Creating Accessible Emails

Microsoft Outlook

Table 1: Accessible Email Checklist

| # | Checklist Item | Status |
| --- | --- | --- |
| 1 | **Format:** * Use HTML format as the default for all email messages.
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| 2 | **Subject:** * Use a brief, meaningful subject.
* Avoid unfamiliar abbreviations.
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| 3 | **Text:** * Use a sans-serif typeface such as Helvetica, Arial, or Tahoma.
* Use at least 12-point font size (best practice).
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| 4 | **Color:** * Ensure sufficient text to background contrast; use a contrast ratio of 4.5:1 for standard text and 3:1 for large text.
* Avoid stationary with shaded backgrounds that decrease contrast.
* Ensure that color is **not** the only means of conveying information.
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| 5 | **Heading Structure:** * For long emails, use semantic headings.
* Ensure that headings appear in a logical, hierarchical order.
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| 6 | **Hyperlinks:** * Create meaningful display text for all hyperlinks.
* Avoid using the full URL (best practice).
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| 7 | **Lists:** * Create bulleted or numbered lists using built-in tools.
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| 8 | **Images:** * Add descriptive alternative text (“alt text”) to all meaningful images. Use alt=”” for decorative images.
* Position images in-line with text.
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| 9 | **Signature:** * Follow text guidelines for signatures.
* If handwriting script is used, also include name in sans-serif text.
* Avoid using v-cards and signature image.
* Ensure images (e.g. logos) have alt text.
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| 10 | **Attachments:** * Ensure that all attached documents are accessible.
* If an image file is attached, include a text alternative for the image in the body of the email and ensure that the image has a descriptive filename.
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