






# Accessibility Across Generations:

## A GUIDE TO INCLUSIVE FONT DESIGN

Accessibility boosts inclusivity for diverse audiences and can increase brand loyalty. Companies benefit from considering accessibility in design.

Best Practices	Accessible Font Design
<b>Simple Typeface &amp; Distinct Letters</b> 	Avoid ornate typefaces so that letters are clear and distinct.
<b>Familiar, Common Font</b> 	Choose a widely available or “mainstream” font that works on both PC and Mac.
<b>Large Size</b> 	Use a minimum 12 point (16 pixels) for body text. Footers should be a minimum of 9 point (12 pixels).
<b>Ample Spacing</b> 	Scanning long lines of text is taxing. Consistent spacing of letters, words, and line height ensures easier readability.
<b>High Contrast &amp; Color</b> 	Use color palettes thoughtfully. A high contrast ratio makes your design more accessible.

Ready to incorporate more accessibility into your brand and reach a larger, multigenerational audience? Tell us about your project!