# ACCESSIBLE AND INCLUSIVE CONTENT.

**Communicating with clarity, for our whole community.**

## Tone of voice: open and friendly

Quick check: whatever the topic, does your message show some empathy with the recipient?

- Is it clear and kind?
- How would you feel saying it out loud?
- Have you explained why and what can be done next?
- Have you linked to any relevant support services?

More guidance is coming on compassionate comms! For support in the meantime on revising or writing new comms: **communications@kent.ac.uk**

## Terminology

If you're referring to a neurodivergence, disability, individuals or groups under any protected characteristic, research the current terminology, check with experts and people with lived experience.

## Over-represent the under-represented

Try to use images of diverse ethnicities, ages, body shapes, clothing style, mobility aids.

KENT BRAND GUIDELINES
← SCAN ME

Published March 2023

# Accessible content guide

Simple steps to make digital content more accessible - pin this up in your shared workspace.

## CamelCase

Use CamelCase when you write hashtags, usernames or email addresses so a screen reader can read it.

⊗ **Not:** #unikentwellbeing
⊘ **Instead:** #UniKentWellbeing

## Hyperlinks on emails and webpages

Use embedded hyperlinks. The text should describe what you will get when you click on it.

⊗ **Not:** click here to read the Report
⊘ **Instead:** read the Report

## QR codes

For long links in print materials, it's good practice to use a QR code. Put it in the bottom left if possible.

## Explain acronyms

Write out acronyms in full the first time you use them in each new document/email/webpage.

## Add alt text to images

Alt text is needed for images that convey useful info not available elsewhere in the content.

💡 Alt text should help people imagine a reasonably accurate version of the image if they can't see it.

## Headings

Use bold headings and bullet points in emails, documents and web pages to make it easier to find information.

💡 In Microsoft Word and Outlook, use 'heading styles' to help with screen reader navigation.

## Colour contrast check

Check the contrast of text on its background.

⊗ Poor colour contrast
⊘ Good colour contrast

💡 This is a useful tool: colourcontrast.cc