

# Digital Accessibility Checklist

## General Requirements

- Download the most recent template from Brandwise.
- Use a clear, descriptive file name (avoid names like “final\_v2.docx”).
- Set the document title in **File > Properties**.
- Set the correct document language.
- Ensure color contrast meets at least a 4.5:1 ratio for normal text.
- Do not rely on color alone to communicate meaning.
- Ensure all videos include captions.
- Ensure all audio content includes a transcript.

## Word Documents

- Use built-in heading styles in the correct order (H1, H2, H3).
- Add alt text to all meaningful images.
- Mark decorative images as decorative.
- Create tables using **Insert > Table** and include a header row.
- Avoid merged cells in tables.
- Use built-in bullet and numbering tools instead of manual dashes or numbers.
- Use descriptive link text (avoid “click here”).
- Run the built-in Accessibility Checker and resolve all errors (**Review > Check Accessibility**).

## PDFs

- Export PDFs using **File > Save As > PDF** with structure tags enabled.
- Run the Adobe Acrobat Accessibility Checker and resolve all errors.
- Review and confirm the correct reading order.
- Verify that headings, alt text and table structures are preserved after export.

## PowerPoint Presentations

- Use built-in slide layouts and placeholders.
- Use clear slide titles for every slide.
- Add alt text to all meaningful images and graphics.
- Ensure reading order is correct using the Selection Pane.
- Use sufficient color contrast and avoid relying on color alone.
- Use a descriptive link text.
- Run the built-in Accessibility Checker and resolve all errors (**Review > Check Accessibility**).