

A11y Guidelines for CPGs

Helpful Links

- 1. Kroger adheres to the WCAG AA 2.0 guidelines:** https://kproductivity.sharepoint.com/:w:/t/A11YAccessibility/EZQW1soNm1BLiarP9SUDW98B00bAa_usvAg4ujz2Z4G98Q?e=eTSPBJ
- 2. Contrast Tester:** <https://webaim.org/resources/contrastchecker/>
Tip Save link in browser bookmarks.
- 3. WCAG Color Guidelines:** <https://www.w3.org/WAI/WCAG21/quickref/#distinguishable>

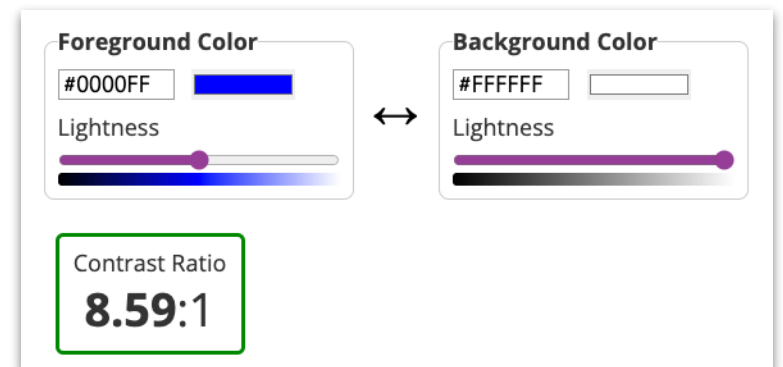
Checklist for Designs:

1. Color:

- a. Color contrast ratio between text and the text's background should be 4.5:1

Tip If your color contrast is not high enough, move the sliders around and watch as the ratio changes to see if you can find a more accessible color contrast.

Tip If white text is failing, a simple solution is to change it to black.



- b. When font is at least **24pt** or **19pt** bold the color contrast ratio changes 3:1.
- c. Graphical images or images of large scale text also need a color contrast ratio of at least 3:1.
- d. Color should not be the only indicator for interactive elements. (For example underline links)

2. Fonts:

- a. Fonts must be as responsive as the design itself - think about a design being enlarged or shrunk to fit a screen
- b. Users may use their zoom feature on their devices (especially on their phones) so text can be easily increased for their use. 13.5pt for body copy (including legal) is recommended.
 1. The larger the font and wider the stroke, the more legible it will be with lower contrast. W3C recommends starting at **18pt regular weight**, or **14pt bold text**.
- c. A readable line length is between 50 (335px) and 75 (568 px) characters per line, with 66 (442px) characters considered the ideal. Text with more space between lines can have somewhat longer length
- d. White space makes it easier for the user to know what to read and where to begin. Spacing between typographic elements should be open enough to feel light, but close enough to establish a proper relationship between elements.

Keep in Mind:

1. Writing Suggestions:

- a. Write in plain language
- b. Headers, buttons and links should be clear, meaningful (make sense out of context) and set appropriate expectations.
- c. Use sequential directives/language instead of spatial language
- d. Use device agnostic directives like "select" or "choose" instead of device specific directives like "click" or "tap."
- d. Use gender neutral language

2. Animation Best Practices:

- a. Try not to use flashing graphics or animations
Tip Avoid fully saturated reds for any flashing content
- b. Provide a mechanism to suppress rapid flashes

3. Audio Best Practices:

- a. Use autoplay sparingly