

ARCH FOR ALL.

Is your brand accessible?

A quick and easy checklist.

Arch
CREATIVE



01 What it accessibility?

02 The guidelines.

03 Our checklist.

04 Next steps.

01. What is accessibility?

**What does
'accessible'
even mean?!**

Usability

Accessibility.

Making products and services usable by everyone, specifically people with disabilities and additional needs.

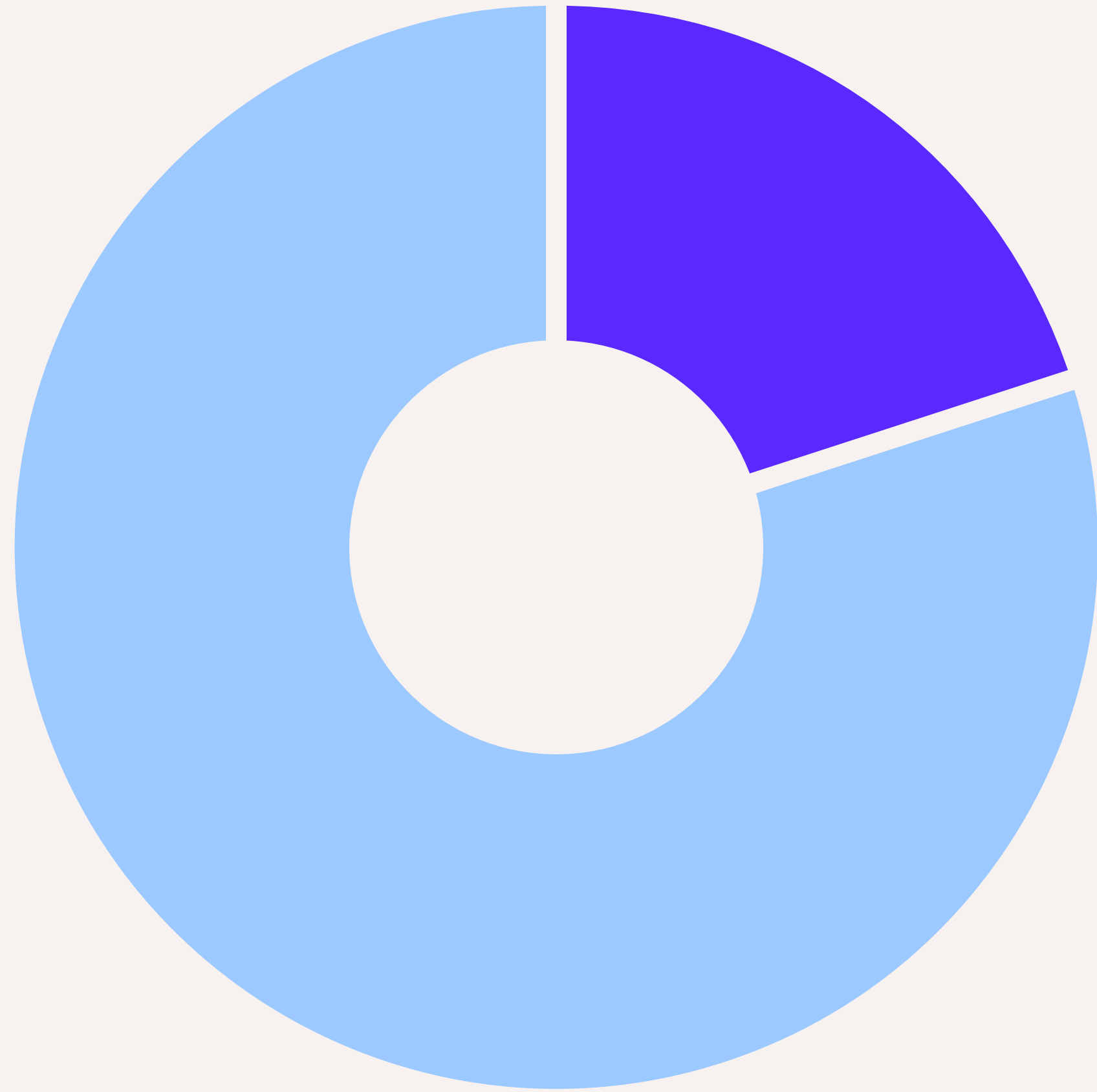
Specific: Removing barriers for people with disabilities.

Usability

Inclusivity.

Ensuring that people of all backgrounds, identities, and experiences feel welcomed, respected, and valued.

Broad: Creating a welcoming environment for everyone.



**At least 1 in 5
people in the UK
have a long term
illness, impairment
or disability.**

Many more have a temporary disability.

scope.org.uk/media/disability-facts-figures

Why does accessibility matter for your brand?

THE KEY QUESTION

Do you want to reach the **1 in 5** people in the UK with a disability?

THREE REASONS TO SAY "YES!"

1

Legally: The UK Equality Act 2010 requires accessibility for disabled customers and the European Accessibility Act 2025 mandates accessibility for products and services.

2

Ethically: Inclusivity is a social responsibility for everyone.

3

Brand values: Inclusivity strengthens reputation and customer loyalty.

02. The guidelines.

**How do we
know what's
accessible?**

The WCAG (Web Content Accessibility Guidelines) are the global standard for accessibility.

[Read about WCAG here →](#)

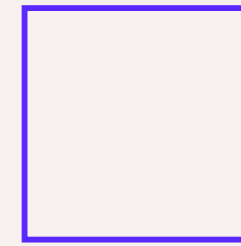
They're incredibly detailed and complex, but don't worry! We've pulled together a **quick and easy checklist** to get you started.

Note: This checklist is not exhaustive, it's just a great first step.

03. Our checklist.

**Look at your
brand and
answer...**

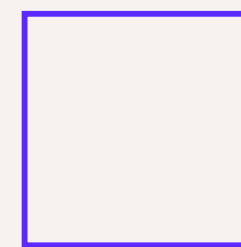
Is your brand visually accessible?



Q1. Do your brand colours meet **minimum contrast ratios** for text and graphics (e.g. dark text on light backgrounds)?

Check with our colour contrast tool:

[Arch's Colour Checker →](#)



Q2. Are your fonts **clear and readable** (e.g. sans-serif, distinct letter forms, minimum 12pt for body text)?



Q3. Is your logo **recognizable** in grayscale and at small sizes?

Is your *messaging* inclusive?

Q4. Do you use plain English and **avoid jargon** in your messaging?

Q5. Do you **avoid relying solely on colour** to convey information (e.g. red/green for errors/success, charts with keys, colour-coding, etc.)?

Q6. Do you **avoid relying on images** alone to convey meaning (e.g. icons without accompanying text)?

Q7. Does your imagery represent **diverse audiences**?

Are your *touch points* usable by all?

Q8. Does your website **follow proper text structure** (e.g. H1, H2, H3 headings)?

Q9. Is your website/app **keyboard-navigable** and **screen-reader friendly**?

Q10. Are your **images, social media posts and videos** accessible (e.g. alt text for images, captions for videos)?

Q11. Are your digital documents (e.g. PDFs, presentations) **structured and checked** for accessibility?

04. Next steps.

If you answered **'no' to any of these questions**, your brand may not be fully accessible.

Let's fix that.

Get in touch and let us help you make your brand inclusive for all.



hello@archcreative.co.uk

archcreative.co.uk