



## QUICK REFERENCE GUIDE **ADA ACCESSIBILITY** FOR DIGITAL MATERIALS

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Office of Marketing & Communications, Texas A&M University-Kingsville®  
Updated February 2024

The information within this guide is subject to change and will increase in scope as the university brand is developed and documented.

### **UNAUTHORIZED USE OF UNIVERSITY NAME**

The use of the name or likeness of the university must be approved in writing by the Texas A&M-Kingsville Office of Marketing and Communications. Unauthorized use constitutes misrepresentation of the university and may equate to fraud.



**TEXAS A&M**  
UNIVERSITY  
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# MARKETING & COMMUNICATIONS

## ADA ACCESSIBILITY



The Texas A&M University System is finalizing a social media policy that is inclusive of ADA accessibility guidelines. The office of Marketing and Communications is responsible for ensuring that any content we share through our flagship channels is accessible and compliant with system policies. This would impact materials posted on social media, the university website and distributed to campus via email.

### Tips on designing materials. Keep it simple.

- Use one or two fonts max.
- **Make sure the font is legible.** The majority of your followers are using a small screen to view your content. (Using decorative, custom or cursive fonts may not meet accessibility standards.
- Avoid using multiple effects or outlines on fonts. **See Examples below.**

### EXAMPLES:

X *Javelina Nation* (Decorative, cursive)

X JAVELINA NATION (Custom)

X JAVELINA NATION (Outlines, effects)

- Do not use graphics/photos that are faded or embedded into the background (WATERMARKS). Assistive technology is unable to read these materials properly.



# MARKETING & COMMUNICATIONS

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## ADA ACCESSIBILITY



### Tips on designing materials. Keep it simple. (cont.)

- Make sure there is enough contrast between font color and background color.  
See Examples below:

Good		Good		Good	
Bad		Bad		Bad	
Good		Good		Good	
Bad		Bad		Bad	
Good		Good		Good	
Bad		Bad		Bad	

### Poor contrast

Javelina Nation

Javelina Nation

### Good contrast



Visit <https://webaim.org/resources/contrastchecker/>  
to check your materials.

# MARKETING & COMMUNICATIONS

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## ADA ACCESSIBILITY



**Texas state agencies and institutions of higher education must create accessible electronic content. It is legally required.**

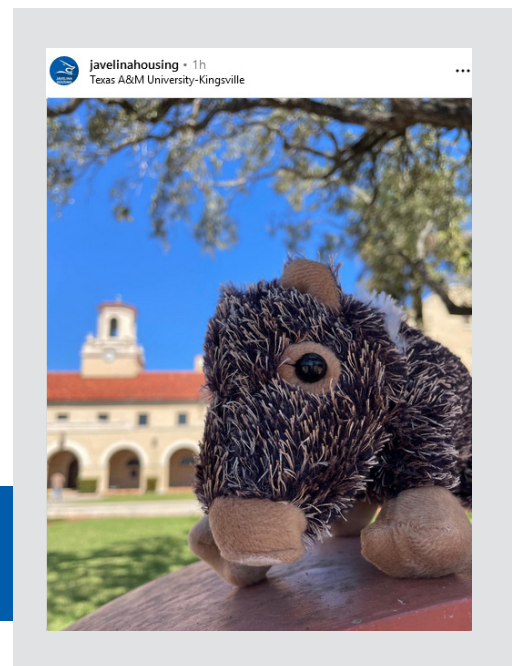
## E-mail

- Follow tips on designing materials.
- Provide a word doc with the text from materials. This will meet ADA requirements and accompany any designed materials.

## Social Media

- Follow tips on designing materials.
- Provide alt text/image descriptions
  - 1) Brief, but informative
  - 2) Provide context - think about how the image contributes to the message you're posting.
  - 3) Don't be redundant.
  - 4) How would you describe the image over the phone?
- The less text on a graphic for social media, the better!
- Share the majority of information in the the post itself.

**QUICK TIP: Keep it simple.  
Use a photo!**



### Alt text sample:

Stuffed javelina plush on sign with College Hall building in the background

## Website

- Follow tips on designing materials.
- Assistive technology is unable to read JPGs. When posting materials on your web page, the text must be on the web page as well.



**Adobe Acrobat Pro** has an accessibility checker that you may use prior to uploading PDFs. Visit <https://helpx.adobe.com/acrobat/using/create-verify-pdf-accessibility.html> for step by step instructions.

**If you do not have Adobe Acrobat Pro, please send materials to [graphicdesign@tamuk.edu](mailto:graphicdesign@tamuk.edu) to be reviewed by the Office of Marketing and Communications team.**

# MARKETING & COMMUNICATIONS

## ADA ACCESSIBILITY



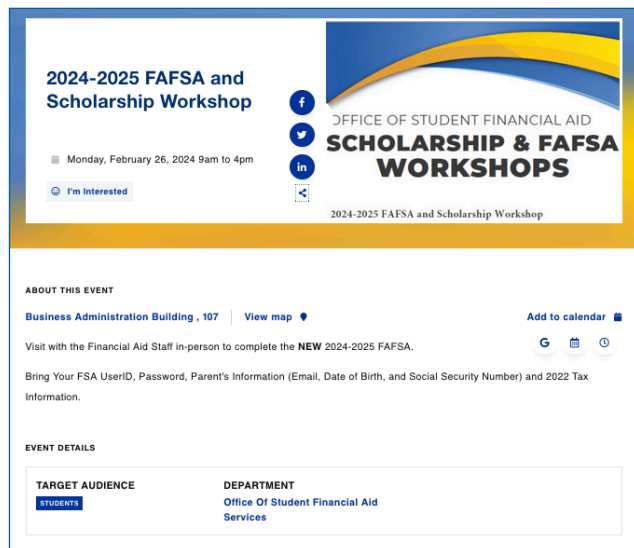
## Print

Follow tips on designing materials. Fonts need to be legible and keep in mind that your color scheme may impact users who have color blindness.

## Compliance

The Office of Marketing and Communications reviews materials for ADA compliance before being sent out via Social Media and E-mail. Materials that are not in compliance will be held until corrected.

## University Calendar



<< QUICK TIP: Image size for calendar is 740 x 557 pixels.

Another helpful resource to promote your event is the University Calendar.

You can generate a link to post on social media or embed on your web page. This is an effective tool that meets accessibility requirements.

Visit <https://calendar.tamuk.edu/> to begin. Or contact the Office of Marketing and Communications for assistance.

## Resources

[TAMUK PDF Accessibility](#)



[Accessible Social](#)



[The Texas Department of Information Resources Social Media Resource Guide](#)



[TEXAS A&M - Social Media Accessibility Video](#)



All materials are subject to review by the Office of Marketing and Communications.  
**Send questions or materials for review to [graphicdesign@tamuk.edu](mailto:graphicdesign@tamuk.edu)**