✳ BRAND ACCESSIBILITY CHECKLIST

Brand consistency is key to engaging your audience and driving revenue. Consistent brand use can increase revenue by 10-20%. Yet, many organizations invest heavily in brand strategy and visual guidelines without adequately preparing for digital spaces. Use this checklist to gauge how prepared your brand visuals are for the web.

COLORS

- ☐ Check for WCAG 2 compliance on your website
- ☐ Audit home page for color contrast issues (aim for at least 4.5:1 for normal text)
- ☐ Identify and address any 'vibrating' color combinations
- ☐ Consider color blindness accessibility in your palette

TYPOGRAPHY

- ☐ Choose web-safe fonts that display correctly across devices
- ☐ Verify licensing requirements for selected fonts
- ☐ Assess font readability and consider speed of readability

GRAPHICS

- ☐ Ensure graphics are scalable for responsive layouts
- ☐ Optimize image file sizes for faster loading without sacrificing quality
- ☐ Use vector formats for logos and graphics to maintain clarity at any size
- ☐ Avoid embedding important text in rasterized images

We hope you're feeling super confident about your brand after going through this simple checklist. But if you're not, don't stress! We'd love to talk about how to optimize your visual branding on your website for accessibility and engagement.

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