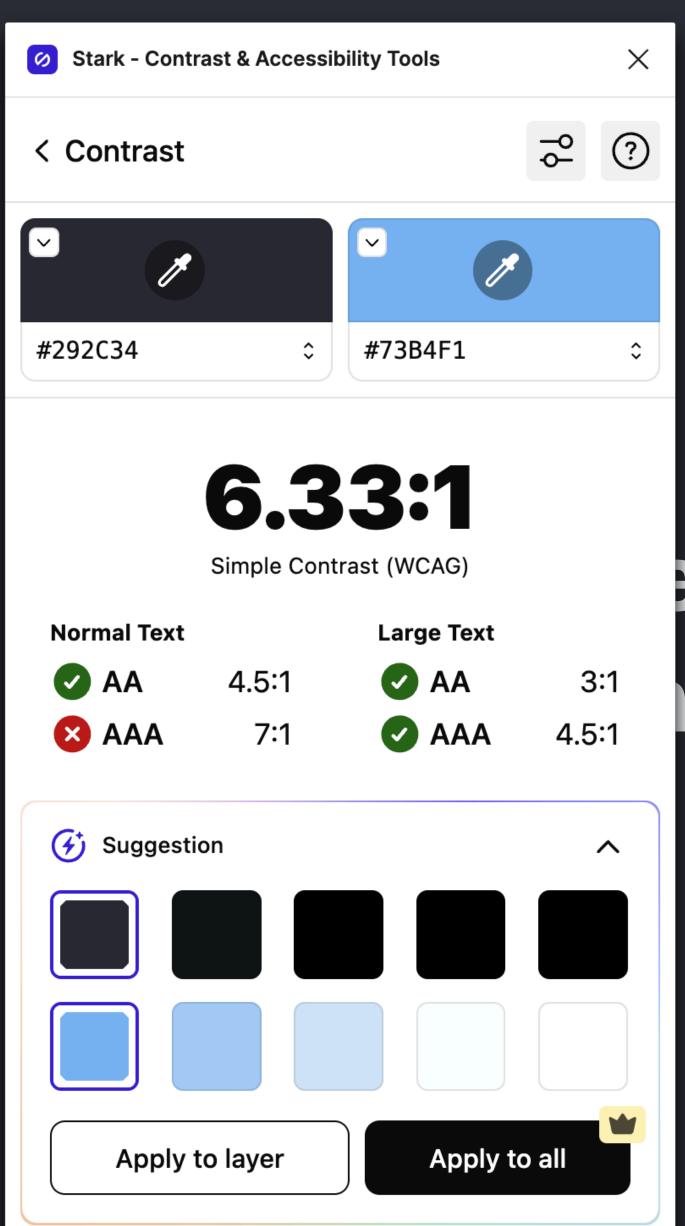
Large text 24 px+

19 px+

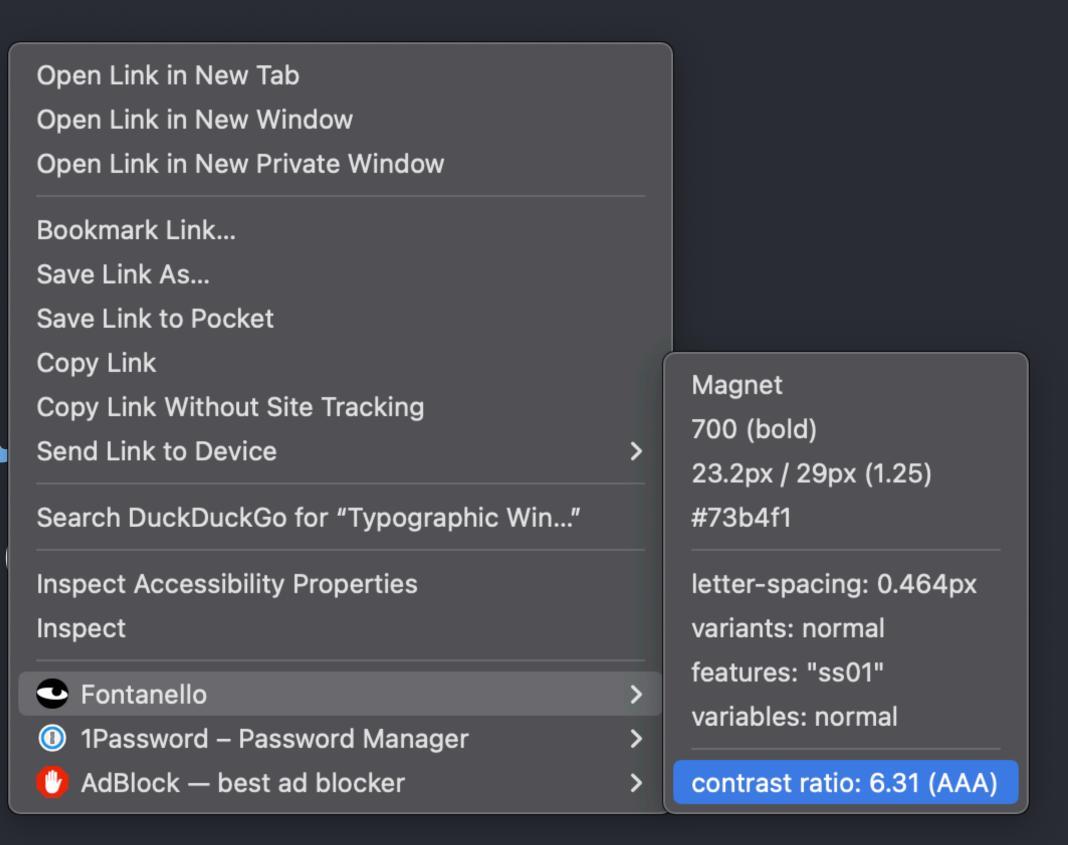
**Bold text** 

any size

## Care about minimum contrast, and always use a tool to check it.



## e about minimul lways use a to



# A11Y MYTH A USE ridiculous Sydense

## Line length

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

95 characters -

Very long lines are unpleasant to read

## Line length

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——— 71 characters –

Add a max-width to your body text

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

A tight line height for long lines seems crowded

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A larger line-height can cause your text to loose cohesion

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1.4 to 1.5 is often a good value for that line length

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What worked for longer lines, is too loose for shorter lines

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Shorter lines can have a smaller line-height

## SC 1.4.12 Text Spacing

Line height: at least 1.5 times the font size;

Letter spacing: at least 0.12 times the font size;

Word spacing: at least 0.16 times the font size.

## How we set it

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it

# 1.4.12 Text Spacing applied

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines





## Hey, Oliver ...

### § Success Criterion 1.4.12 Text Spacing

(Level AA)

style property:

How to Meet Text Spacing In content implemented using markup languages that support the following text

style properties, no loss of content or functionality occurs by setting all of the following and by changing no other

**Understanding Text Spacing** 

• Line height (line spacing) to at least 1.5 times the font size;

## It's me, A11Y!

### § Success Criterion 1.4.12 Text Spacing

(Level AA)

style property:

In content implemented using markup languages that support the following text style properties, no loss of content or functionality occurs by setting all of the following and by changing no other

• Line height (line spacing) to at least 1.5 times the font size;

**Understanding Text Spacing** 

How to Meet Text Spacing

## Actually not, I was just f

### § Success Criterion 1.4.12 Text Spacing

(Level AA)

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style properties, no loss of content or functionality occurs by setting all of the following and by changing no other style property:

**Understanding Text Spacing** 

• Line height (line spacing) to at least 1.5 times the font size;

# Actually not, I was just fonting with you! LOL

#### § Success Criterion 1.4.12 Text Spacing

(Level AA)

**Understanding Text Spacing** 

How to Meet Text Spacing

In content implemented using markup languages that support the following text style properties, no loss of content or functionality occurs by setting all of the following and by changing no other style property:

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# Don't be mad. Is this better?

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**Understanding Text Spacing** 

How to Meet Text Spacing

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#### I didn't want to hurt your feelings! Why don't you read on?

#### § Success Criterion 1.4.12 Text Spacing

(Level AA)

**Understanding Text Spacing** 

How to Meet Text Spacing

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Success Criterion 1.4.12 Text Spacing

(Level AA)

**Understanding Text Spacing** 

**How to Meet Text Spacing** In content implemented using markup languages that support the following text style properties, no loss of content or functionality occurs by setting all of the following and by changing no other

style property:

- Line height (line spacing) to at least 1.5 times the font size;
- Spacing following paragraphs to at least 2 times the font size;
- Letter spacing (tracking) to at least 0.12 times the font size;
- Word spacing to at least 0.16 times the font size.

Exception: Human languages and scripts that do not make use of one or more of these text style properties in written text can conform using only the properties that exist for that combination of language and script.

#### NOTE 1

Content is not required to use these text spacing values. The requirement is to ensure that when a user overrides the authored text spacing, content or functionality is not lost.

#### NOTE 2

Writing systems for some languages use different text spacing settings, such as paragraph start indent. Authors are encouraged to follow locally available guidance for improving readability and legibility of text in their writing system.

§ Success Criterion 1.4.12 Text Spacing

(Level AA)

In content implemented using markup languages that support the following text

**Understanding Text Spacing** 

How to Meet Text Spacing

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#### And I got you too!

# Fits Fits

# E Dabout

# 

# 

## Functional

## Functional

# EMPRESSINE

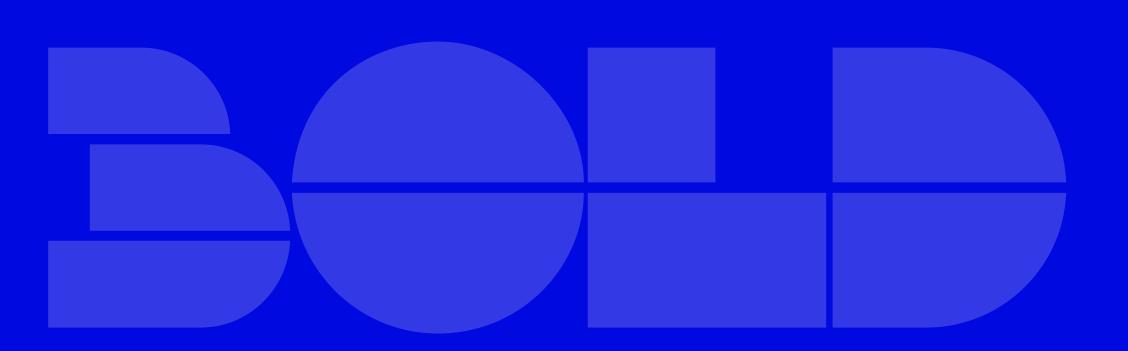


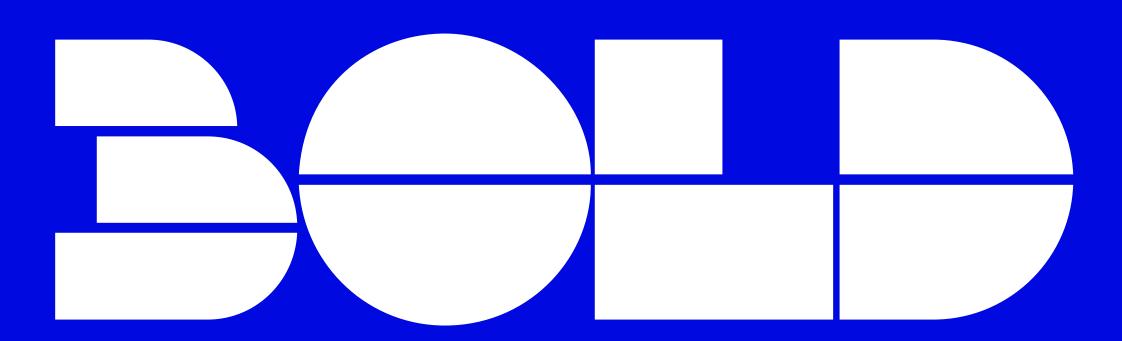
Traditional

#### Traditional

# Modern

# Modern





7.0210

## Oelicate

# 

# CONTRACT

# 

# 

# 

## Go out there and make something great!

Oliver Schöndorfer in Freelance UI & App Designer

**pimpmytype** 

© pimp\_my\_type

