Teal™ Creative Studio

Building Brands Optimized for Accessibility

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Teal™ Creative Studio

The Experience +
Accessibility Leaders

idea

Design + Media Inc.

Teal™ Creative Studio

Automate the tedious, optimize accessibility and improve brand consistency,

throughout your document designs, while gaining more time for your creative process.

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Accessibility doesn't need to be a dauting undertaking,

by implementing some basic workflow techniques and thinking accessibility first you can be inclusive and streamline compliance.

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Accessible brand colours

- Colour contrast checkers + brand colour sheets

Colour checkers

Colour Contrast Analyser app

Web AIM contrast checker

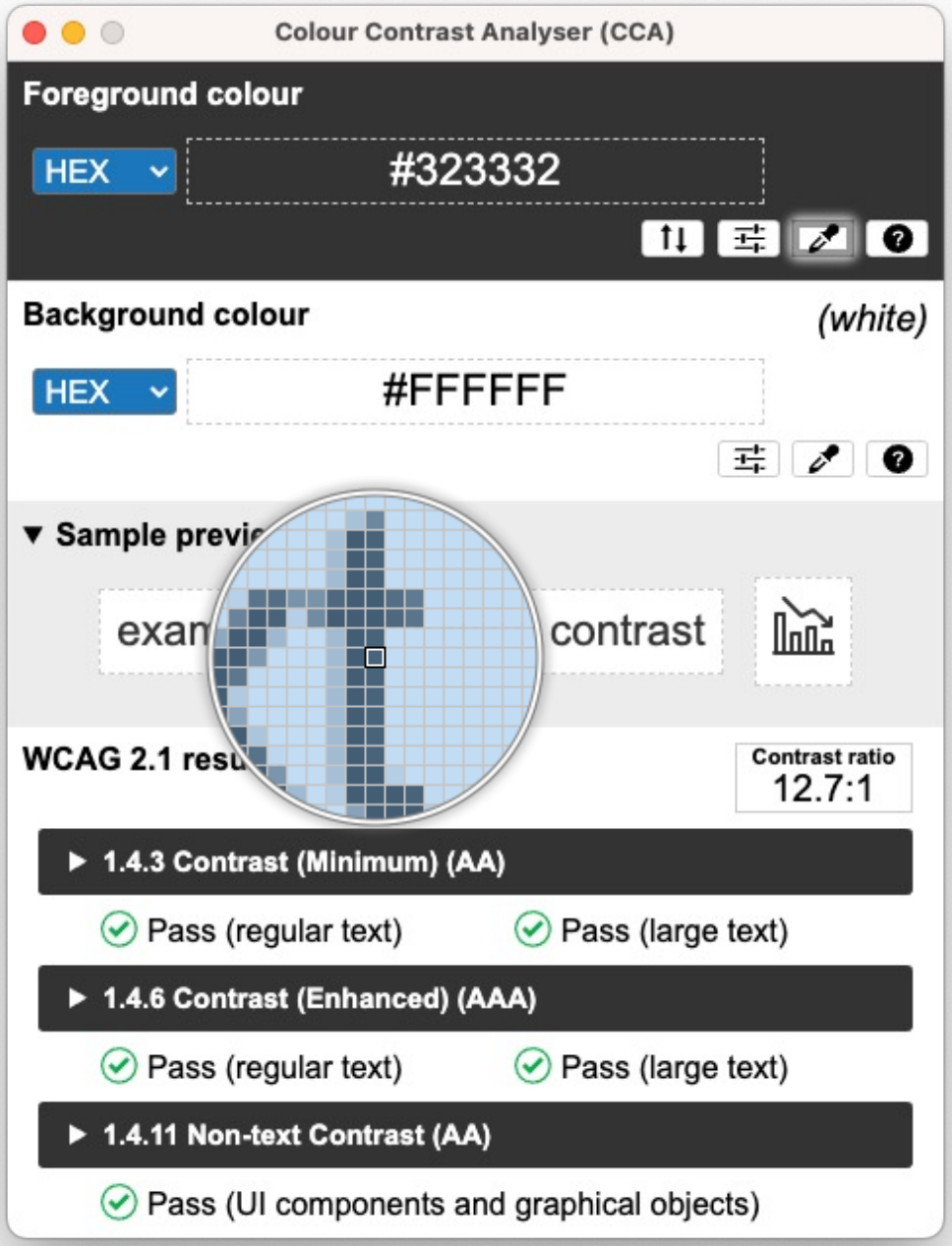
Sim Daltonism application

Colour contrast checkers

Colour blindness checker

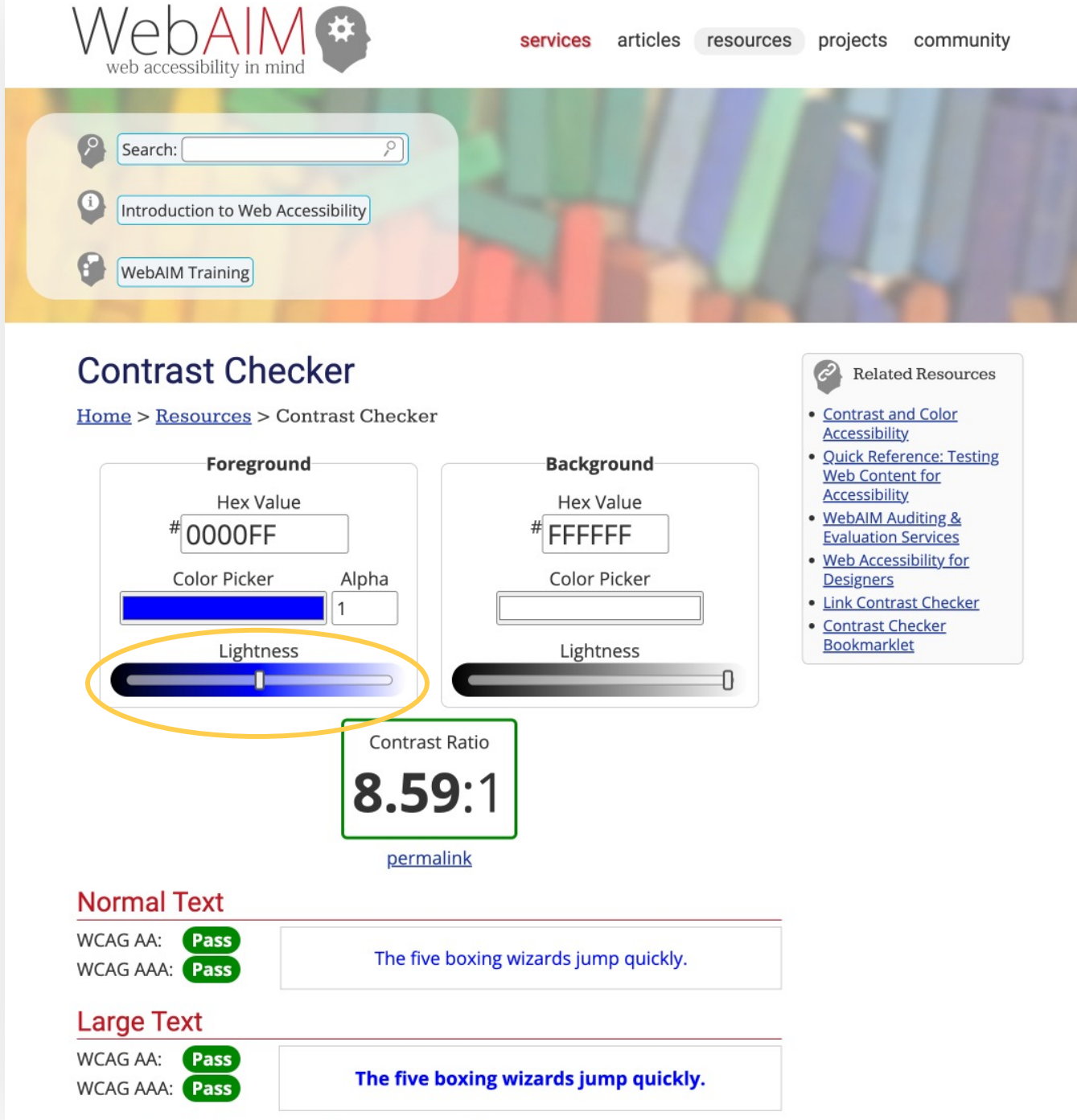
Colour Contrast Analyser application

- Mac and Windows Platforms
  developer.paciellogroup.com/resources/contrastanalyser



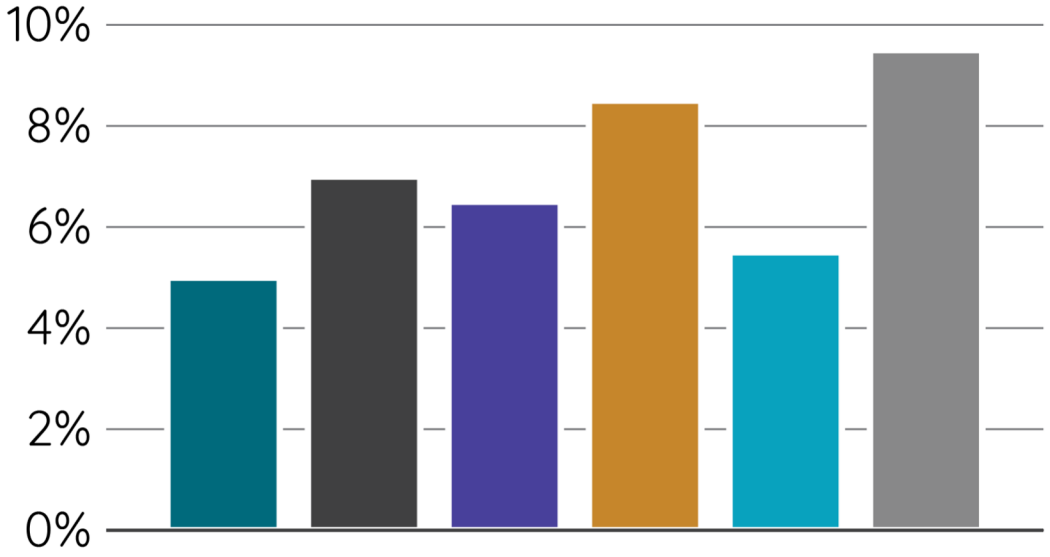
Web AIM contrast checker

- Website webaim.org/resources/contrastchecker



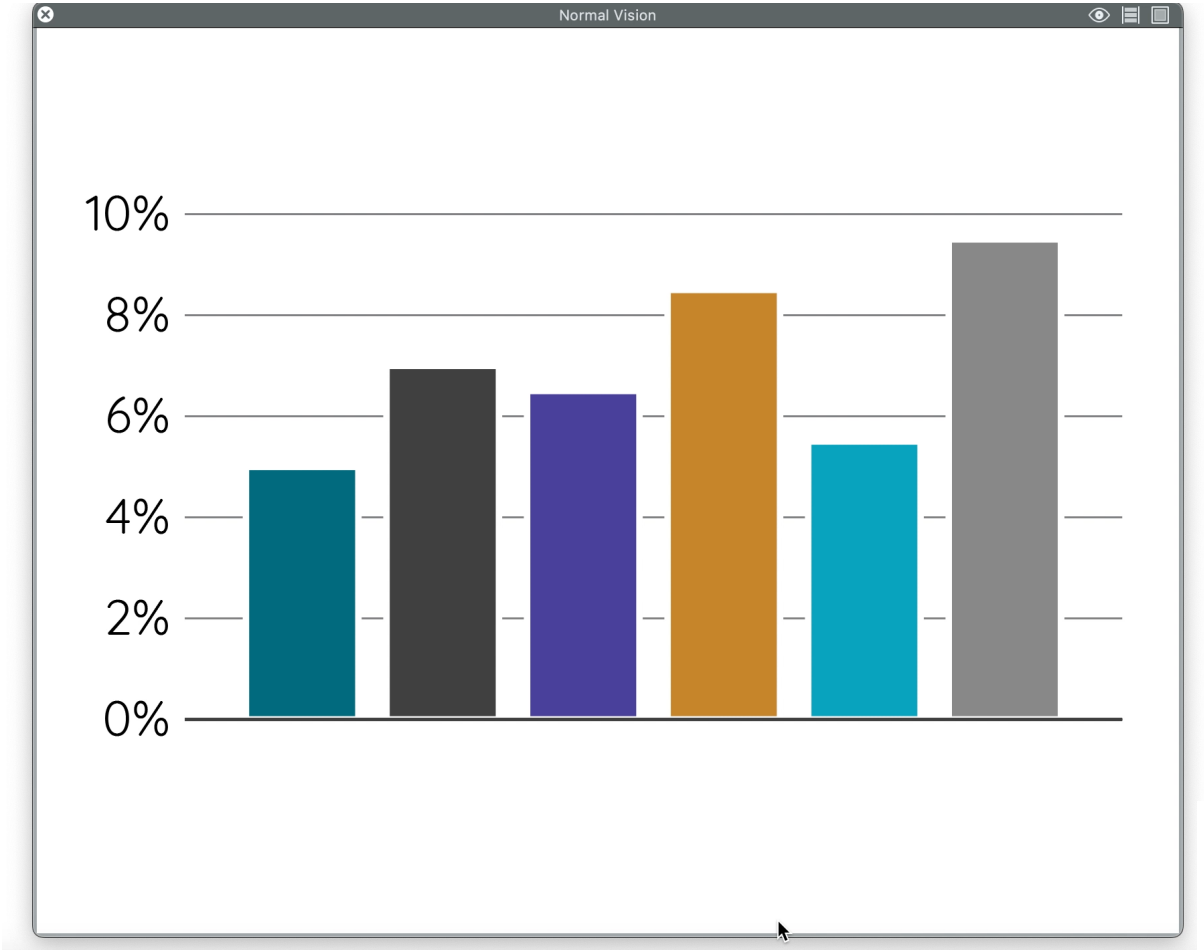
Sim Daltonism application

- Available for Mac only itunes.apple.com/ca/app/sim-daltonism/id693112260?mt=12



Sim Daltonism application

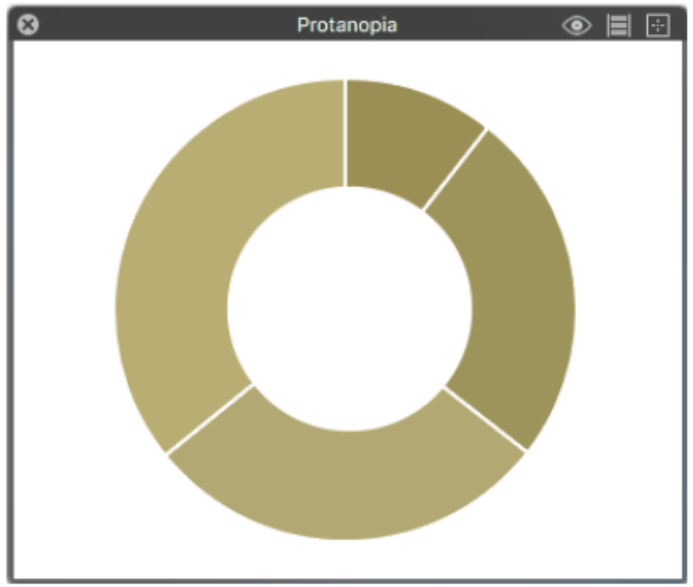
- **Red-Green colour blindness:** Deuteranopia, Deuteranomaly, Protanopia, Protanomaly
- **Blue-Yellow colour blindness:** Tritanopia, Tritanomaly
- **All colours:** Monochromacy, Partial monochromacy



Sim Daltonism application

Example:

Simulated Protanopia colour blindness

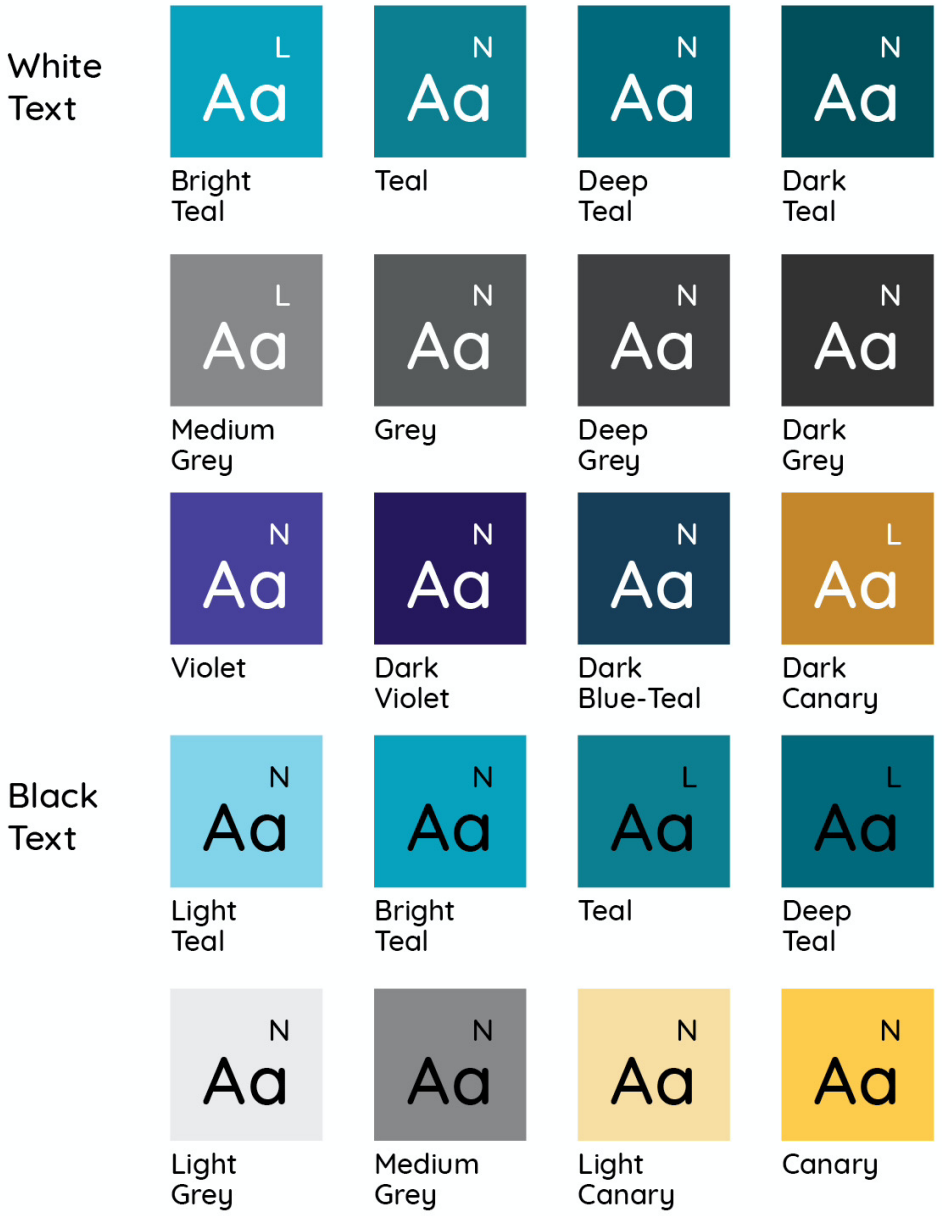


Normal vision

Brand colour sheets

N = Normal text AA level colour contrast compliant (4.5:1).

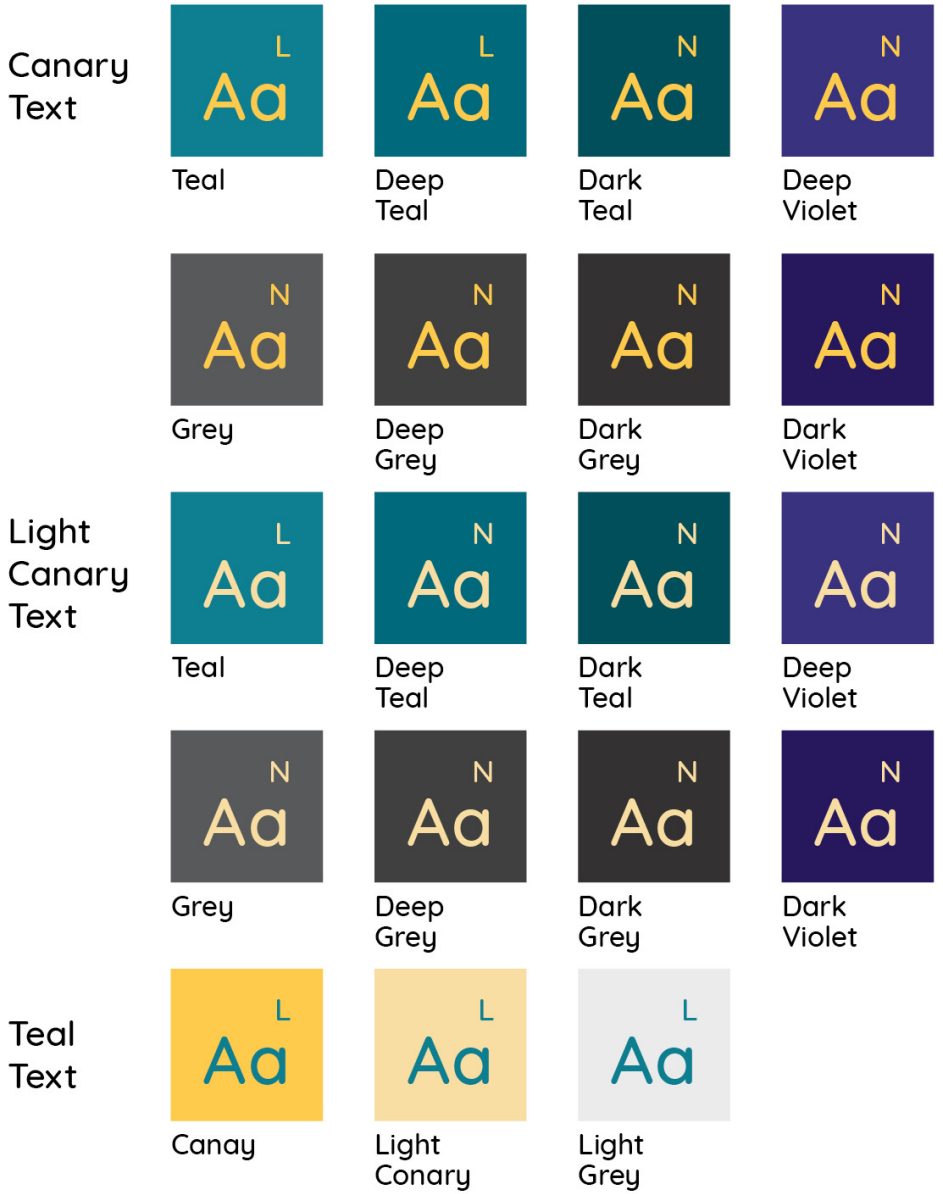
L = Large text AA level colour contrast compliant (3:1). Minimum requirement of 18pt font or 14pt bold weight font.



Brand colour sheets

For graphical objects and UI components

- A minimum contrast ratio of 3:1 is required
- It must be large or normal text compliant to be used for important graphical objects



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Building brand asset repositories

- Streamlined for accessibility workflows

Asset repositories

Add ALT text to source files whenever possible

- Logos and tagline files
- Photography banks
- Charts and graphs
- Other data visualizations

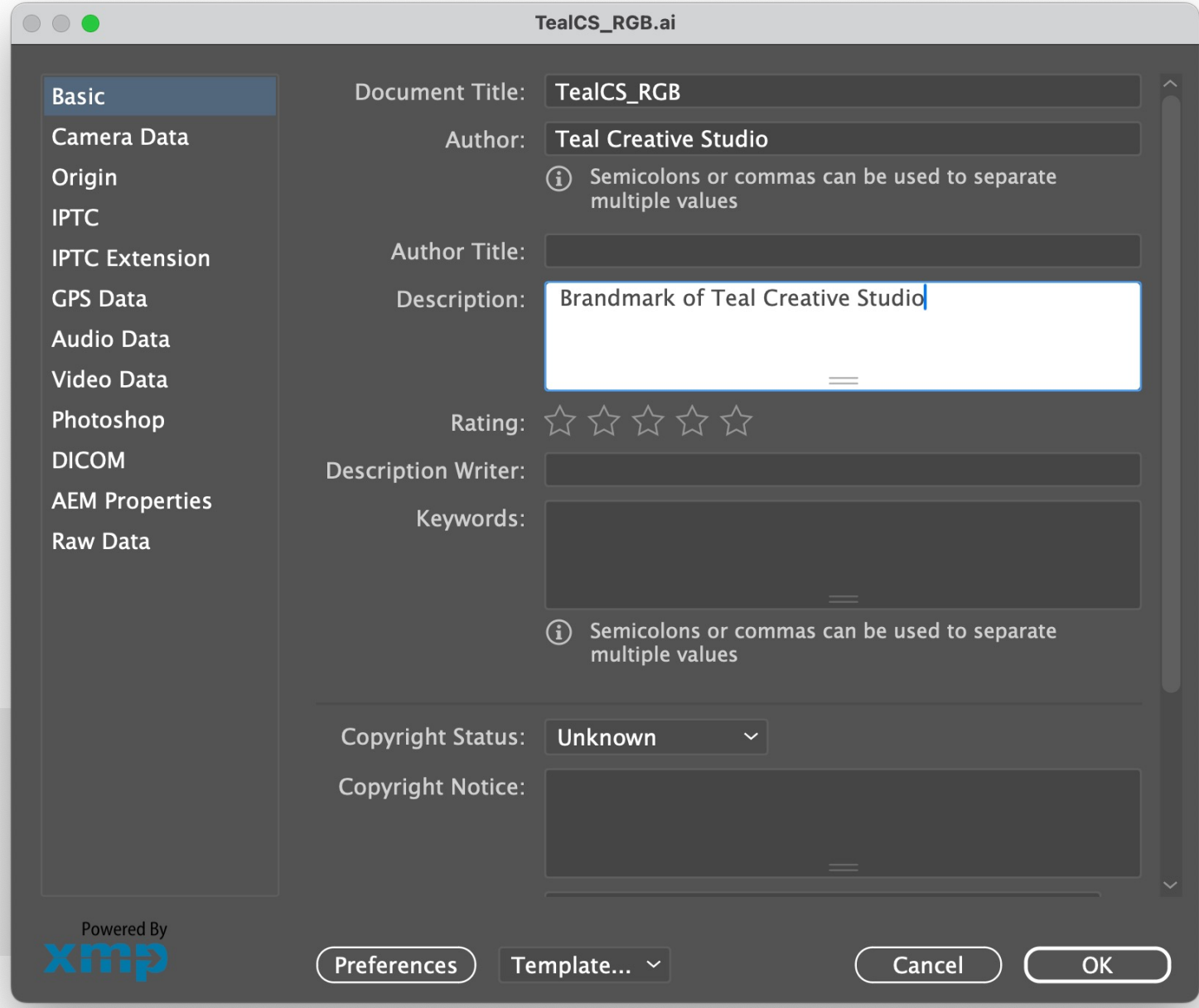
Logos & other asset files

- Add ALT text within source files

Logos & other asset files

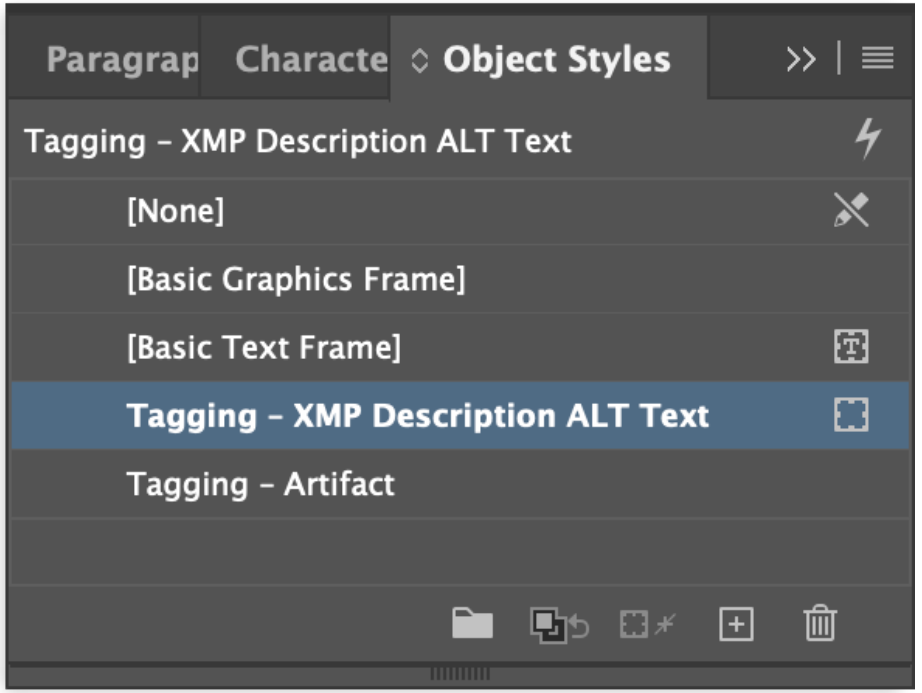
- Add ALT text within source files

How to: go to *File* > *File Info...* under the *Basic* tab, enter ALT text into the *Description* field



Object Styles within InDesign

- Easily apply the tagging with one click
- Use with all linked assets that have ALT text added to the source files



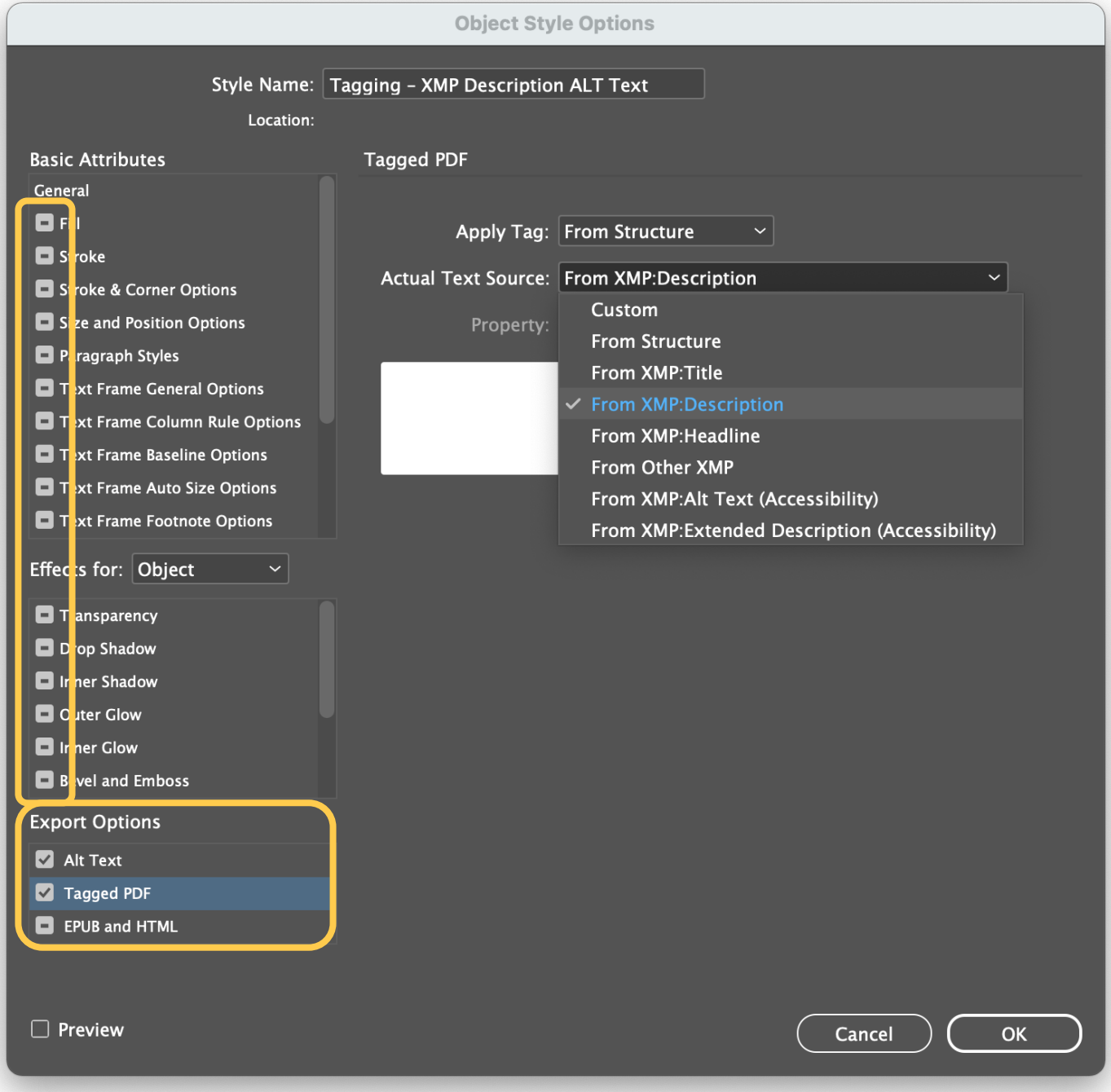
Setting up Object Styles

ALT Text

- From XMP Description

Tagged PDF

- Apply Tag: From Structure
- Actual Text Source: From XMP Description

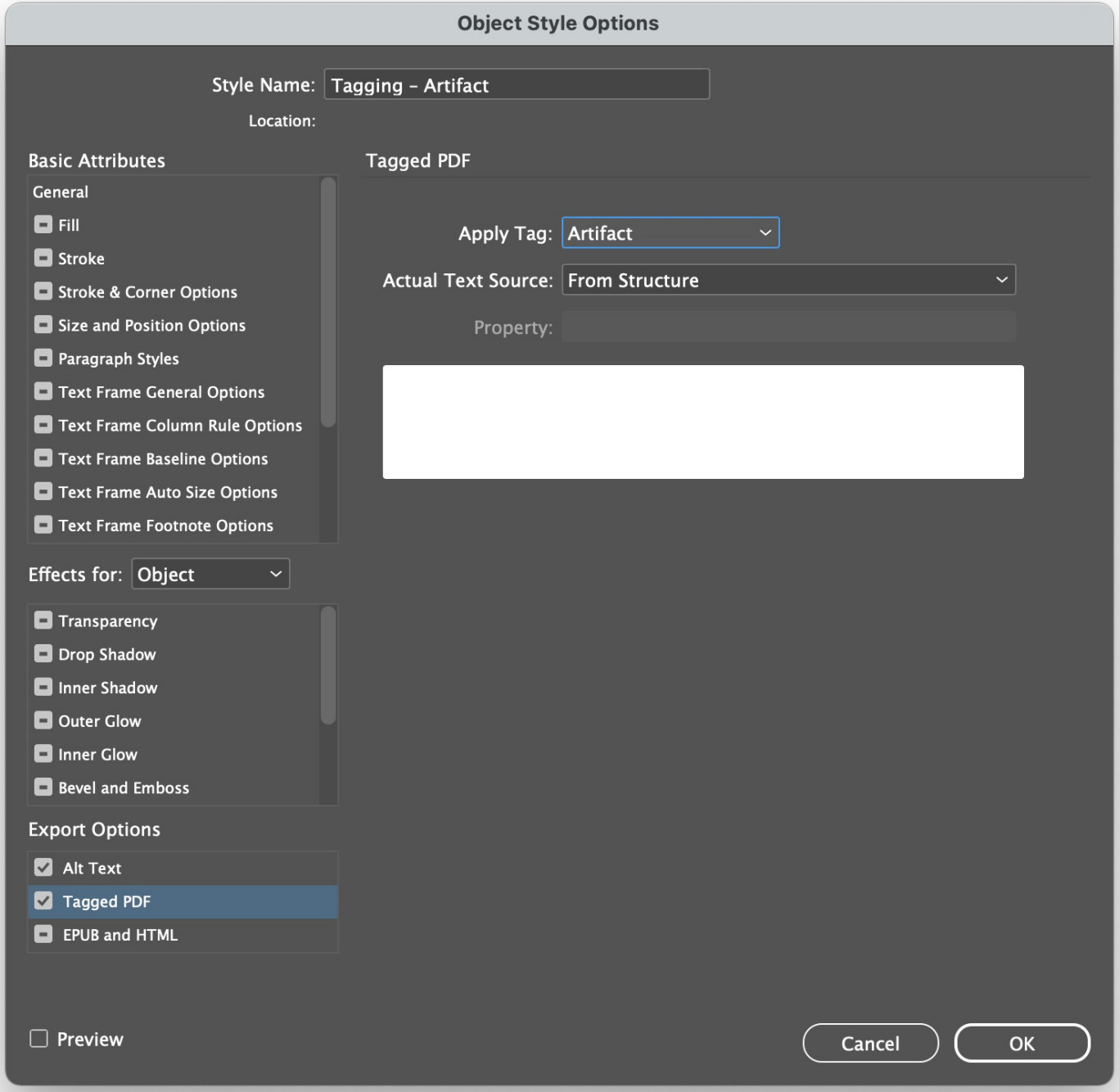


Setting up Object Styles

Artifact objects

Tagged PDF

- Apply Tag: Artifact
- Actual Text Source: From Structure



How do you know when to add ALT text to source files or not?

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Ask yourself

- Will the file be added to a general asset repository?
- Will it be used in any other materials now or in the future?

How do you handle ALT text for different languages?

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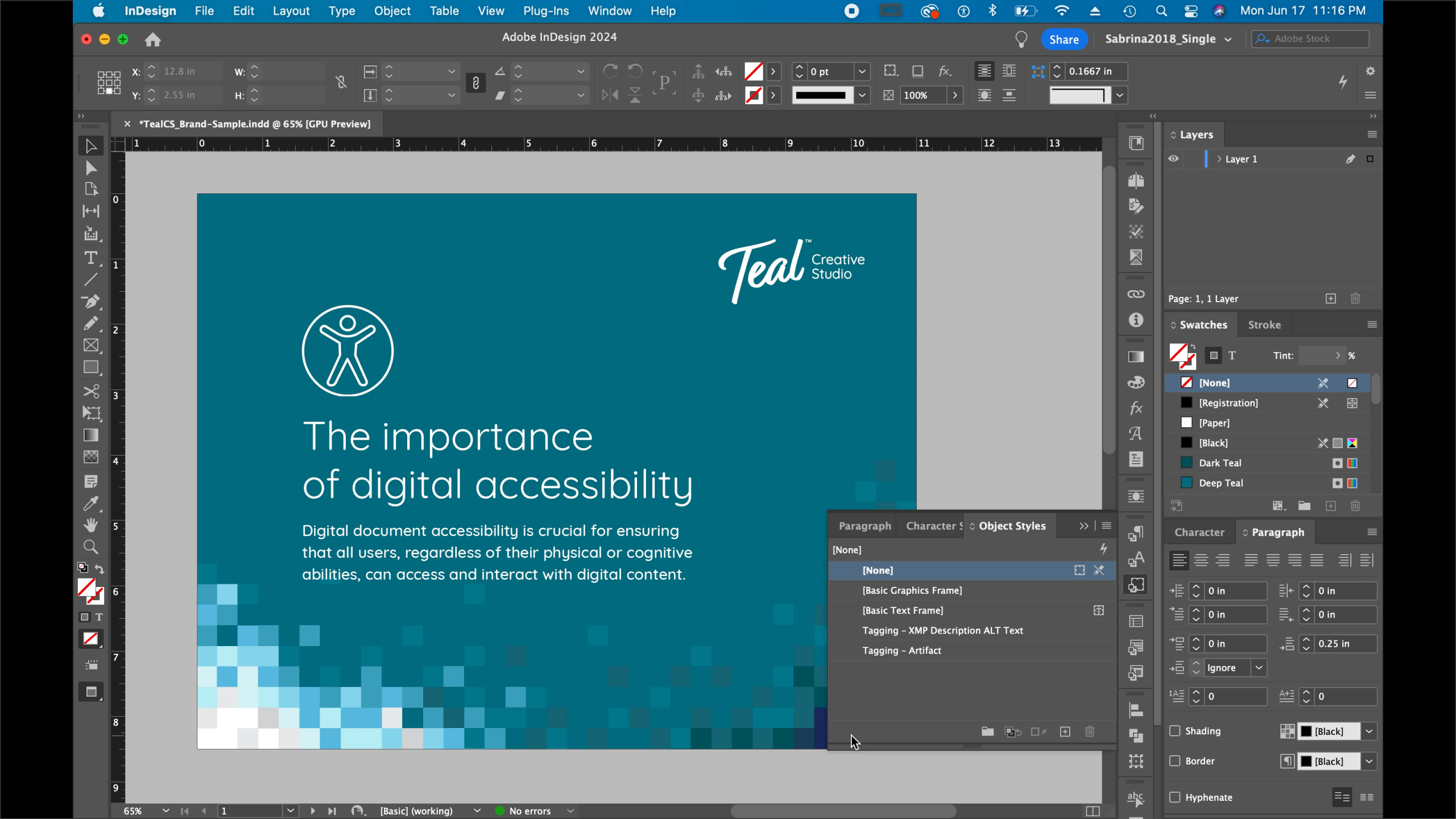
Generally, the best method is to have **separate art files per language**


InDesign File Edit Layout Type Object Table View Plug-Ins Window Help
Mon Jun 17 11:16 PM
Adobe InDesign 2024
Share
Sabrina2018_Single
Adobe Stock
*TealCS_Brand-Sample.indd @ 65% [GPU Preview]
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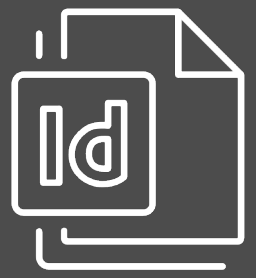
The importance of digital accessibility
Digital document accessibility is crucial for ensuring that all users, regardless of their physical or cognitive abilities, can access and interact with digital content.
Layers
Layer 1
Page: 1, 1 Layer
Swatches
Stroke
[None]
[Registration]
[Paper]
[Black]
Dark Teal
Deep Teal
Paragraph
Character
Object Styles
[None]
[Basic Graphics Frame]
[Basic Text Frame]
Tagging – XMP Description ALT Text
Tagging – Artifact
Character
Paragraph
Shading
Border
Hyphenate
65%
[Basic] (working)
No errors



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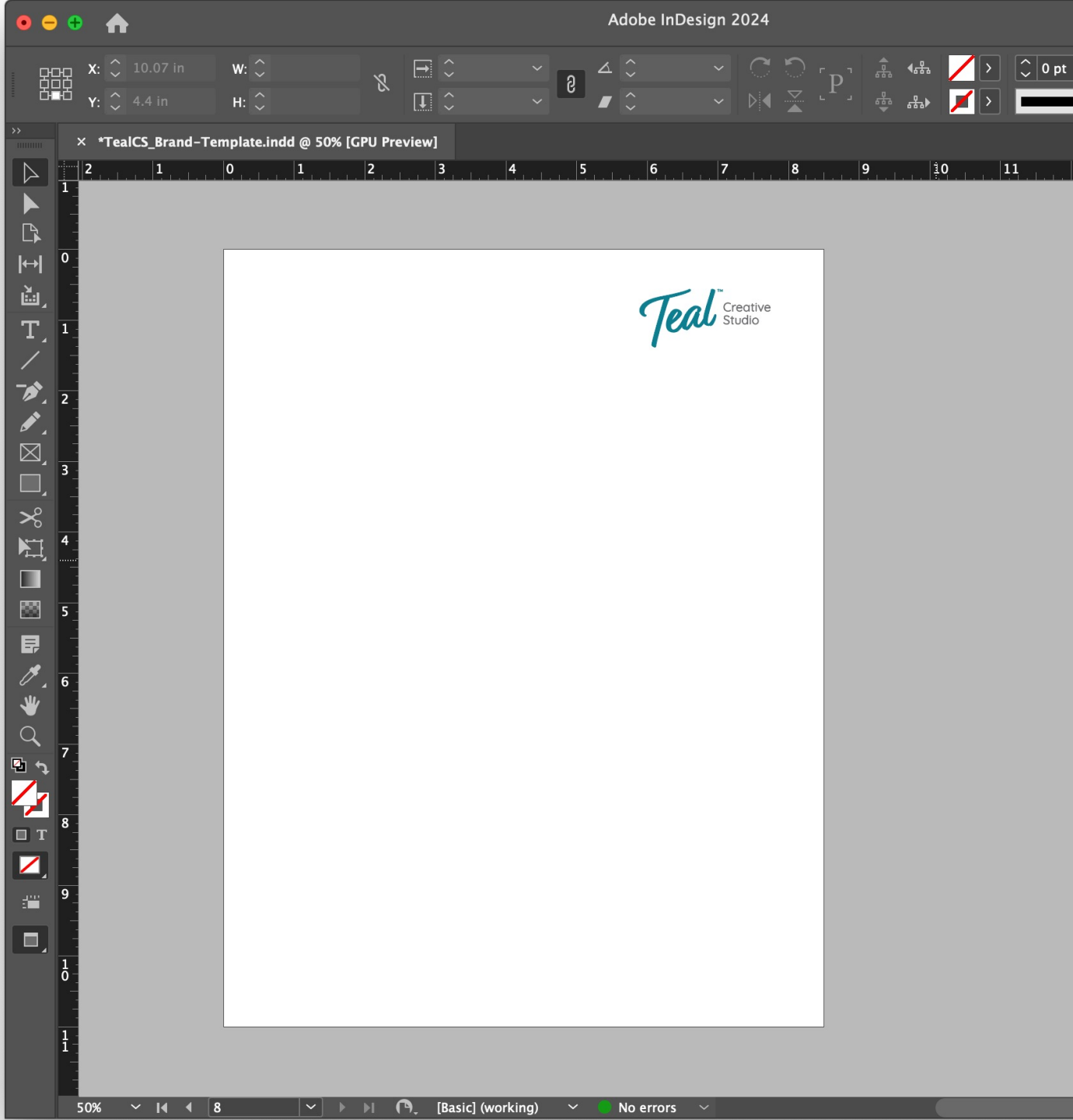
Develop InDesign templates

- Ease your accessibility efforts through built-in settings and styles that work for your branding

InDesign templates

- Built-in Styles
- Brand consistency
- Improved efficiencies and accessibility
  - Less time and effort required by a designer



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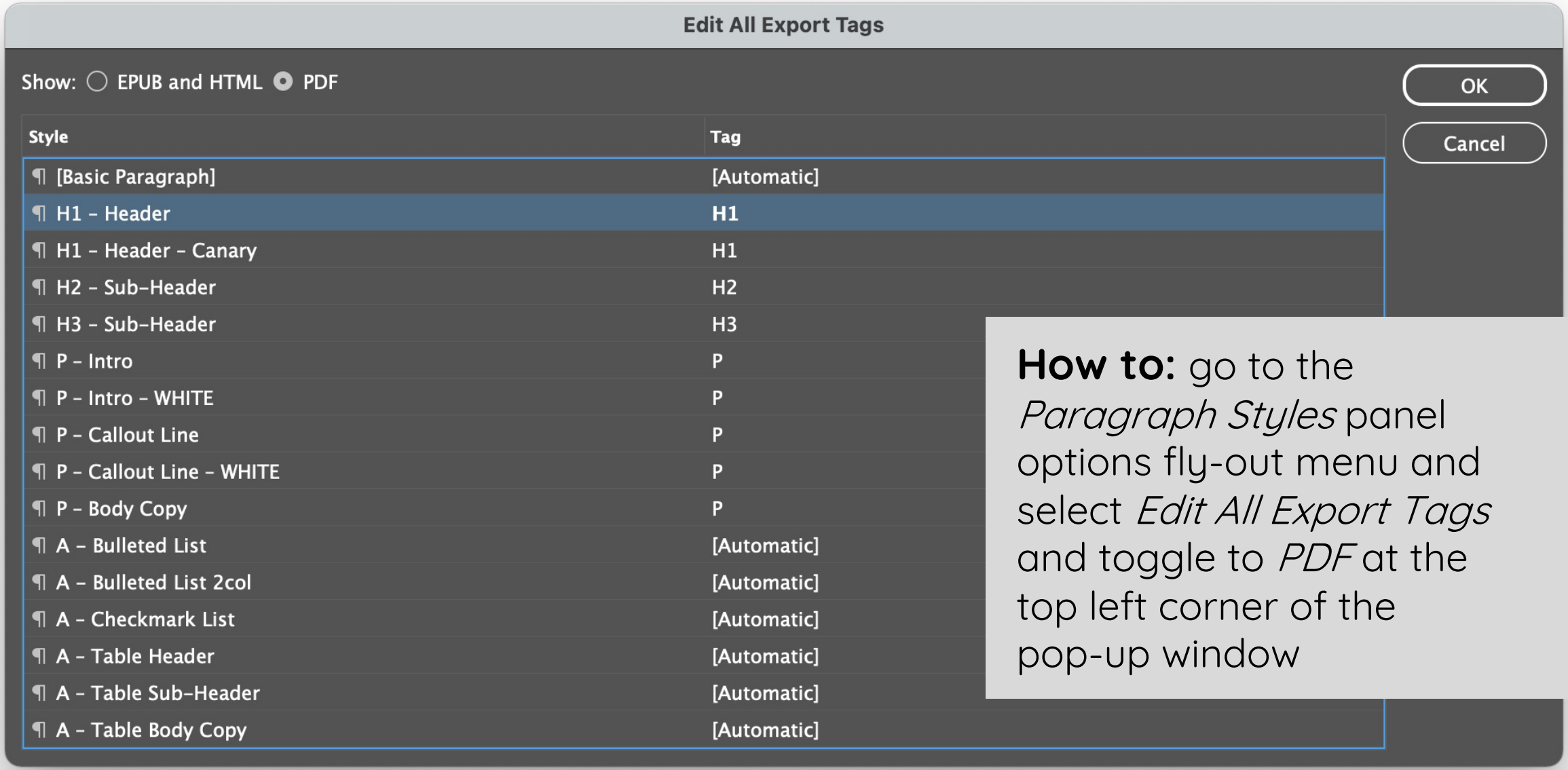
Tips

Do not name your paragraph or character styles by their tags only – It can confuse some PDF checkers and screen readers

- i.e. Caption, H2, etc.


Edit All Export Tags
Show: EPUB and HTML PDF
OK
Cancel
Style
Tag
¶ [Basic Paragraph]
[Automatic]
¶ H1 - Header
H1
¶ H1 - Header - Canary
H1
¶ H2 - Sub-Header
H2
¶ H3 - Sub-Header
H3
¶ P - Intro
P
¶ P - Intro - WHITE
P
¶ P - Callout Line
P
¶ P - Callout Line - WHITE
P
¶ P - Body Copy
P
¶ A - Bulleted List
[Automatic]
¶ A - Bulleted List 2col
[Automatic]
¶ A - Checkmark List
[Automatic]
¶ A - Table Header
[Automatic]
¶ A - Table Sub-Header
[Automatic]
¶ A - Table Body Copy
[Automatic]
How to: go to the Paragraph Styles panel options fly-out menu and select Edit All Export Tags and toggle to PDF at the top left corner of the pop-up window

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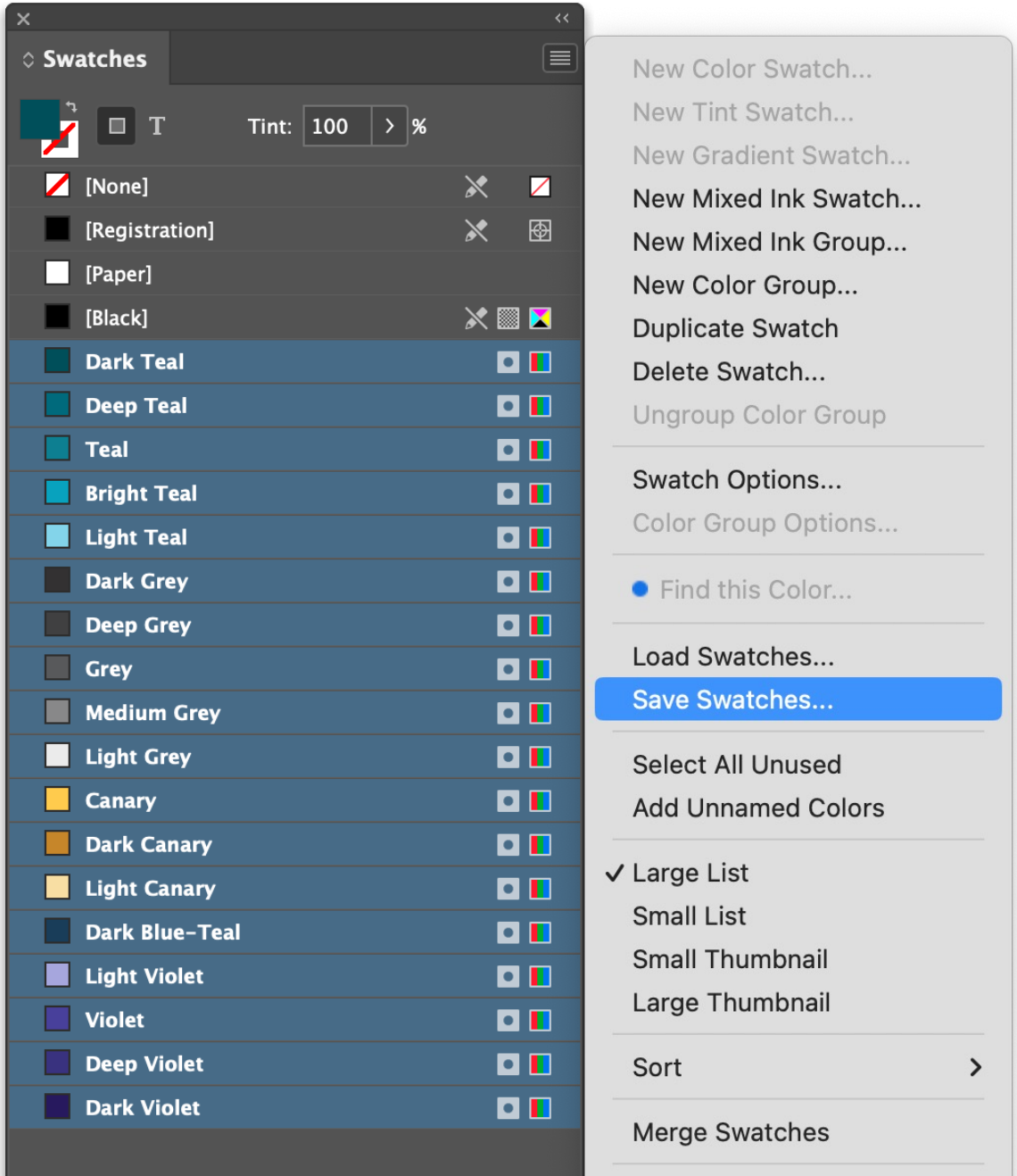
Add any styles into various InDesign documents

By selecting ‘Load [illegible] Styles’ from the panel Options menu

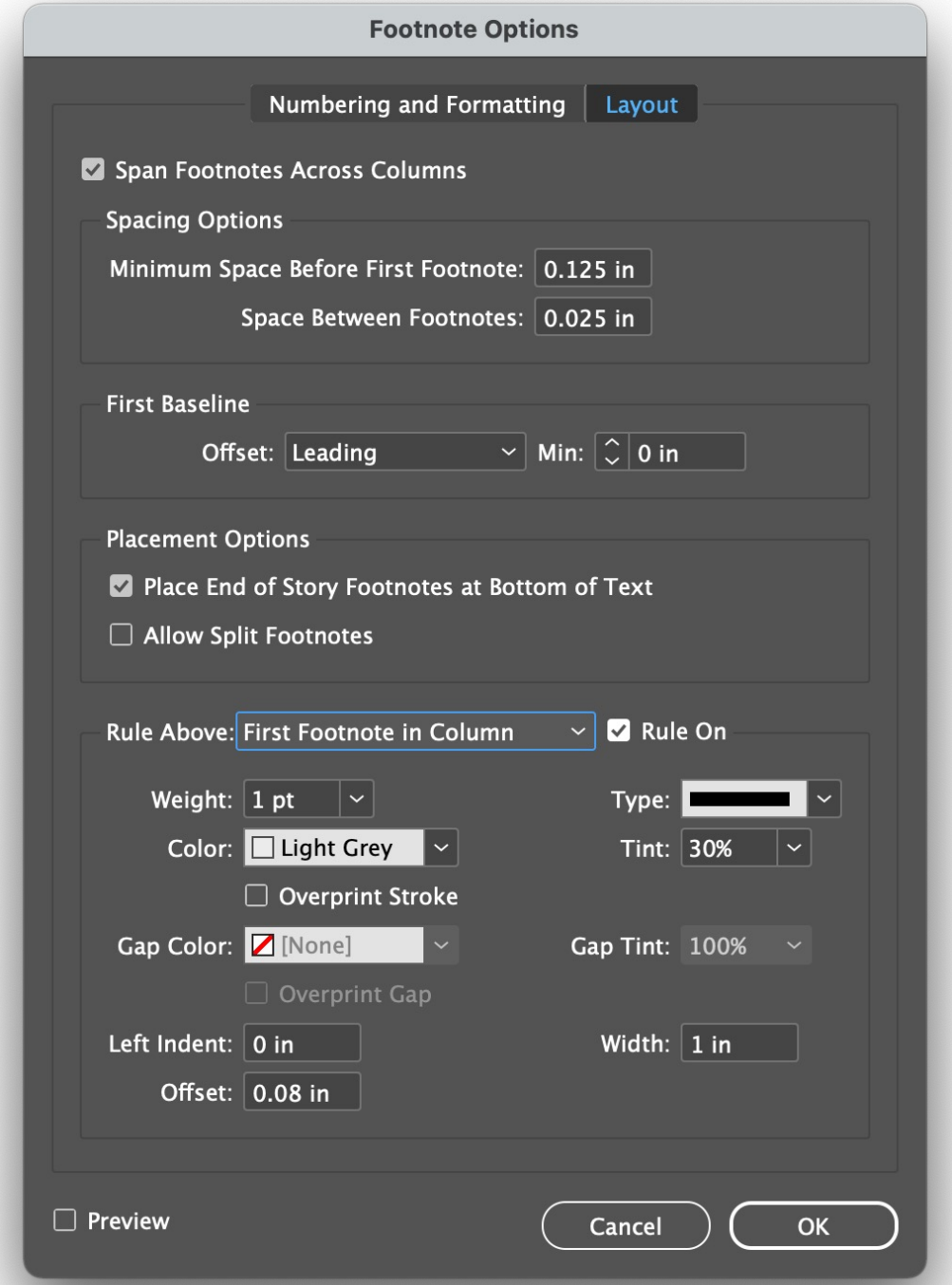
Swatches

- Importable colour swatch files
- Built with accessibility in mind



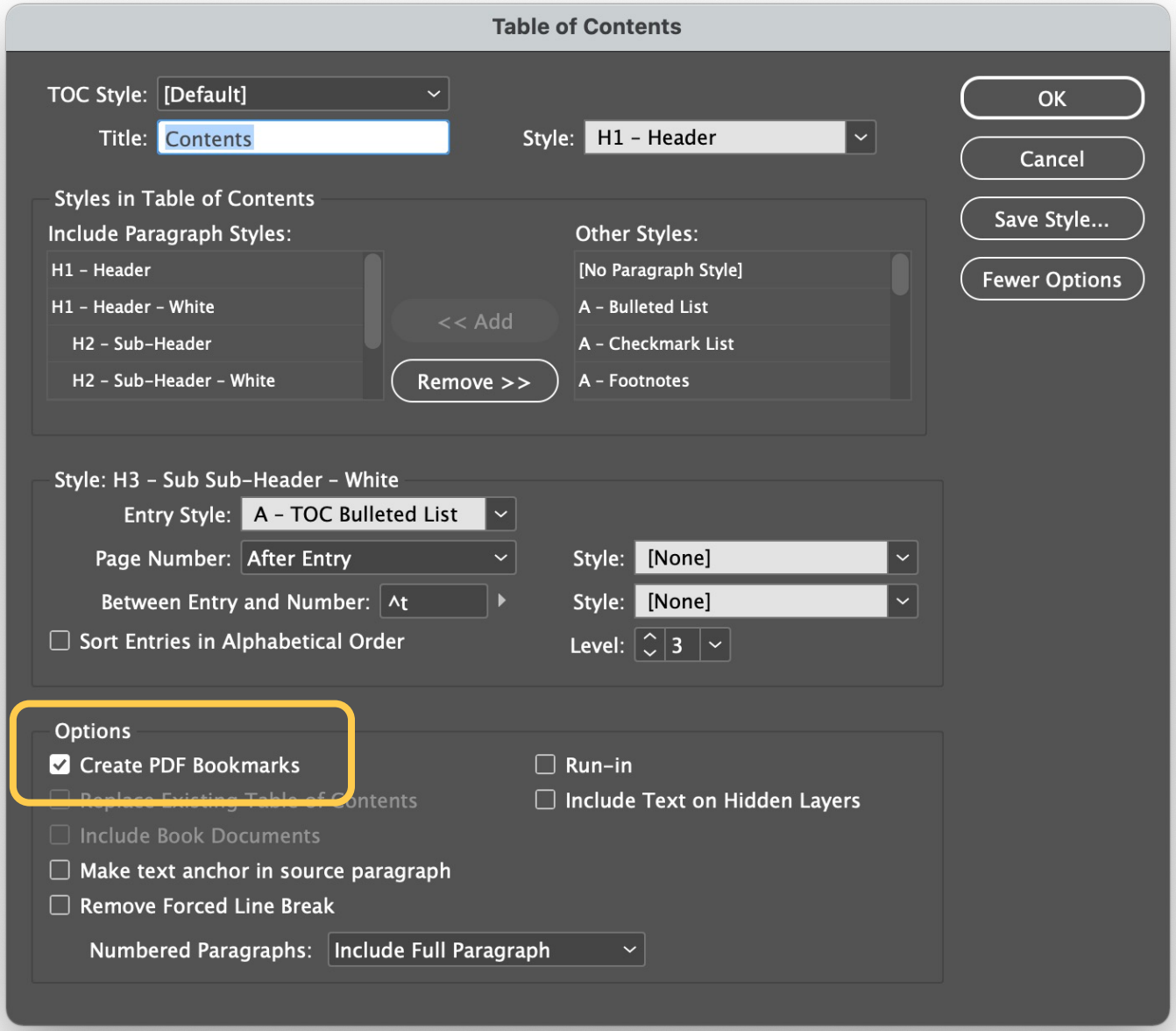
Other built-in styles

- Footnotes and endnotes



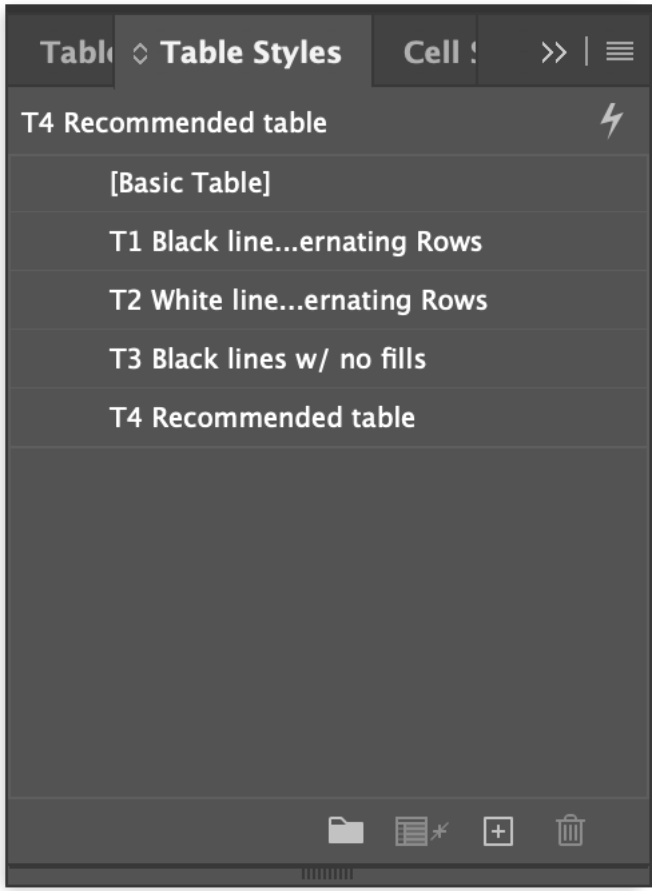
Other built-in styles

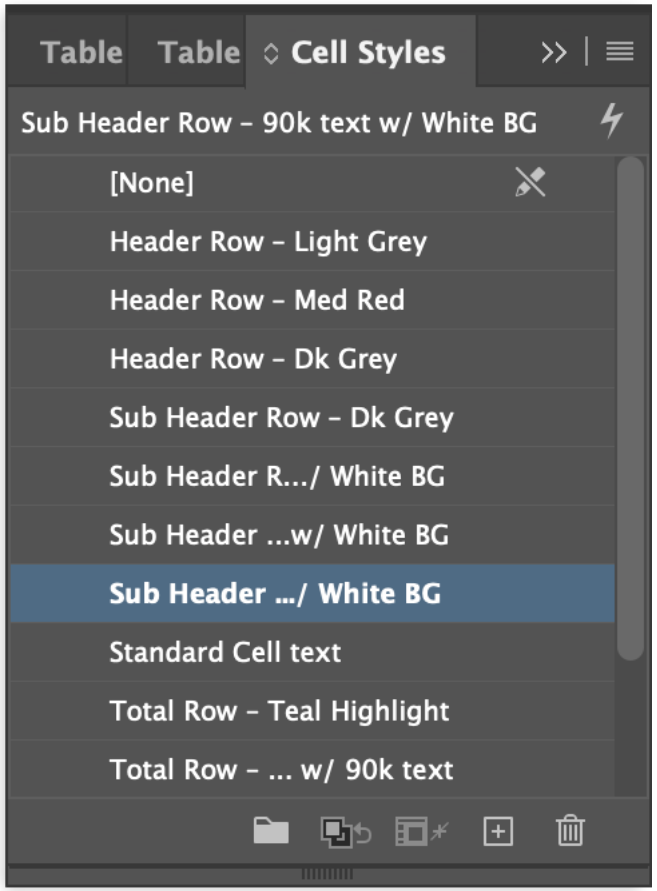
- Footnotes and endnotes
- Table of Contents



Other built-in styles

- Footnotes and endnotes
- Table of Contents
- Tables with cell styles





H1 – Header

H2 – Sub-Header

P – Intro: Git reptasimus et omniae. Quidesti utem qui dendissit, aut moles experes.

H3 – Sub-Header

P – Body Copy: Archil molorepe re sinulla borehenis repro tem fugit.

- A – Bulleted List
- A – Bulleted List

- A – Bulleted List 2col
- A – Bulleted List 2col
- A – Bulleted List 2col
- A – Bulleted List 2col

- ✓ A – Checkmark List
- ✓ A – Checkmark List

> P – Callout Line: Rovit, que voloriam ipsumquam aml.

H1 – Header– Canary

P – Intro – WHITE: Git reptasimus et omniae. Quidesti utem qui dendissit, aut moles experes tiscipsamus se consedit, optus del modit lam.

> **P – Callout Line – WHITE: Rovit, que voloriam ipsumquam am exeremo blautem.**

T1

A – Table Header	A – Table Header	A – Table Header
A – Table Sub-Header	A – Table Body Copy	A – Table Body Copy
A – Table Sub-Header	A – Table Body Copy	A – Table Body Copy
A – Table Sub-Header	A – Table Body Copy	A – Table Body Copy

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Incorporate workflow techniques

- Create more accessible documents out of InDesign

Threading text frames

- A screen reader user relies on headings to understand the document's hierarchy and quickly find relevant sections.
- Without a clear structure, users can become disoriented and frustrated, reducing the effectiveness of the document.

Impacts of inaccessibility

- Accessibility in digital documents also has significant legal implications.
- Various laws and regulations worldwide mandate digital accessibility, such as the Web Content Accessibility Guidelines (WCAG) developed by the World Wide Web Consortium (W3C).
- Non-compliance can result in legal actions, financial penalties, and damage to an organization's reputation.
- Ensuring digital documents are accessible is not just a matter of social responsibility but also a legal obligation.
- Organizations that prioritize accessibility can avoid potential legal issues and demonstrate their commitment to inclusivity and diversity.

Making digital documents accessible can have a broader impact on society by promoting digital literacy and reducing the digital divide.

Anchoring objects within text frames

- Aids in proper reading order for objects requiring ALT text
  - Click and drag the blue solid box into your text frame in the desired location

Impacts of inaccessibility

Accessibility in digital documents has significant legal implications.

Parent Page items

- InDesign automatically Artifacts your objects
- However, not all accessibility checkers are equal
  - Additional Artifacting is required to receive a passing report outside of Acrobat
- Interactive buttons and form fields plus any graphics requiring ALT text should not be placed on Parent Pages
  - Or override the object directly on each page required
  - To override only one Parent Page object on your page:
  - Shift + Command + Click on it

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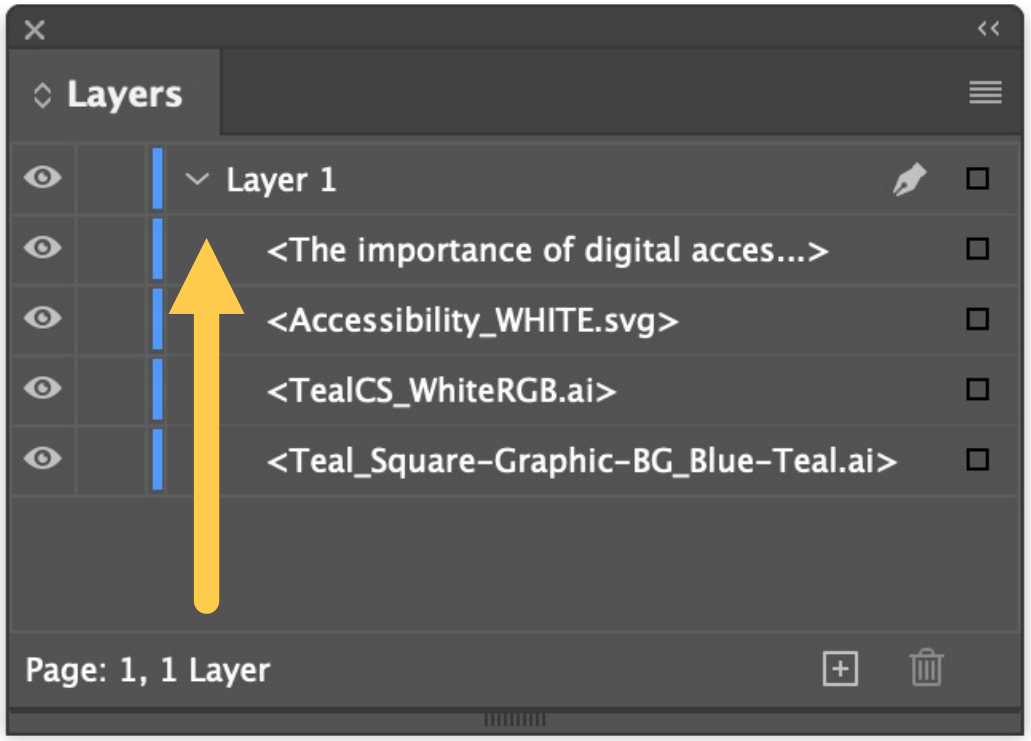
Minimize remediation work within your final PDFs

- Articles panel and Layer order in InDesign

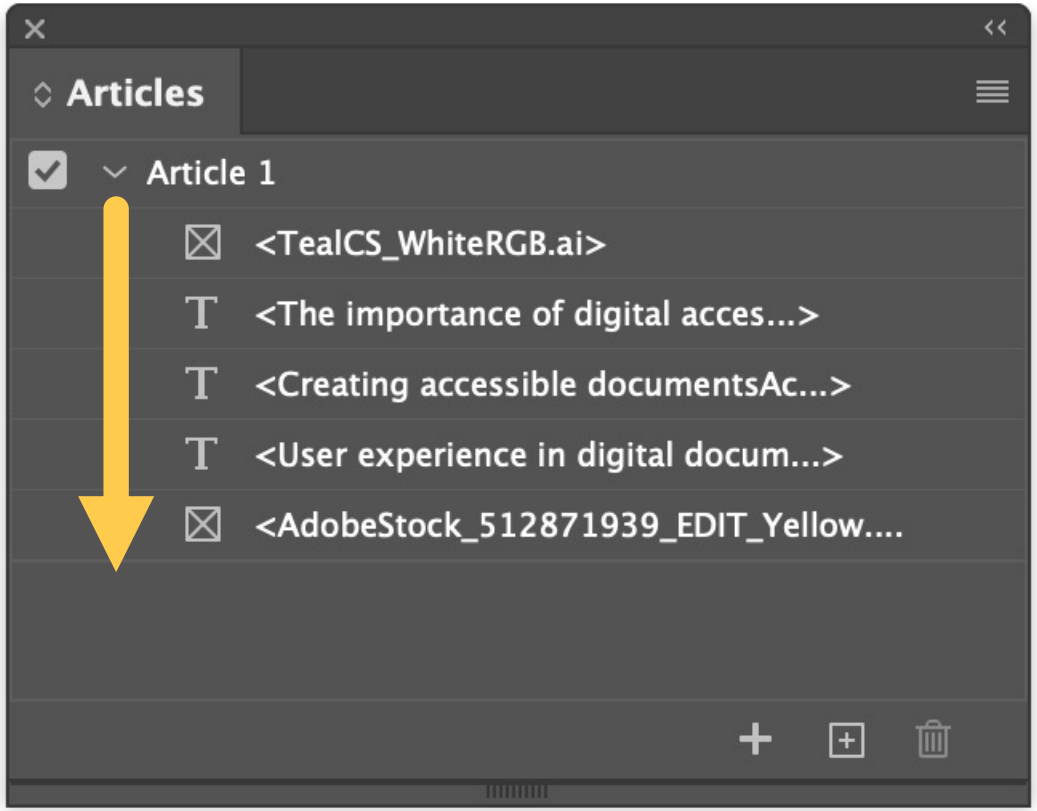
Layer Order

- Controls the reading order within your PDF
- Sets your reading order **from the bottom layer object up to the top**



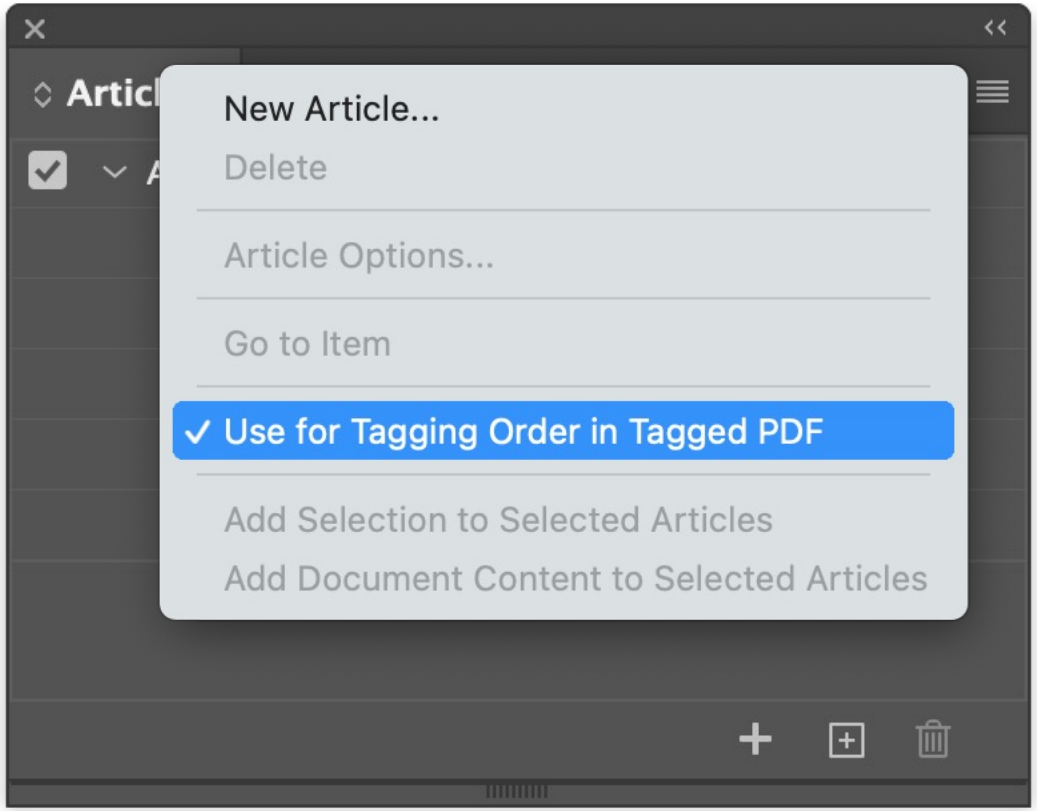
Articles Panel

- Sets the reading order **from the top object down**
- Controls the Tag order within the PDF which is used by a majority of screen readers



Articles Panel

- Use as many or as little articles as you want in your document
- Ensure you active “Use for Tagging Order in Tagged PDF” from the option menu



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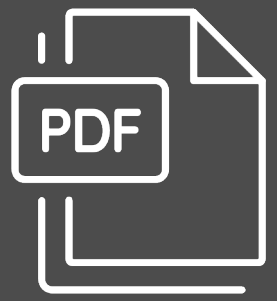


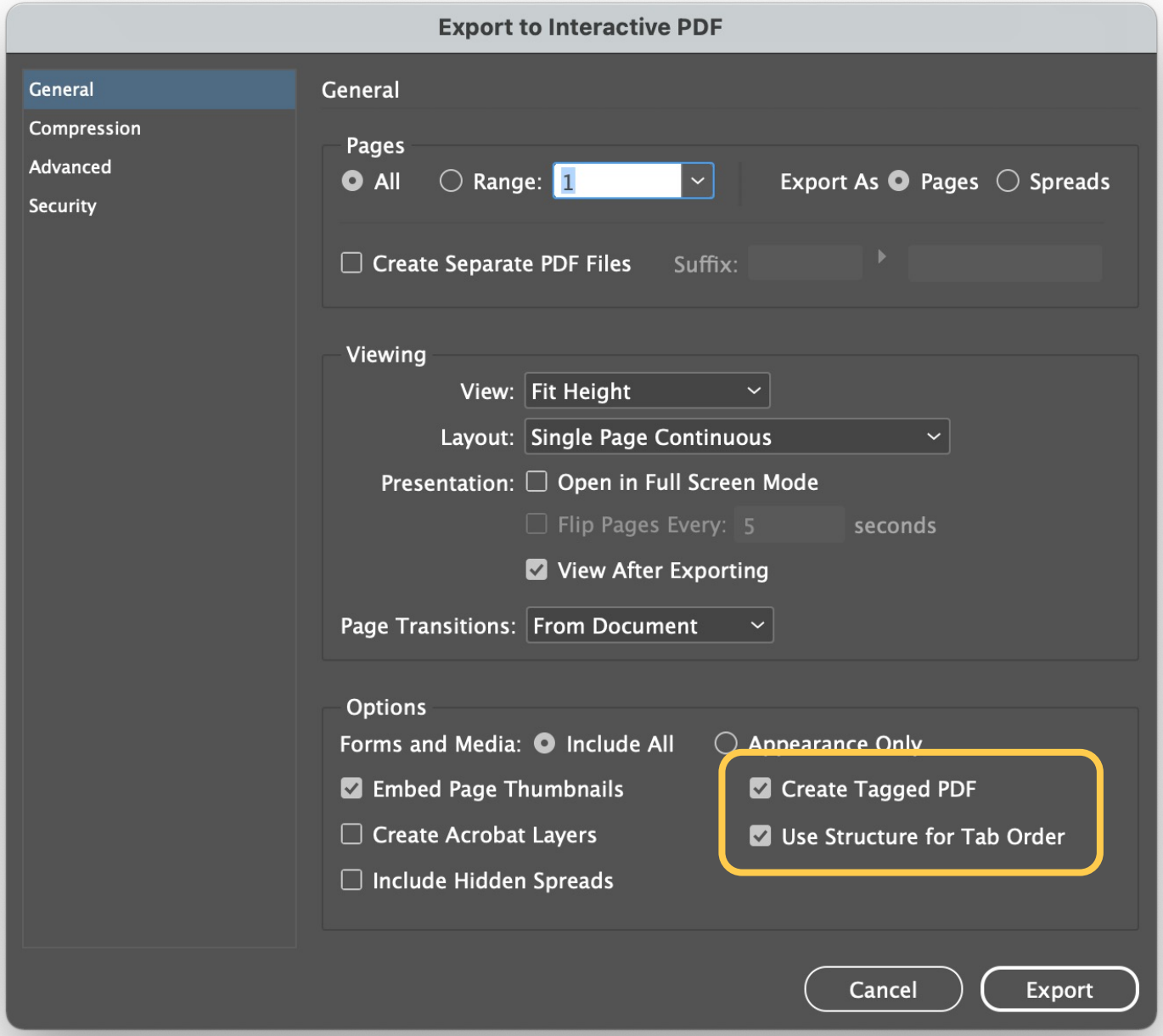
PDF settings

- Adobe Interactive & Print settings

Adobe Interactive PDF settings

Select:

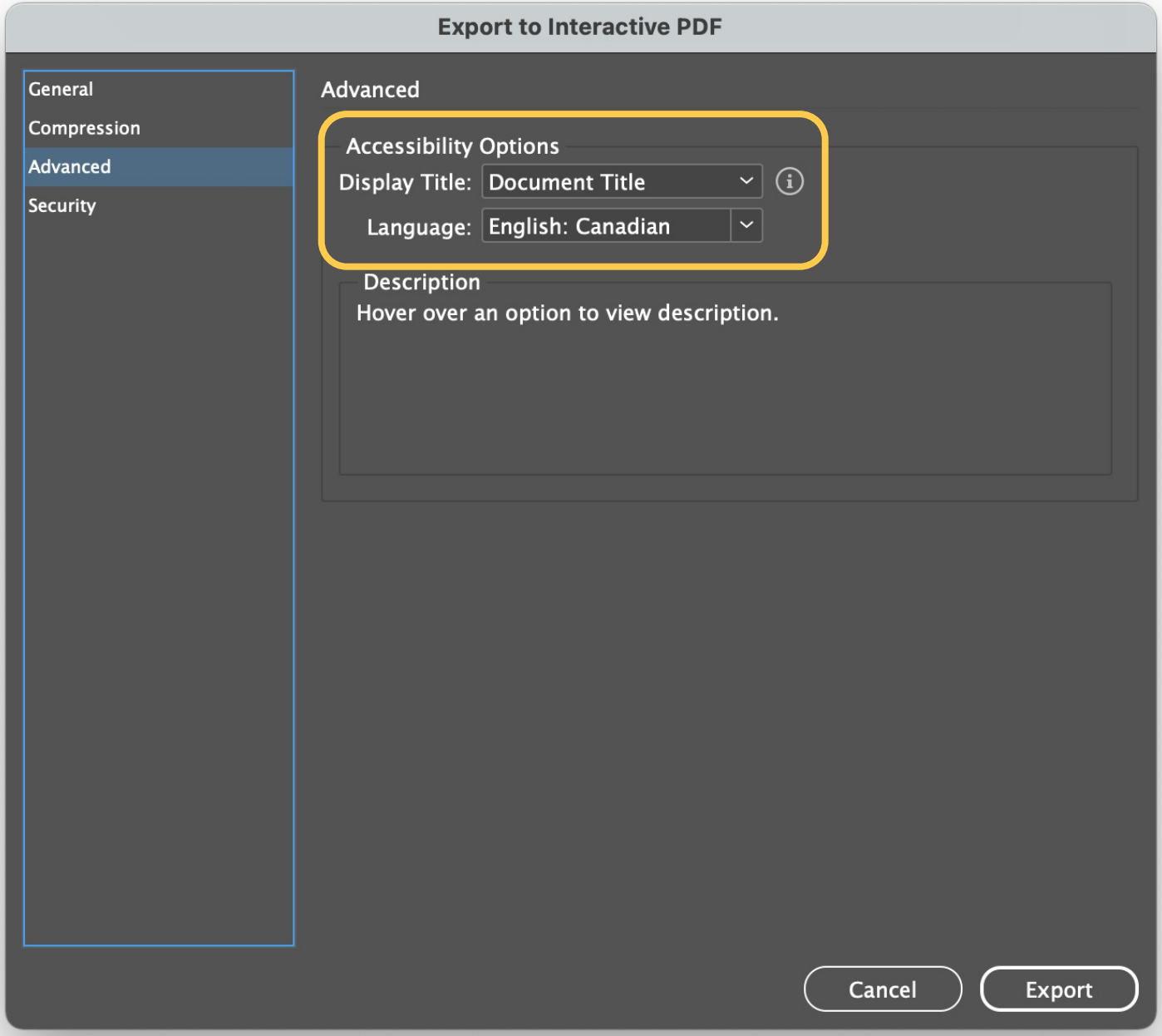
- Create Tagged PDF
- Use Structure for Tab Order



Interactive PDF settings

Select:

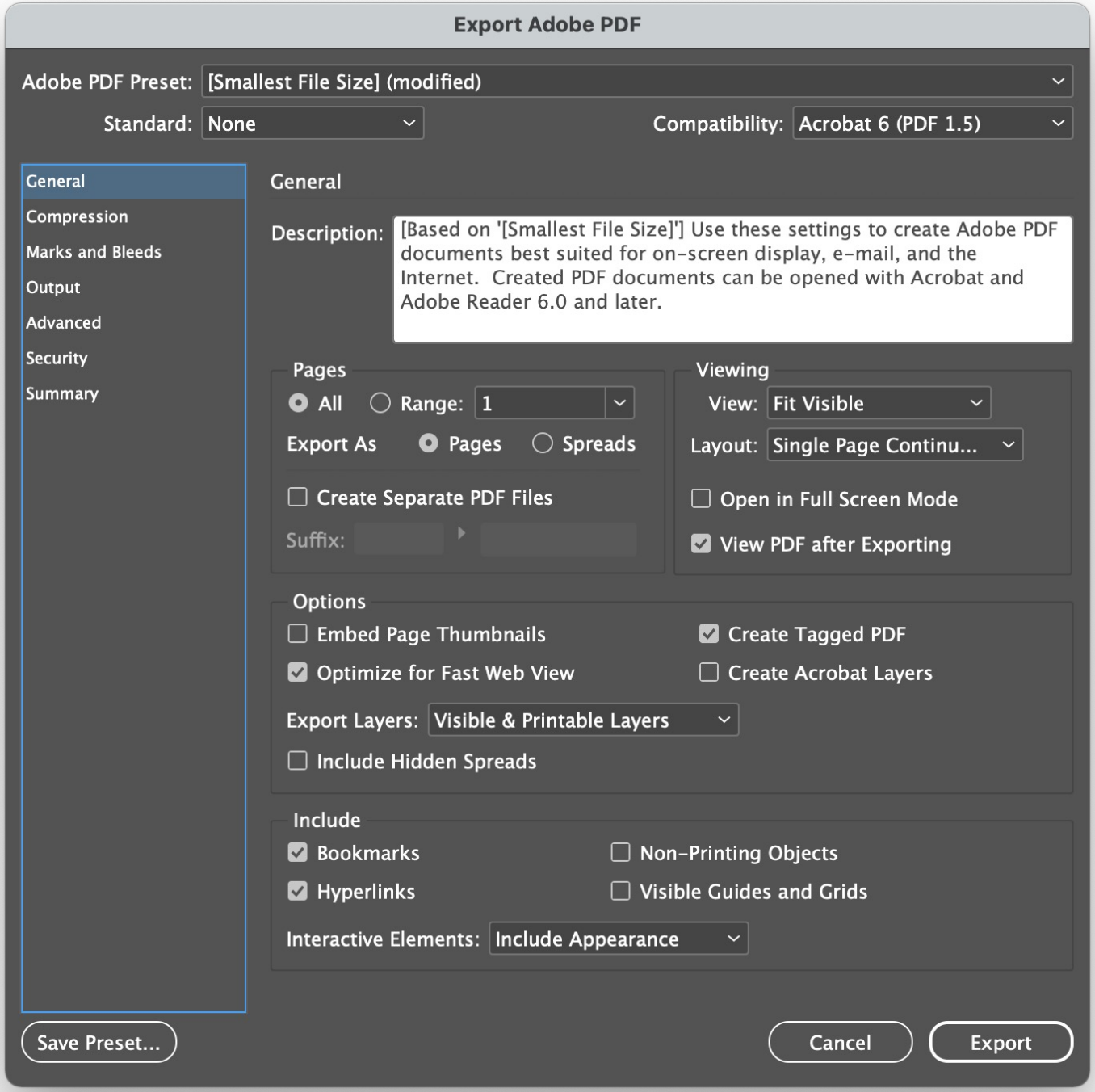
- Document Title
- The appropriate Language for the file



Print PDF settings

Create PDF presets

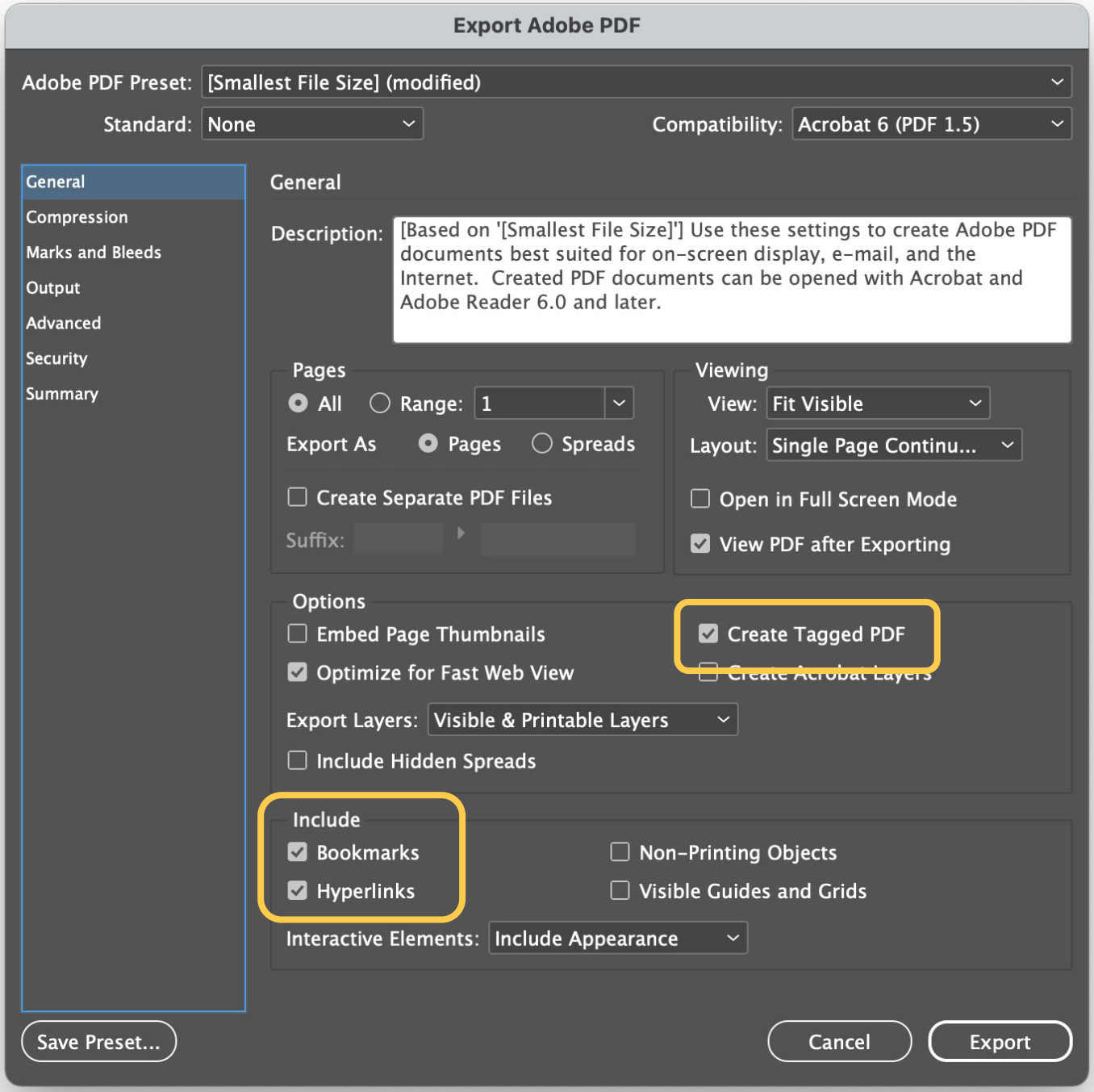
- Can be print quality or based on Smallest file size



Print PDF settings

Include:

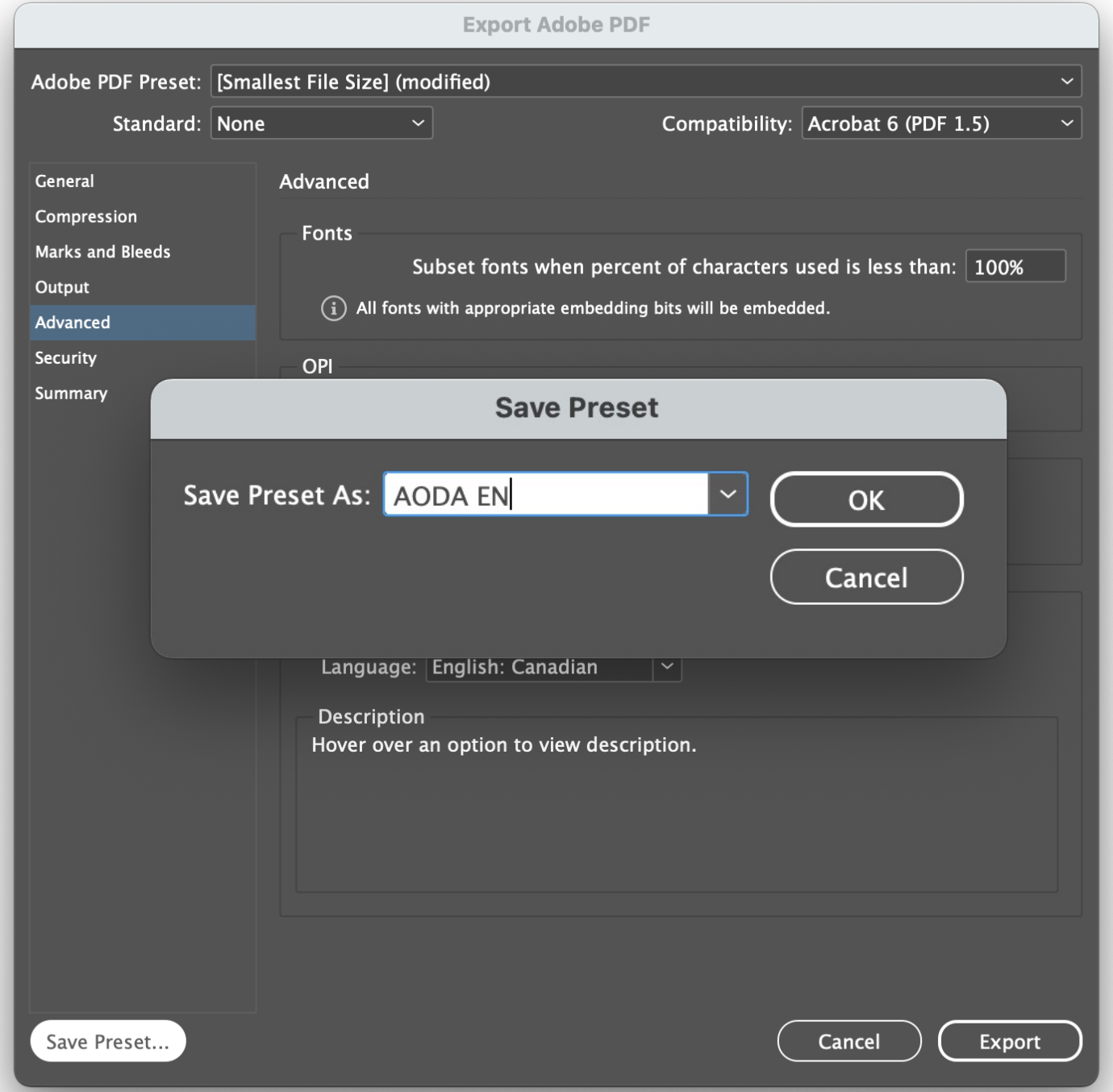
- Create Tagged PDF
- Bookmarks
- Hyperlinks

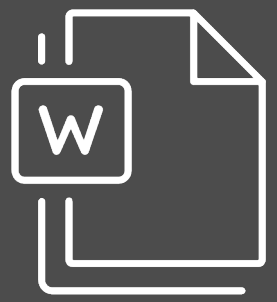


Print PDF settings

Include:

- Document Title
- The appropriate Language for the file





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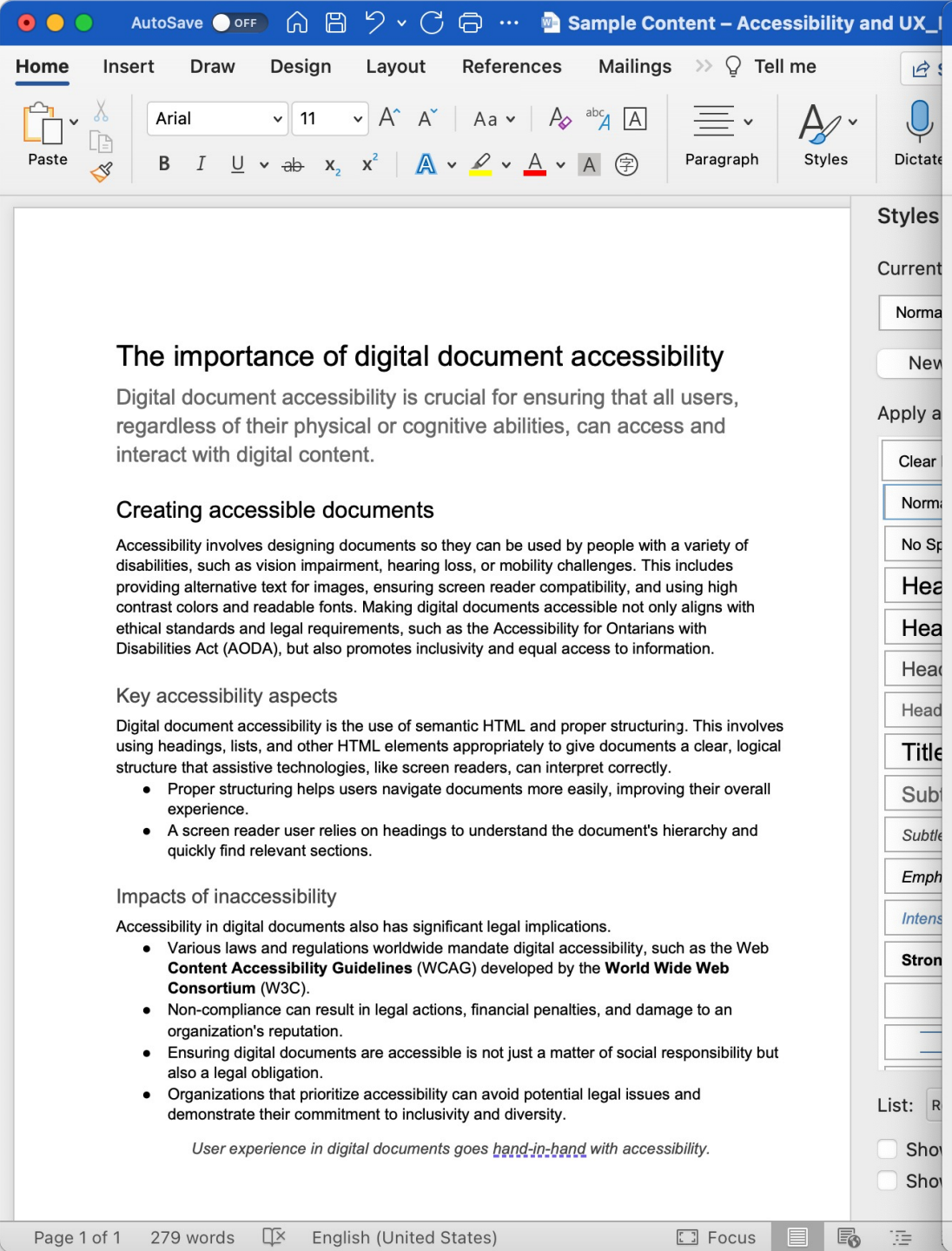
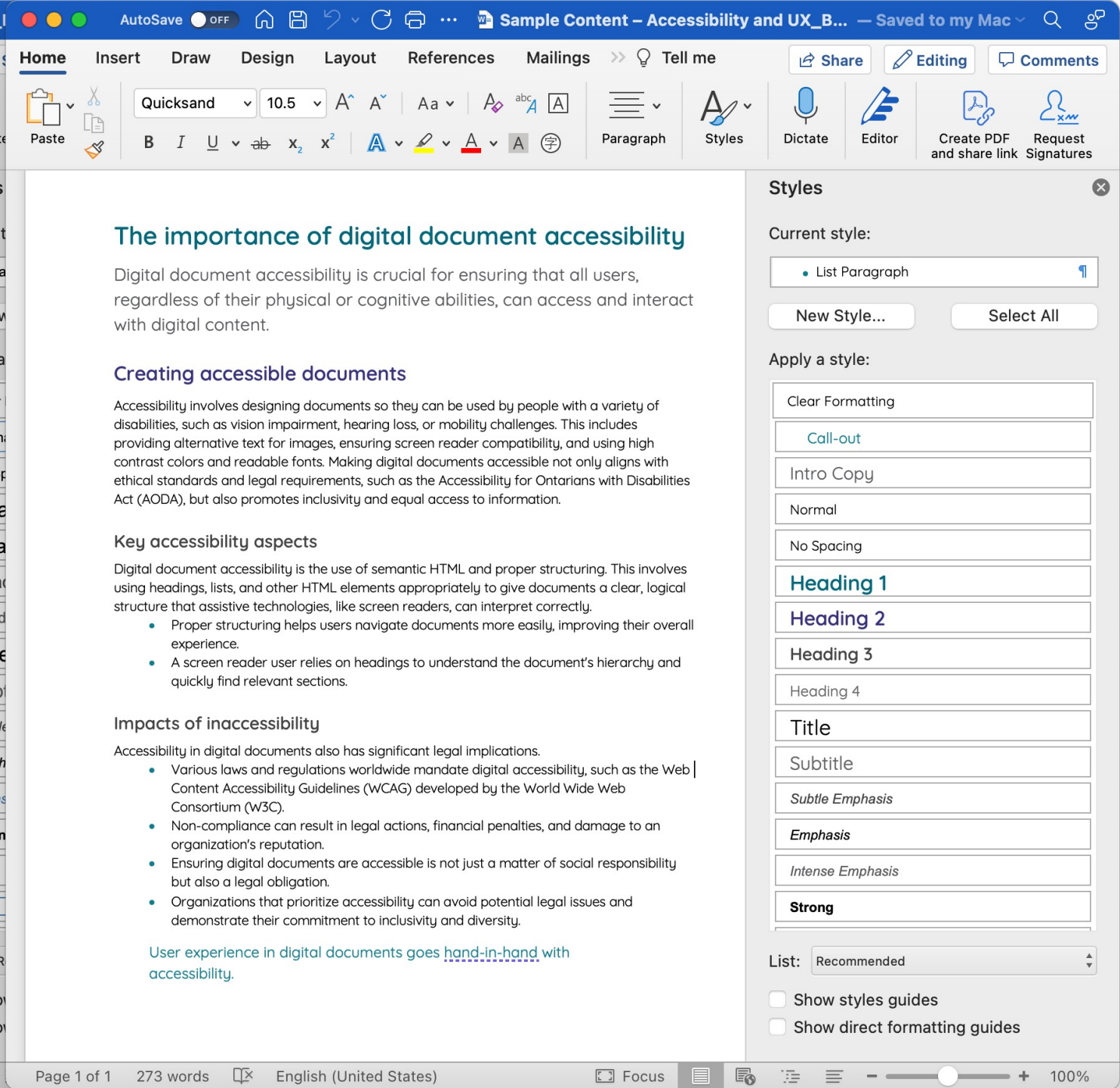
Use Word document import feature

- Directly into your InDesign template files


AutoSave OFF
Sample Content – Accessibility and UX_
Home Insert Draw Design Layout References Mailings Tell me
Paste
Arial 11
Paragraph Styles Dictate
The importance of digital document accessibility
Digital document accessibility is crucial for ensuring that all users, regardless of their physical or cognitive abilities, can access and interact with digital content.
Creating accessible documents
Accessibility involves designing documents so they can be used by people with a variety of disabilities, such as vision impairment, hearing loss, or mobility challenges. This includes providing alternative text for images, ensuring screen reader compatibility, and using high contrast colors and readable fonts. Making digital documents accessible not only aligns with ethical standards and legal requirements, such as the Accessibility for Ontarians with Disabilities Act (AODA), but also promotes inclusivity and equal access to information.
Key accessibility aspects
Digital document accessibility is the use of semantic HTML and proper structuring. This involves using headings, lists, and other HTML elements appropriately to give documents a clear, logical structure that assistive technologies, like screen readers, can interpret correctly.
Proper structuring helps users navigate documents more easily, improving their overall experience.
A screen reader user relies on headings to understand the document's hierarchy and quickly find relevant sections.
Impacts of inaccessibility
Accessibility in digital documents also has significant legal implications.
Various laws and regulations worldwide mandate digital accessibility, such as the Web Content Accessibility Guidelines (WCAG) developed by the World Wide Web Consortium (W3C).
Non-compliance can result in legal actions, financial penalties, and damage to an organization's reputation.
Ensuring digital documents are accessible is not just a matter of social responsibility but also a legal obligation.
Organizations that prioritize accessibility can avoid potential legal issues and demonstrate their commitment to inclusivity and diversity.
User experience in digital documents goes hand-in-hand with accessibility.
Styles
Current
Apply a
List:
Page 1 of 1 279 words English (United States) Focus


AutoSave OFF
Sample Content – Accessibility and UX_B... — Saved to my Mac
Home Insert Draw Design Layout References Mailings Tell me
Share Editing Comments
Paste
Quicksand 10.5
Paragraph Styles Dictate Editor Create PDF and share link Request Signatures
The importance of digital document accessibility
Digital document accessibility is crucial for ensuring that all users, regardless of their physical or cognitive abilities, can access and interact with digital content.
Creating accessible documents
Accessibility involves designing documents so they can be used by people with a variety of disabilities, such as vision impairment, hearing loss, or mobility challenges. This includes providing alternative text for images, ensuring screen reader compatibility, and using high contrast colors and readable fonts. Making digital documents accessible not only aligns with ethical standards and legal requirements, such as the Accessibility for Ontarians with Disabilities Act (AODA), but also promotes inclusivity and equal access to information.
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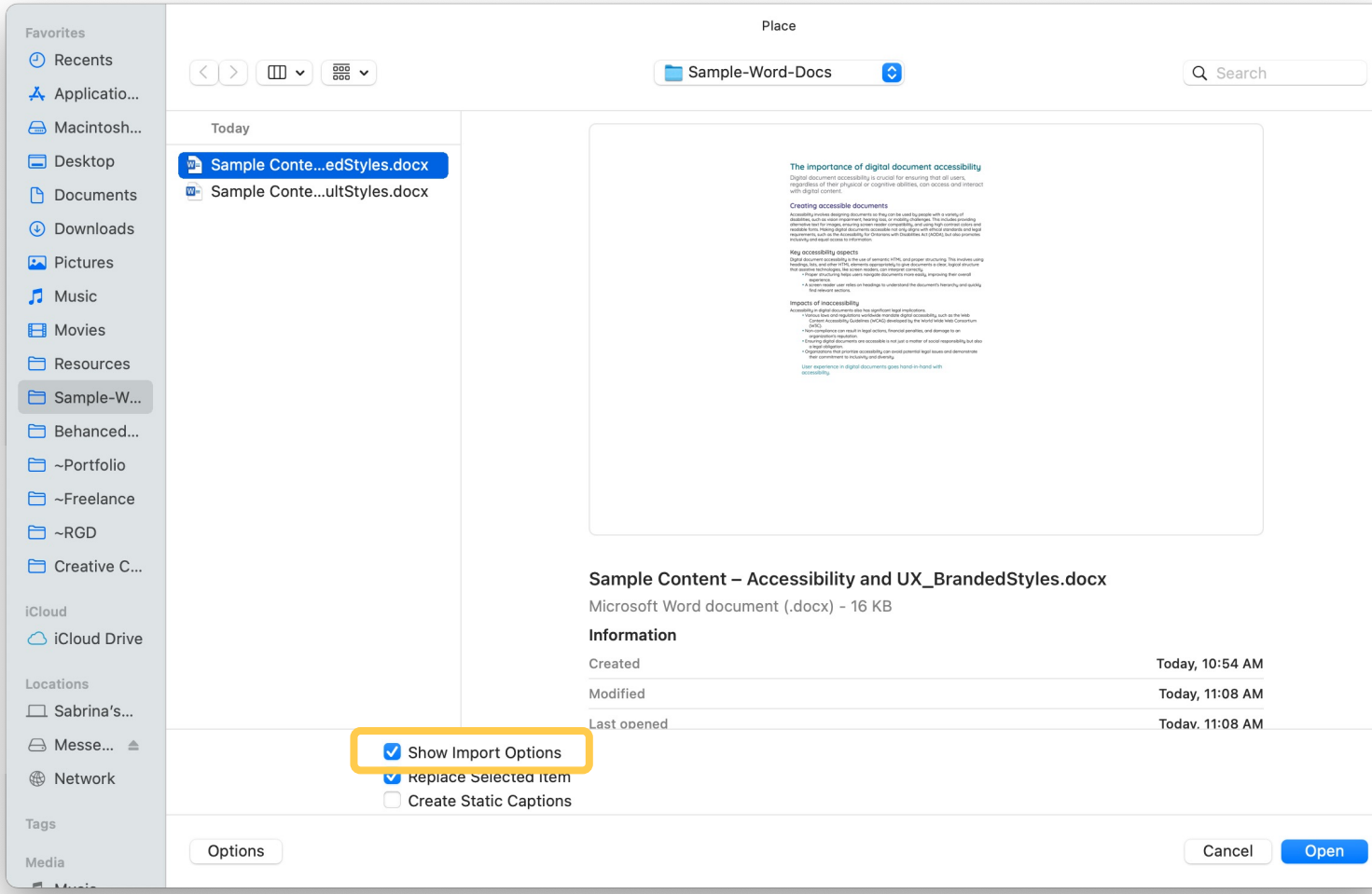
Styles
Current style:
List Paragraph
New Style... Select All
Apply a style:
Clear Formatting
Call-out
Intro Copy
Normal
No Spacing
Heading 1
Heading 2
Heading 3
Heading 4
Title
Subtitle
Subtle Emphasis
Emphasis
Intense Emphasis
Strong
List: Recommended
Show styles guides
Show direct formatting guides
Page 1 of 1 273 words English (United States) Focus 100%

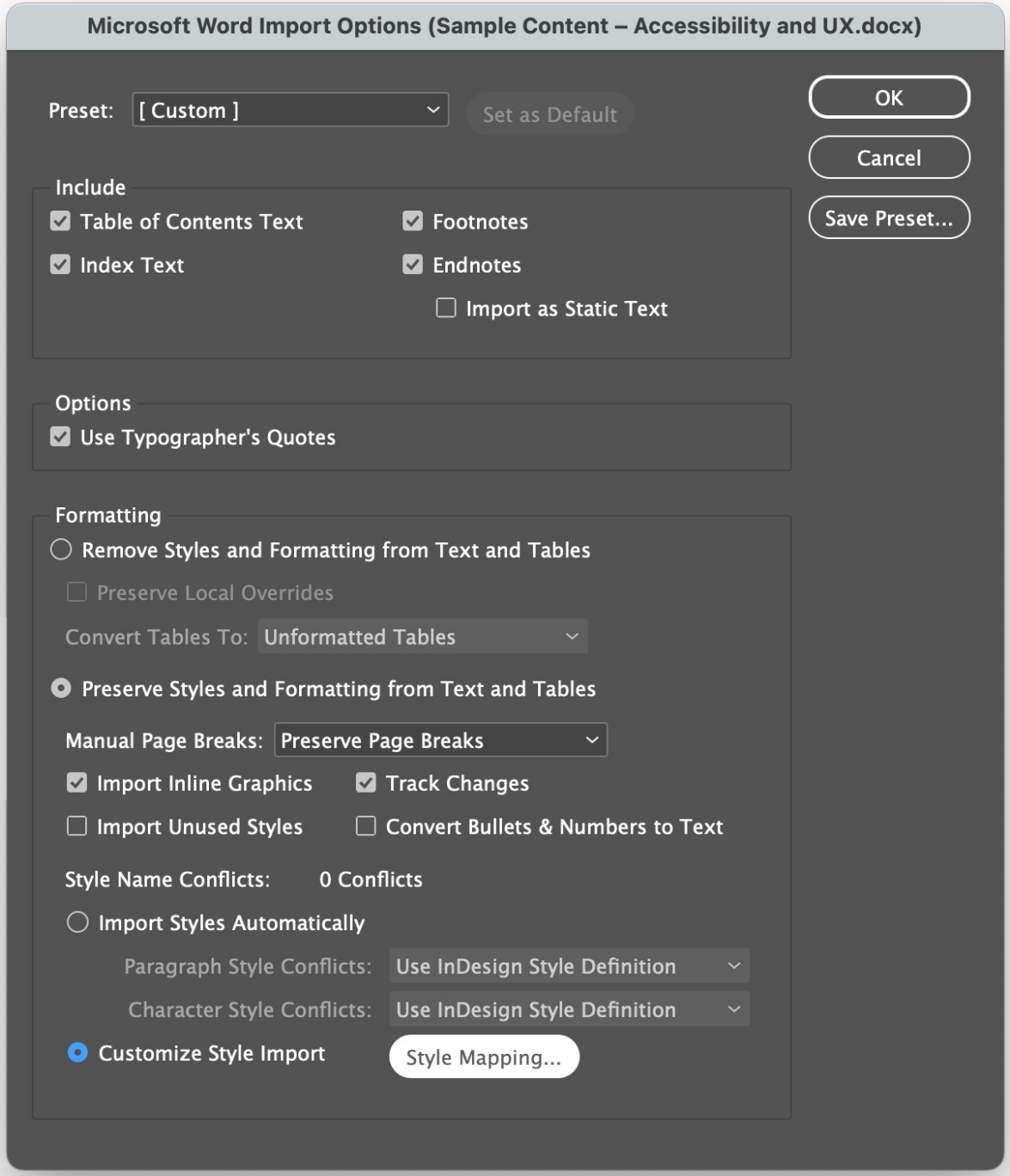
Importing Word document styles

How to: go to *File* > *Place* ensure *Show Import Options* in checked at the bottom of the pop-up window



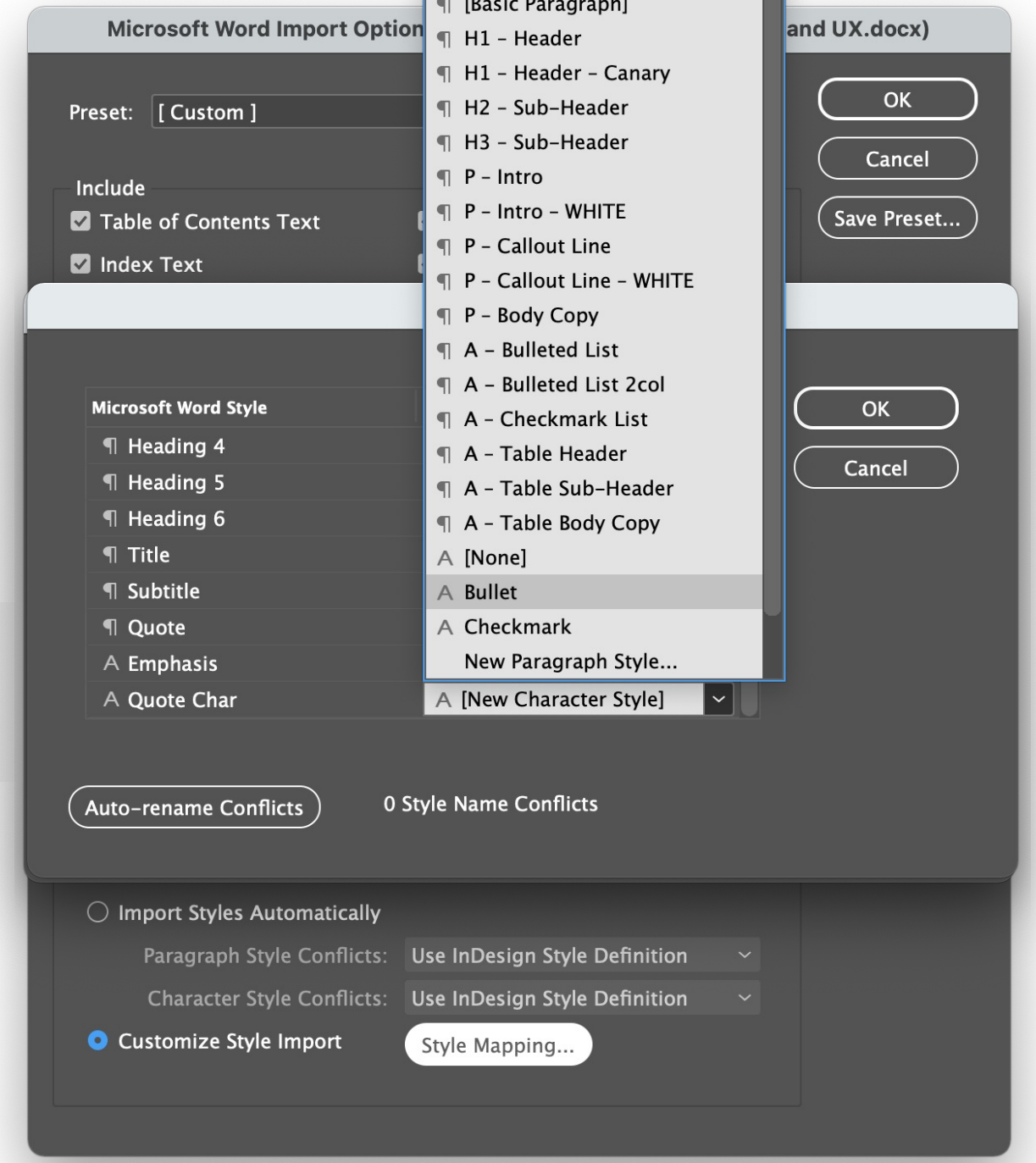
Importing Word document styles

How to: Select *Customize Style Import* > Style Mapping...



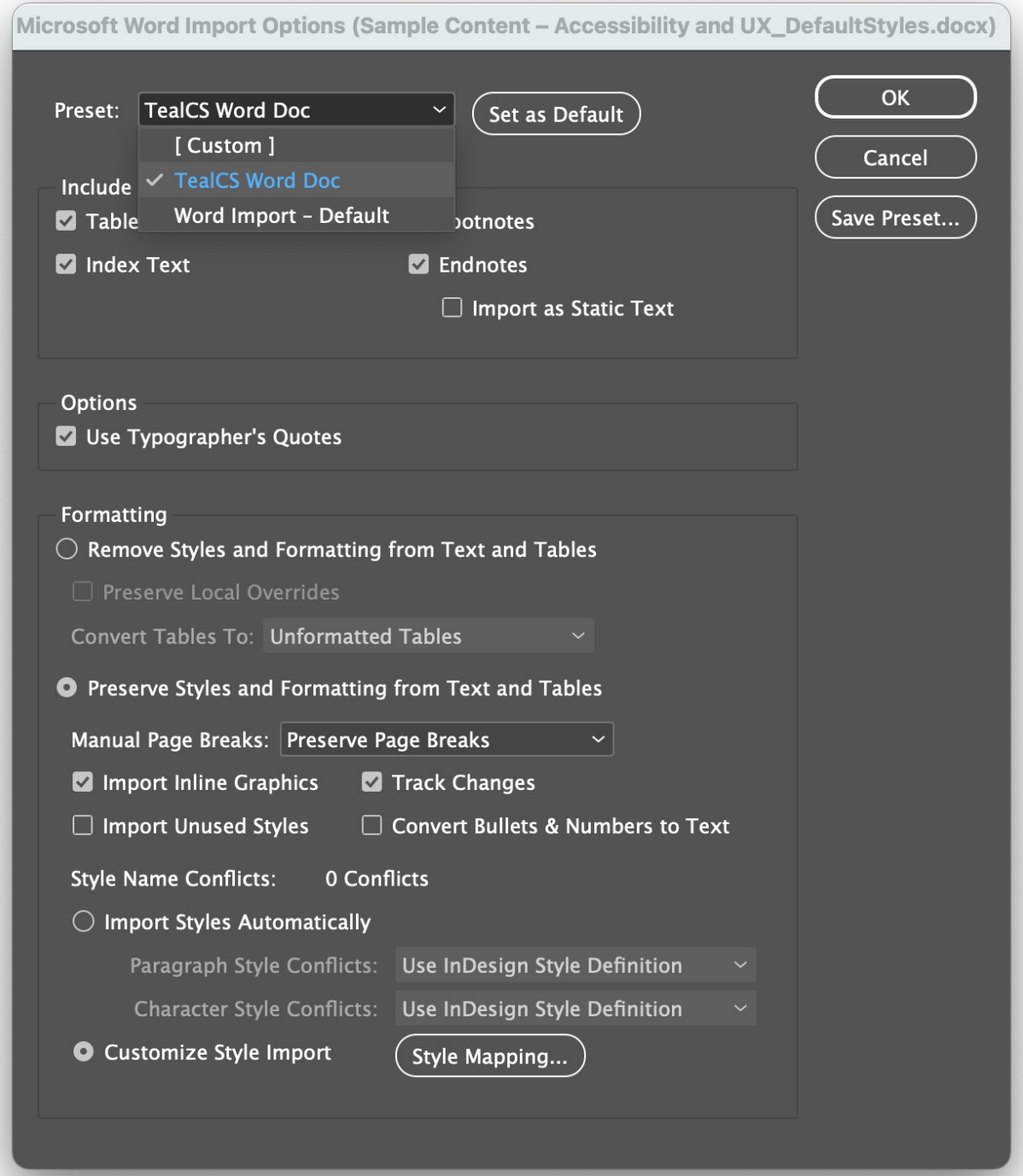
Importing Word document styles

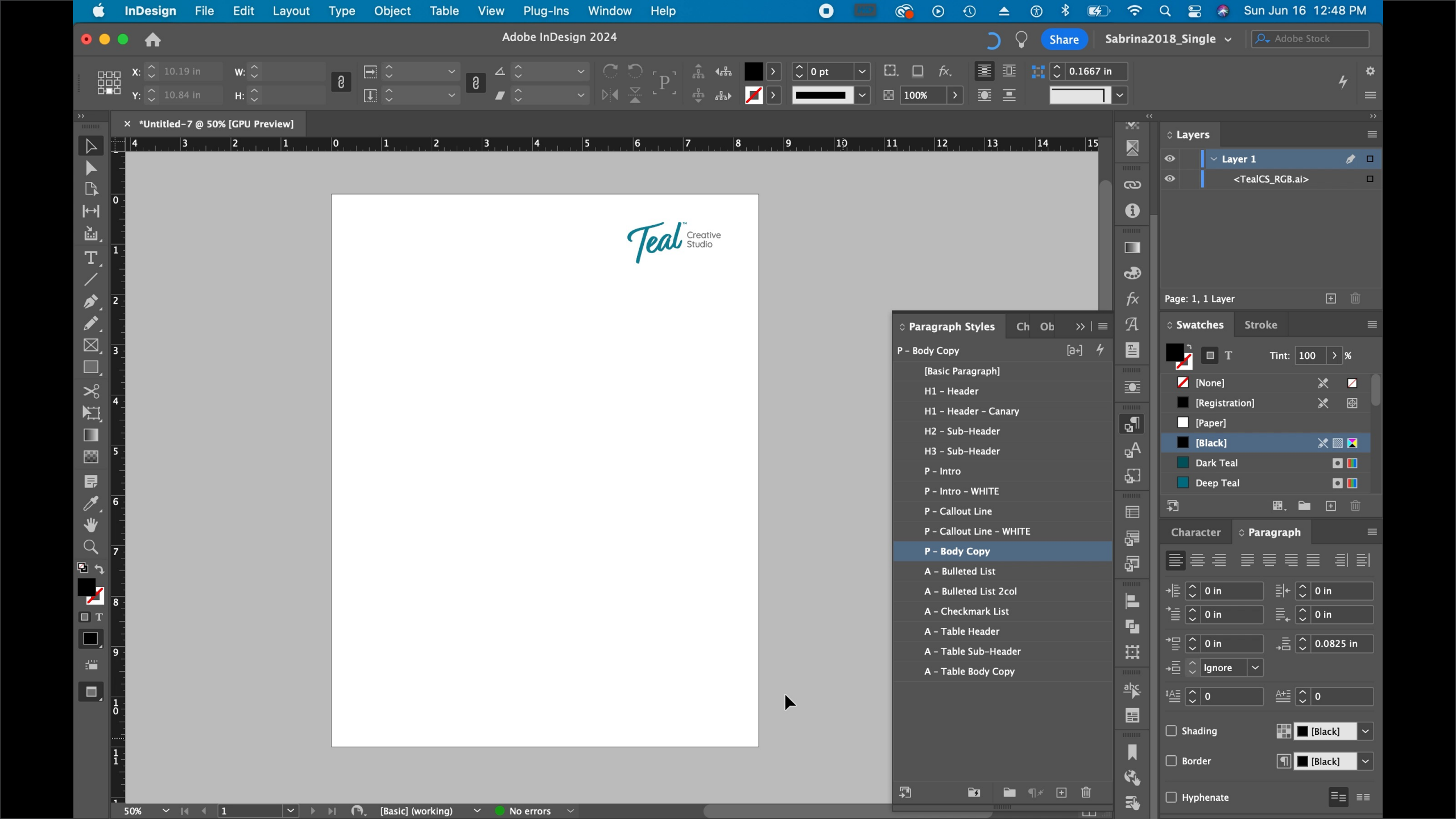
How to: Select *Customize Style Import* > Style Mapping...



Importing Word document styles

- Save Preset for future imports
  - Can be set as Default
- Needs to manually setup per computer
  - Share a sample file with every style included




InDesign File Edit Layout Type Object Table View Plug-Ins Window Help
Sun Jun 16 12:48 PM
Adobe InDesign 2024
Share
Sabrina2018_Single
Adobe Stock
X: 10.19 in
Y: 10.84 in
W:
H:
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100%
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*Untitled-7 @ 50% [GPU Preview]
Teal Creative Studio
Layers
Layer 1
<TealCS_RGB.ai>
Page: 1, 1 Layer
Paragraph Styles
P – Body Copy
[Basic Paragraph]
H1 – Header
H1 – Header – Canary
H2 – Sub-Header
H3 – Sub-Header
P – Intro
P – Intro – WHITE
P – Callout Line
P – Callout Line – WHITE
P – Body Copy
A – Bulleted List
A – Bulleted List 2col
A – Checkmark List
A – Table Header
A – Table Sub-Header
A – Table Body Copy
Swatches
Stroke
Tint: 100 %
[None]
[Registration]
[Paper]
[Black]
Dark Teal
Deep Teal
Character
Paragraph
0 in
0.0825 in
Ignore
Shading
Border
Hyphenate
50%
[Basic] (working)
No errors

Teal™ Creative Studio

Key take-aways

In summary

Teal™ Creative Studio

The time spent up front building out robust templates, brand repositories & workflows

will pay for itself 10-fold in the time and effort saved per project allowing more time for creativity.

Teal™ Creative Studio

Setting best practises for your company

by establishing robust processes allows designers to **free up head space and time** spent questioning what they need to do next.

Teal™
Creative
Studio

Allowing creatives to
do what they do best.
Be creative!

Teal™ Creative Studio

Available resources

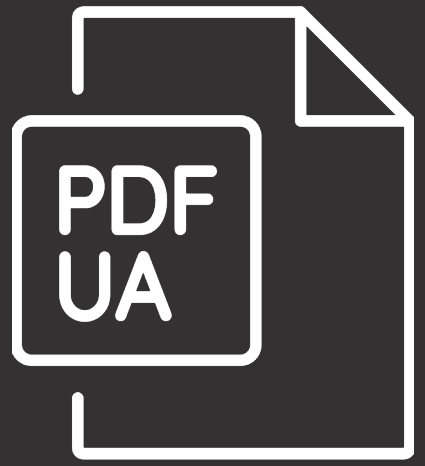
- Take-away resources you can utilize

PDF presentation download

Teal™ Creative Studio

Resource package download

Teal Creative Studio



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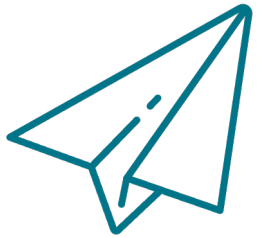

or visit TealCS.com

Teal™ Creative Studio

Thank you!

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