a quick guide to
Cognitive Accessibility

Cognitive accessibility refers to accessibility practices that are inclusive of developmental, intellectual, and learning disabilities and the challenges they present in accessing and contributing to the web.

Text

- Short paragraphs and sentences.
- Bold key terms.
- Avoid underlining, italics and block capitals.
- Plain, evenly-spaced, sans-serif font; 12-14 pt.
- Use left-justified text.
- Give instructions clearly.
- Be concise, use active voice.
- Avoid abbreviations or provide a glossary.
- Color should not convey content or emphasis.
- Structure text with headings; larger font in bold, lower case.
- Summarize information in the first sentence of document.
- Use bullet points, numbering, boxes and borders for emphasis.
- Do not use colloquialisms, idioms, jargon or other non-literal text.
- Avoid starting a sentence at the end of a line.

Media

- Images should clearly represent text.
- Use alternative text.
- Support the disabling of images.
- Moving text, video and sound should be played by choice, not automatically and should have a text alternative.

Design

- Clear, well-structured, minimalist navigation.
- Use white space for separation.
- Dark text on light background (not pure white).
- Avoid narrow columns.
- Be consistent in style and navigation.
- Use large, high-contrast buttons.
- Distraction-free layout.
- Illustrate information in more than one format.
- If user-generated response is required, provide an example.
- Do not split information relevant to one topic into more than one page.
- Allow users to choose font style, size, color and background color.
- Rapid, direct and robust feedback for errors or queries; include audio indicator.