

Coventry City of Culture Trust Access Guidelines

Marketing and Communications

We are committed to working to ensure that we engage with many Coventry locals and visitors as possible. This includes creating accessible and inclusive design, our language, content creation and communications. We will continue to work with established partners, seek new opportunities to develop and also welcome feedback from those who use our services to carry out this work.

Communications

- Will be uniformed and appropriate language used across the company when talking about accessibility
- All copy will be written with a Flesch-Kincaid score of 8 or more

Website

UserWay's Accessibility Widget is available for use on the website. The widget offers a broad selection of functions that users can mix and match to meet their individual accessibility needs. Each of the functions below can be turned on or off or set at an exact interim value.

It offers

- keyboard navigation
- screen reader
- increase text size
- the ability to stop animations
- tooltips to show alternative text and aria labels
- font conversion
- highlight link
- a large cursor
- a reading guide for users who are visually impaired, cognitively disabled and users with Presbyopia
- Light and Dark Mode to adjust contrast themes
- Colour inversion
- Text spacing

In other communications the following items have been put into place

Text Size and Formatting

- Use Sans Serif fonts e.g. Arial
- Text size for print will be kept to minimum 12pt (14pt being the recommended size)
- Bold text will be used instead of italics



- Large chunks of text in block capitals will be avoided
- Every piece of print will be available digitally in a large print format
- Downloadable documents will be available in Word and PDF format to work with a variety of audio readers

Colour contrasts

- Contrast between coloured backgrounds and overlaid text will be at least 25%
- Avoid the use of Red overlaid on Green for colourblind users

Large Text

Public facing documents will be made available for download in large text format (18pt) or Giant text (24 pt)

Paper

- Gloss paper for print collateral will be avoided

Time-based media

- Captions will be added to pre-recorded audio or visual content created by Coventry City of Culture Trust and its commissioned projects

Live Video

- Where possible, captions, audio description or BSL interpreter will be sourced for live video

Twitter

- Images will be additional and not integral to tweets
- All tweeted hyperlinks will indicate whether it leads to [AUDIO], [PIC], or [VIDEO]
- ALT captions will be included in all tweets with images
- All used #'s will be camelbacked eg. #SuperCharge vs. #supercharge
- Any used #'s will be left until the end of the Tweet

Facebook

- ALT captions will be included in images
- Image descriptions will be included in copy posted to page

Instagram

- ALT captions will be included in images
- Quotes and descriptions will be included in the caption space for all videos posted