



# Middlesex County Content Style and Design Guide



Request Accessible Format and/or Communication Supports

## Table of Contents

Introduction .....	3
Purpose .....	3
Scope .....	3
Application .....	3
Accessible Fonts .....	4
Font Colour Options - Corporate .....	6
Font Colour Options - Economic Development and Tourism .....	9
Font Colour Options - Middlesex County Library .....	11
Font Colour Options - Middlesex-London Paramedic Service .....	12
Headings .....	13
Content Structure .....	17
Check Colour Contrast .....	18
Accessible Web Content .....	20
Content Readability .....	22
Specialized Content .....	22
Screen Size .....	22
Content Style and Formatting .....	23
Images .....	26
Videos .....	29
Using Accessibility Checkers .....	29
Microsoft Accessibility Checker .....	29
Adobe Accessibility Checker .....	30
Accessible Templates .....	32
Resources .....	32

## **Introduction**

The Content Style and Design Guide is focused on outlining rules when creating web content that is posted online and is intended to be easily found, understood, and accessed by the public. The rules are based on writing principles and techniques that are aimed at making content more accessible, clearer, and that consider the needs of people with disabilities.

## **Purpose**

This guide was created to provide information on accessibility and design rules that must be applied to all County correspondence, documents, and media. The guide outlines information relating to:

- The creation of accessible document templates
- How to use the accessibility checker in Microsoft and Adobe
- Style guidelines for documents
- Colour contrast requirements
- Accessible language and formatting
- Image and video accessibility
- Language and content readability

## **Scope**

This Style and Design Guide is intended to be applied to all documents created by the County of Middlesex, including the Economic Development and Tourism Department, the Middlesex County Library and the Middlesex-London Paramedic Service that are made available to the public.

## **Application**

The documents that this guide applies to includes, but is not limited to, the following:

- Reports to Council
- Minutes
- Agendas
- Policies
- Procedures
- Terms of Reference
- Plans
- Guides
- Social Media Posts (images and posts)

Note: Accessible templates have been created for various types of documents including Council Reports. These templates have been circulated to staff and meet the requirements of these design guidelines. See page 32 for a complete list of Accessible Templates.

While the *Integrated Accessibility Standards Regulation* (IASR) accessibility requirements applies to documents created after January 1, 2012, this guide applies to all publicly posted documents created by the County. Internal documents should be made accessible and adhere to this guide, but it is not a requirement under the IASR.

### **Documents for Print Only**

Although the IASR requirements do not apply to print documents, it is important to maintain consistency and uniformity for all documents produced by the County.

Not required for print documents:

- Font type
- Font format
- Headings
- Web content rules

Required for print documents:

- Font and background colour
- Colour contrast
- Content style
- Language
- Font size

Consider the Clear Print Accessibility Guidelines created by Canadian National Institute of the Blind when creating print materials (brochures, posters, booklets, pamphlets etc.)

### **Accessible Fonts**

Not all fonts are designed with accessibility in mind. Fonts should be simple, unembellished and clear. Inaccessible fonts may:

- Impact the readability score and make the content harder to read
- Make it difficult to distinguish between the shapes of each letter or character
- Slow the reader down
- Effect the appearance of the font making it harder to identify letters or cause overlapping letters or characters
- Are used for decorative purposes that do not prioritize accessibility or readability
- Mimics handwriting or cursive style writing

Most information circulated by the County is communicated through text, which is why it is important that it is in an accessible font so all members of the community can access it.

It is not just people with visual disabilities that struggle with certain font types, people with learning disabilities can face barriers when inaccessible fonts are used.

## Accessible Font Types

The following fonts may be used for body paragraphs:

- Arial
- Calibri (Body)
- Inter

The following fonts may be used for headings:

- Arial Narrow
- Calibri Light
- Inter

The following font is used on the corporate website, the Economic Development and Tourism websites and the Middlesex-London Paramedic Service website:

- Inter

The following font is used on the Middlesex County Library website:

- Arial

Fonts used in any documents produced by the County should adhere to the above list of font types. However, other fonts may be used when creating graphics for the website and social media, provided the font is accessible and the overall look and feel of the corporate branding is maintained. See font colour options below.

## Font Size and Format

- All text should be in 12pt font or higher
- Fonts should remain consistent throughout the document
- Do not to use more than 3 fonts and 3 font colours per document

When documents contain fonts that are not accessible, it can create barriers for people with disabilities, and can impact the documents readability and it can make it harder to understand.

Fonts that do not adhere to the list above may also not be recognized across all platforms (Word, Adobe InDesign, WordPress, PowerPoint, Canva, Adobe PDF) which means that when converting a document into accessible format, the platform may flag it as inaccessible.

Fonts may be **bolded**, and while you can use underlines or *italics*, this may not always be accessible to everyone. Try to emphasize the content in another manner.

## Add a Font to Microsoft and Adobe

**Step 1:** open the following [Microsoft Add a Font](#) and follow the instructions to install a font to Microsoft






**Step 2:** open the following [How to Install Fonts on Mac and Windows -Adobe](#) and follow the instructions to install a font to Adobe



### Installing Inter

To install **Inter** download the font from the following [Inter -Google Fonts](#) and follow the instructions set out above to add the font to either Microsoft or Adobe

Note: if Inter is not installed in Adobe it may not convert properly. Try converting it a second time to see if it works, if not follow the steps to install Inter for all platforms.

### Font Colour Options - Corporate

Font Colour, RGB, HEX #	Background and Size	Associated Colours
 <b>Oxford Blue</b> R: 1 G: 18 B: 51 HEX: #011233	It can be used in 12pt font or higher on a white background	#ebf1ff #d7e4fe #afc9fe #88affd #5f93fd #3878fb #125cfa #0f4cdc #04318c #022264
 <b>Royal Blue</b> R: 0 G: 9 B: 165 HEX: #005b9c	It can be used in 12pt font or higher on a white background	#daebfb #b6D7f6 #91c2f2 #6db0ee #489cea #01e083 #01b86a #008f53 #007344 #003D24
 <b>Forest Green</b> R: 40 G: 153 B: 73 HEX: #289949	It can be used in 12pt font or higher on a black background, and 14pt font or higher on a white background, but will not pass WCAG 2.0 Level AAA for normal text	#EDFAF0 #beefcc #9de7b3 #7cde9a #5cd681 #2eb355 #259245 #1d7236 #145227 #0c3117
 <b>Old Gold</b> R: 229 G: 201 B: 58 HEX: #e5c93a	It can be used in 12pt font or higher on a black background	#fdf5d8 #f9e69f #f7de78 #f4cf3d #e8c00c #dea916 #cc8c0d #b3730b #a6600a #8c5a09
 <b>Royal Purple</b> R: 80 G: 51 B: 116 HEX: #503374	It can be used in 12pt font or higher on a white background	#f6f2fD #ddd7e5 #c3b7d4 #b099cf #9b78c9 #8957ca #724aa7 #603f8c #4b316d #2f1e45

Font Colour, RGB, HEX #	Background and Size	Associated Colours
 <b>Slate Blue</b> R: 81 G: 120 B: 163 HEX: #5178a3	It can be used in 12pt font or higher on a white background, but will not pass WCAG 2.0 Level AAA for normal text	#f3f8fd #e9eaeb #d5dbe2 #bdccdc #a4bdd9 #84abd6 #659bd6 #5986b8 #47698f #37516e
 <b>Cool Grey</b> R: 138 G: 145 B: 153 HEX: #8a9199	It can be used in 12pt font or higher on a black background, and 14pt font or higher on a white background, but will not pass WCAG 2.0 Level AAA for normal text	#e6f0fa #d5e1ed #c3d1de #aec2d9 #99abbf #7d98b3 #6b8299 #596c80 #506173 #36414d

**Note: the font colours can be used on different background colours, use the Contrast Checker to ensure the colours selected meets the WCAG 2.0 Level AA requirements.**

### Heading Font Colour Options



#### Blue

R: 4 G: 49 B: 140  
HEX: #04318c



#### Dark Green

R: 20 G: 82 B: 39  
HEX: #145227



#### Dark Purple

R: 75 G: 49 B: 109  
HEX: #4b316d













#### Dark Grey











R: 80 G: 97 B: 115  
HEX: #506173

## Other Associated Colours -Corporate











### Oxford Blue

 #ebf1ff R: 235 G: 241 B: 255	 #d7e4fe R: 215 G: 228 B: 254	 #afc9fe R: 175 G: 201 B: 254	 #88affd R: 136 G: 175 B: 253	 #5f93fd R: 95 G: 147 B: 253
 #3878fb R: 50 G: 120 B: 251	 #125cfa R: 18 G: 92 B: 250	 #0f4cdc R: 15 G: 76 B: 220	 #04318c R: 4 G: 49 B: 140	 #022264 R: 2 G: 34 B: 100











### Royal Blue

 #daeafb R: 218 G: 235 B: 251	 #b6D7f6 R: 182 G: 215 B: 246	 #91c2f2 R: 145 G: 194 B: 242	 #6db0ee R: 109 G: 176 B: 238	 #489cea R: 72 G: 156 B: 234
 #2488e5 R: 36 G: 136 B: 229	 #1873c9 R: 24 G: 115 B: 201	 #0f4980 R: 15 G: 73 B: 128	 #0c335b R: 12 G: 51 B: 91	 #061f37 R: 6 G: 31 B: 55











### Forest Green

 #edfaf0 R: 237 G: 250 B: 240	 #beefcc R: 190 G: 234 B: 204	 #9de7b3 R: 157 G: 231 B: 179	 #7cde9a R: 124 G: 222 B: 154	 #5cd681 R: 92 G: 214 B: 129
 #2eb355 R: 46 G: 179 B: 85	 #259245 R: 37 G: 146 B: 69	 #1d7236 R: 29 G: 114 B: 54	 #145227 R: 20 G: 82 B: 39	 #0c3117 R: 12 G: 49 B: 23











### Old Gold

 #fdf5d8 R: 253 G: 245 B: 216	 #f9e69f R: 249 G: 230 B: 159	 #f7de78 R: 247 G: 222 B: 120	 #f4cf3d R: 244 G: 207 B: 61	 #e8c00c R: 232 G: 192 B: 12
 #dea916 R: 222 G: 169 B: 22	 #cc8c0d R: 204 G: 130 B: 13	 #b3730b R: 179 G: 115 B: 11	 #a6600a R: 166 G: 96 B: 10	 #8c5a09 R: 140 G: 90 B: 9











### Royal Purple

 #f6f2fD R: 246 G: 242 B: 253	 #ddd7e5 R: 221 G: 215 B: 229	 #c3b7d4 R: 195 G: 183 B: 212	 #b099cf R: 176 G: 153 B: 207	 #9b78c9 R: 155 G: 120 B: 201
 #8957ca R: 137 G: 87 B: 202	 #724aa7 R: 114 G: 74 B: 167	 #603f8c R: 96 G: 63 B: 140	 #4b316d R: 75 G: 49 B: 109	 #2f1e45 R: 47 G: 30 B: 69

### Slate Blue








 #f3f8fd R: 243 G: 248 B: 253	 #e9eaeb R: 233 G: 234 B: 235	 #d5dbe2 R: 213 G: 219 B: 226	 #bdccdc R: 189 G: 204 B: 220	 #a4bdd9 R: 164 G: 189 B: 217
 #84abd6 R: 132 G: 171 B: 214	 #659bd6 R: 101 G: 155 B: 214	 #5986b8 R: 89 G: 134 B: 184	 #47698f R: 71 G: 105 B: 143	 #37516e R: 55 G: 81 B: 110


### Cool Grey

 #e6f0fa R: 230 G: 240 B: 250	 #d5e1ed R: 213 G: 225 B: 237	 #c3d1de R: 195 G: 209 B: 222	 #aec2d9 R: 174 G: 194 B: 217	 #99abfb R: 153 G: 171 B: 191
 #7d98b3 R: 125 G: 152 B: 179	 #6b8299 R: 107 G: 130 B: 153	 #596c80 R: 89 G: 108 B: 128	 #506173 R: 80 G: 97 B: 115	 #36414d R: 54 G: 65 B: 77













## Font Colour Options - Economic Development and Tourism

Font Colour, RGB, HEX #	Background and Size	Associated Colours
 <b>Oxford Blue</b> R: 1 G: 18 B: 51 HEX: #011233	It can be used in 12pt font or higher on a white background	#ebf1ff #d7e4fe #afc9fe #88affd #5f93fd #3878fb #125cfa #0f4cdc #04318c #022264
 <b>Royal Blue</b> R: 0 G: 9 B: 165 HEX: #005b9c	It can be used in 12pt font or higher on a white background	#daebfb #b6D7f6 #91c2f2 #6db0ee #489cea #01e083 #01b86a #008f53 #007344 #003D24
 <b>Forest Green</b> R: 40 G: 153 B: 73 HEX: #289949	It can be used in 12pt font or higher on a black background, and 14pt font or higher on a white background, but will not pass WCAG 2.0 Level AAA for normal text	#EDFAF0 #beefcc #9de7b3 #7cde9a #5cd681 #2eb355 #259245 #1d7236 #145227 #0c3117
 <b>Old Gold</b> R: 229 G: 201 B: 58 HEX: #e5c93a	It can be used in 12pt font or higher on a black background	#fdf5d8 #f9e69f #f7de78 #f4cf3d #e8c00c #dea916 #cc8c0d #b3730b #a6600a #8c5a09
 <b>Blood Orange</b> R: 241 G: 81 B: 37 HEX: #f15025	It can be used in 14pt font or higher on a white background but does not pass WCAG 2.0 Level AAA, or 12pt font or higher on a black background	HEX TBD
 <b>Cerulean Blue</b> R: 40 G: 181 B: 220 HEX: #28b5dc	It can be used in 12pt font or higher on a black background	#cacecf6 #a7e1f1 #83d6eb #61c9e5 #3dbde0 #22acd3 #1d90af #17738c #105769 #0a3946
 <b>Vivid Burgundy</b> R: 158 G: 6 B: 50 HEX: #9e0632	It can be used in 12pt font or higher on a white background	#ffebf1 #ffd6e3 #ffacc7 #fe85ab #fe5c8f #ff3373 #df0b47 #b8073a #7a0328 #520219











Font Colour, RGB, HEX #	Background and Size	Associated Colours
 <b>Cool Grey</b> R: 138 G: 145 B: 153 HEX: #8a9199	It can be used in 12pt font or higher on a black background, and 14pt font or higher on a white background, but will not pass WCAG 2.0 Level AAA for normal text	#e6f0fa #d5e1ed #c3d1de #aec2d9 #99abbf #7d98b3 #6b8299 #596c80 #506173 #36414d

## Other Associated Colours -Economic Development and Tourism











### Oxford Blue

 #ebf1ff R: 235 G: 241 B: 255	 #d7e4fe R: 215 G: 228 B: 254	 #afc9fe R: 175 G: 201 B: 254	 #88affd R: 136 G: 175 B: 253	 #5f93fd R: 95 G: 147 B: 253
 #3878fb R: 50 G: 120 B: 251	 #125cfa R: 18 G: 92 B: 250	 #0f4cdc R: 15 G: 76 B: 220	 #04318c R: 4 G: 49 B: 140	 #022264 R: 2 G: 34 B: 100











### Royal Blue

 #daebfb R: 218 G: 235 B: 251	 #b6D7f6 R: 182 G: 215 B: 246	 #91c2f2 R: 145 G: 194 B: 242	 #6db0ee R: 109 G: 176 B: 238	 #489cea R: 72 G: 156 B: 234
 #2488e5 R: 36 G: 136 B: 229	 #1873c9 R: 24 G: 115 B: 201	 #0f4980 R: 15 G: 73 B: 128	 #0c335b R: 12 G: 51 B: 91	 #061f37 R: 6 G: 31 B: 55











### Forest Green

 #edfaf0 R: 237 G: 250 B: 240	 #beefcc R: 190 G: 234 B: 204	 #9de7b3 R: 157 G: 231 B: 179	 #7cde9a R: 124 G: 222 B: 154	 #5cd681 R: 92 G: 214 B: 129
 #2eb355 R: 46 G: 179 B: 85	 #259245 R: 37 G: 146 B: 69	 #1d7236 R: 29 G: 114 B: 54	 #145227 R: 20 G: 82 B: 39	 #0c3117 R: 12 G: 49 B: 23











### Old Gold

 #fdf5d8 R: 253 G: 245 B: 216	 #f9e69f R: 249 G: 230 B: 159	 #f7de78 R: 247 G: 222 B: 120	 #f4cf3d R: 244 G: 207 B: 61	 #e8c00c R: 232 G: 192 B: 12
 #dea916 R: 222 G: 169 B: 22	 #cc8c0d R: 204 G: 130 B: 13	 #b3730b R: 179 G: 115 B: 11	 #a6600a R: 166 G: 96 B: 10	 #8c5a09 R: 140 G: 90 B: 9











### Blood Orange

 #fdf5d8 R: 253 G: 245 B: 216	 #f9e69f R: 249 G: 230 B: 159	 #f7de78 R: 247 G: 222 B: 120	 #f4cf3d R: 244 G: 207 B: 61	 #e7bc0c R: 232 G: 192 B: 12
 #d4ac0d R: 222 G: 169 B: 22	 #d9370b R: 217 G: 55 B: 11	 #876e08 R: 179 G: 115 B: 11	 #604e06 R: 166 G: 96 B: 10	 #4d3f03 R: 140 G: 90 B: 9











### Cerulean Blue

 #caecf6 R: 202 G: 236 B: 246	 #a7e1f1 R: 167 G: 225 B: 241	 #83d6eb R: 131 G: 214 B: 235	 #61c9e5 R: 97 G: 201 B: 229	 #3dbde0 R: 61 G: 189 B: 224
 #22acd3 R: 34 G: 172 B: 211	 #1d90af R: 29 G: 144 B: 175	 #17738c R: 23 G: 115 B: 140	 #105769 R: 16 G: 87 B: 105	 #0a3946 R: 10 G: 57 B: 70




## Vivid Burgundy

 #ffe6f1 R: 255 G: 235 B: 241	 #ffd6e3 R: 255 G: 214 B: 227	 #ffacc7 R: 255 G: 172 B: 199	 #fe85ab R: 254 G: 133 B: 171	 #fe5c8f R: 254 G: 92 B: 143
 #ff3373 R: 255 G: 51 B: 115	 #df0b47 R: 223 G: 11 B: 71	 #b8073a R: 184 G: 7 B: 58	 #7a032b R: 122 G: 3 B: 43	 #520219 R: 82 G: 2 B: 25

## Cool Grey









 #e6f0fa R: 230 G: 240 B: 250	 #d5e1ed R: 213 G: 225 B: 237	 #c3d1de R: 195 G: 209 B: 222	 #aec2d9 R: 174 G: 194 B: 217	 #99abbb R: 153 G: 171 B: 191
 #7d98b3 R: 125 G: 152 B: 179	 #6b8299 R: 107 G: 130 B: 153	 #596c80 R: 89 G: 108 B: 128	 #506173 R: 80 G: 97 B: 115	 #36414d R: 54 G: 65 B: 77

## Font Colour Options - Middlesex County Library









Font Colour, RGB, HEX #	Background and Size	Associated Colours
 <b>Lapis Lazuli</b> R: 0 G: 91 B: 157 HEX: #005b9d	It can be used in 12pt font or higher on a white background	#00528d #00406e #002e4f #001b2f #1a6ba7 #4d8cba #80adce #b3cee2
 <b>May Green</b> R: 36 G: 147 B: 60 HEX: #24933c	It can be used in 12pt font or higher on a black background, and 14pt font or higher on a white background, but will not pass WCAG 2.0 Level AAA for normal text	#208436 #19672a #124a1e #0b2c12 #3a9e50 #66b377 #92c99e #bddfc5
 <b>Naples Yellow</b> R: 246 G: 214 B: 91 HEX: #f6d65b	It can be used in 12pt font or higher on a black background	#ddc053 #ac9540 #7b6b2e #4a401c #ddc053 #f9e28d #fbaeae #fcf2ce

## Other Associated Colours – Middlesex County Library









### Lapis Lazuli

 #00528d R: 0 G: 82 B: 141	 #00406e R: 0 G: 64 B: 110	 #002e4f R: 0 G: 46 B: 79	 #001b2f R: 0 G: 27 B: 47
 #1a6ba7 R: 26 G: 107 B: 167	 #4d8cba R: 77 G: 140 B: 186	 #80adce R: 128 G: 173 B: 206	 #b3cee2 R: 179 G: 206 B: 226







### May Green


 #208436 R: 32 G: 132 B: 54	 #19672a R: 25 G: 103 B: 42	 #124a1e R: 18 G: 74 B: 30	 #0b2c12 R: 11 G: 44 B: 18
 #3a9e50 R: 58 G: 158 B: 80	 #66b377 R: 102 G: 179 B: 119	 #92c99e R: 146 G: 201 B: 158	 #bddfc5 R: 189 G: 223 B: 197



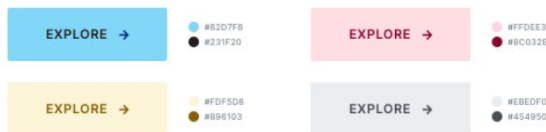
 <b>#ddc053</b> R: 221 G: 192 B: 83	 <b>#ac9540</b> R: 172 G: 149 B: 64	 <b>#7b6b2e</b> R: 123 G: 107 B: 46	 <b>#4a401c</b> R: 74 G: 64 B: 28
 <b>#ddc053</b> R: 221 G: 192 B: 83	 <b>#f9e28d</b> R: 249 G: 226 B: 141	 <b>#fbeaae</b> R: 251 G: 234 B: 174	 <b>#fcf2ce</b> R: 252 G: 242 B: 206

## Font Colour Options - Middlesex-London Paramedic Service

Font Colour, RGB, HEX #	Background and Size
 <b>Rich Black</b> R: 35 G: 31 B: 32 HEX: #231f20	It can be used in 12pt font or higher on a white background
 <b>Blue</b> R: 0 G: 91 B: 156 HEX: #005b9c	It can be used in 12pt font or higher on a white background
 <b>Gold</b> R: 227 G: 168 B: 27 HEX: #e3a81b	It can be used in 12pt font or higher on a black background
 <b>Light Blue</b> R: 50 G: 181 B: 233 HEX: #32b5e9	It can be used in 12pt font or higher on a black background
 <b>Red</b> R: 197 G: 0 B: 31 HEX: #c5001f	It can be used in 12pt font or higher on a white background, and 14pt font or higher on a black background but will not pass WCAG 2.0 Level AAA
 <b>Dark Grey</b> R: 69 G: 73 B: 80 HEX: #454950	It can be used in 12pt font or higher on a white background

Font Colour, RGB, HEX #	Background and Size
 <p><b>Mid Grey</b> R: 111 G: 117 B: 128 HEX: #6f7580</p>	<p>It can be used in 12pt font or higher on a white or black background, but will not pass WCAG 2.0 Level AAA for normal text</p>

Solid Fill, Pastel Colours, Default State (V1)



Ghost, Vivid Colours, Default State (V1)



Solid Fill, Pastel Colours, Active State (V1)



Ghost, Vivid Colours, Active State (V1)



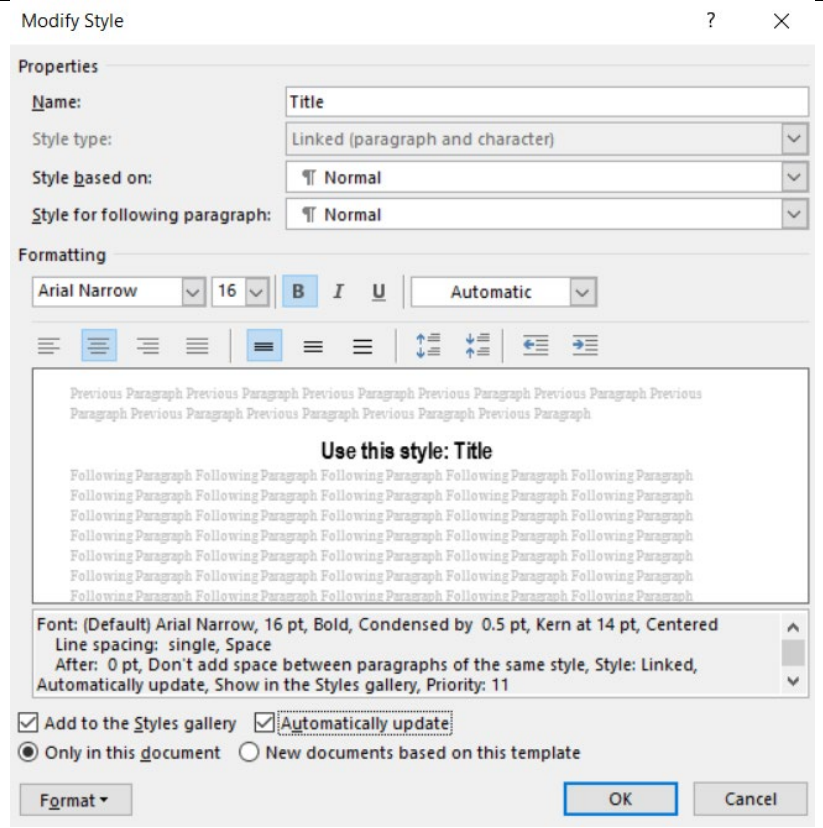
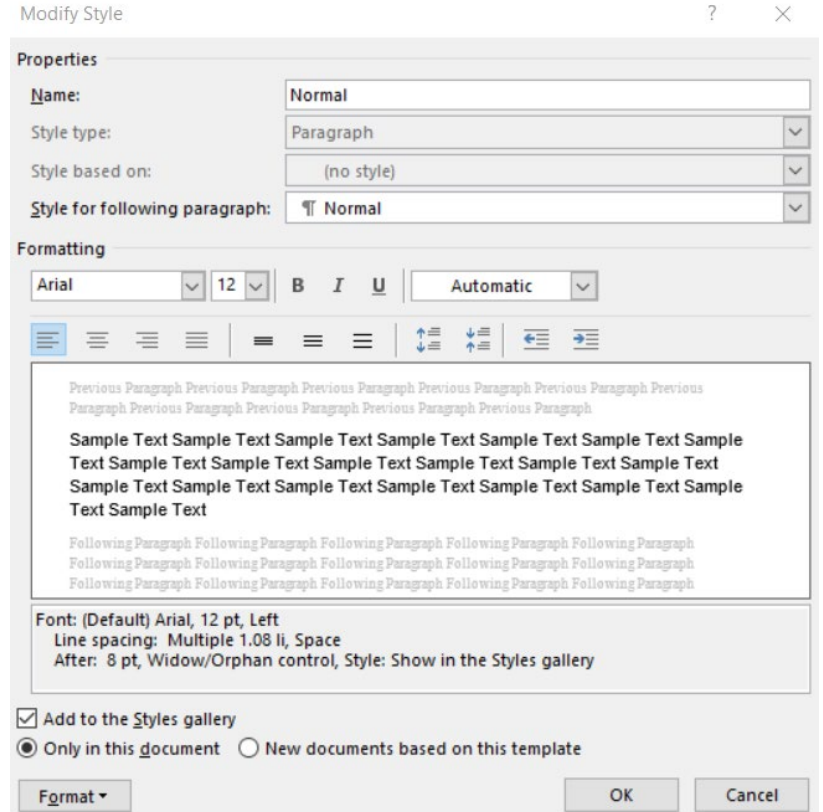
## Headings

Headings should be consistent throughout the document. To ensure the headings are consistent, use the **Modify** option to customize headings for Word documents.

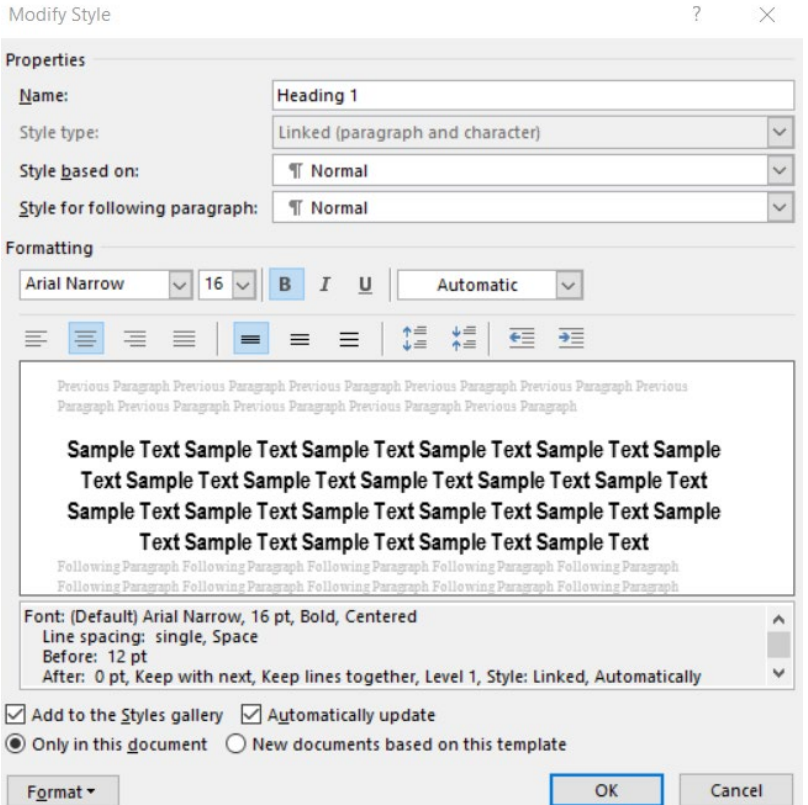
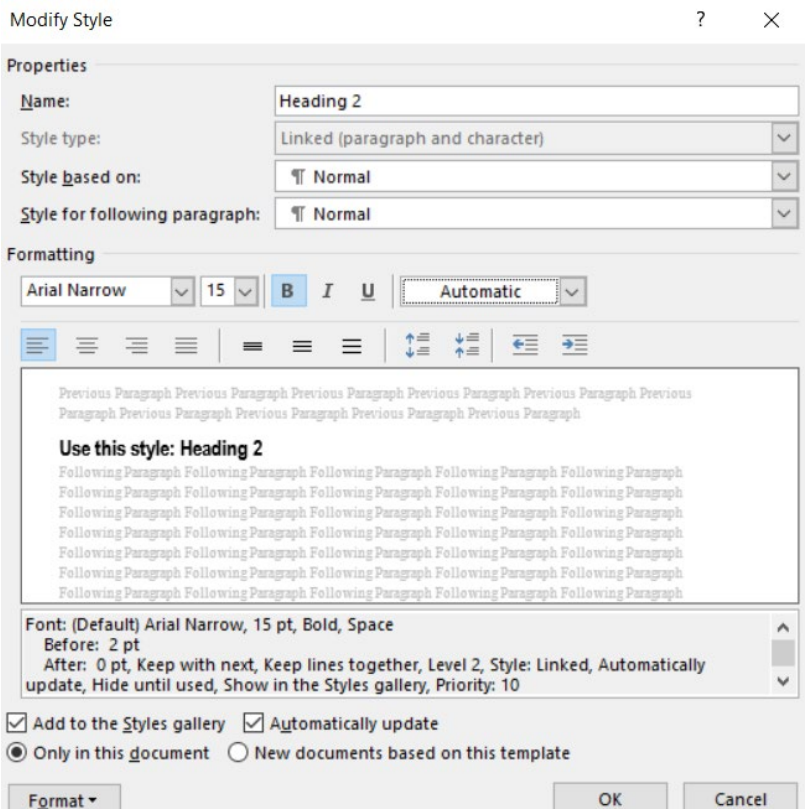
**Step 1:** under the **Home** tab, right click on **Heading 1** (2, 3, 4, or 5) and click **Modify**

**Step 2:** Using the screenshots in right column of the chart below, modify the headings to align with the format information provided on the left column of the chart

**Step 3:** Click **new documents based on this template** to apply the formatting to all **new** documents created in Microsoft Word (can adjust format to select a different font)

<p style="text-align: center;"><b>Title</b></p> <p>Font: Arial Narrow Font Size: 16pt Font Style: Bold Colour: Automatic Align: Centre</p>	
<p>Body Text (Normal)</p> <p>Font: Arial Font Size: 12pt Font Style: None Colour: Automatic Align: Left</p>	



<p style="text-align: center;"><b>Heading 1</b></p> <p>Font: Arial Narrow  Font Size: 16pt  Font Style: Bold  Colour: Automatic (can select alternative colour from list above)  Align: Centre</p>	
<p><b>Heading 2</b></p> <p>Font: Arial Narrow  Font Size: 15pt  Font Style: Bold  Colour: Automatic (can select alternative colour from list above)  Align: Left</p>	

Font: Arial Narrow  
Font Size: 14pt  
Font Style: Bold  
Colour: Automatic (can  
select alternative colour  
from list above)  
Align: Left

**Modify Style**

**Properties**

**Name:** Heading 3

**Style type:** Linked (paragraph and character)

**Style based on:** Normal

**Style for following paragraph:** Normal

**Formatting**

**Font:** Arial Narrow, 14, Bold, Italic, Underline

**Paragraph:** Automatic

**Preview:**

Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph Previous Paragraph

**Use this style:** Heading 2

Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph Following Paragraph

**Font:** (Default) Arial Narrow, 14 pt, Bold, Space

**Before:** 2 pt

**After:** 0 pt, Keep with next, Keep lines together, Level 3, Style: Linked, Automatically update, Hide until used, Show in the Styles gallery, Priority: 10

☒ Add to the Styles gallery ☒ Automatically update

☒ Only in this document ☐ New documents based on this template

**Format** **OK** **Cancel**

Font: Arial Narrow  
Font Size: 13pt  
Font Style: Bold  
Colour: Automatic (can  
select alternative colour  
from list above)  
Align: Left

[illegible]



## Content Structure

The page title, headings and subheadings help people with disabilities navigate the content easily. Use headings and subheadings to divide up the content on the page.

### Title page:

- Use this style: **Title**
- You can use **Heading 1** instead of Title
- This can be used to identify the title of the entire document

### Section Title:

- Use this style: **Heading 1**
- Try to limit the use of Heading 1 to once per page
- This is used to indicate the title, topic or purpose of each page

### Main Sections:

- Use this style: **Heading 2**
- It can appear many times
- This can be used to indicate the main sections in the document

### Subsections:

- Use this style: **Heading 3**
- It can appear many times and in many main sections
- This can be used to indicate the sub-sections in the document

### Sub-Subsections:

- use this style: **Heading 4** (and so on)
- It can appear many times in many subsections
- This can be used to indicate the sub-sub-sections in the document

Some will use multiple Level 1 Headings and mark the document title with a <Title> tag, others will make the title a Level 1 Heading and the rest of the document will use Level 2-6 Headings.

**Note: do not use heading styles out of order. For example: do not put a Level 4 Heading after a Level 2 Heading. Visit the [WC3 Headings](#) page for more information.**

Headings are intended to convey the document's structure and aid in navigation for screen reader and screen magnification users. Using Headings in an inaccessible way or in a way that is not logical or consistent, can negatively impact comprehension and navigation for some people.

## Check Colour Contrast

**Step 1:** go to the following website: [Contrast Checker -WebAIM](#)

**Step 2:** If you have the HEX # (example: #FFFFFF) insert the Foreground Colour (font) and the Background Colour in the required boxes

You can also use the colour picker to select the colours

The required minimum Contrast Ratio to pass WCAG 2.0 Level AA is: 4.5:1 except for the following:

- **Large text:** large-scale text and images of large-scale text needs a minimum contrast ratio of 3:1
- **Incidental:** text or images of text that are part of an inactive user interface component, are decorative, not visible, or part of a picture that contains significant visual content
- **Logotypes:** text that is part of a logo or brand name

Depending on how the colour is used, it must pass **WCAG 2.0 AA** requirements for **Normal Text**, **Large Text**, and **Graphic Objects and User Interface Components**

Try to select colours that pass **WCAG 2.0 Level AAA** requirements, whenever possible

WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

### Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color: #EB4034  
Background Color: #000000  
Lightness sliders  
Contrast Ratio: 5.31:1  
[permalink](#)

#### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

#### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

#### Graphical Objects and User Interface Components

WCAG AA: **Pass**

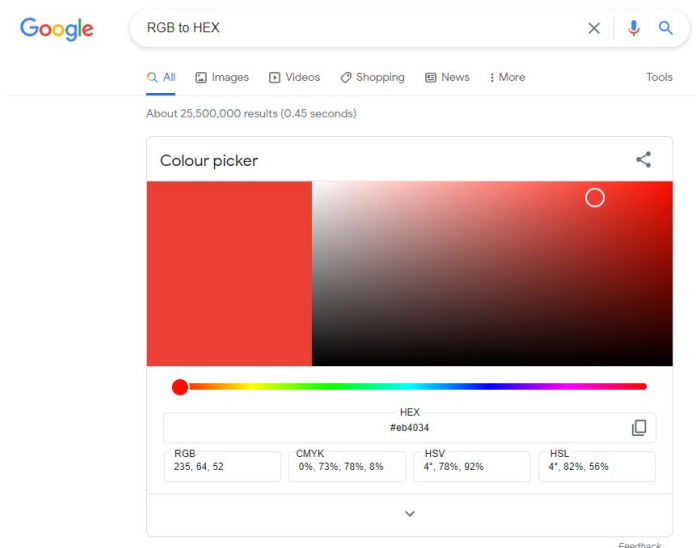
Text Input

**If you do not know the HEX # skip Step 2 and go to Step 3**

**Step 3:** to convert the RGB number to HEX # first identify the RGB number

RGB numbers can be found in Microsoft Word or Adobe PDF (see instructions below in **Step 5**)

To convert the RGB number to HEX #, go to: Google and type in RGB to HEX in the search bar, the following results should appear:



Input the RGB Number and it should give you the **HEX #**, CMYK, HSV, and HSL numbers

If you do not get the above result in google, go to this website: W3Schools Color Converter

**Step 4:** once you have identified the HEX #, complete **Step 2**

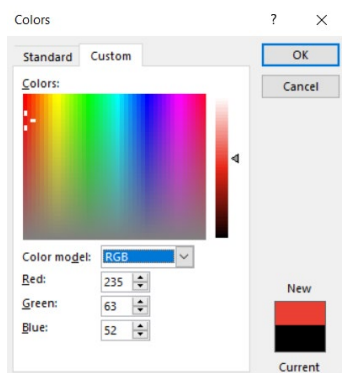
**Step 5:** identifying or inputting RGB numbers in Microsoft Word or Adobe PDF

## Microsoft Word Colour Menu

Click on the **font colour icon** drop-down and click **More Colors**

Click **Custom** and use the mouse to select the colour you want

Make sure the drop-down option is on **RGB**



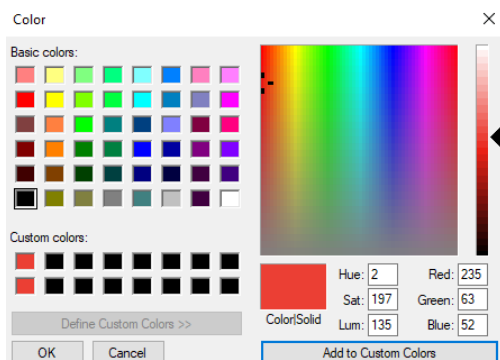
Convert the RGB number to HEX # to check colour contrast

## Adobe PDF Colour Menu

Click on the **Edit PDF** button and then click on **Add Text**

Select the **colour swatch icon** and click **Other Color**

Use the mouse to select the colour you want which will identify the **RGB** number



Convert the RGB number to HEX # to check colour contrast

**Step 6:** use the menus (shown above) to input an RGB number to customize colours

## Accessible Web Content

People visit the County website for several reasons, the main two being:

**Transactional** -to submit a form or download information

**Informational** -find out the Council meeting schedule or contact information

When searching the County website for either purpose, people want to be able to find the information quickly, as a result web content should be:

**Straightforward** -for those with no prior knowledge of the topic or process, there should be enough information or instructions on how to complete the task on their own

**Intentional** -provide information in a way that presents the most important details first, and accounts for the needs of the audience, to make it easier to identify which aspect applies to the individual

**Specific** - give the right and appropriate details to people to provide more knowledge on the topic of process

**Consistent** -the layout should be uniform and standardized so people can scan content quickly, and it is in an accessible format

## Content Accessibility and Inclusivity

Content needs to be accessible to a wide range of people, with and without a disability. It should be clear, and use language that is easy to understand.

Web content must adhere to the Web Content Accessibility Guidelines (WCAG) 2.0 Level A and Level AA requirements.

To ensure the web content is inclusive, it must consider the language being used. Language can be discriminatory and offensive. It is important to recognize and understand how certain language impacts people, especially marginalized groups.

## **WCAG 2.0 Supporting Documents**

The WCAG 2.0 document is focused on meeting the needs of those who need stable, referenceable technical standards. The following documents are supporting documents that assist with applying the WCAG 2.0 requirements:

[How to Meet WCAG 2.0](#) - A customizable quick reference to WCAG 2.0 that includes all of the guidelines, success criteria, and techniques for authors to use as they are developing and evaluating Web content

[Understanding WCAG 2.0](#) - A guide to understanding and implementing WCAG 2.0. There is a short "Understanding" document for each guideline and success criterion in WCAG 2.0 as well as key topics

[Techniques for WCAG 2.0](#) - A collection of techniques and common failures, each in a separate document that includes a description, examples, code and tests

[The WCAG 2.0 Documents](#) - A diagram and description of how the technical documents are related and linked

## **Accessible Formats and Communication Supports**

The County will provide alternate accessible formats of information and communications that are produced by, or in direct control of the County. This does not apply to information that the County does not control directly or indirectly through a contractual relationship.

Alternative accessible formats will be provided upon request in a timely manner and at a cost that is no more than the cost charged for the original format.

When it is not practicable to provide an alternate format, the County will provide an explanation and a detailed summary of the document in an accessible format.

The County will provide communication supports to members of the public upon request.

If the County is unable to obtain the requested communication support, the County will consult with the individual to determine an appropriate alternative method of communication.

The County will consult with the individual making the request to determine the suitability of an accessible format or communication support.

## Website and Web Content

In accordance with the *IASR*, the County will ensure that websites and web content are created in a manner keeping with the expectations of the Web Content Accessibility Guidelines 2.0 (WCAG). The County will continue to maintain and create websites and web content in accordance with WCAG 2.0, Level A and Level AA. If an individual is having difficulty accessing any County owned or operated website, or content found on said websites, they can contact the County.

Accessible web content is being produced in the following ways:

**In-House:** Staff receive training that ensures PDF documents are created in accordance with WCAG 2.0 Level AA.

**Purchased Documents or Videos:** The Department purchasing a document or video that will be available on the County's website shall ensure that the document or video is created in a manner that ensures compliance with WCAG 2.0 Level AA.

**Third-Party Documents:** The County is not responsible for compliance of documents provided to the County by a third party, unless the County directly or indirectly controls the document through a contractual relationship.

A member of the public may contact the County to request the information in an accessible format and/or with communication supports and the County will put forward best efforts to provide the document in an accessible format. The County will consult with the requesting individual to determine suitability of format.

For more information on web accessibility, visit: [Ontario.ca Web Editing Guide](#)

## Content Readability

Readability refers to the ease at which a person can read and understand a text. Content that is readable can result in better task completion and higher user satisfaction.

Audience reading level and literacy needs should be considered when determining content readability.

## Specialized Content

Sometimes the County produces documents that are specialized and for a targeted audience that have in-depth knowledge of the topic. The main document may contain advanced information on the topic, and familiar terminology may be used even if it is not recognized or understood by a general audience.

## Screen Size

Content posted on the County website may be viewed on different devices, including but not limited to: laptop, desktop, tablet, or cellphone.

The screen size varies based on the device the user is viewing the content on. It is important to consider screen size and ensure that people using a smaller screen can access the information in the same or a similar manner as they can on a larger screen, and that all information is visible on all screen types.

## **Content Style and Formatting**

### **Capitalization and Punctuation**

Capitalize the main words of:

- Titles of official publications (Reports to Council, Council Agenda, Council Minutes etc.)
- Institution names (County of Middlesex)
- Program names
- Titles of policies or procedures
- Titles of legislations (*Ontario Human Rights Code*)
- Government names

### **Do not capitalize all the letters in a word or heading**

Exceptions: Abbreviations (OHRC)

### **Titles, Headings, and Subheadings**

- Capitalize the first letter of the first word of all titles, headings, subheadings, title captions, and table headers
- Capitalize proper nouns in page titles, heading and subheadings
- Don't use punctuation at the end of page titles, heading and subheadings

### **Lists**

- Try to minimize list items to one sentence
- Do not end list items with punctuation (some exceptions apply)
- For complete sentences, use a capital at the beginning
- Do not use semi-colons or the word *and / or* between bullets
- Do not mix bullet styles within a list
- Try to remain consistent when using different bullet styles in a document
- Use numbered lists to show ranking, order, priority, steps/instructions
- Use bulleted lists that has one idea per bullet point (use sub-bullets sparingly)

### **Links**

- Ensure links match the title of the page that the link is redirecting the reader to
  - Use: County of Middlesex Not: www.middlesex.ca
- The link should be descriptive and can stand alone so it is clear what people can expect if they click on the link
- The link should directly support the topic or task on the current page
- Do not include links to intranet sites

- exceptions for internal documents, include a phrase such as: “accessible only to the County of Middlesex network”
- Do not put links in the middle of a paragraph if it is critical to completing a task
- When linking the same page more than once use the same words for the hyperlink
- Do not use the same words for hyperlinks that go to two different pages
- Do not use vague statements like ‘click here’ or ‘read more’
- Ensure that all links on the page or document are working and go to the correct website or web page

## Commas

- Remove unnecessary commas to improve readability
- Avoid multiple commas in a sentence by breaching it up into shorter sentences
- Place a comma before “and” and “or” if it will help understand the context better

## Hyphen and Dashes

- An en dash is a mid-sized dash (longer than a hyphen but shorter than em dash, example: - versus –)
- Use a hyphen to join words together
- Simplify sentences instead of using dashes
- If a dash is needed, use it to add clarity to a sentence
- Consider adding a space before and after the dash (January 10 – February 13)
- Use a comma to emphasize or frame an idea instead of a dash

## Bold, Underlining, Italics

Formatting using bold, underlining, or italics is done to emphasize important information on a page (text, titles, headings or links). However, this will not always be accessible to screen readers. While these format styles can be used, it is helpful to emphasize the content in more than one way (example: through wording) to ensure all users can identify the most important information in the document.

- Try to avoid combining styles unless it is part of a hyperlink text
- Bold can be used for the title and headings in the document
- Use Italics to identify publications, acts, legal documents, magazines, books, web page names etc.
- Italicize foreign words or phrases unless commonly used in English
- Italics can be used to emphasize quotes (unless it is a long passage of text)
- Do not use Italics for photo captions or page titles
- Underline should be used to identify digital links
- Try to avoid using underline to emphasize text (instead use italics or bold)

## Symbols

Symbols can make web content either more challenging to read or easier to read, depending on the type of symbol and how it is used.



## Ampersand

- It is better to spell out the word instead of using an ampersand (&)
- Use ampersand only for proper names when it is part of a company name or for abbreviations

## Percent

- 20% not 20 percent
- A quarter or one quarter not  $\frac{1}{4}$
- Half not  $\frac{1}{2}$

## Currency

- \$100 not one hundred dollars

## Abbreviations and Acronyms

- Do not use an abbreviation or acronym unless it is well known
- Examples of well-known ones are: EI, T4A, ON, AODA, etc.
- Try to avoid using e.g. or i.e. and instead use 'for example,' 'such as,' 'like'
- Spell out the abbreviation or acronym on first use if it is not widely known and in brackets beside the full name include the abbreviation or acronym
  - Example: *Accessibility for Ontarians with Disabilities Act* (AODA)

## Numbers

- Write numbers as numerals (1, 2, 3, etc. up to 9) except in:
  - Proper names (First Avenue)
  - Titles (A Thousand Miles)
  - Figurative expressions (one day things will improve)
- Use roman numerals when used in proper names (Chapter IV)
- Put a space between all number and word combos (\$100 million, 15 years)
- Use numbers for ages (adults age 65+, people 25 to 50 years old etc.)

## Dates

- Write dates without the original indicator (st, nd, rd, th)
  - This: July 1, 2022 not: July 1<sup>st</sup>, 2022
- Use numeric date format only when space is limited (example: in a table)
  - Write yyyy-mm-dd
- Capitalize the first letter of the month
- Abbreviate month names when space is limited (Jan, Feb etc.) but do not abbreviate March, April, May, June or July (exceptions: tables)

## Times

- 4:30 pm, 9 am to 5 pm, 9am – 5pm
- Use am and pm or a.m. and p.m.
- Use to as much as possible instead of a hyphen
- Use noon or midnight

- Abbreviate time zones (CT or EST)

## Phone or Fax Numbers

- Use non-breaking hyphens in phone or fax numbers
  - 519-434-7321

## Address

- Abbreviate street directions and province or territory
- Use uppercase letters for postal code
- When mailing address appears in a block, use Canada Post style

Middlesex County

Administration Offices

399 Ridout Street North

London ON N6A 2P1

## Email Address

- Spell out email address instead of embedding it
- Please submit your feedback to: [access@middlesex.ca](mailto:access@middlesex.ca) (example -not real email)
- Do not use Email Us

## Tables

- Use tables to organize and present data
- Make sure the table contains the same number of columns and rows
  - Merging or splitting cells can make the table inaccessible
- Ensure there is a clear title that describes the content contained in the table
- Simplify the data as much as possible and avoid complex tables
- Convert a table to a list if the data is simple
- Limit the use of texture or colour in a table
- Avoid having blank cells
  - If the cell has not value explain why in the note, legend, caption, etc.
  - You can also use 'no data,' '0,' 'N/A,' or 'n/a' in a blank cell

## References

- When referencing a quote, research paper, legislation, statistic, image, video etc. it is important to include the source, author and date of when it was published (if available)
- Provide a link when possible

## Images

It is important when inserting images into any document that it has an **Alternative Text (Alt Text)** tag added to it. Alt Text is a short description of the image. It is beneficial for

people using screen readers, and it can help people with visual disabilities, sensory processing and/or learning disabilities obtain information stored in the image.

Decorative images are images used to provide visual context that do not contain meaningful text or information. If the image is used for decorative purposes, it can be marked as **decorative**.

If the image is used for a functional purpose that means it is to help illustration information or data, explain a complex concept, illustrate a concrete thing, or convey branding. This can include infographics, charts, and graphs. If the image is used for functional purpose it must have an **Alt Text** assigned to it.

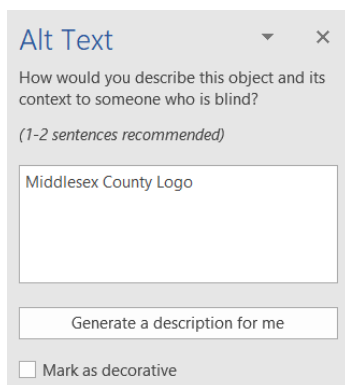
### Alt Text in Microsoft

**Step 1:** right click on the **image** and select **Edit Alt Text**



**Step 2:** depending on the image type, either add a 1-2 sentence **description** of the image or select **Mark as decorative**

Note: you can use the **Generate a description for me** if you have Intelligent Services turned on, but it is better to make your own description, whenever possible

A screenshot of the "Alt Text" dialog box in Microsoft Word. The dialog box has a title bar "Alt Text" with a close button. The main text asks "How would you describe this object and its context to someone who is blind?" and suggests "(1-2 sentences recommended)". There is a text input field containing "Middlesex County Logo". Below the field is a button labeled "Generate a description for me". At the bottom, there is a checkbox labeled "Mark as decorative" which is currently unchecked.

**Step 3:** Use the **Accessibility Checker** to check that all images have an **Alt Text**

### Alt Text in Adobe

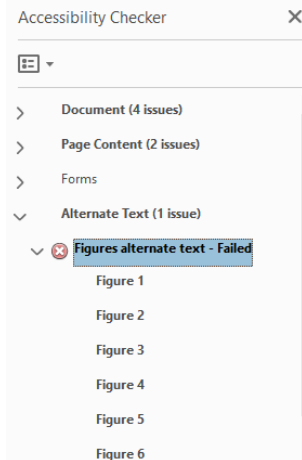
**Step 1:** ideally the image will have been given an Alt Text tag before it was converted to PDF, however if that is not the case, first run the **Accessibility Check**

**Step 2:** under **Alternative Text** you will see an error under one of the following:

- Figures alternate text
- Nested alternative text

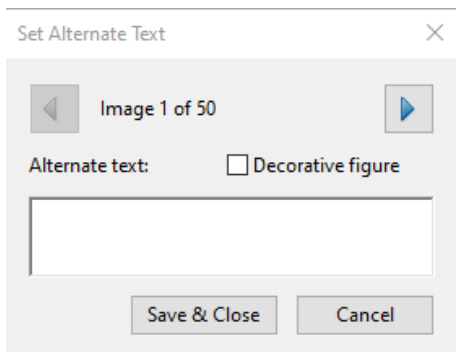
- Associate with content
- Hides annotation
- Other elements alternate text

Select the one that says **Failed** beside it



**Step 3:** right click on each **Figure** and click **Fix**

**Step 4:** depending on the image type, either input the **Alt Text** description in the box or click **Decorative Figure**



**Step 5:** in the **Set Alternate Text** box click the **blue arrow** to navigate to the next image that needs an **Alt Text**, this function will identify all images missing an Alt Text

**Note:** sometimes once an image is fixed it will result in another error occurring. There may be times when the error cannot be fixed in the PDF version of the document. Try to fix Alt Text tags in the original document before converting.

If you are still not sure what to do, contact the **County Accessibility Coordinator**

**Ensure that you have permission or use a reference for images and videos**

## Videos

When embedding videos into documents, it is important that the video itself is accessible. If creating videos to add to the County website or Social Media, there are some tips that should be followed to ensure it is accessible to all viewers.

For details on accessible videos, visit [W3C Making Audio and Video Media Accessible](#)

### Tips:

- Ensure the video has good colour contrast
- Use fonts that are accessible and easy to read
- Has captions/subtitles or transcripts available
- Avoids using fast-flashing content (it must meet the three flashes or below threshold per the WCAG 2.0 Level AA requirements)
- Choose a video format that is user friendly
- Choose an accessible video player that supports screen readers and assistive technology

For more info on the above tips, go to the [Checklist for Creating Accessible Videos](#)

## Using Accessibility Checkers

### Microsoft Accessibility Checker

**Step 1:** under the **Review** tab, click on the **Check Accessibility** icon

**Step 2:** there are two categories under Inspection Results: **Errors** and **Warnings**

The most important results to focus on fixing are the errors

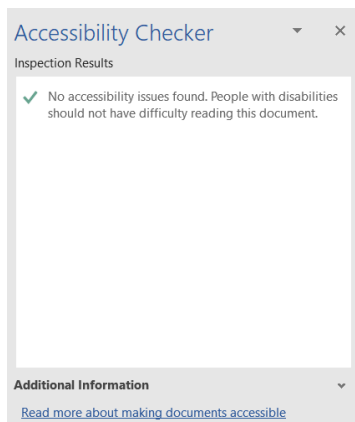
Click on each to get **Additional Information** that provides details on **Why Fix** and **Steps to Fix**

To make the document **fully accessible** fix all the errors and/or warnings that are identified

**Step 3:** if you are unable to fix all the errors and/or warnings, you can either:

- a) Determine if the errors and/or warnings are fixable  
**Note:** if it is an issue that cannot be fixed, leave it as is and convert the document to PDF
- b) If you convert the document from an inaccessible format to PDF, use the **Adobe PDF Accessibility Full Check** to ensure it is accessible before it is made available to the public
- c) If you are unsure how to determine if the issue is fixable, or need assistance with making a document accessible, contact the **County Accessibility Coordinator**

**Step 4:** once the document is fully accessible the checker should say: **No accessibility issues found. People with disabilities should not have difficulty reading this document.**



**Step 5:** For documents that are fully accessible, add a green checkmark icon to the footer of the first page, and include the accessible format and communication supports form link:



**Request Accessible Format and/or Communication Supports**

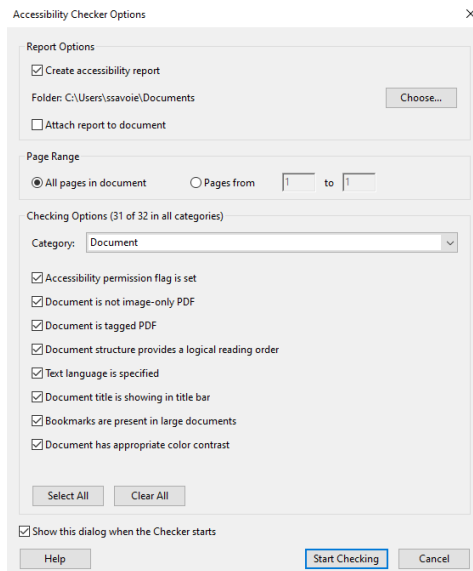
## Adobe Accessibility Checker

Note: this checker is only available in the paid versions of Adobe

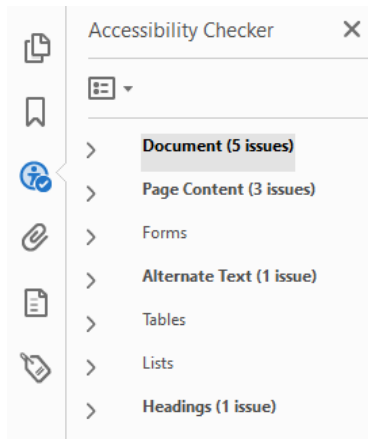
**Step 1:** click on the **Accessibility** icon on the right navigation menu

If it is not visible, click on **More Tools** and add it to the menu

**Step 2:** click **Accessibility Check** and then select **Start Checking**



**Step 3:** the left navigation menu should open to show the results of the Accessibility Checker



Note: it will almost always flag (under the **Document** section) the **Title**, **Language**, **Colour Contrast**, and **Logical Reading Order**

The title and language can be easily fixed

The colour contrast and logical reading order need manual check, both are generally accessible if you have already made the document accessible before converting from Word to PDF

**Step 4:** fix all the issues flagged in the Accessibility Checker by right clicking on each one and selecting **Explain**

You may select the **Fix** option if it is available

**Step 5:** once you have fixed the issue, right click on the same issue and click **Check Again** to ensure it passes the accessibility checker

**Step 6:** if you cannot resolve the issue(s) in the Accessibility Checker, you have two options:

- a) First try to determine if the issue is fixable  
If the issue is not fixable, you can right click on it and select **Skip Rule**

**Example:** sometimes a document will flag **Character Encoding** because Adobe does not recognize the font, this should not be an issue if you are using a font from the list of accessible fonts provided in this guide

- b) If you are unsure how to determine if the issue is fixable, or need assistance with making a document accessible, contact the **County Accessibility Coordinator**

For help with resolving issues in Adobe PDF, visit: [Create and Verify PDF Accessibility](#)

## **Accessible Templates**

The following accessible templates are maintained by the Legislative Services Department:

- Report to Council Template
- Middlesex County PowerPoint Presentation Template
- Library Report Template
- Report to the Committee of the Whole
- Policies

## **Resources**

### **Accessible Web Content Requirements:**

[Web Content Accessibility Guidelines \(WCAG\) 2.0](#)

### **Accessible Social Media Posting:**

[Tips for Making Social Media More Accessible -Ryerson University](#)

[Social Media Accessibility -University of Guelph](#)

[Accessible Digital Media Guidelines -GBH](#)

### **Accessible Adobe Documents:**

[Create and Verify PDF Accessibility \(Acrobat Pro\)](#)

[Creating Accessible PDFs](#)

[Three Steps to Creating an Accessible PDF file \(without Adobe Acrobat\)](#)

[Adobe Accessibility Resources](#)

[Adobe InDesign Accessibility](#)

[Adobe Acrobat Pro DC -Common Accessibility Issues](#)

### **Accessible Microsoft Documents:**

[Microsoft Accessibility](#)

[Microsoft Accessibility Resources](#)

[Microsoft Accessibility Overview Guidelines](#)

[Creating Accessible Office Documents](#)

[Make Your Word Documents Accessible](#)

[Make Your Excel Spreadsheets Accessible](#)

[Make Your PowerPoint Presentations Accessible](#)

### **Accessible Canvas:**

[Creating Accessible Canvas Content](#)

[Canvas Accessibility](#)