

Email Best Practices for Accessibility

Plain Language

- Focus on simplicity. Steer clear of jargon, acronyms, and idioms.
- Break up long blocks of text with paragraph breaks.

Font Style for electronic documents or web content

- Choose a Sans-Serif font.

Align text left

- It helps all users, including those with low vision or cognitive disabilities.

Use headings and bulleted lists

Be Careful With Color and Contrast

- Color blind individuals and those with visual impairments may struggle with some shades. Please avoid using them in your emails.
- If you must use colors, don't let them be the only way to convey information in your emails.
- Another factor you need to be mindful of, besides the color palette, is the contrast ratio. Maintaining a high contrast between your background and foreground elements (be it text, a clickable link, or the call-to-action button) enhances readability. The further away from each other the two colors are, the higher the contrast. Think Black and White.

Optimize Your Emails For Screen Readers

- Screen readers process emails linearly. Here are some tips for making your emails screen-reader-friendly.
- Write descriptive alt texts. Since screen readers rely on them to communicate images to their users, they must be written with as much clarity as possible. Ensure that your alt texts assist readers in correctly envisioning the visual elements in your emails.
- Break down the text using multiple subheadings. This will make the navigation significantly more convenient for your readers. Also, don't be stingy with spacing. You must let your email copy breathe. Reading blocks of text where the lines are glued to one another can and will put off your subscribers. Ensure there's enough spacing between two consecutive lines and successive paragraphs.

Avoid Using Too Many Images

Ensure your signature has alt text on the logo and your phone number uses dashes (not dots) to separate the numbers.