

Building Brands Optimized for Accessibility

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Teal[™] Creative
Studio

The Experience +
Accessibility Leaders

idea

Design + Media Inc.



Automate the tedious,
optimize accessibility and
improve brand consistency,
throughout your document designs, while
gaining more time for your **creative process.**



Accessibility doesn't need to be a daunting undertaking, by implementing some basic workflow techniques and thinking accessibility first you can be **inclusive and streamline compliance.**



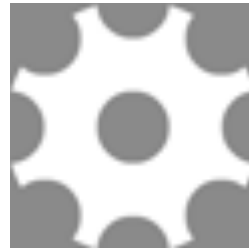
Accessible brand colours

- 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

Colour Contrast Analyser (CCA)

Foreground colour
HEX #323332

Background colour (white)
HEX #FFFFFF

Sample preview
example contrast

WCAG 2.1 results
Contrast ratio 12.7:1

- ▶ 1.4.3 Contrast (Minimum) (AA)
 - ✓ Pass (regular text)
 - ✓ Pass (large text)
- ▶ 1.4.6 Contrast (Enhanced) (AAA)
 - ✓ Pass (regular text)
 - ✓ Pass (large text)
- ▶ 1.4.11 Non-text Contrast (AA)
 - ✓ Pass (UI components and graphical objects)



Web AIM contrast checker

- Website webaim.org/resources/contrastchecker

Search:

[Introduction to Web Accessibility](#)

[WebAIM Training](#)

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground

Hex Value
#0000FF

Color Picker Alpha

Lightness

Background

Hex Value
#FFFFFF

Color Picker

Lightness

Contrast Ratio
8.59:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

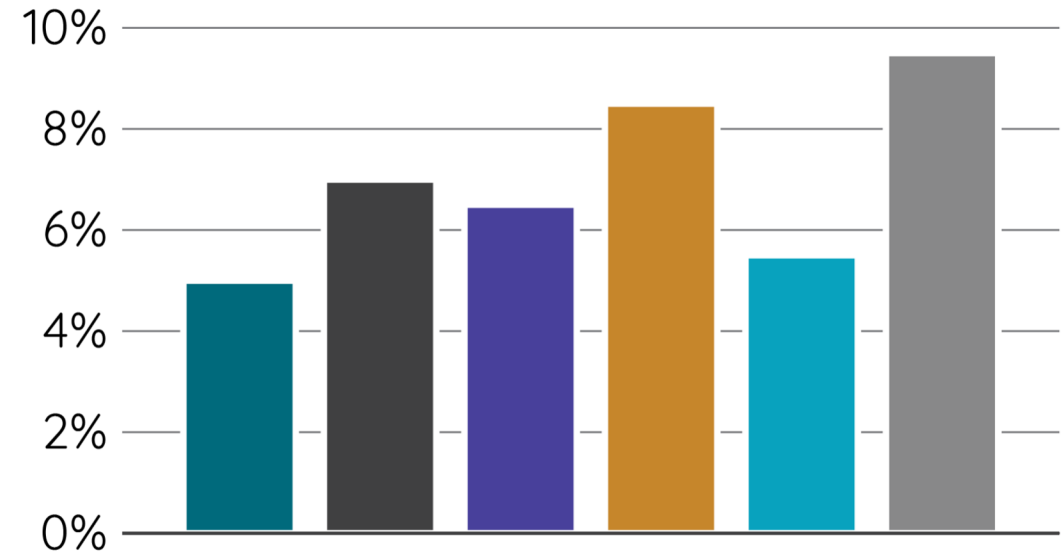
Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [WebAIM Auditing & Evaluation Services](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)
- [Contrast Checker Bookmarklet](#)



Sim Daltonism application

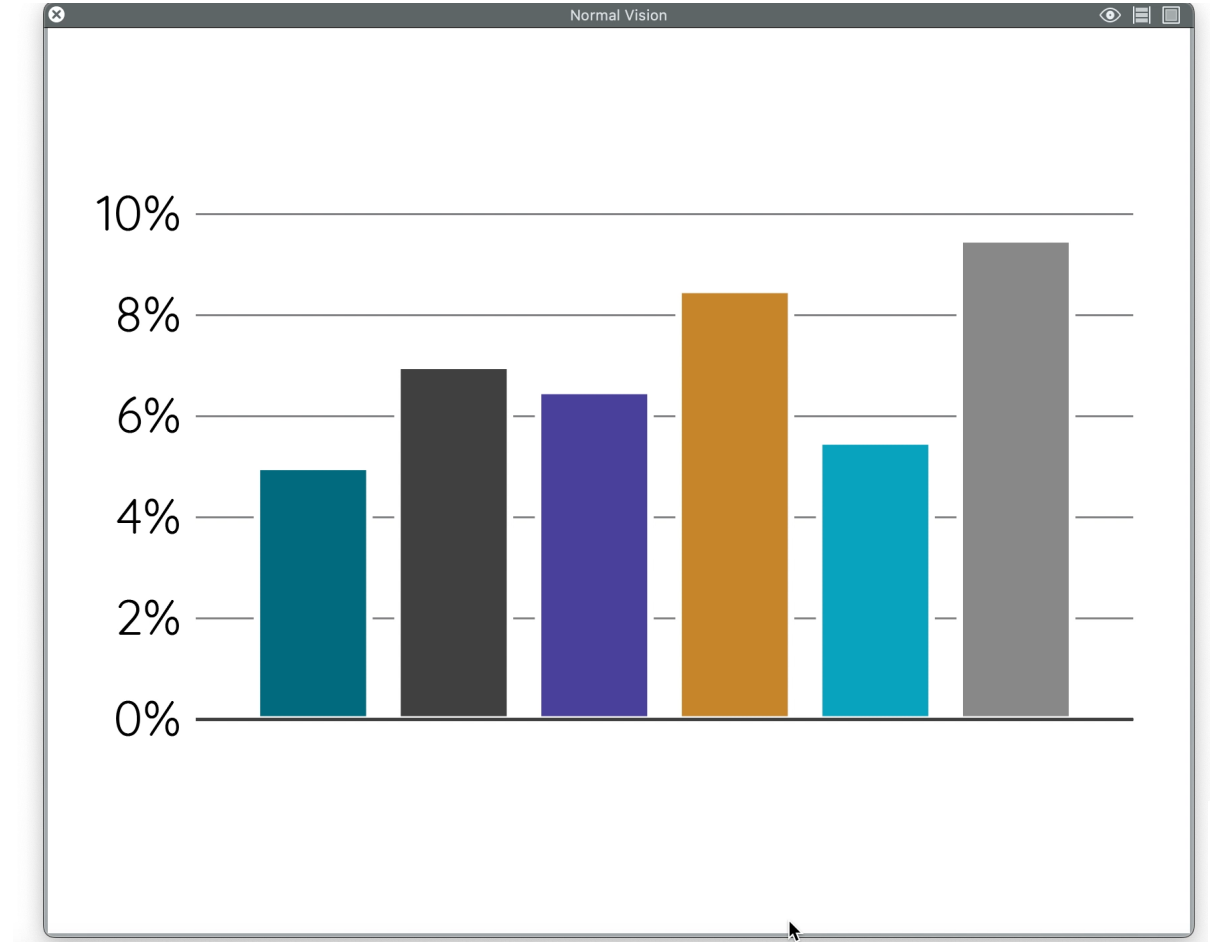
- Available for Mac only
itunes.apple.com/ca/app/sim-daltonism/id693112260?mt=12





Sim Daltonism application

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

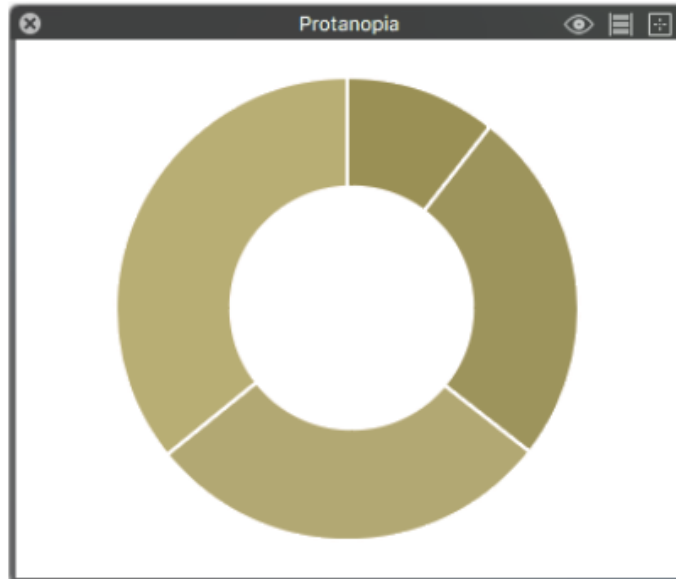




Sim Daltonism application

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.

White Text



Bright Teal



Teal



Deep Teal



Dark Teal



Medium Grey



Grey



Deep Grey



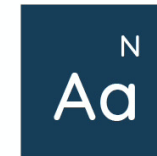
Dark Grey



Violet



Dark Violet

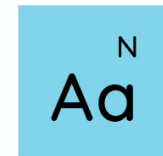


Dark Blue-Teal



Dark Canary

Black Text



Light Teal



Bright Teal



Teal



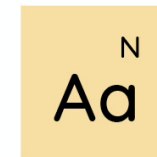
Deep Teal



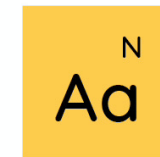
Light Grey



Medium Grey



Light Canary




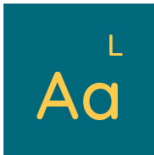
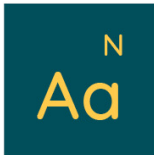





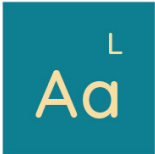
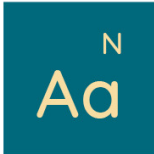
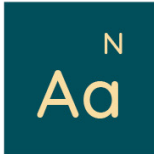


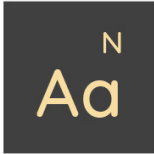



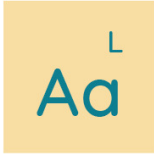

Canary



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

Canary Text	 Teal	 Deep Teal	 Dark Teal	 Deep Violet
	 Grey	 Deep Grey	 Dark Grey	 Dark Violet
Light Canary Text	 Teal	 Deep Teal	 Dark Teal	 Deep Violet
	 Grey	 Deep Grey	 Dark Grey	 Dark Violet
Teal Text	 Canary	 Light Canary	 Light Grey	



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

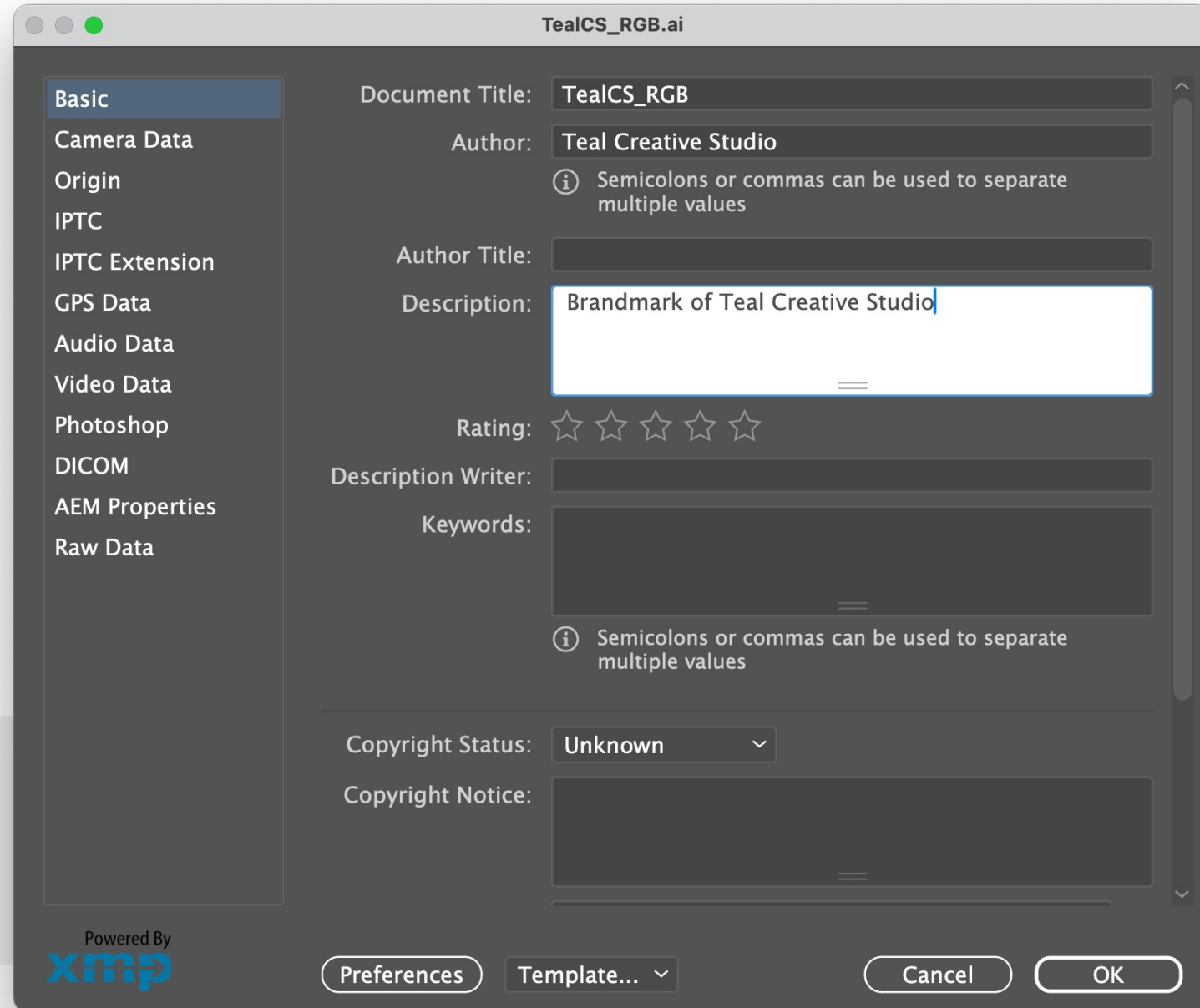




Logos & other asset files

- Add ALT text within source files

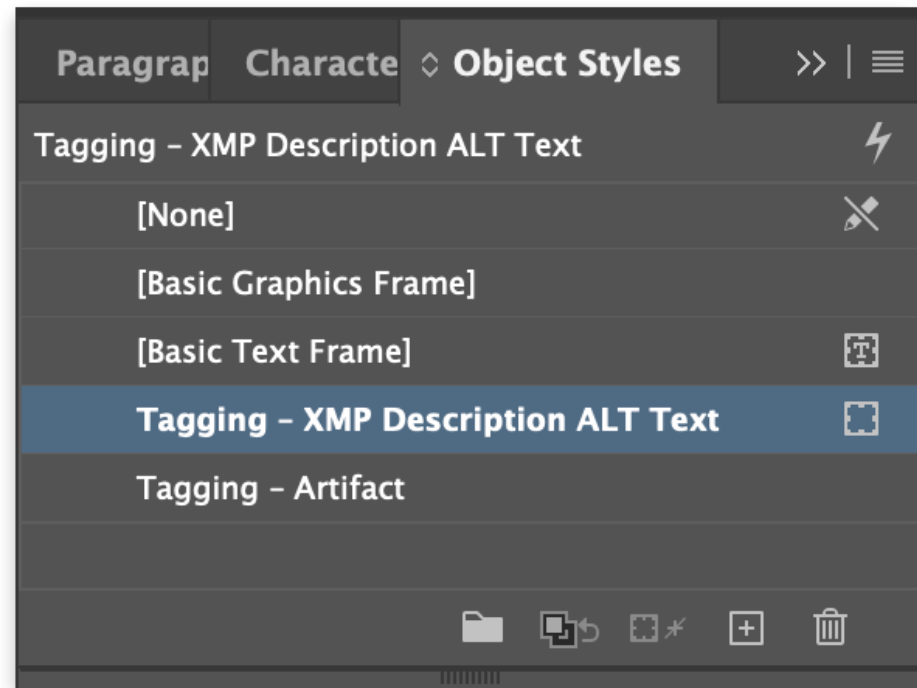
How to: go to *File > File Info...* under the *Basic* tab, enter ALT text into the *Description* field

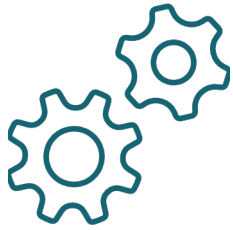




Object Styles within InDesign

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





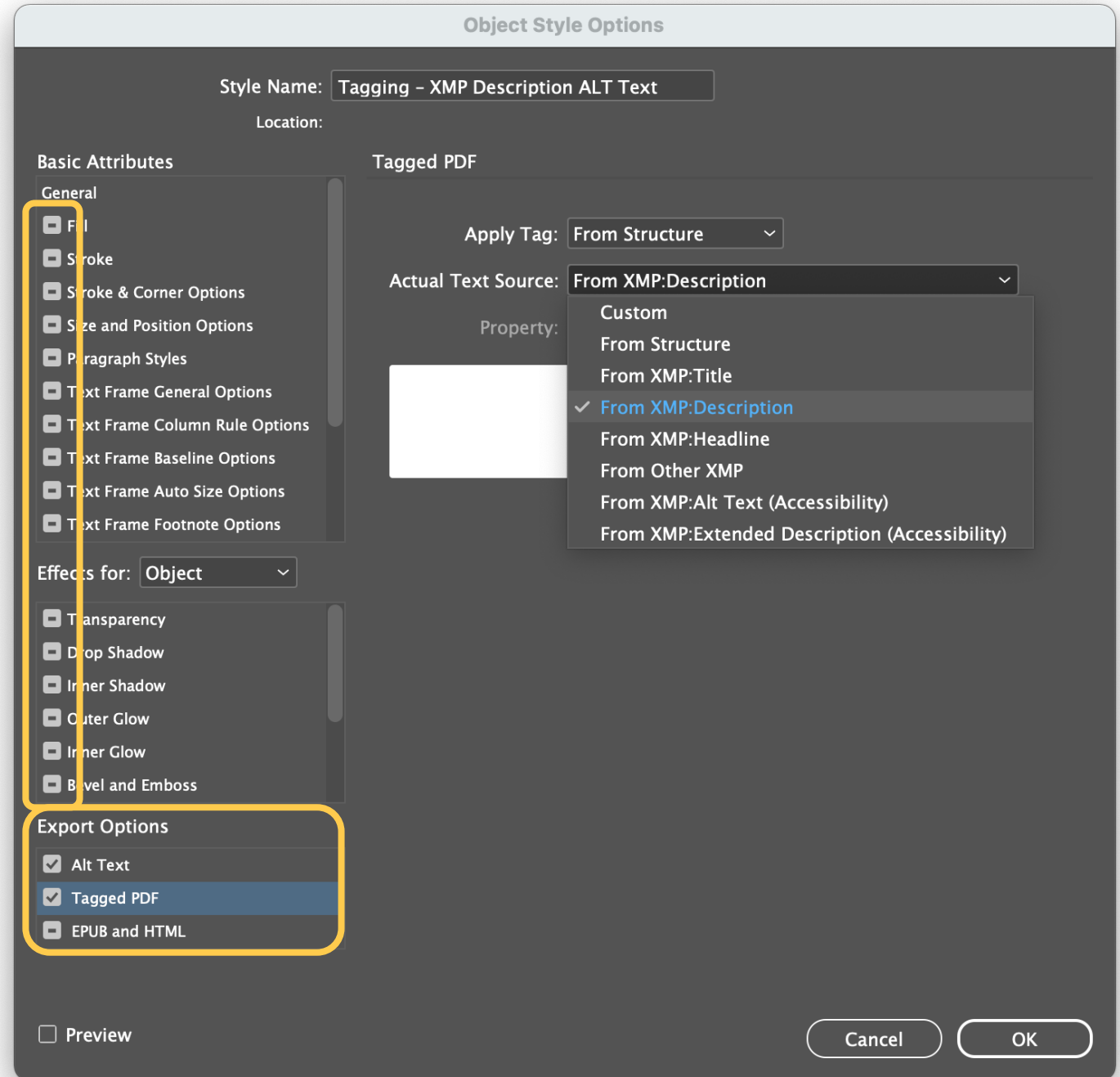
Setting up Object Styles

ALT Text

- From XMP Description

Tagged PDF

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



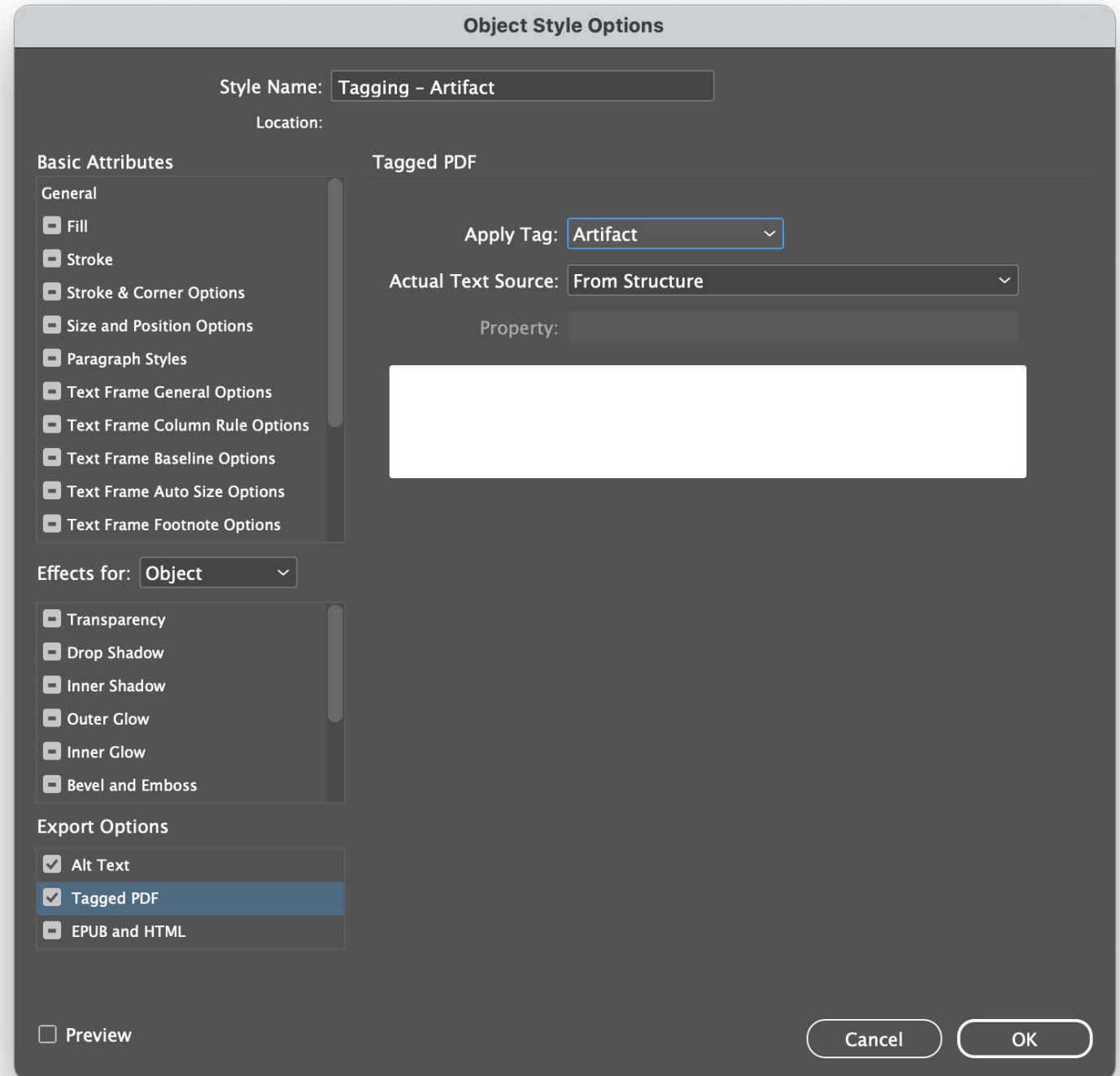


Setting up Object Styles

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?



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?

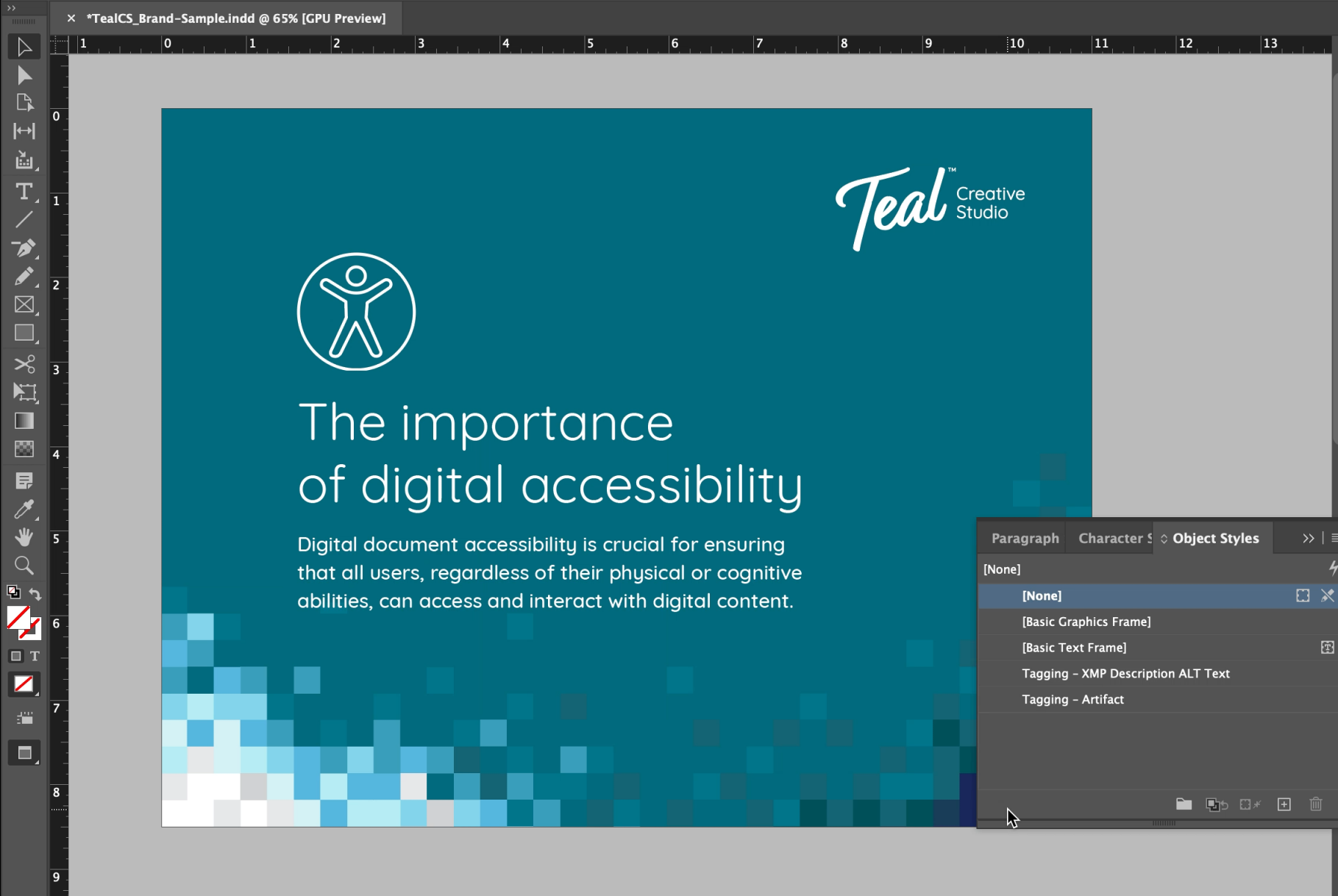


Generally, the best method
is to have **separate art
files per language**

Adobe InDesign 2024

Share Sabrina2018_Single Adobe Stock

X: 12.8 in W: Y: 2.55 in H: 0 pt 100% 0.1667 in



Paragraph Character Styles Object Styles

- [None]
- [None]
- [Basic Graphics Frame]
- [Basic Text Frame]
- Tagging - XMP Description ALT Text
- Tagging - Artifact

Layers

- Layer 1

Page: 1, 1 Layer

Swatches Stroke

- [None]
- [Registration]
- [Paper]
- [Black]
- Dark Teal
- Deep Teal

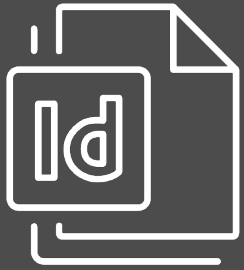
Character Paragraph

0 in 0 in 0 in 0.25 in 0 0

Shading [Black]

Border [Black]

Hyphenate



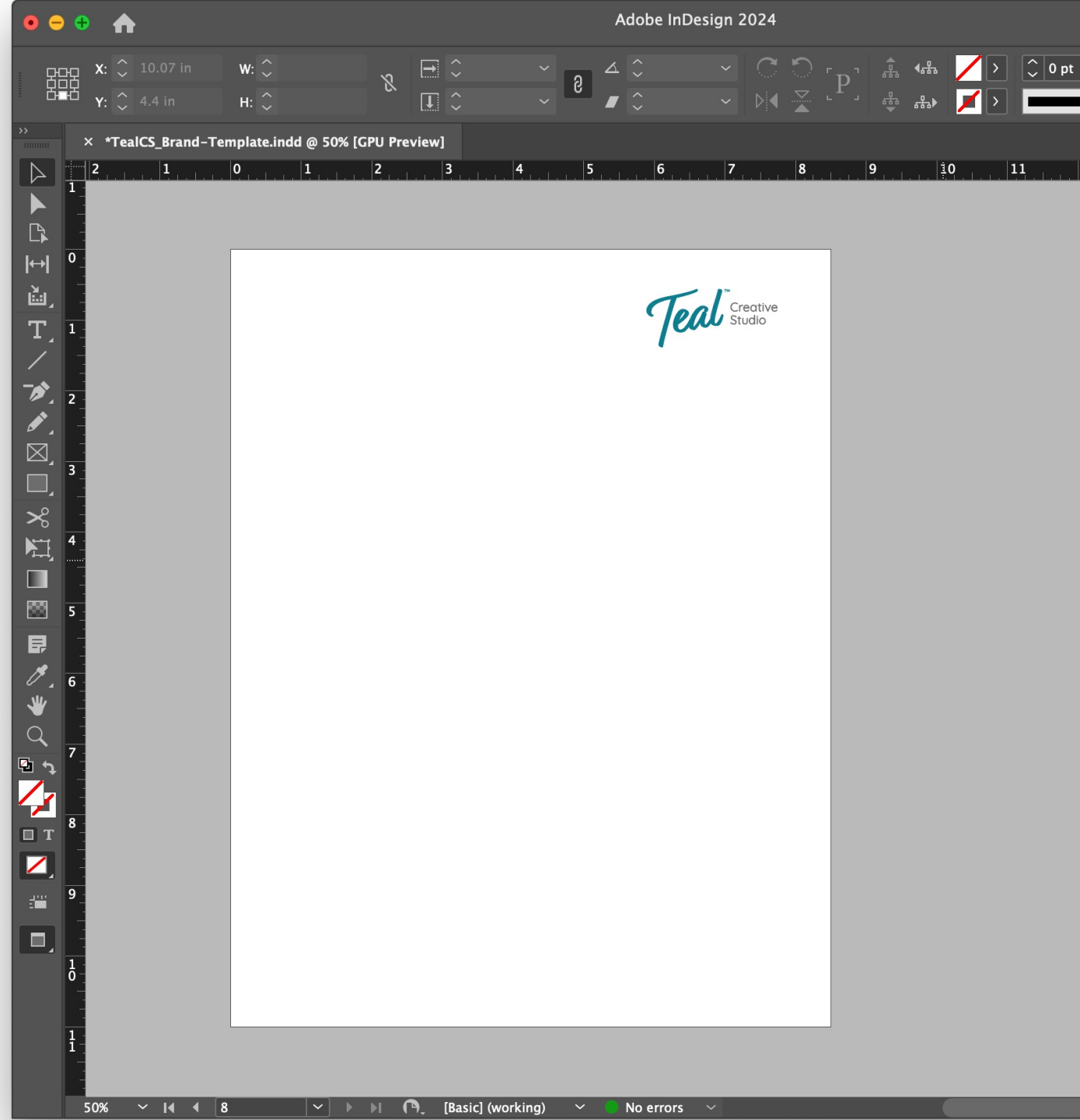
Develop InDesign templates

- 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





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



Add any styles into various
InDesign documents

By selecting **'Load Object Styles'**
from the panel Options menu



Swatches

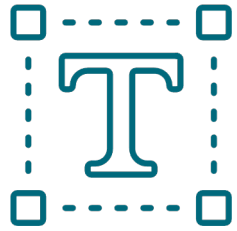
- Importable colour swatch files
- Built with accessibility in mind

The image shows a screenshot of the Adobe Swatches panel and its context menu. The Swatches panel is titled "Swatches" and displays a list of color swatches. The top of the panel shows a color selection tool with a "Tint" value of 100%. The list of swatches includes:

- [None]
- [Registration]
- [Paper]
- [Black]
- Dark Teal
- Deep Teal
- Teal
- Bright Teal
- Light Teal
- Dark Grey
- Deep Grey
- Grey
- Medium Grey
- Light Grey
- Canary
- Dark Canary
- Light Canary
- Dark Blue-Teal
- Light Violet
- Violet
- Deep Violet
- Dark Violet

The context menu is open, showing the following options:

- New Color Swatch...
- New Tint Swatch...
- New Gradient Swatch...
- New Mixed Ink Swatch...
- New Mixed Ink Group...
- New Color Group...
- Duplicate Swatch
- Delete Swatch...
- Ungroup Color Group
- Swatch Options...
- Color Group Options...
- Find this Color...
- Load Swatches...
- Save Swatches...
- Select All Unused
- Add Unnamed Colors
- Large List (checked)
- Small List
- Small Thumbnail
- Large Thumbnail
- Sort >
- Merge Swatches



Other built-in styles

- Footnotes and endnotes

Footnote Options

Numbering and Formatting | **Layout**

Span Footnotes Across Columns

Spacing Options

Minimum Space Before First Footnote: 0.125 in

Space Between Footnotes: 0.025 in

First Baseline


Offset: Leading ▾ Min: 0 in

Placement Options

Place End of Story Footnotes at Bottom of Text

Allow Split Footnotes

Rule Above: First Footnote in Column ▾ Rule On

Weight: 1 pt ▾ Type:  ▾

Color: Light Grey ▾ Tint: 30% ▾

Overprint Stroke

Gap Color: [None] ▾ Gap Tint: 100% ▾

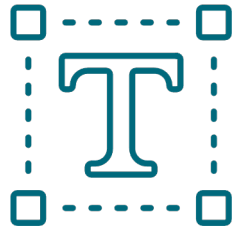
Overprint Gap

Left Indent: 0 in Width: 1 in

Offset: 0.08 in

Preview

Cancel OK



Other built-in styles

- Footnotes and endnotes
- Table of Contents

Table of Contents

TOC Style: [Default] ▾
Title: [Contents] Style: [H1 - Header] ▾

OK
Cancel
Save Style...
Fewer Options

Styles in Table of Contents

Include Paragraph Styles:

- H1 - Header
- H1 - Header - White
- H2 - Sub-Header
- H2 - Sub-Header - White

<< Add Remove >>

Other Styles:

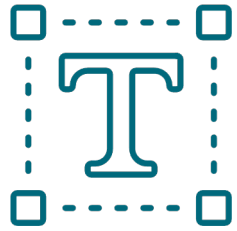
- [No Paragraph Style]
- A - Bulleted List
- A - Checkmark List
- A - Footnotes

Style: H3 - Sub Sub-Header - White

Entry Style: [A - TOC Bulleted List] ▾
Page Number: [After Entry] ▾ Style: [None] ▾
Between Entry and Number: [At] ▸ Style: [None] ▾
 Sort Entries in Alphabetical Order Level: [3] ▾

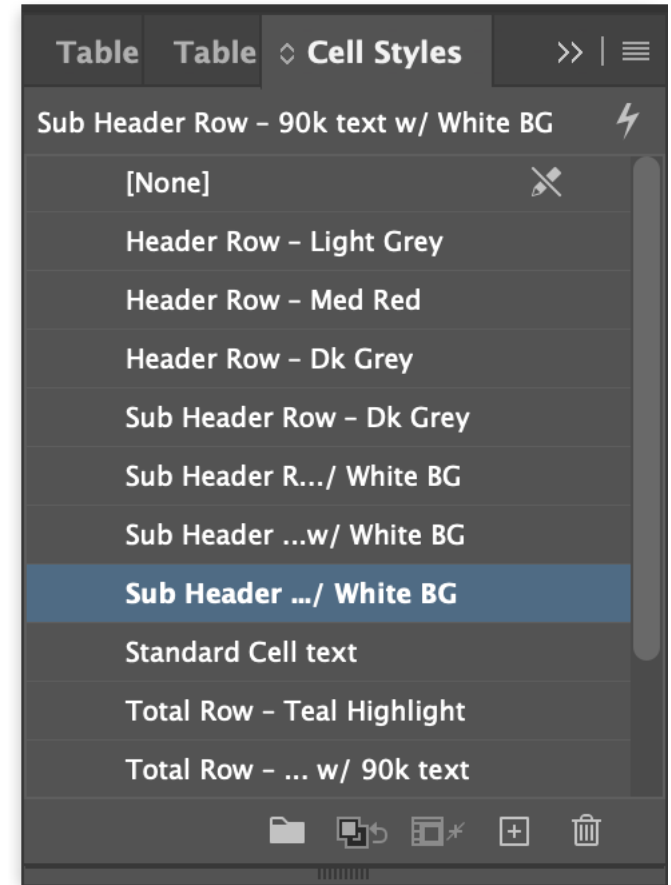
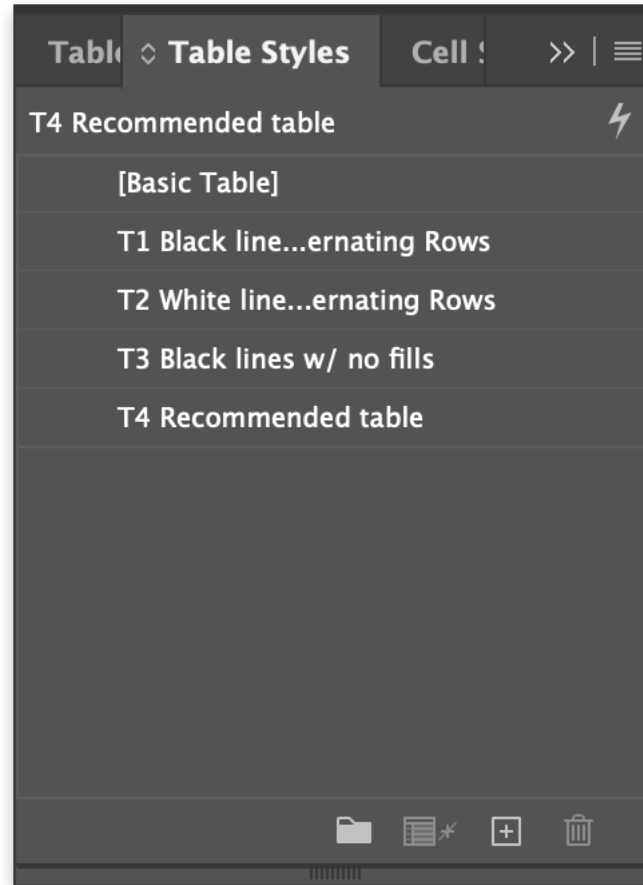
Options

- Create PDF Bookmarks
- Run-in
- Replace Existing Table of Contents
- Include Text on Hidden Layers
- Include Book Documents
- Make text anchor in source paragraph
- Remove Forced Line Break
- Numbered Paragraphs: [Include Full Paragraph] ▾



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



Incorporate workflow techniques

- Create more accessible documents out of InDesign

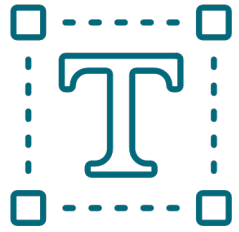
Threading text frames

- 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

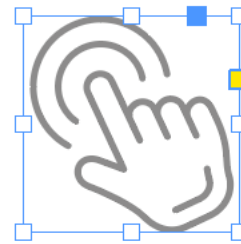
- Accessibility in digital documents also has significant legal implications.
- Various laws and regulations worldwide mandate digital accessibility, such as the Web Content Accessibility Guidelines (WCAG) developed by the World Wide Web Consortium (W3C).
- Non-compliance can result in legal actions, 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 Artifacts 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



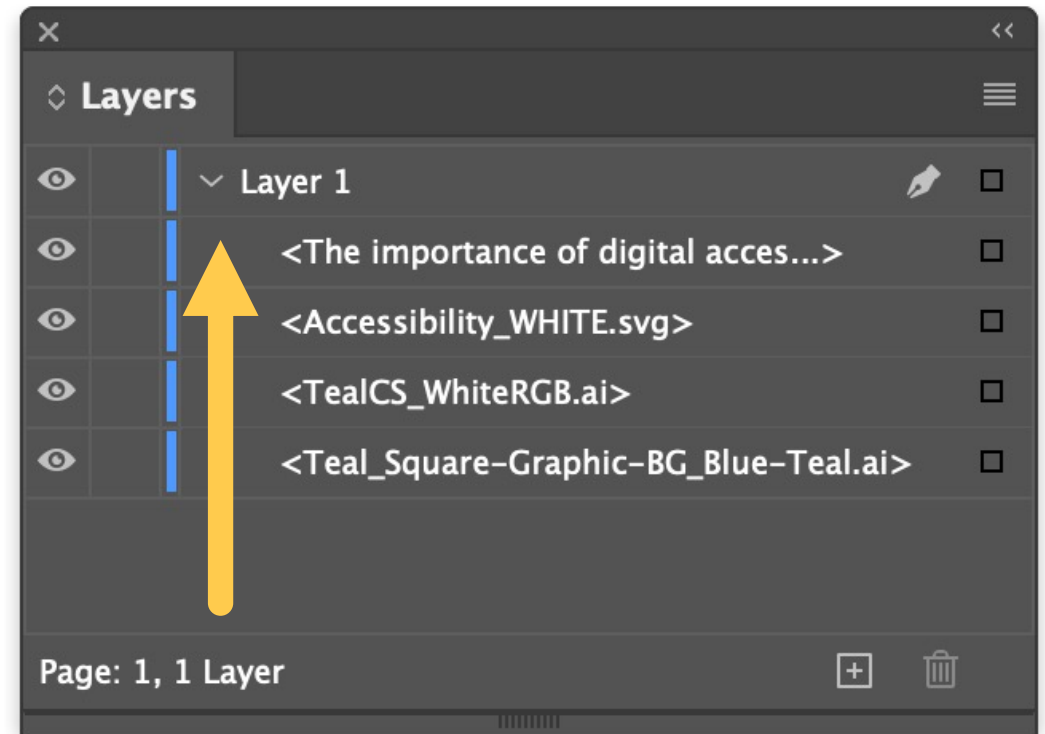
Minimize remediation work within your final PDFs

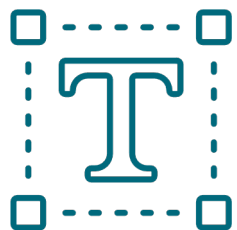
- Articles panel and Layer order in InDesign



Layer Order

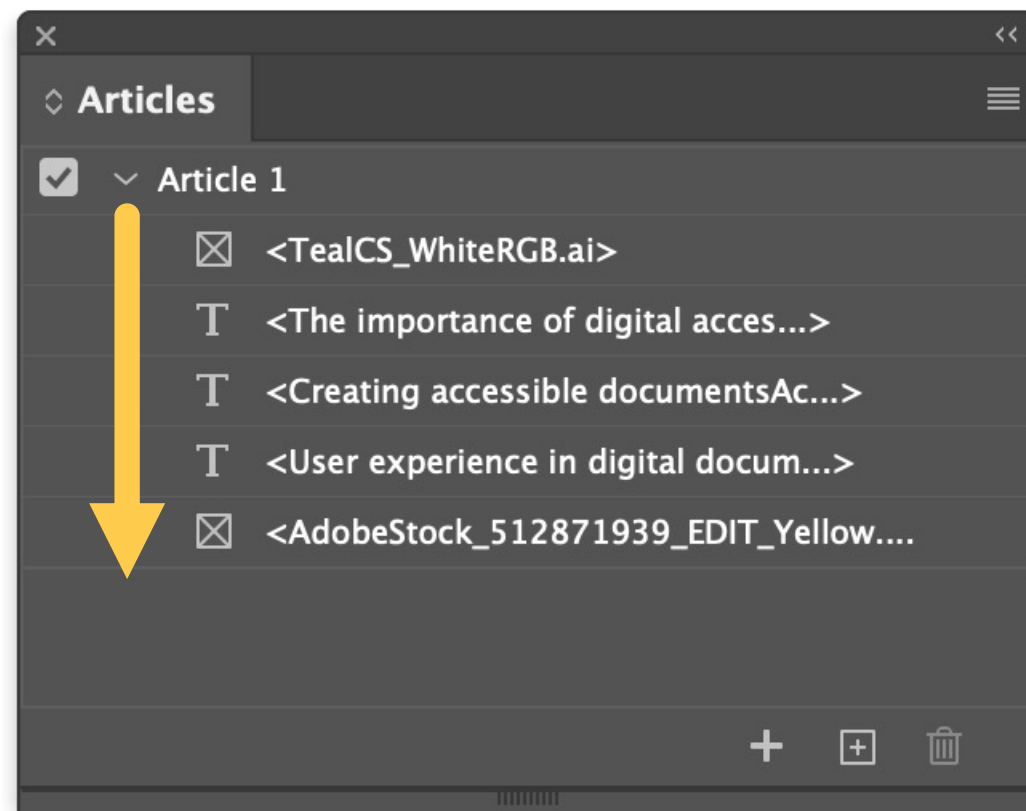
- Controls the reading order within your PDF
- Sets your reading order from the bottom layer object up to the top

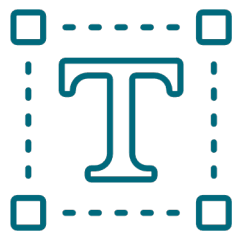




Articles Panel

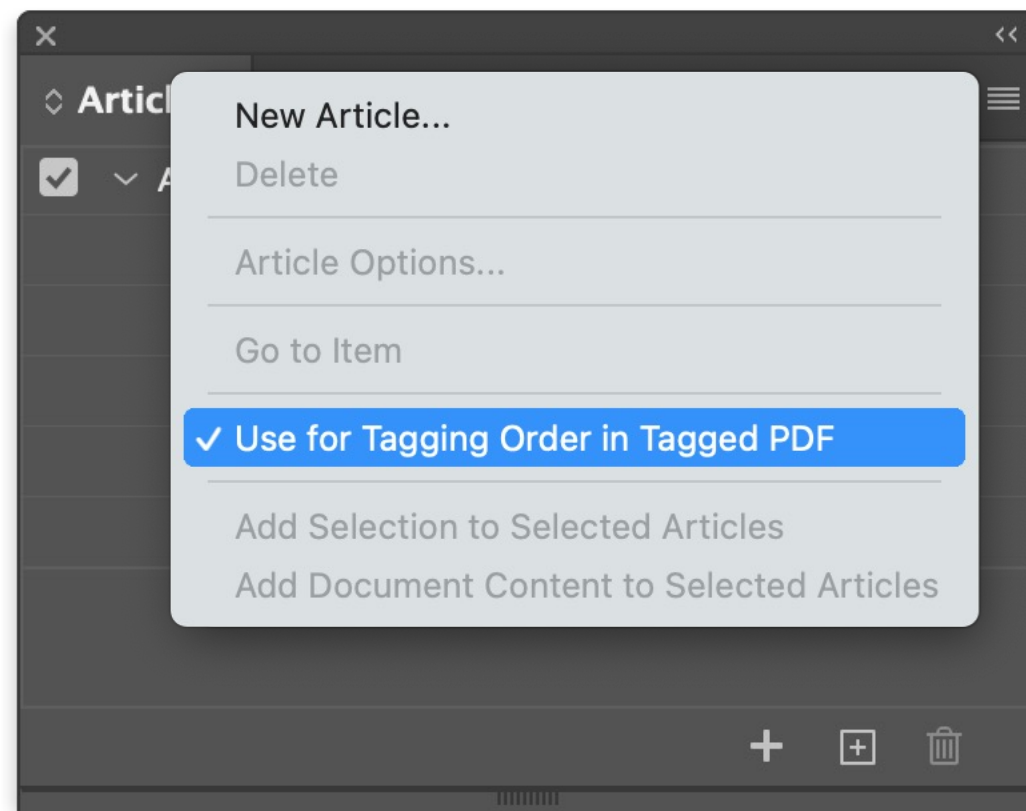
- Sets the reading order **from the top object down**
- Controls the Tag order within the PDF which is used by a majority of screen readers

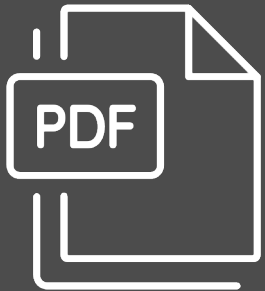




Articles Panel

- 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





PDF settings

- Adobe Interactive & Print settings



Adobe Interactive PDF settings

Select:

- Create Tagged PDF
- Use Structure for Tab Order

Export to Interactive PDF

General

Compression

Advanced

Security

General

Pages

All Range:

Export As Pages Spreads

Create Separate PDF Files Suffix:

Viewing

View:

Layout:

Presentation: Open in Full Screen Mode

Flip Pages Every: seconds

View After Exporting

Page Transitions:

Options

Forms and Media: Include All Appearance Only

Embed Page Thumbnails

Create Acrobat Layers

Include Hidden Spreads

Create Tagged PDF

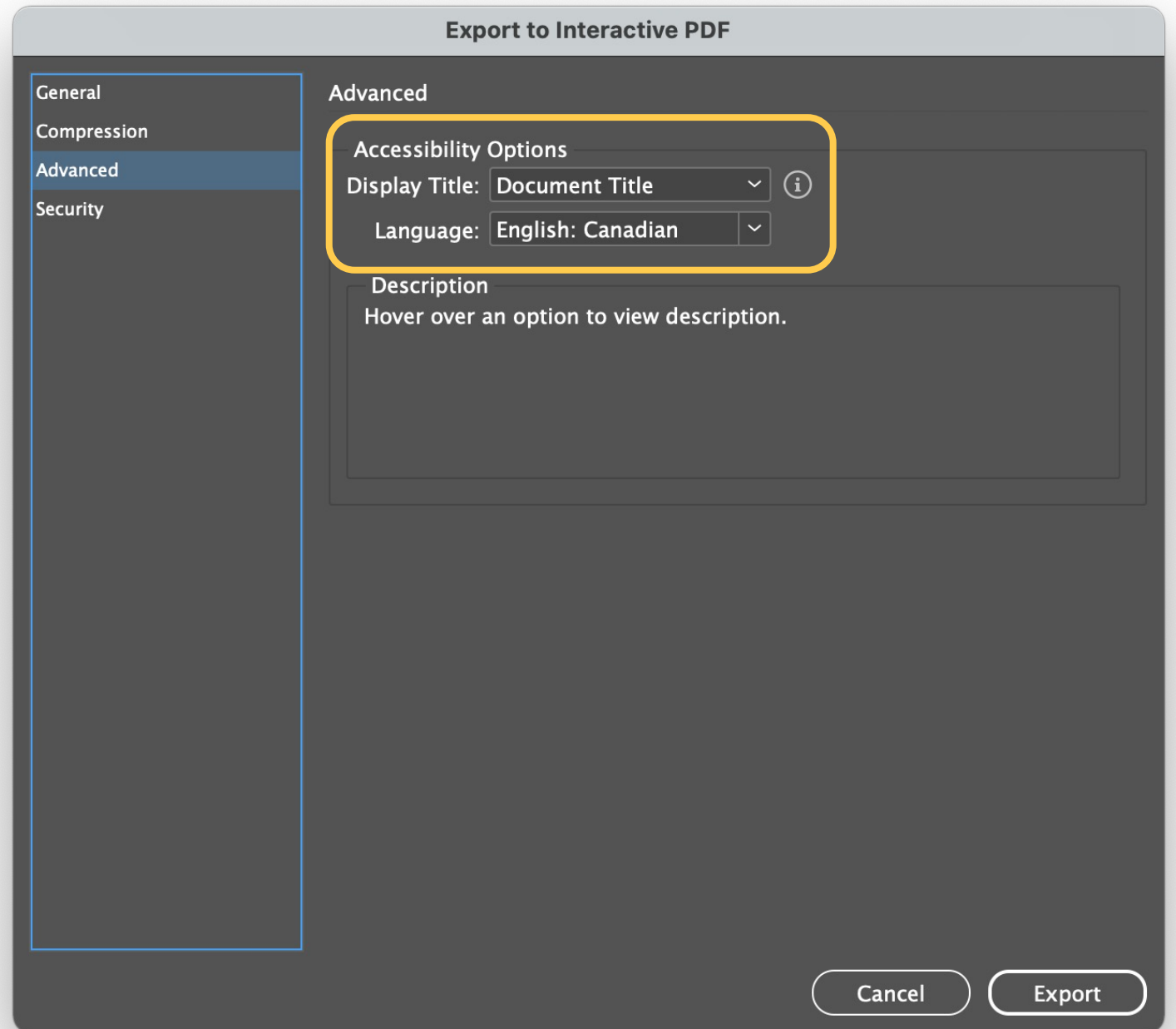
Use Structure for Tab Order



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

Export Adobe PDF

Adobe PDF Preset: [Smallest File Size] (modified) ▼

Standard: None ▼ Compatibility: Acrobat 6 (PDF 1.5) ▼

General

Description: [Based on '[Smallest File Size]'] Use these settings to create Adobe PDF documents best suited for on-screen display, e-mail, and the Internet. Created PDF documents can be opened with Acrobat and Adobe Reader 6.0 and later.

Pages

All Range: 1 ▼

Export As Pages Spreads

Create Separate PDF Files

Suffix: ▶

Viewing

View: Fit Visible ▼

Layout: Single Page Continu... ▼

Open in Full Screen Mode

View PDF after Exporting

Options

Embed Page Thumbnails Create Tagged PDF

Optimize for Fast Web View Create Acrobat Layers

Export Layers: Visible & Printable Layers ▼

Include Hidden Spreads

Include

Bookmarks Non-Printing Objects

Hyperlinks Visible Guides and Grids

Interactive Elements: Include Appearance ▼

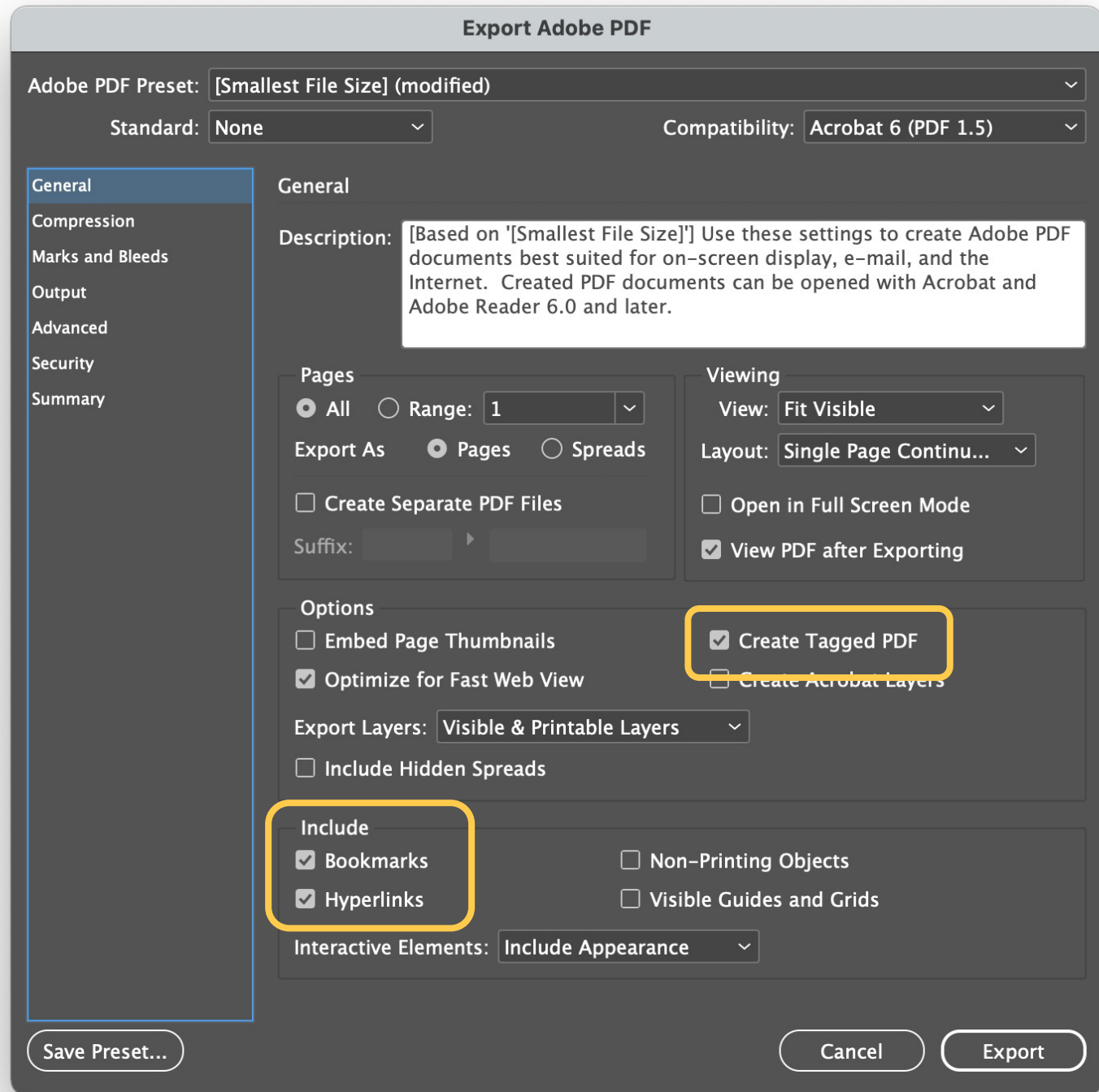
Save Preset... Cancel Export



Print PDF settings

Include:

- Create Tagged PDF
- Bookmarks
- Hyperlinks

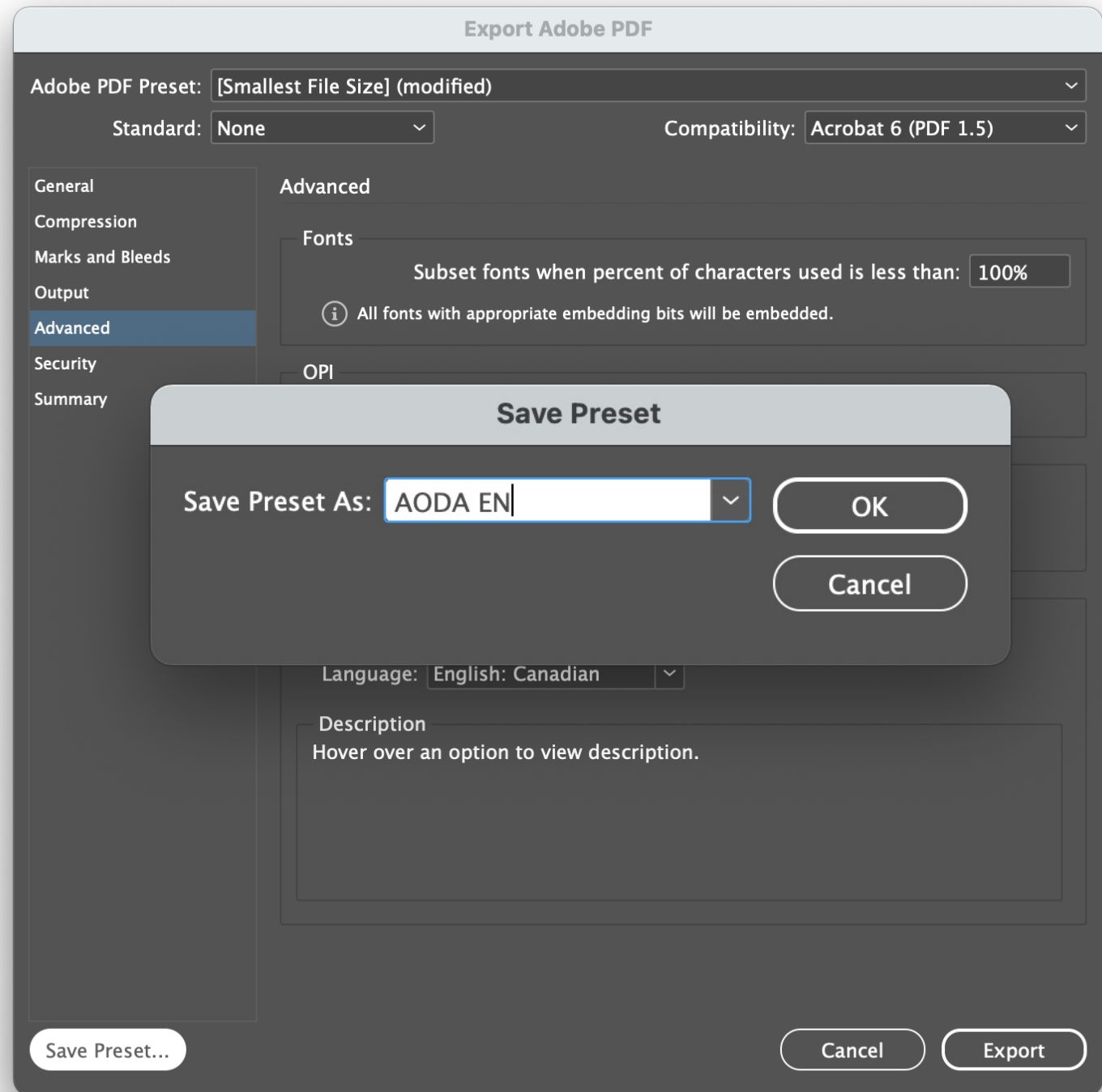




Print PDF settings

Include:

- Document Title
- The appropriate Language for the file





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.

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.

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.

Page 1 of 1 273 words English (United States) Focus

Styles

Current style: Normal

Apply a style: Clear Formatting, Normal, No Spacing, Heading 1, Heading 2, Heading 3, Heading 4, Title, Subtitle, Subtle Emphasis, Intense Emphasis, Strong

List: Recommended

Show styles guides

Show direct formatting guides

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

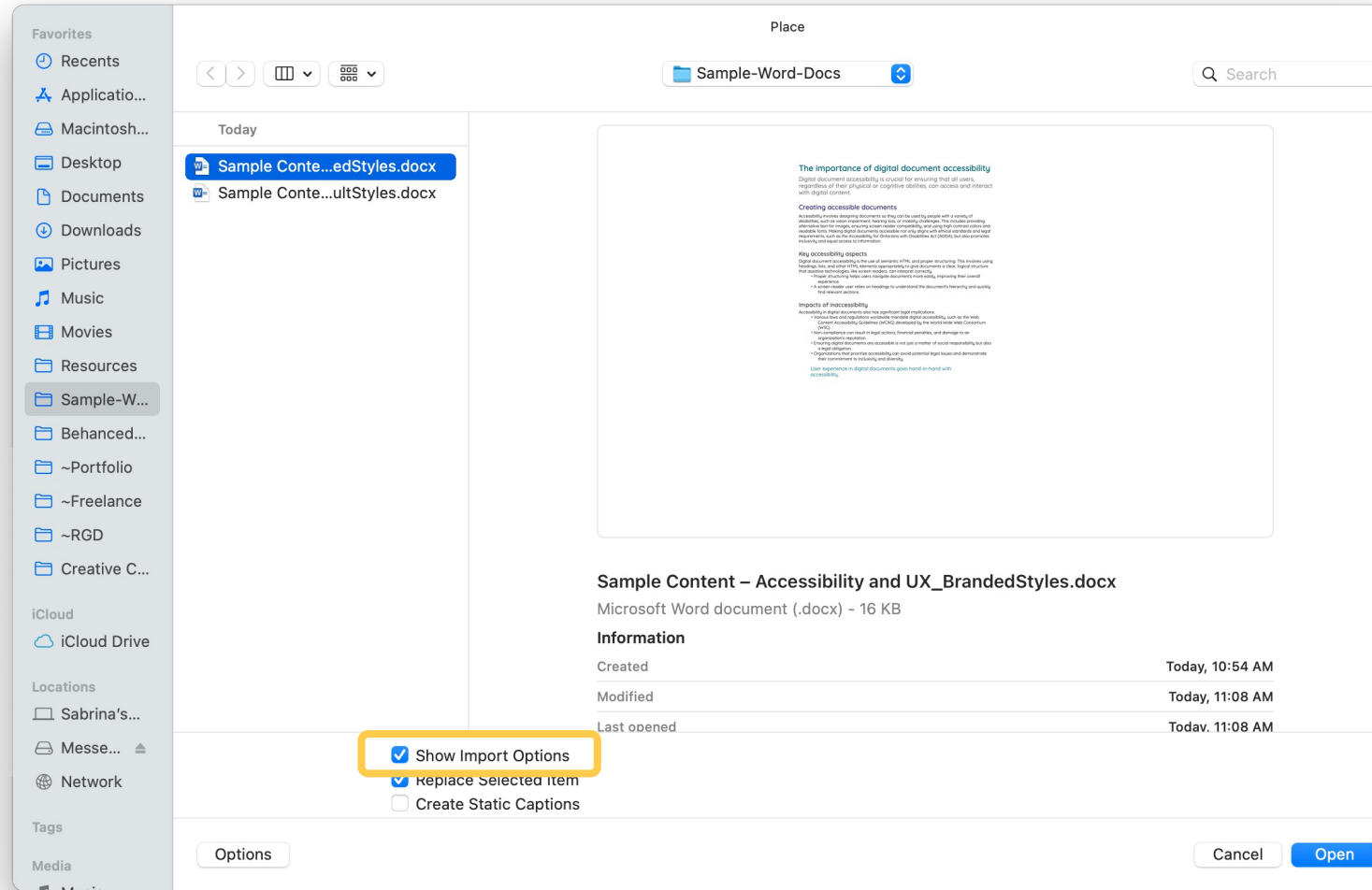
Show styles guides

Show direct formatting guides



Importing Word document styles

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





Importing Word document styles

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

Microsoft Word Import Options (Sample Content – Accessibility and UX.docx)

Preset: [Custom] Set as Default OK Cancel Save Preset...

Include

- Table of Contents Text
- Index Text
- Footnotes
- Endnotes
- Import as Static Text

Options

- Use Typographer's Quotes

Formatting

- Remove Styles and Formatting from Text and Tables
 - Preserve Local Overrides
 - Convert Tables To: Unformatted Tables
- Preserve Styles and Formatting from Text and Tables
 - Manual Page Breaks: Preserve Page Breaks
 - Import Inline Graphics
 - Track Changes
 - Import Unused Styles
 - Convert Bullets & Numbers to Text

Style Name Conflicts: 0 Conflicts

- Import Styles Automatically
 - Paragraph Style Conflicts: Use InDesign Style Definition
 - Character Style Conflicts: Use InDesign Style Definition
- Customize Style Import Style Mapping...



Importing Word document styles

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

Microsoft Word Import Options

Preset: [Custom]

Include

- Table of Contents Text
- Index Text

Microsoft Word Style

- Heading 4
- Heading 5
- Heading 6
- Title
- Subtitle
- Quote
- Emphasis
- Quote Char

[No Paragraph Style]

[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

A [None]

A Bullet

A Checkmark

New Paragraph Style...

A [New Character Style]

Auto-rename Conflicts 0 Style Name Conflicts

Import Styles Automatically

Paragraph Style Conflicts: Use InDesign Style Definition

Character Style Conflicts: Use InDesign Style Definition

Customize Style Import **Style Mapping...**

and UX.docx)

OK

Cancel

Save Preset...

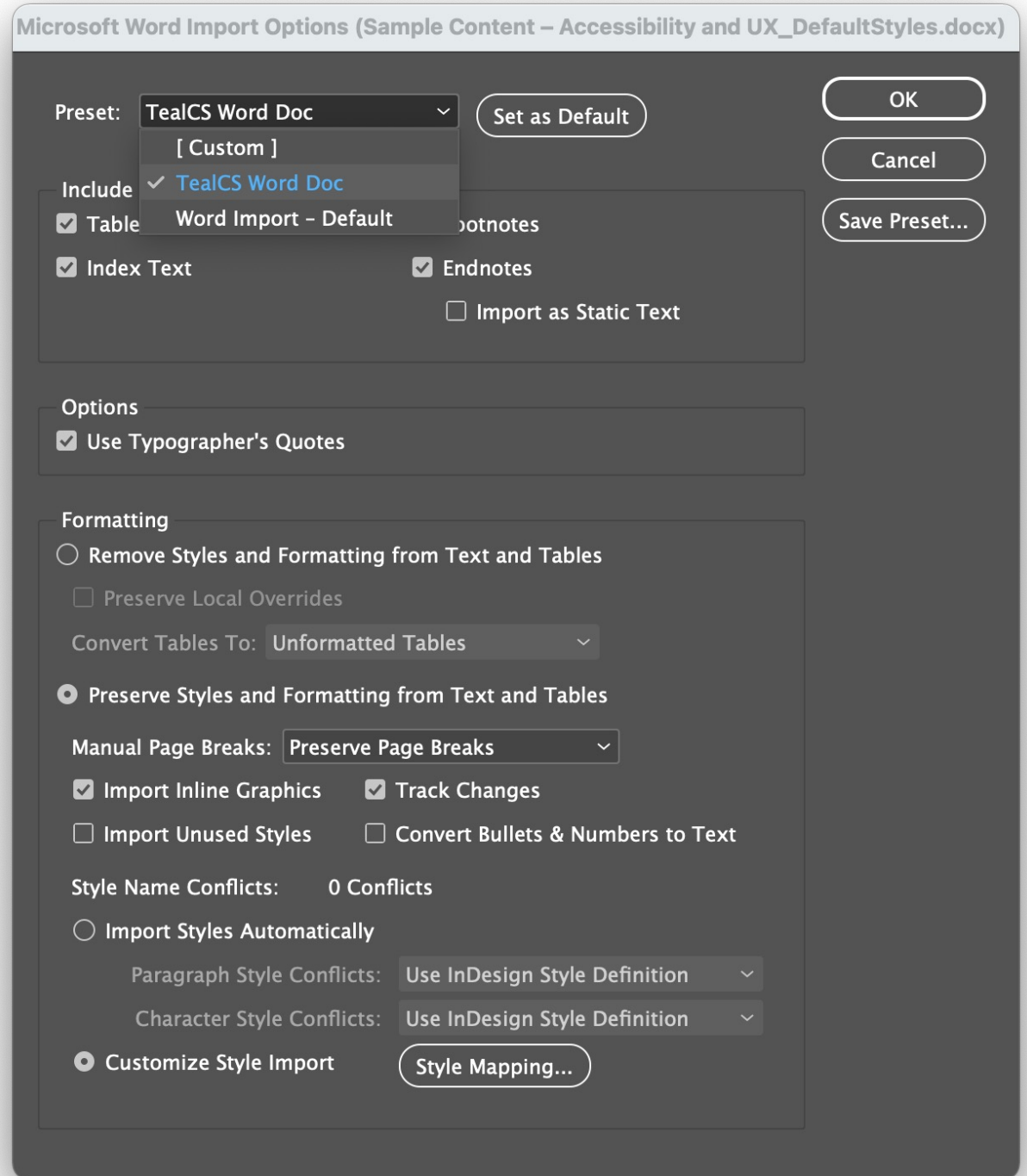
OK

Cancel

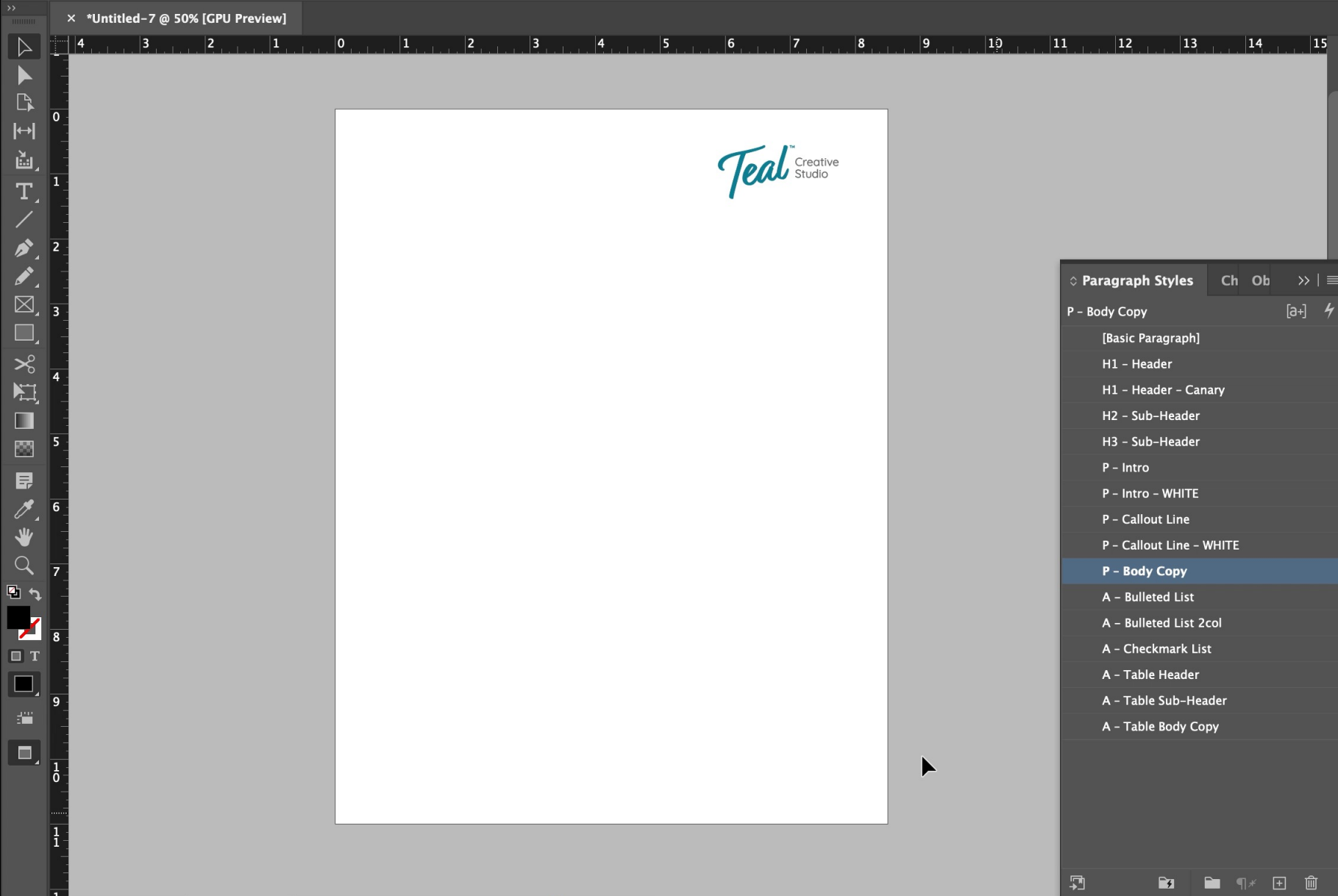


Importing Word document styles

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



X: 10.19 in W: Y: 10.84 in H: 0 pt 0.1667 in 100%



Paragraph Styles Ch Ob >> |

- P - Body Copy [a+] ⚡
- [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

Layers

- Layer 1
- <TealCS_RGB.ai>

Page: 1, 1 Layer

Swatches Stroke

- [None]
- [Registration]
- [Paper]
- [Black]**
- Dark Teal
- Deep Teal

Character Paragraph

Paragraph settings:

- Left margin: 0 in
- Right margin: 0 in
- Top margin: 0 in
- Bottom margin: 0 in
- Line and Paragraph Spacing: 0.0825 in
- Hyphenation: Ignore
- Shading: [Black]
- Border: [Black]
- Hyphenate: [Off]



Key take-aways

■ In summary



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.



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.



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



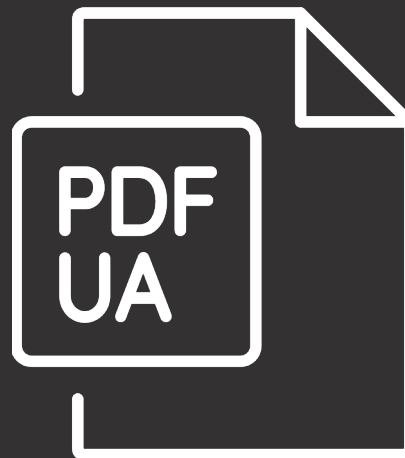
Available resources

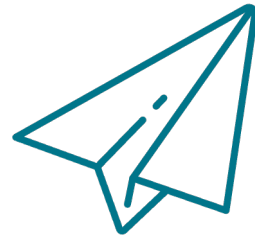
- Take-away resources you can utilize

↓ PDF presentation download



↓ Resource package download





or visit TealCS.com

Thank you!

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