

Accessibility Does Not Limit Creativity





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Accessibility in Design ensures that **all people**, especially those with disabilities, can **perceive, understand, navigate, and interact** with design.

These Disabilities can present as



- Visual (low vision, color blindness)
- Auditory (hearing loss)
- Cognitive (dyslexia, ADHD)
- Motor

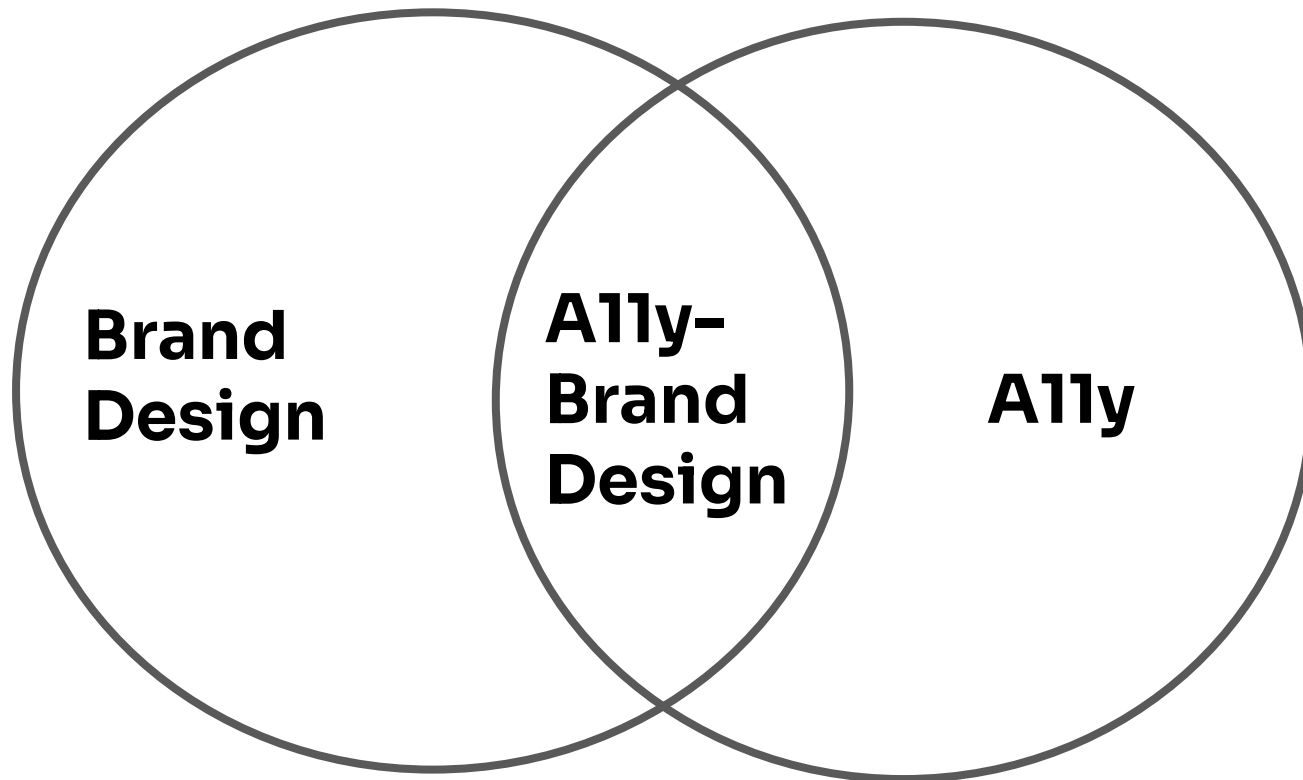


Brand Design is a visual and sensory system that communicates who a brand is and what they represent

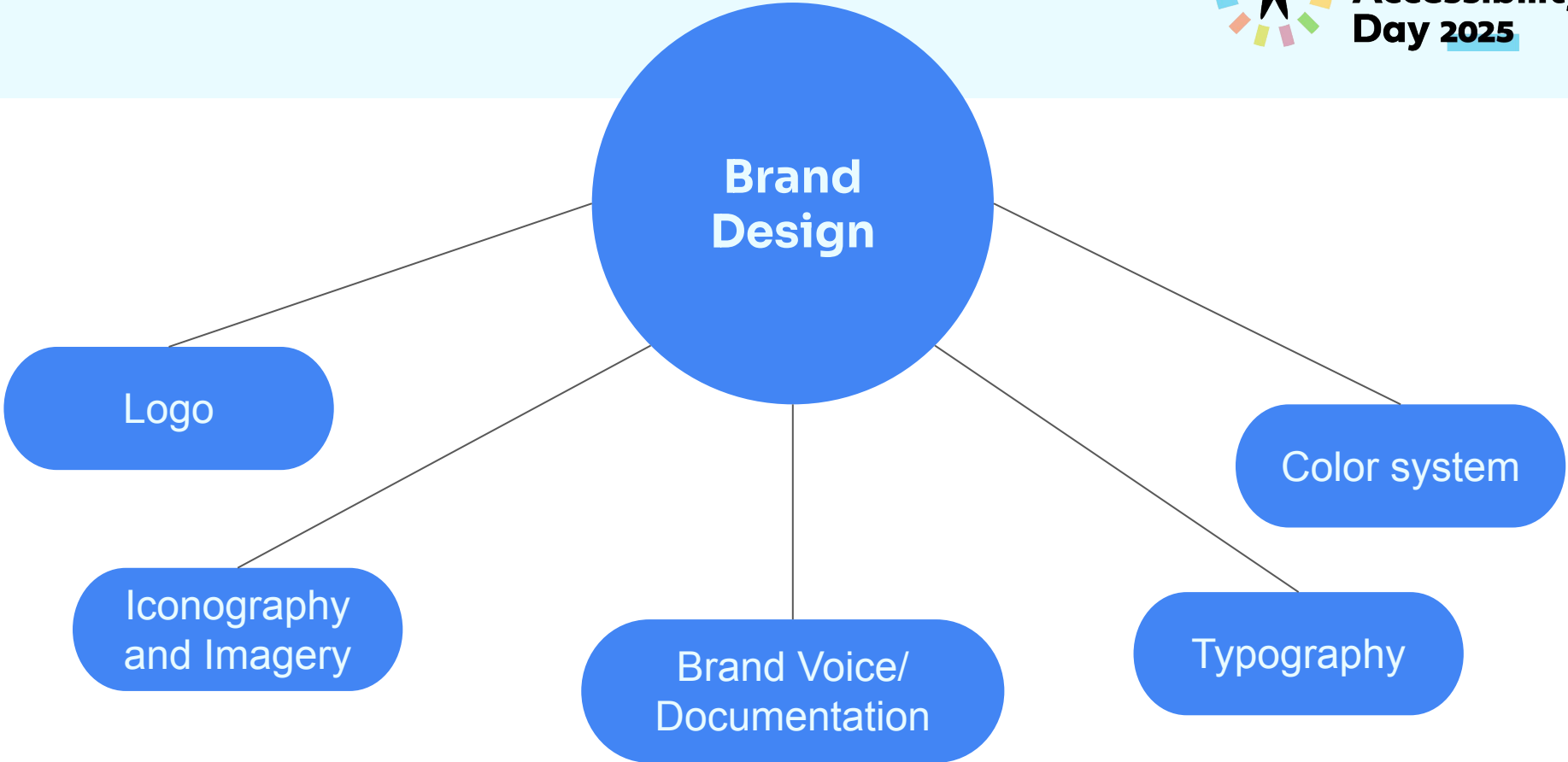
Brand design gives a brand its *voice and personality*. Accessibility ensures that voice is **heard, understood and used by everyone**



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A brand is experienced visually through **colors, logos, fonts, imagery** and **layouts**



A11y Brand = A11y Brand Assets



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What will we learn?

How to spot A11y issues

Effect of these issues on people with disabilities

How to fix the A11y issues

Challenges Brand Designers Encounter

How brands and Users benefit from of

ACCESSIBILITY IN TYPOGRAPHY



FONT [CREATION + USAGE]



WEIGHT, STYLE, SIZE



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**Avoid decorative fonts for body, Instead
Choose legible typefaces with open
letterforms**

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Information shown <i>only</i> through color (e.g., links are just “blue” text with no underline	Differentiate links with more than color (underline or bold). Use headings, bullet points, and spacing for easier scanning



Allly Issues on Typography(Bad Kerning)

Furnace
Furnace

Kernel
Kernel

Kernel
Furnace

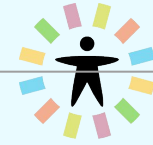
ACCESSIBILITY IN ICONOGRAPHY/IMAGERY



**FAMILIARITY TO
USERS**

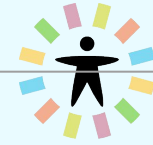
ADAPTATION like texture for
PHYSICAL ICONS E.g Traffic sign
posts,

DIVERSITY AND INCLUSION - PWDS,
FOREIGNERS, NEXT BILLION USERS NBU



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Icons without labels that leave interpretation up to the user.	



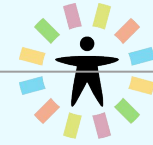
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Absence of disability-inclusive accessible icons , illustrations and pictures in visual displays	

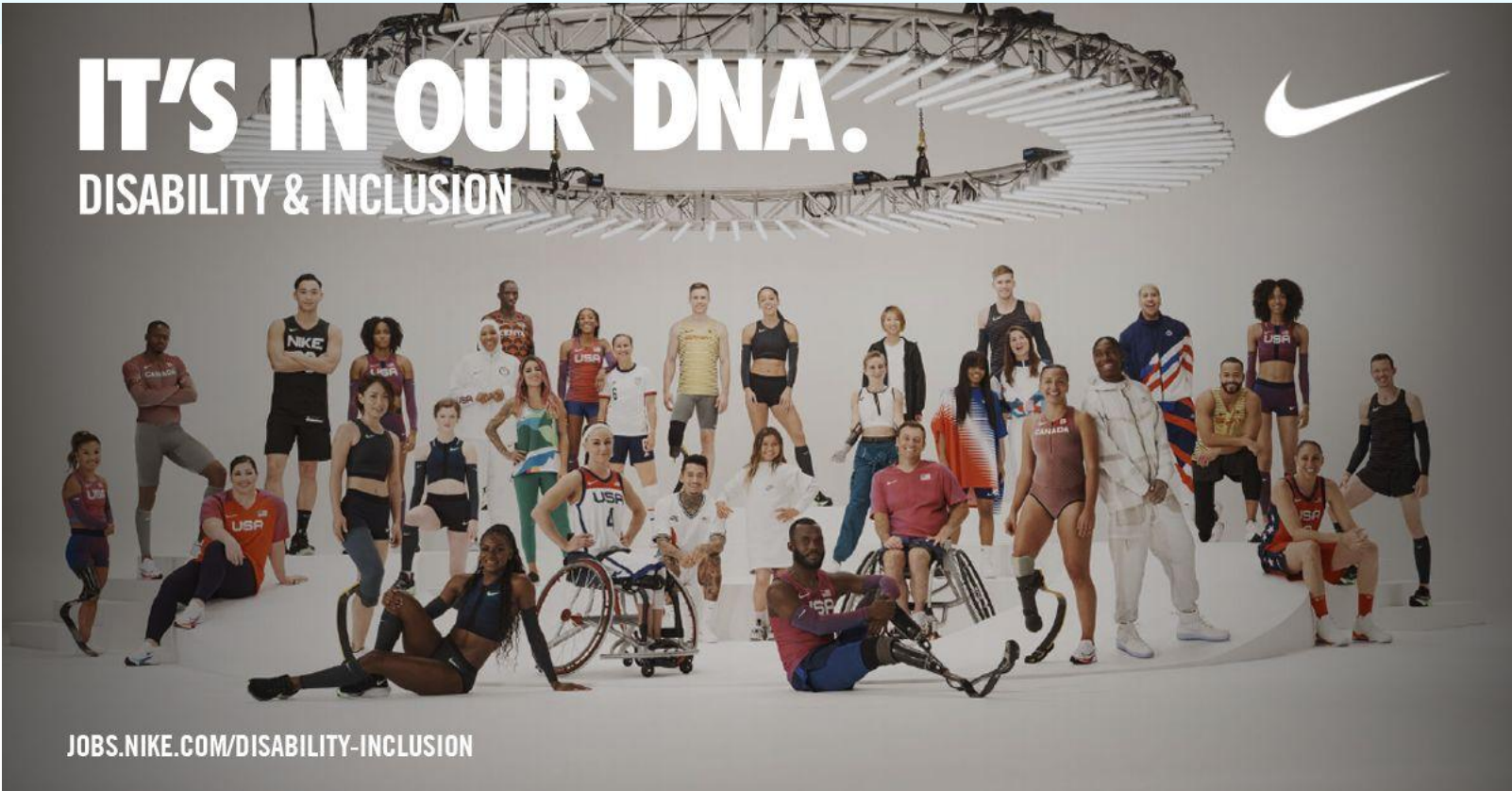
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Absence of disability-inclusive accessible icons , illustrations and pictures in visual displays	Add accessible icons, illustrations and disability-inclusive photos in brand styles



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IT'S IN OUR DNA.

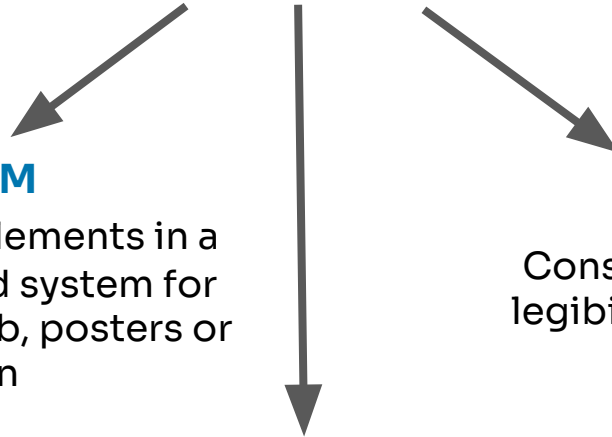
DISABILITY & INCLUSION



[JOBS.NIKE.COM/DISABILITY-INCLUSION](https://jobs.nike.com/disability-inclusion)



ACCESSIBILITY IN LAYOUT



GRID SYSTEM

Proper alignment of elements in a design and proper grid system for varying formats like web, posters or presentation

SPACING

Consistent spacing to improve clarity, legibility, and overall polish of a design.

HIERARCHY FLOW

[Uses size, weight, position, and color to ensure how content is prioritized and emphasized]



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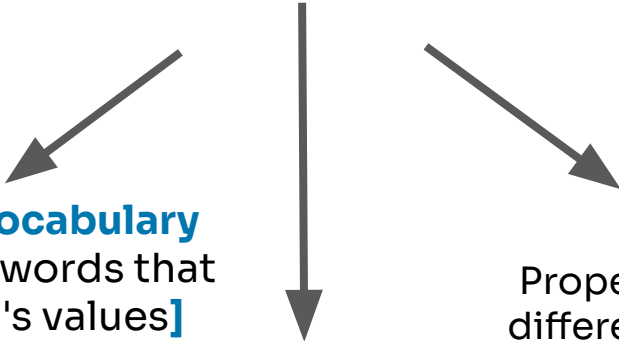
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Navigation that breaks for keyboard or screen reader users

Keep navigation consistent and predictable. Structure with semantic HTML so assistive tech follows the right reading flow. Ensure layouts are responsive, zoom-friendly, and keyboard accessible.

ACCESSIBILITY BRAND VOICE and LOGO



Language style and Vocabulary
[Familiar phrases and words that communicate a brand's values]

Tone
Proper flexibility across different situations whether formal, informal or playful

Adaptation(to different platforms E.g apps, print, social media, videos, documents)

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Lack of accessible documentation (e.g. inaccessible brand usage guidelines).

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Use plain, simple, inclusive language in brand communications.

Provide accessible files (PDF/HTML with proper tagging).



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ACCESSIBILITY IN COLOR SYSTEM



Usage

[Primary + Secondary + Theme]



Implementation

[Digital + Print + UI components]



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Relying on color alone to for hierarchy or emphasis

Build accessible variations (e.g., high-contrast versions) into your color system

Good Color Contrast



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Bad Color Contrast



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Effects of Inaccessible brand on Users with Disabilities

- Exclusion from Information and inability to participate
- Cognitive overload and Confusion.
- Frustration, Loss of Trust and interest in patronage- It screams this brand is not for you
- Difficulty in accessing important information that can cause serious accidents

Challenges a Brand Designer Encounters when designing for accessibility

- ignorance of brands and absence of awareness
- Lack of Financial Support
- Limited time provided
- Blinding Aesthetic
- Poor A11y Education

Benefits of accessibility

- Wider Reach and Market Growth - over 1 billion people with disabilities and global market worth over \$13 trillion annually
- Stronger Brand Trust and Reputation
- Better Usability for Everyone
- Reduced Legal and Compliance Risks -Meets accessibility laws and standards and Prevent lawsuits, fines, and negative PR.
- Builds long-term customer loyalty and advocacy.

WHAT DID WE LEARN?

- A11Y BRAND = Everyone(+ People with disabilities) can perceive and understand what your brand represents and use the information efficiently
- A11Y BRAND = A11Y [Typographic + Brand Voice + Color + Iconography/Imagery + Layout]
- How to Spot and Fix some A11Y issues
- Effects of inaccessible brand on users with disabilities
- How Accessibility benefits the brand

THANK YOU!



let us connect :)

