

A Type of **Accessibility.**

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“Hello!”

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# Paul Airy.

Email Designer and Developer

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Research, Design and Development

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JD  
Williams

Looking good has never felt so good

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SKIPTON  
BUILDING SOCIETY



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# Side Projects.

Typography in Email

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[View the web fonts in your browser](#)

# Type E:

03. The Font Pair Issue



I ♥ Type!

Font pairing is the typographic technique of combining two fonts that complement one

specifying 'system' fonts Arial and Courier as fallbacks in the font stack. In this issue, I've taken





# Type E:

[beyondtheenvelope.co.uk/type-e.php](https://beyondtheenvelope.co.uk/type-e.php)



# A Type of email.

*A handbook for working with HTML typography in email*

**Paul Airy**

*Foreword by*

**Justine Jordan**, Marketing Director, Litmus.  
*EEC Email Marketer Thought Leader of the Year, 2015.*



# Coming Soon

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# Accessibility.

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A Type of **Accessibility.**

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3 'Things'.



# 1. Recognise the challenges.





# 2. Look beyond the challenges.

# 3. Typographic **T**ips.

**“To empower you,  
to empower people,  
to use email.”**

Paul Airy.

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# Who are they?

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**“There are 9.4 million disabled people in England, accounting for 18% of the population.”**

2011 Census.



**“About 56.7 million people  
— 19% of the population  
— had a disability  
in 2010.”**

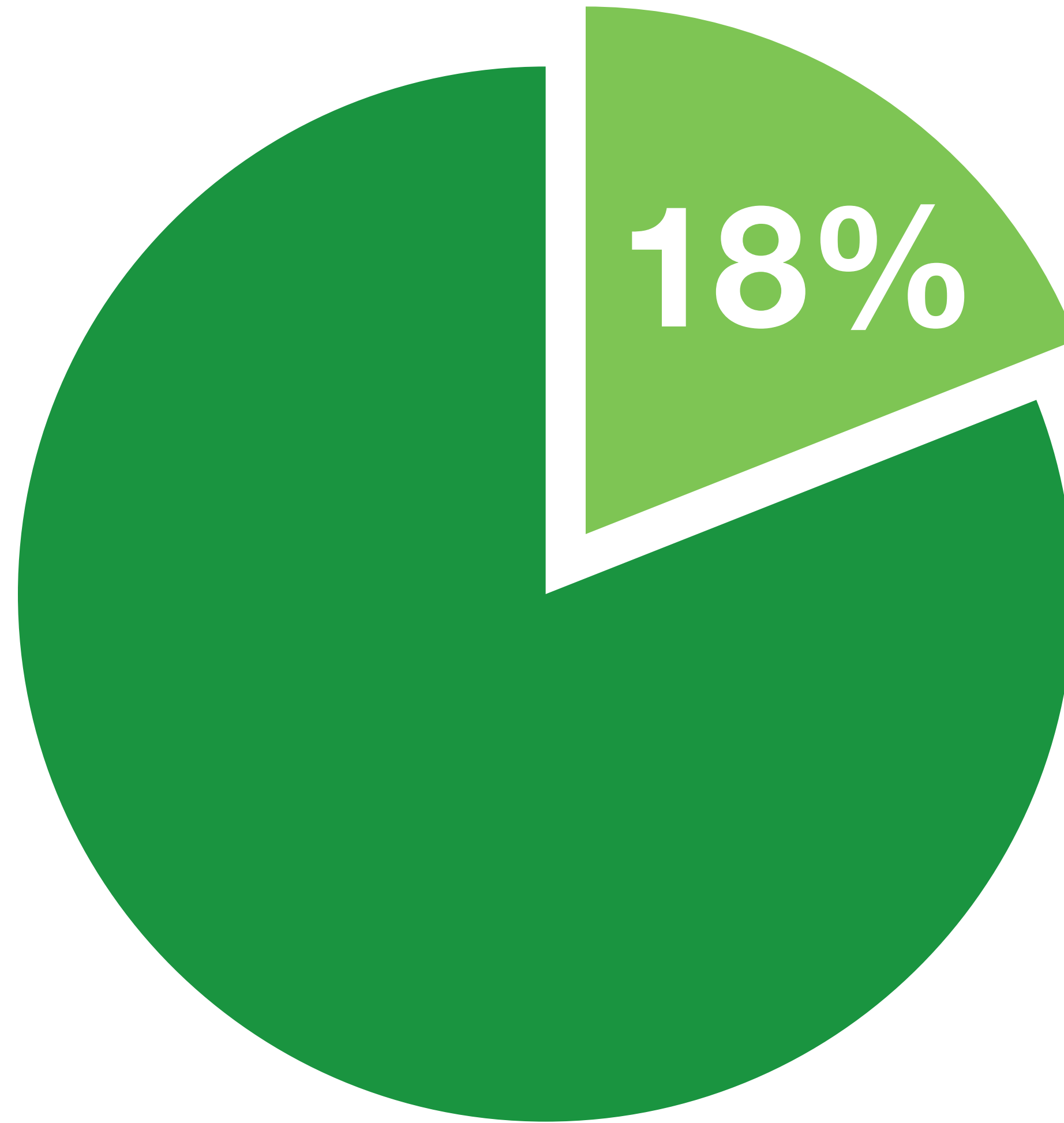
United States Census Bureau.

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Physical





Physical

Visual

**RNIB**



Physical

Visual



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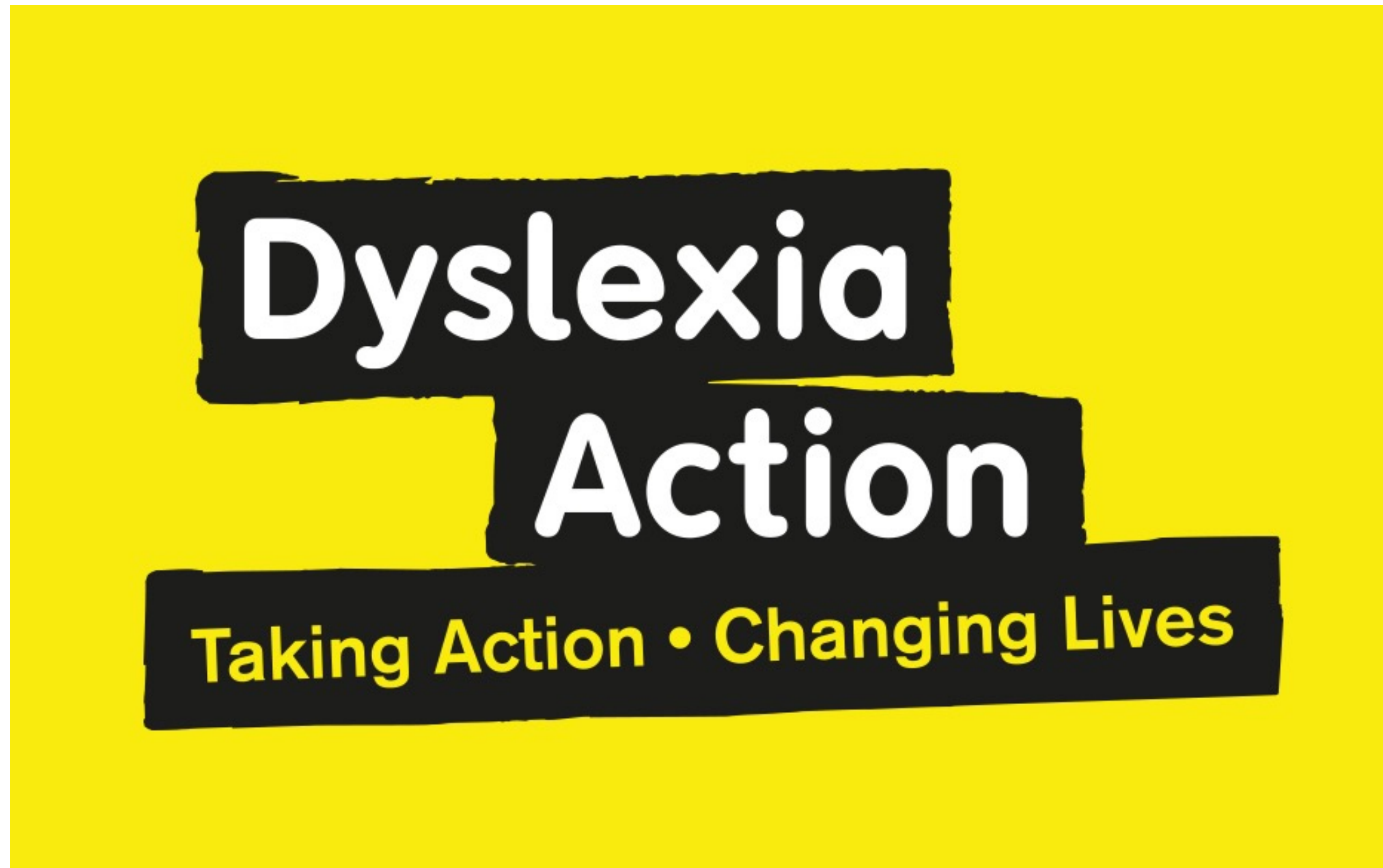
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Physical

Visual

Cognitive



# My friend, Ben...

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# Dyslexia.

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# What challenges does Ben have?

Reading and writing age of around 14-16

Uppercase and lowercase hard to distinguish

Words jump around

Misses context when scanning text

Tiring and embarrassing experience

# How can Ben be helped?

The ability to 'highlight' text so he can hear it

Hasn't yet found a flawless solution

He's always looking for something better

The solutions that do exist, rely on 'live' text

We can help him



# Who else?

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The **BIG** picture.



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Everyone benefits.

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# The Challenges.

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# Challenge 1: **Our thinking.**

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Web Accessibility Initiative (WAI)



# Web Content Accessibility Guidelines

# WCAG 2.0



A, AA, AAA





# Seemingly Insurmountable

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**Good News!**

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**“The idea that an accessible email is one that ticks all the WCAG boxes – is a myth!!!”**

Paul Airy.

**Myth No. 5: If You Fail One of  
the WCAG Techniques, Then You  
Fail WCAG 2.0; FALSE.**

[http://www.w3.org/WAI/GL/wiki/WCAG\\_Myths](http://www.w3.org/WAI/GL/wiki/WCAG_Myths)





# P.O.U.R.

## Four Principles



Perceivable

Operable

Understandable

Robust



WebAIM  
web accessibility in mind



<http://webaim.org>

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**(Paraphrased)**

Guideline 1.4.6 (WCAG)

**“Large Text: Large-scale text and images of large-scale text have a contrast ratio of at least 4.5:1;”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>



Guideline 1.4.6 (WebAIM)

**“Large text (over 18 point or 14 point bold) has a contrast ratio of at least 4.5:1.”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>



Challenge 2:  
**Putting it into practice.**

## Guideline 1.3.1

**“Tables are used for tabular data. Where necessary, data cells are associated with their headers.”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>





# Challenges to the Guidelines

In email we use tables for structure, not data

We don't use the table heading, `<th>` tag

## Guideline 1.3.1

**“Semantic markup is used to designate headings, lists, emphasized or special text, etc.”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>



# Challenges to the Guidelines

Semantic markup is often sacrificed for consistency

`<span>` instead of `<h1>`, `<h2>`, `<h3>`

Text 'loose' within a `<td>` rather than using a `<p>`

So called '**Get To Fixing Outlook**'



**“We can implement ‘a level of accessibility’ if we look beyond the challenges.”**

Paul Airy.

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# Beyond the Challenges.

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**“Focus on what you CAN do,  
not what you can’t do.”**

Paul Airy.

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## Guideline 1.1.1

**“All images ... have appropriate, equivalent alternative text.”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>







## Guideline 1.1.1

**“Images that do not convey content... are given null alt text (alt="").”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>





## Guideline 1.3.2

**“The reading and navigation order (determined by code order) is logical and intuitive.”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>





# Typographic **Tips.**

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**Use** HTML text.

## Guideline 1.4.5

**“If the same visual presentation can be made using text alone, an image is not used to present that text.”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>



Unable to view email? [Please click here](#)



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## Guideline 1.3.3

**“Instructions do not rely upon shape, size, or visual location (e.g., “Click the square icon to continue”).”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>



# Minimum bodytext size

```
font-size: 14px;
```

# Webkit resize?

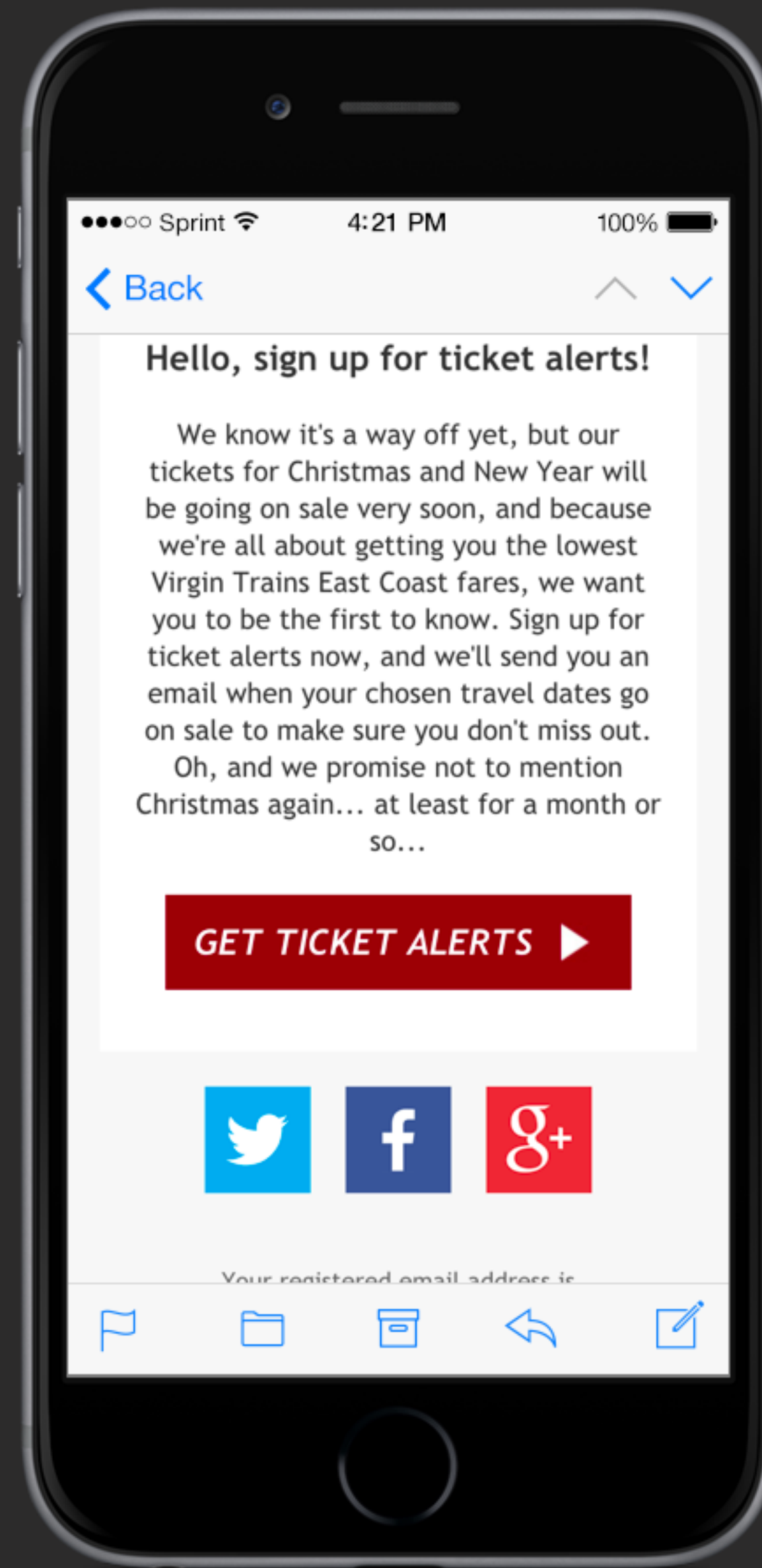
```
-webkit-text-size-adjust:none;
```



# Alignment

```
text-align:left;
```





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Apply 1.5x line-height  
on bodytext.



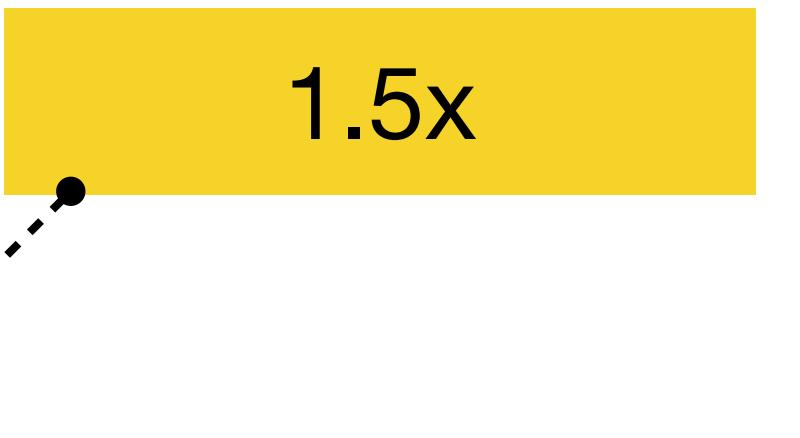
## Guideline 1.4.8

**“Have adequate line spacing (at least 1/2 the height of the text) and paragraph spacing (1.5 times line spacing).”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>



```
font-size: 14px;
line-height: 21px;
```





```
font-size: 16px;  
line-height: 24px;
```

# Include 'Alt' text on images.

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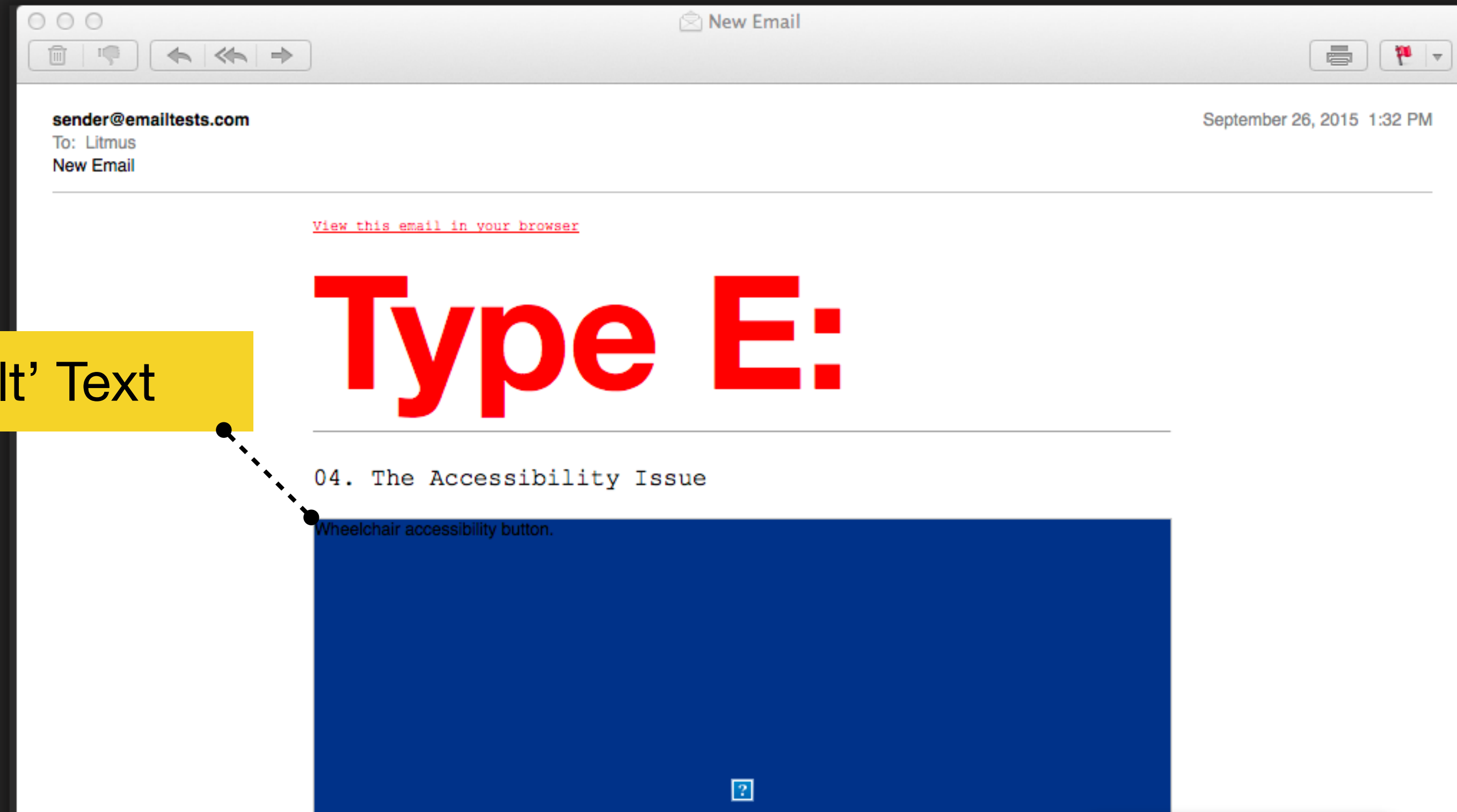
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## Guideline 1.1.1

**“All images ... have appropriate, equivalent alternative text.”**

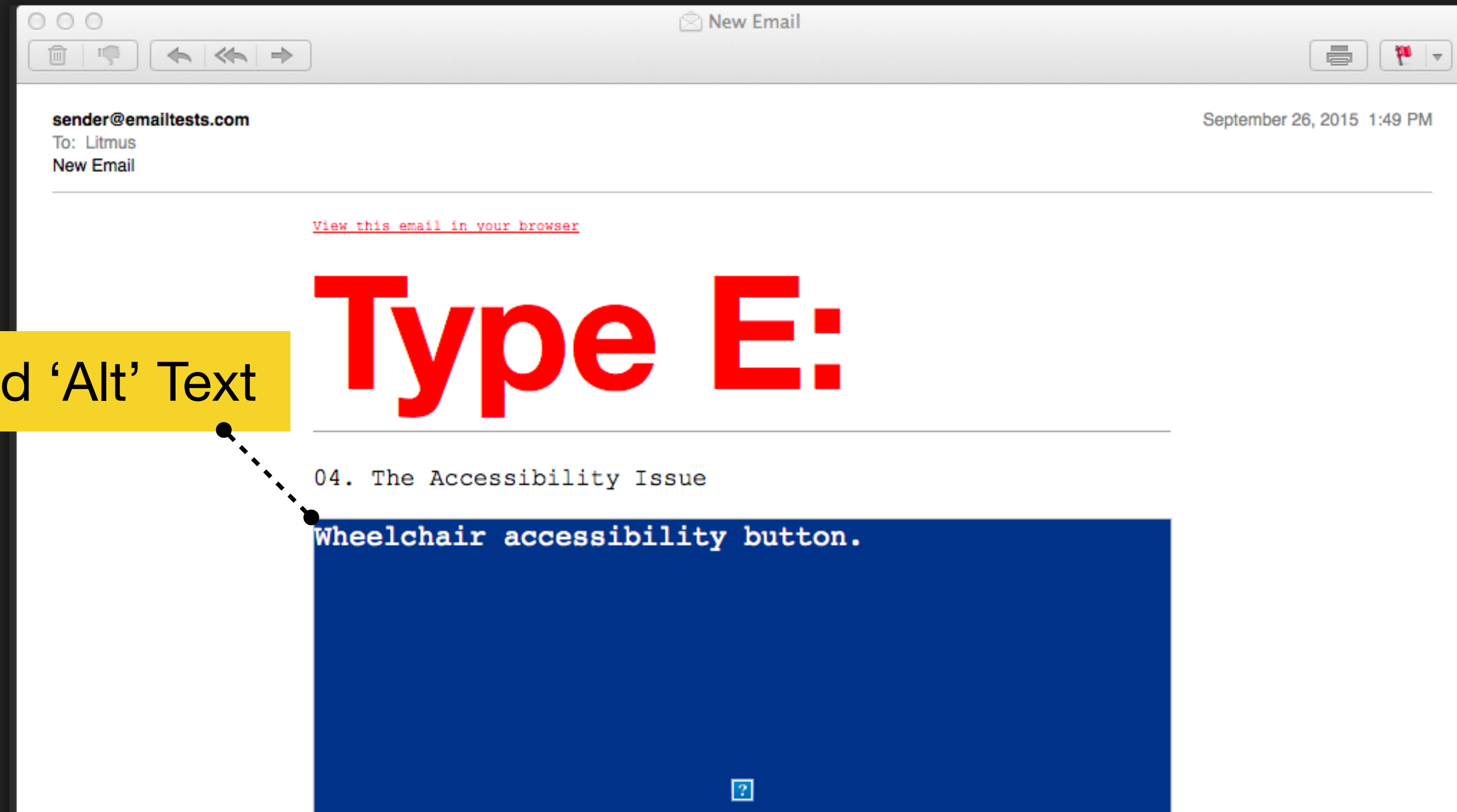
Paraphrased from <http://webaim.org/standards/wcag/checklist>





```
style="font-  
family:Courier,  
monospace; font-size:  
20px; line-height:30px;  
color:#ffffff;"
```





# Use semantic tags.

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## Guideline 1.3.1

**“Semantic markup is used to designate headings, lists, emphasized or special text, etc.”**

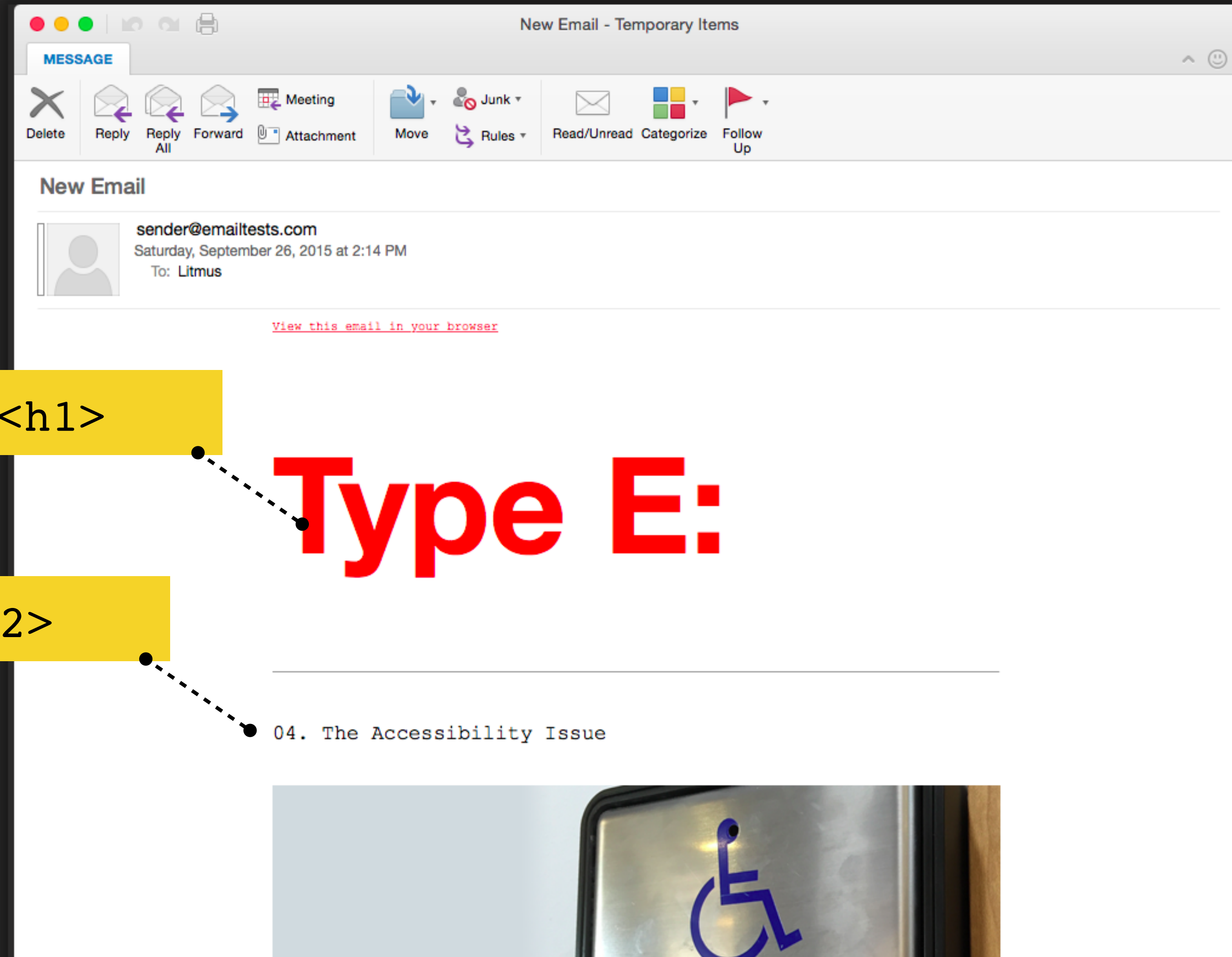
Paraphrased from <http://webaim.org/standards/wcag/checklist>



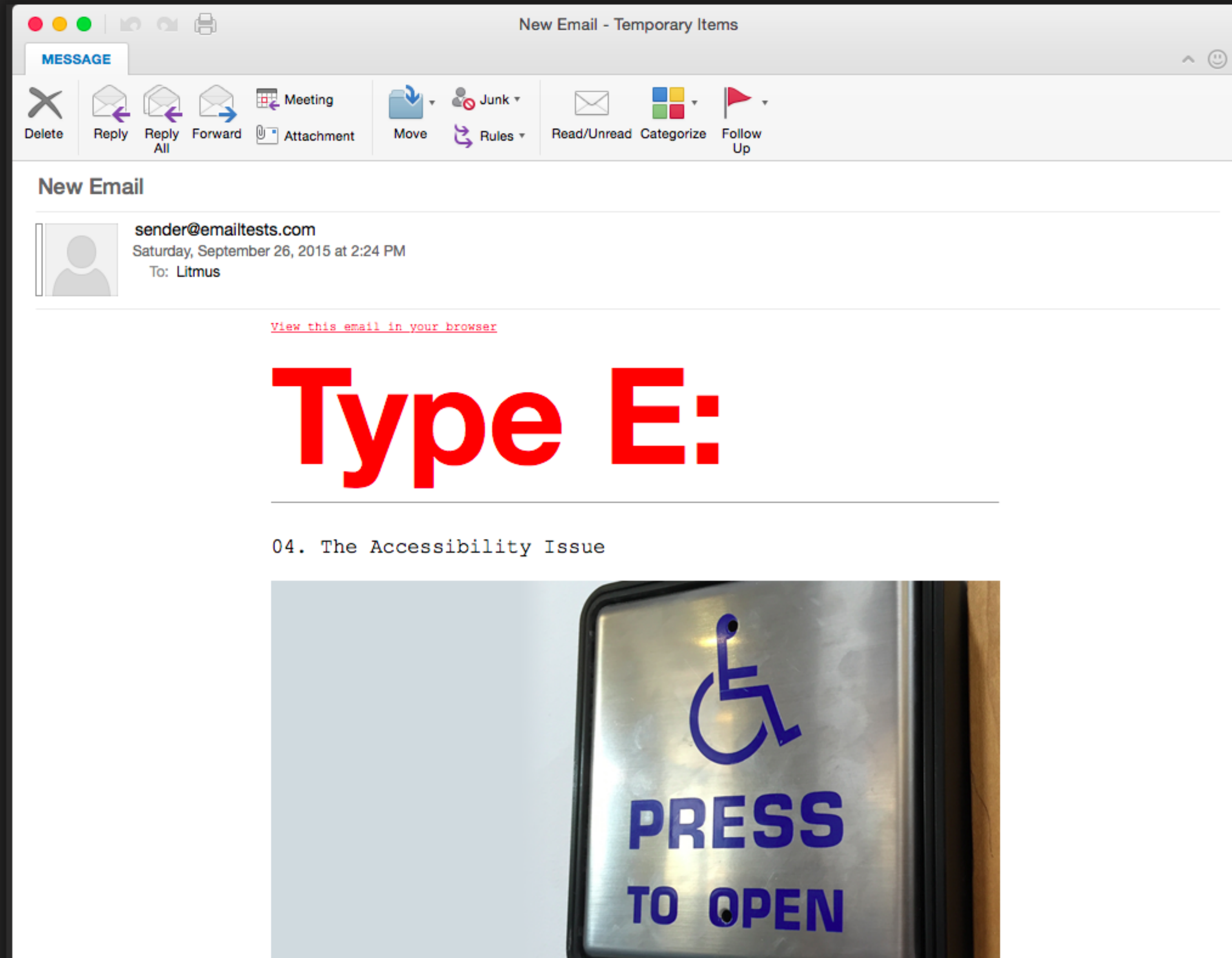


`<h1>`, `<h2>`, `<h3>`, `<p>`, `<li>`

# Heading Fix.



```
<h1 style="margin:0;  
font-weight:lighter;
```



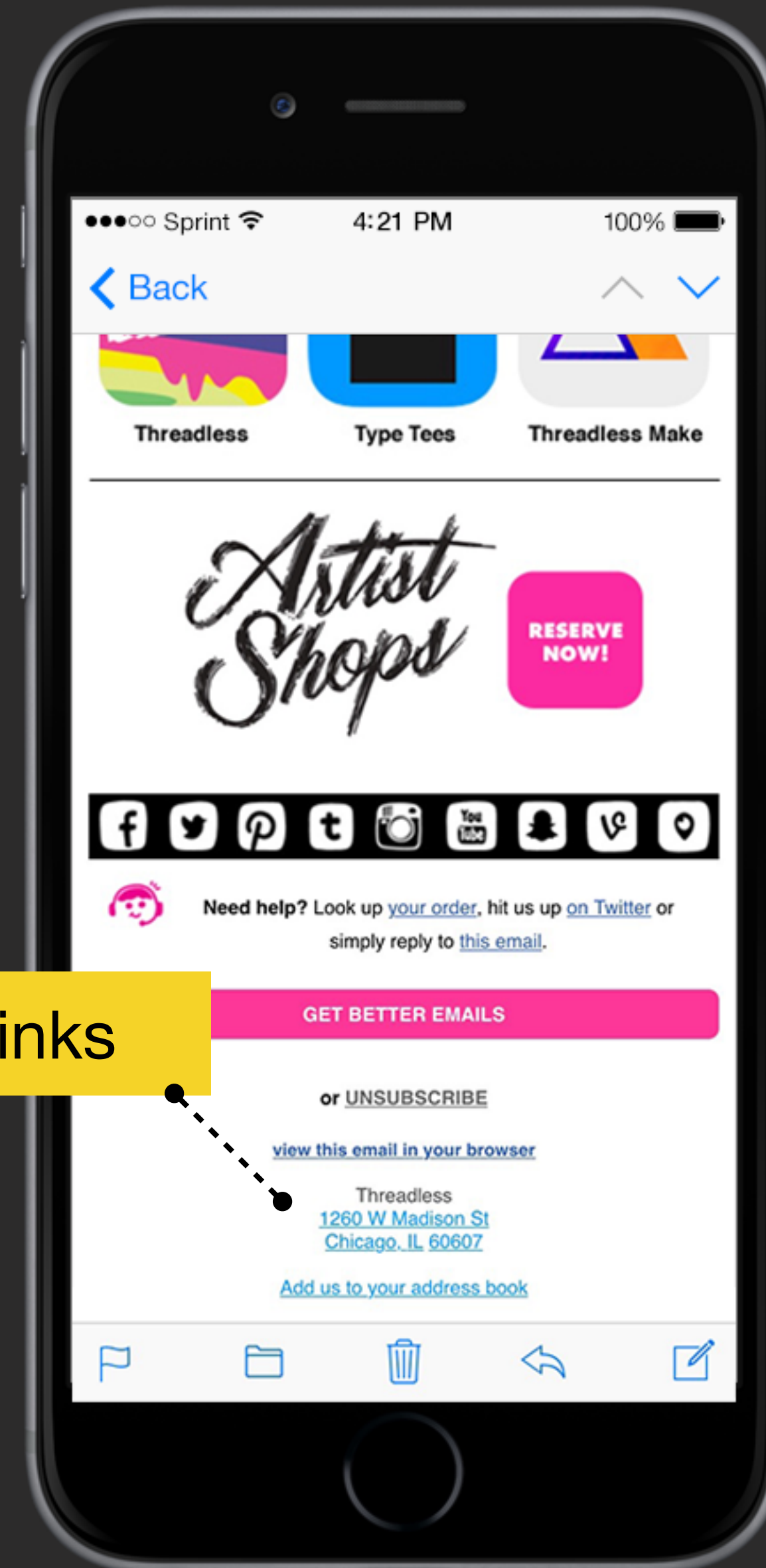
# Blue Links.

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Blue Links



```
.appleBlueLinks  
a {color:#000000  
  !important;  
text-decoration:none; }
```



```
<span class=  
"appleBlueLinks">  
01234 567890</span>
```

# Contrast.

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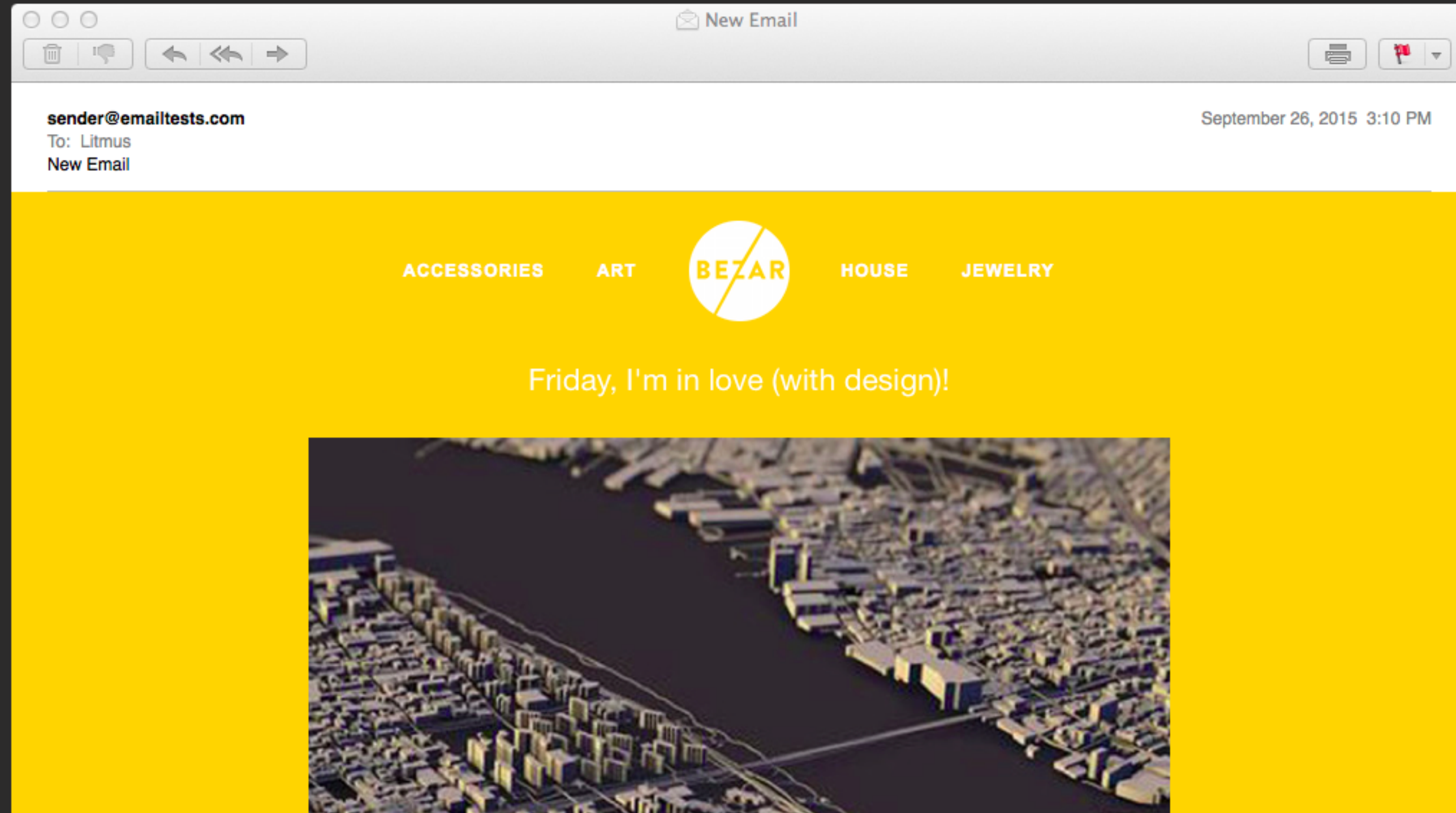
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## Guideline 1.4.3

**“Text and images of text have a contrast ratio of at least 4.5:1.”**

Paraphrased from <http://webaim.org/standards/wcag/checklist>





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## Color Contrast Checker

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

Foreground color: #585656  [lighten](#) | [darken](#)

Background color: #e1e1e1  [lighten](#) | [darken](#)

Contrast Ratio: **5.61:1**

### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

Sample:

### Large Text

WCAG AA: **Pass**

#### Related Resources

- [Quick Reference: Testing Web Content for Accessibility](#)
- [Constructing a POUR Website](#)
- [Web Accessibility for Designers](#)

# Testing.

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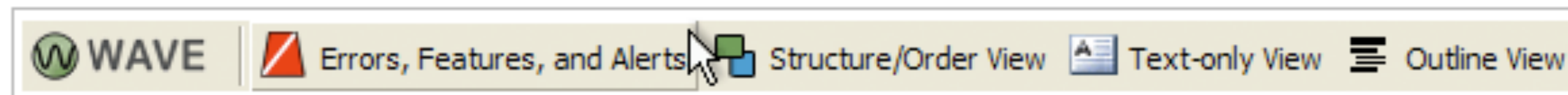


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## WAVE Toolbar



The WAVE Firefox toolbar provides a mechanism for running WAVE reports **directly within Firefox**. Because the toolbar reports runs entirely within your web browser, **no information is sent to the WAVE server**. This ensures 100% **private and secure accessibility reporting**. The toolbar can check intranet, password-protected, dynamically generated, or sensitive web pages. Also, because the WAVE toolbar evaluates the rendered version of your page, **locally displayed styles and dynamically-generated content from scripts or AJAX** can be evaluated.

### Download now



### Installing the WAVE toolbar

- Select the download link above. If this is the first time installing the WAVE toolbar, you may receive a Firefox notice that wave.webaim.org is attempting to install software. Simply select "Allow" at the top of the Firefox window. You must restart Firefox after installing the toolbar.

<http://wave.webaim.org/toolbar/>

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# Create a 'Text Only' version.

Screen Readers and Wearables

# In summary

Accessibility benefits everyone

W3C WCAG are just that – guidelines

Failure to comply with all the guidelines is not failure

There's levels of accessibility we're already implementing

We can do more, such as use semantic tags

There's tools out there to help

One more thing...

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**“The truth is, you’re never going to be able to cater for every disability. But, that’s no reason to disregard accessibility.”**

Paul Airy.

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# #SubscriberFirst

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**Thank you.**

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