Creating Accessible Emails

CUNY SCHOOL OF LABOR AND URBAN STUDIES

E-mails are the most utilized tool for transferring information in an organization, so it is important to make them as accessible as possible.

Color and Contrast

For people with low visibility contrast is important.

Avoid using bright text over white/light backgrounds



> *In the example above there is a “Good” box and a “Bad” box. In the “Good" box, the white text is clearly visible against the dark blue background. In the “Bad" box, the white text is difficult to read against the bright green background.*

Use clear, Hi-Res images

It is important that the information you’re trying to convey is clearly apparent. This is beneficial to everyone regardless of their eyesight.

Place text over solid backgrounds

Sometimes you may be tempted to insert an eye-catching image and place text over it. Although it may be visually appealing, trying to read text over an image with multiple patterns and colors can be difficult. It is best to avoid it altogether.

Add Alt Text for Images

When using images in an email it is best practice to add alternate text. In outlook, right click on the image and select “Edit Alt Text”. Give a brief description of the image, it should not be too lengthy.

If there is important textual information in the image, that information should be replicated in the body of the email. For example, a flyer for a bake sale would include the date, time, and location. That information should also appear in text somewhere in the email.

Composing an Email

Follow these tips to ensure everyone receives the information in the email.

- Easily legible sans-serif font
- Minimum 11pt font size
- Descriptive hyperlink text
- Break up text into paragraphs