



Thanks for getting the slides!

I hope this presentation will bust a few myths on design and accessibility, so I encourage you to spread the word!

If you do share it, please always credit pimpmytype.com. There you can also find more helpful resources.

Want individual feedback? Book your Free Type Check and let's chat!

And now, enjoy!
Cheers 🍷 Oliver

INFO

is mostly

TEXT

Typography

is showing text in the best way

Functional

EXPRESSIVE

Traditional

Modern

BOLD

Delicate

With the

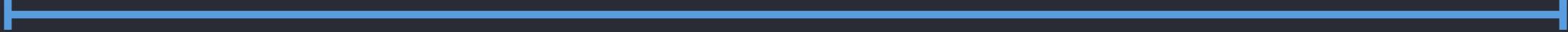
POWER

of Type!

A11y

11 characters

Accessibility



A11y

A11y = Blind

Blind = Screen reader

Screen reader = Technical

Technical \neq Designer

Designer \neq A11y



100%

Eyesight

0%

Eyesight

100%

1.1 Billion

0%

100%

1.1 Billion

0%

44M

Blind

100%

Visual acuity

Color vision

Light sensitivity

Field of vision

...

0%

WHO

needs to make type
accessible to these

1.1B?

ME

ME



YOU

It has to look ugly

It has to look boring

Ridiculous spacing

Too many stupid rules!

Make it high contrast

Use Comic Sans

The biggest font sizes

Sans-serif is the best

AIIV

What the

FONT is **AT1V** ?

Oliver Schöndorfer

Typography Consultant  UI Designer

 [pimp_my_type](https://www.instagram.com/pimp_my_type)

Guesting at *podcasts*





#typography
Font Matrix – See and Pair Typefaces Like Never Before

Pimp my Type
3320 Abonnenten

Abonniert

187 187 Teilen Clip Speichern

1833 Aufrufe vor 6 Monaten
👉 Pairing Typefaces like a Pro – Online Course:
<https://pairingtype.pro>
Mehr ansehen

Chatwiedergabe anzeigen

Alle Aus deiner Suche Kürzlich hochgeladen

Font Follows Function
✓ A Checklist
8:11
Check these 5 things before choosing a font – Font Follow...
Pimp my Type
1256 Aufrufe • vor 1 Jahr

5G SUCKS
13:34
My Tech Hot Takes!
Marques Brownlee ✓
1,6 Mio. Aufrufe • vor 1 Tag
Neu

Classifying and Pairing Typefaces differently
with Indra Kupferschmid
Author & Typography Professor
59:46
Classifying & Pairing Typefaces with Indra Kupferschmid
Pimp my Type
565 Aufrufe • vor 6 Monaten

agql
Typefaces for long reading text
6:39
Body Text – How to Choose a Proper Typeface?
Pimp my Type
2914 Aufrufe • vor 1 Jahr

TREND TRANSFEINDLICH
22:30
Wer in Deutschland gegen trans Menschen hetzt | ZDF Magazi...
ZDF MAGAZIN ROYALE ✓
1,3 Mio. Aufrufe • vor 3 Tagen
Neu

CHAOS IM STAATS-TV
Fake News
9:42
Das Mobilisierungs-Desaster: Wie Putin seine Propagandiste...
ARTEde ✓
637.463 Aufrufe • vor 2 Wochen

Font follows feeling
Sans-Serif Script
Serif Handwritten
Slab Serif DISPLAY
7:34
Font Follows Feeling – A brief type classification and the...
Pimp my Type
2927 Aufrufe • vor 1 Jahr

READABILITY and LEGIBILITY

LEGIBILITY

is about character recognition

1

Avoid using
fancy fonts

It's a

RANGE

Font Follows

Feeling

BE EXPRESSIVE
& HAVE FUN!

In logos, headlines or other big short text

*Ornamental fonts won't work for
more than one line of large text*

Don't use very stylized fonts for reading text

Font Follows

Functionion

Enter your password

1515010

Don't let people guess in critical situations

Enter your password

LSI5010

Make it absolutely clear when it has to be

**Know
when
to be**

EXPRESSIVE

**and
when
not.**

Pick the right category for body text

Sans

Serif

2

Better use
Sans-Serif

Sans OR Serif



The voice of blind and partially sighted people in Europe

EBU CLEAR PRINT GUIDELINES

Thank you for downloading the EBU clear print guidelines for producing information that is also legible for persons with reduced vision.

This document offers basic principles with good practice examples that you can easily apply in all your printed and electronic communication activities.

Making your texts accessible benefits people with sight loss as well as a far wider audience: the general public. By implementing the principles of Inclusive Design (also called Universal Design) you too can make an important contribution to a more accessible and inclusive society!

1.3 Font family/type

Choose standard fonts with easily recognizable upper and lower case characters, without serifs (sans serif).

Arial, Verdana, Helvetica are good choices.

Do not use complicated or decorative fonts, serif fonts such as Times new Roman, nor handwriting type fonts.

Below an illustration of a good font type, followed by examples of fonts you should avoid:

Arial is a good choice

Avoid Times New Roman type fonts and handwriting *type* fonts

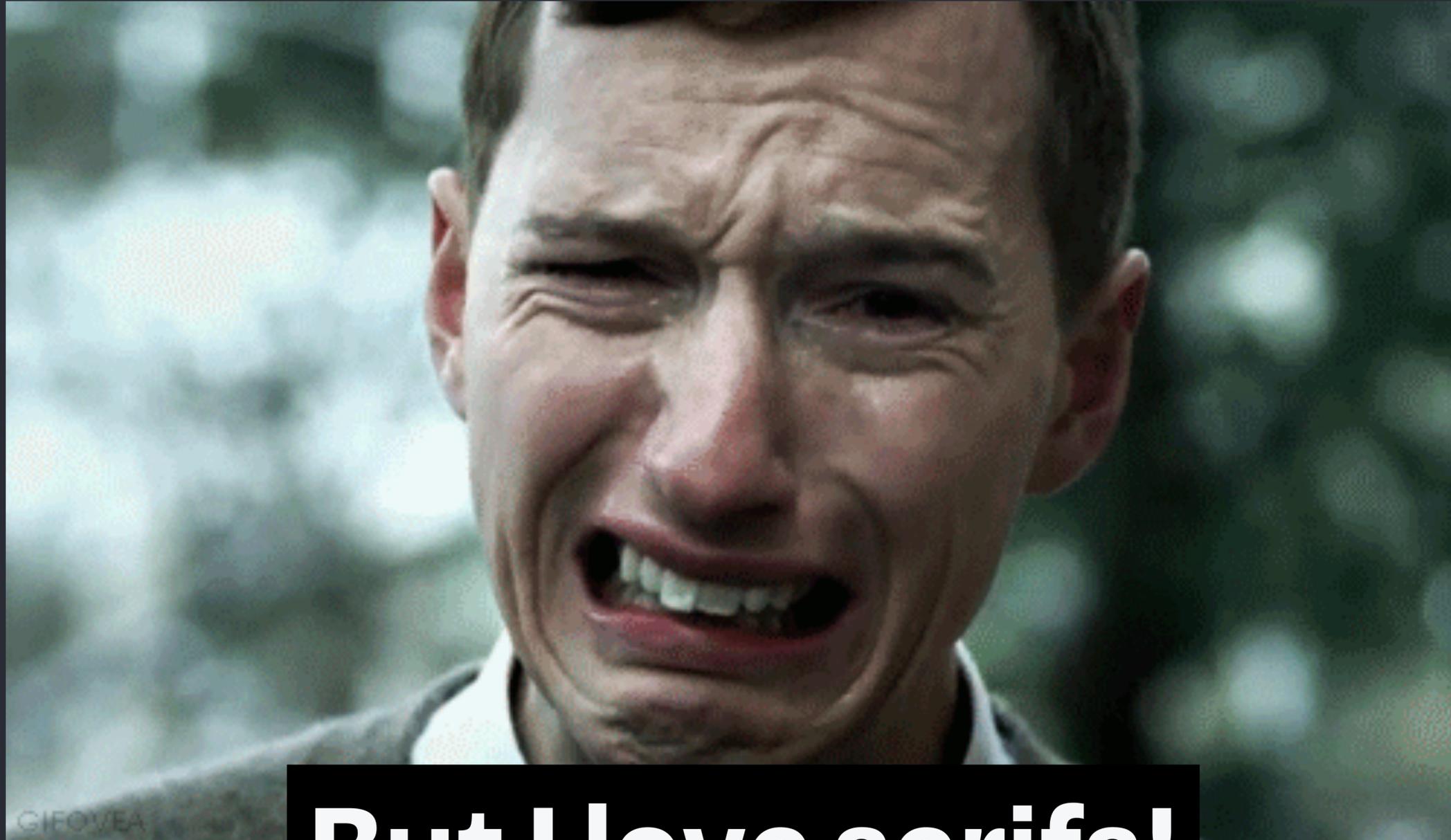
1.4 Font size

Keep text in a large font, preferably between 14pt - 16pt - 18pt Arial or similar. Note that, depending on the font type you choose, you may need to adapt the pt value to match the Arial 14-16-18 sizes.

Below two illustrations. First a good font size example, followed by a size you should avoid:

Arial 16 is a good font size

Arial 9 is a too small font size



But I love serifs!

Clear character recognition



Atkinson Hyperlegible
Easy to differentiate



Arial
Not very clear



PT Serif
Clear

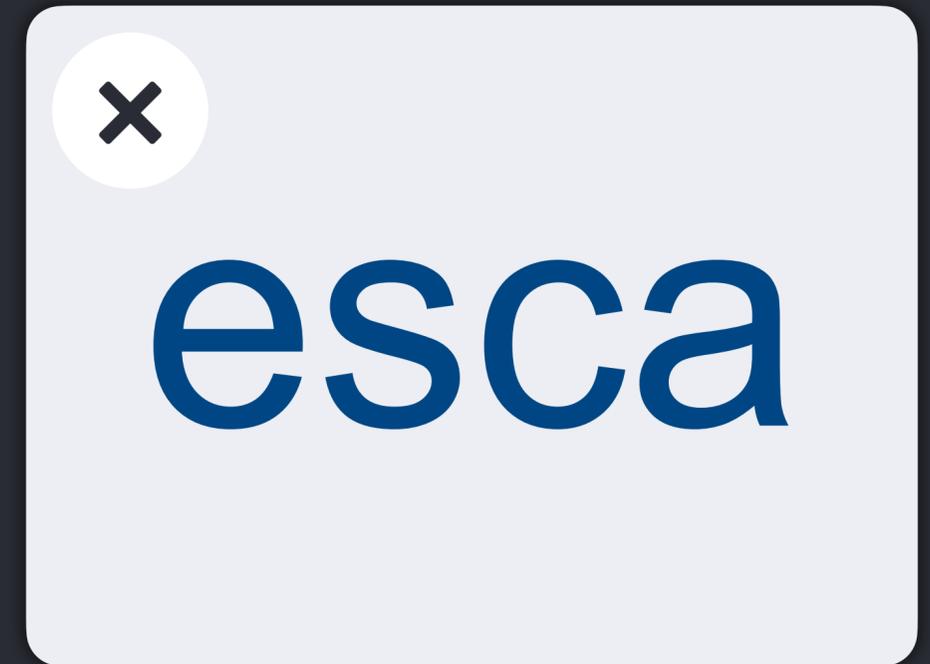
Letter shapes are open



Newsreader
Quite open shapes



Fira Sans
Very open shapes



Arial
Closed shapes

Letter shapes are open



e s c a

esca

Fira Sans is more legible
in small sizes



e s c a

esca

Arial is harder
to read in small sizes

Check the following

ll1

eco 00C

Arial

ll1

eco 00C

Atkinson Hyperlegible

ll1

eco 00C

PT Serif

Check the following

111

eco 00C

Arial

111

eco 80C

Atkinson Hyperlegible

111

eco 00C

PT Serif

Check the following

Il1

Sucks!

eco 00C

Arial

Il1

eco 00C

Atkinson Hyperlegible

Il1

eco 00C

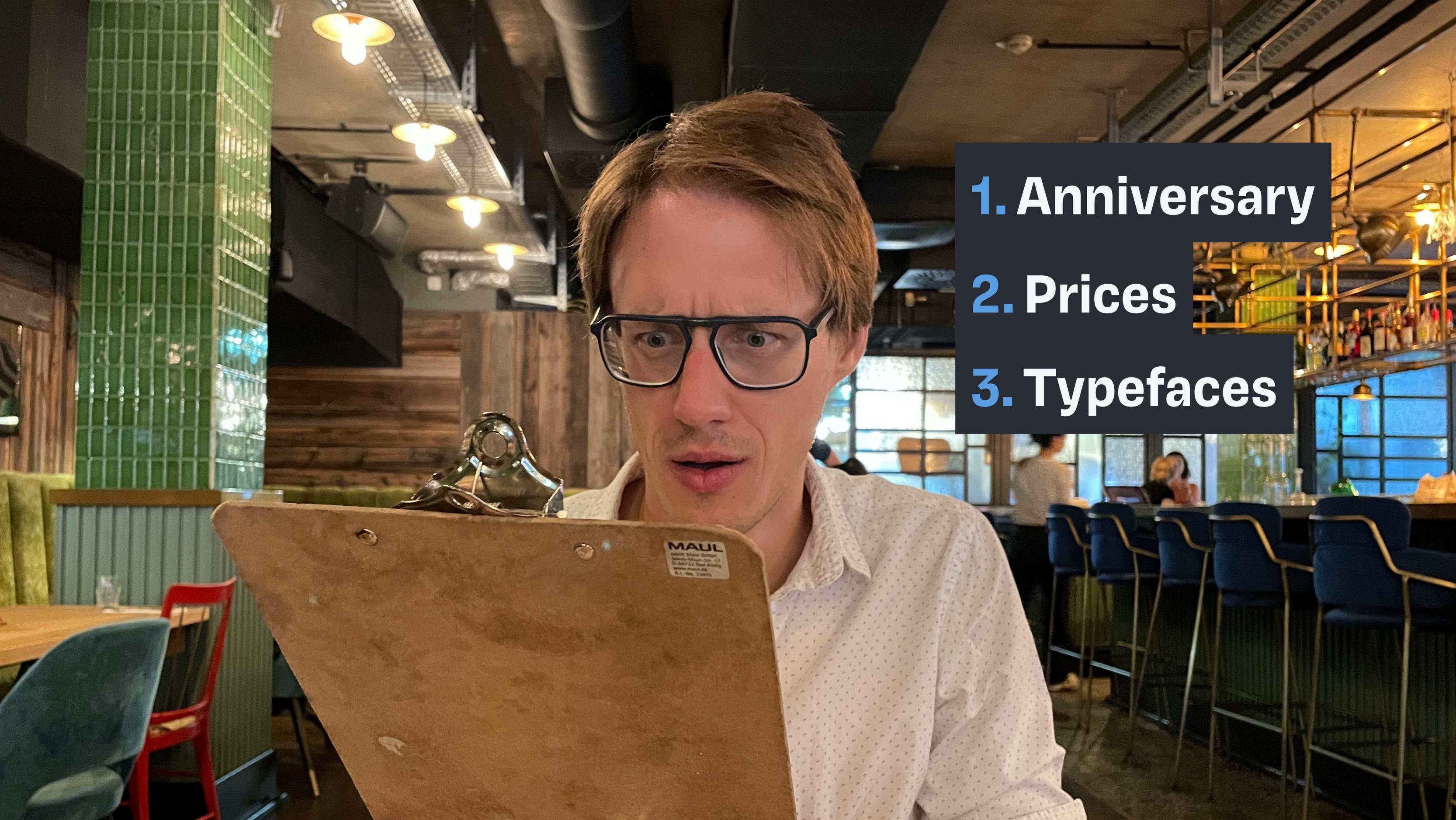
Newsreader

Sans  Serif

**Pick
what fits
your**

THEME

**and then
check the
features**



1. Anniversary

2. Prices

3. Typefaces

SEVENNORTH

BY EYAL SHANI

Classics		Signature Cocktails		Non Alcoholic Drinks		
<u>Paloma</u>	12,5	<u>Room 237</u>	15	<u>*Campari* Orange/Soda</u>	8,5	
tequila, grapefruit, lime juice, agave syrup, soda		calvados, rye whiskey, Galliano Vanilla, vanilla syrup, pineapple foam		LYRE'S Italian Spritz, orange juice/soda		
<u>Negroni</u>	13,5	<u>Cherry Bomb</u>	14	<u>Italian spritz</u>	11,5	
gin, Campari, Aetica Formula		bourbon, maraschino, cherry jam, lemon, sugar, cola		LYRE'S Italian spritz, Herkell non-alcoholic sparkling, soda		
<u>Old Cuban</u>	14,5	<u>Earl Grey Old Fashioned</u>	13,5	<u>Gin Tonic</u>	10,5	
rum, lime juice, Angostura bitters, sugar, mint leaves, champagne		Earl Grey infused bourbon, sugar, orange bitters, Angostura bitters		Tanqueray 0.0 + Fever Tree Indian Tonic		
<u>Basil Smash</u>	13,5	<u>Nights of Tel Aviv</u>	12,5	<u>Virgin Negroni</u>	12,5	
gin, lemon juice, sugar, basil		arak, clarified grapefruit juice, lemon, sugar, sage		Tanqueray 0.0, Undone No. 9., LYRE'S Italian spritz		
<u>Moscow Mule</u>	12	<u>Tomato Spritz</u>	10,5	<u>Soft Drinks</u>		
vodka, lime juice, Fever Tree ginger beer, Angostura bitters, cucumber		Cinzano Bianco, chili liqueur, verjus, tonic water, tomato		<u>Vöslauer Still 0,33l/0,75l</u>	3,3/5,8	
<u>Sour</u>	13,5	<u>Summer Specials</u>		<u>Vöslauer Sparkling*</u>	3,3/5,8	
whiskey/ Averna/ amaretto/ Aperol/ tequila/ vodka, lemon, sugar, egg white (optional)		<u>Elderflower Collins</u>	12,5	0,33l/0,75l	3,3/5,8	
<u>Gin Basil Mule</u>	12	gin, elderflower liqueur, lemon juice, soda		<u>Rauch Apple Juice 0,3l</u>	4,2	
gin, lime juice, Angostura bitters, Balis Basil lemonade		<u>Iced Green Tea</u>	13	<u>Rauch Organic Juices</u>		
<u>Cocktail Shots</u>		4,5	<u>Chambard Highball</u>	13,5	<u>Apricot/Blackcurrant 0,2l</u>	4,9
<u>Espresso Martini</u>		gin, Chambard, lemon juice, ginger beer		<u>Coca Cola/Zero 0,33l</u>	3,8	
<u>Basil Smash</u>		<u>Matcha Highball</u>	13	<u>Almdudler 0,33l</u>	4,1	
<u>Lemon Drop</u>		whiskey, lemon juice, honey syrup, matcha powder, soda		<u>Balis Basil Bliss 0,33l</u>	5,6	
				<u>Fever Tree -</u>		

Classics

Paloma

tequila, grapefruit, lime juice, agave syrup, soda

12,5

Negroni

gin, Campari, Antica Formula

13,5

Old Cuban

rum, lime juice, Angostura bitters, sugar, mint leaves, champagne

14,5

Basil Smash

gin, lemon juice, sugar, basil

13,5

Moscow Mule

vodka, lime juice, Fever Tree ginger beer, Angostura bitters, cucumber

12

Sour

whiskey/ Averna/ amaretto/ Aperol/ tequila/ vodka, lemon, sugar, egg white (optional)

13,5

Gin Basil Mule

gin, lime juice, Angostura bitters, Balis Basil lemonade

12

Cocktail Shots

4,5

Signature Cocktails

Room 237

calvados, rye whiskey, Galliano Vanilla, vanilla syrup, pineapple foam

15

Cherry Bomb

bourbon, maraschino, cherry jam, lemon, sugar, cola

14

Earl Grey Old Fashioned

Earl Grey infused bourbon, sugar, orange bitters, Angostura bitters

13,5

Nights of Tel Aviv

arak, fresh grapefruit juice, lemon, sugar, sage

12,5

Tomato Spritz

Cinzano bianco, chili liqueur, verjus, tonic water, tomato

10,5

Summer Specials

Elderflower Collins

gin, elderflower liqueur, lemon juice, soda

12,5

Iced Green Tea

green tea infused bourbon, lemon juice, soda

13

Chambord Highball

gin, Chambord, lemon juice, ginger beer

13,5

Non Alcoholic Drinks

"Campari" Orange/Soda

8,5

LYRE'S Italian Spritz, orange juice/soda

Italian spritz

11,5

LYRE'S Italian spritz, Henkell non-alcoholic sparkling, soda

Gin Tonic

10,5

Tanqueray 0.0 + Fever Tree Indian Tonic

Virgin Negroni

12,5

Tanqueray 0.0, Undone No. 9., LYRE'S Italian spritz

Comic Sans!

Vöslauer Still 0,33l/0,75l 3,3/5,8

Vöslauer Sparkling* 0,33l/0,75l 3,3/5,8

Rauch Apple Juice 0,3l 4,2

Rauch Organic Juices

Apricot/Blackcurrant 0,2l 4,9

Coca Cola/Zero 0,33l 3,8

Almdudler 0,33l 4,2

7 Comic Sans helps Dyslexic Readers

3

You should use
Open Dyslexic

I have to make
my design ugly

DYSLEXIA

is a learning **difficulty**

Avoid mirrored letters



Arial
Mirrored shapes



Comic Sans
No exact mirrors



Open Dyslexic
No exact mirrors

Avoid mirrored letters



Atkinson Hyperlegible
db mirrored



Newsreader
No exact mirrors



Shantell Sans
No exact mirrors

**These
typefaces
perform**

POOR

**even for
people with
dyslexia**

pimpmytype.com/talk06

YouTube    

Designing Accessible Fonts

Talk with type designer Eleni Beveratou



43:39 / 1:32:05 • Should we avoid very expressive fonts? >

Designing Accessible Typefaces with Eleni Beveratou

 Pimp my Type
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 66   Share  Clip  Save 

Live chat replay is not available for this video.

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Rachel How
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This typeface might
help some people ...

set in *Open Dyslexic*

... but for the most
it just looks broken

set in *Open Dyslexic*

READABILITY

is making text pleasant to read

THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.

Make it large enough

THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.

Don't justify text

THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.

Underline sparingly

***THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.***

Avoid all caps

***The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.***

Use Regular weight

*The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.*

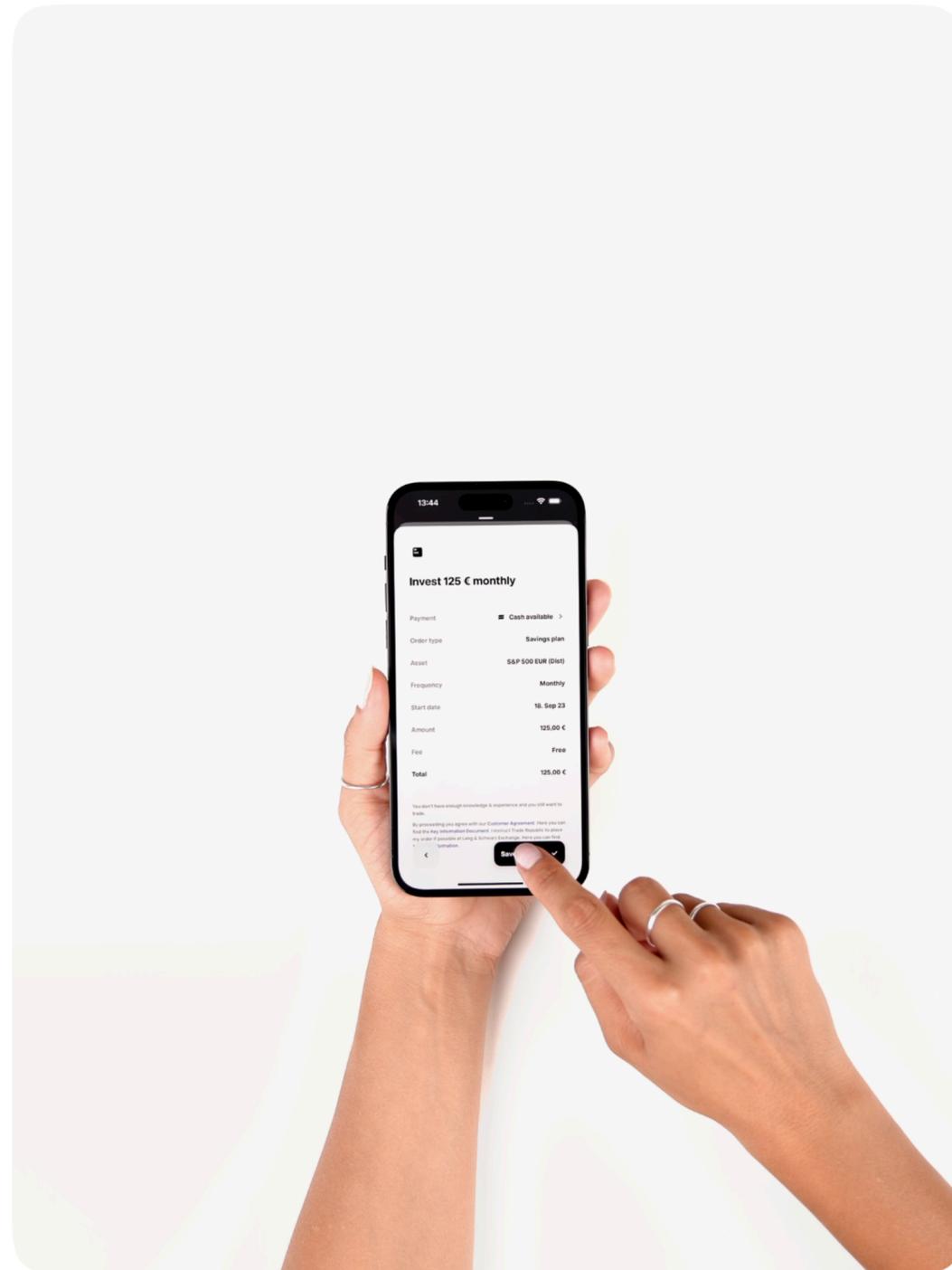
Italicize sparingly

The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.

The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.



4 Use high
contrast



Save now, for later

Free Savings Plans on ETFs, stocks or crypto. Invest regularly to grow your wealth with the market.

Bonds to lock in high interest for years and get regular payments. Start with 1 €, sell anytime.

Europe's largest ETF offering including curated investment themes to diversify your portfolio.

Save now, for later

Free Savings Plans on ETFs, stocks or crypto. Invest regularly to grow your wealth with the market.

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???

Save now, for later

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Bonds to lock in high interest for years and get regular payments. Start with 1 €, sell anytime.

Europe's largest ETF offering including curated investment themes to diversify your portfolio.

1.64:1

× AA 3:1 (large text)

Save now, for later

Free Savings Plans on ETFs, stocks or crypto. Invest regularly to grow your wealth with the market.

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3:1

✓ AA 3:1 large text



WCAG ya'II!

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WCAG 2.2 Supporting Documents

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 Numbering in WCAG 2.2

 Conformance to WCAG 2.2

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Web Content Accessibility Guidelines (WCAG) 2.2

W3C Recommendation 05 October 2023

**▼ More details about this document****This version:**

<https://www.w3.org/TR/2023/REC-WCAG22-20231005/>

Latest published version:

<https://www.w3.org/TR/WCAG22/>

Latest editor's draft:

<https://w3c.github.io/wcag/guidelines/22/>

History:

<https://www.w3.org/standards/history/WCAG22/>

[Commit history](#)

Implementation report:

<https://www.w3.org/WAI/WCAG22/implementation-report/>

Previous Recommendation:

<https://www.w3.org/TR/WCAG21/>

Editors:

[Alastair Campbell](#) (Nomensa)

[Chuck Adams](#) (Oracle)

[Rachael Bradley Montgomery](#) (Library of Congress)

[Michael Cooper](#) (W3C)

[Andrew Kirkpatrick](#) (Adobe)

Feedback:

[GitHub w3c/wcag](#) (pull requests, [new issue](#), [open issues](#))

Errata:

[Errata exists.](#)

See also [translations](#).

Success Criteria

1.4.3 Contrast (Minimum)

Color Contrast Cheat Sheet

WCAG 2.2 Level AA, minimum

Text

4.5:1

Normal text
any size

Text

3:1

Large text
24 px+

Text

3:1

Bold text
19 px+

Care about **minimum contrast,
and always use a tool to check it.**

Stark - Contrast & Accessibility Tools

< Contrast

#292C34 #73B4F1

6.33:1

Simple Contrast (WCAG)

Normal Text		Large Text	
✓ AA	4.5:1	✓ AA	3:1
✗ AAA	7:1	✓ AAA	4.5:1

Suggestion

Apply to layer Apply to all

about minimum
always use a tool

- Open Link in New Tab
- Open Link in New Window
- Open Link in New Private Window
- Bookmark Link...
- Save Link As...
- Save Link to Pocket
- Copy Link
- Copy Link Without Site Tracking
- Send Link to Device
- Search DuckDuckGo for "Typographic Win..."
- Inspect Accessibility Properties
- Inspect
- Fontanello
- 1Password - Password Manager
- AdBlock - best ad blocker

Magnet

700 (bold)

23.2px / 29px (1.25)

#73b4f1

letter-spacing: 0.464px

variants: normal

features: "ss01"

variables: normal

contrast ratio: 6.31 (AAA)

5

Make text at
least 16 px tall

But is this really not accessible?

Success Criteria

1.4.3 Contrast (Minimum)

1.4.4 Resize Text

But is this really not accessible?

But is this really not accessible?

✓ 200% of the original size
without loss of content or functionality



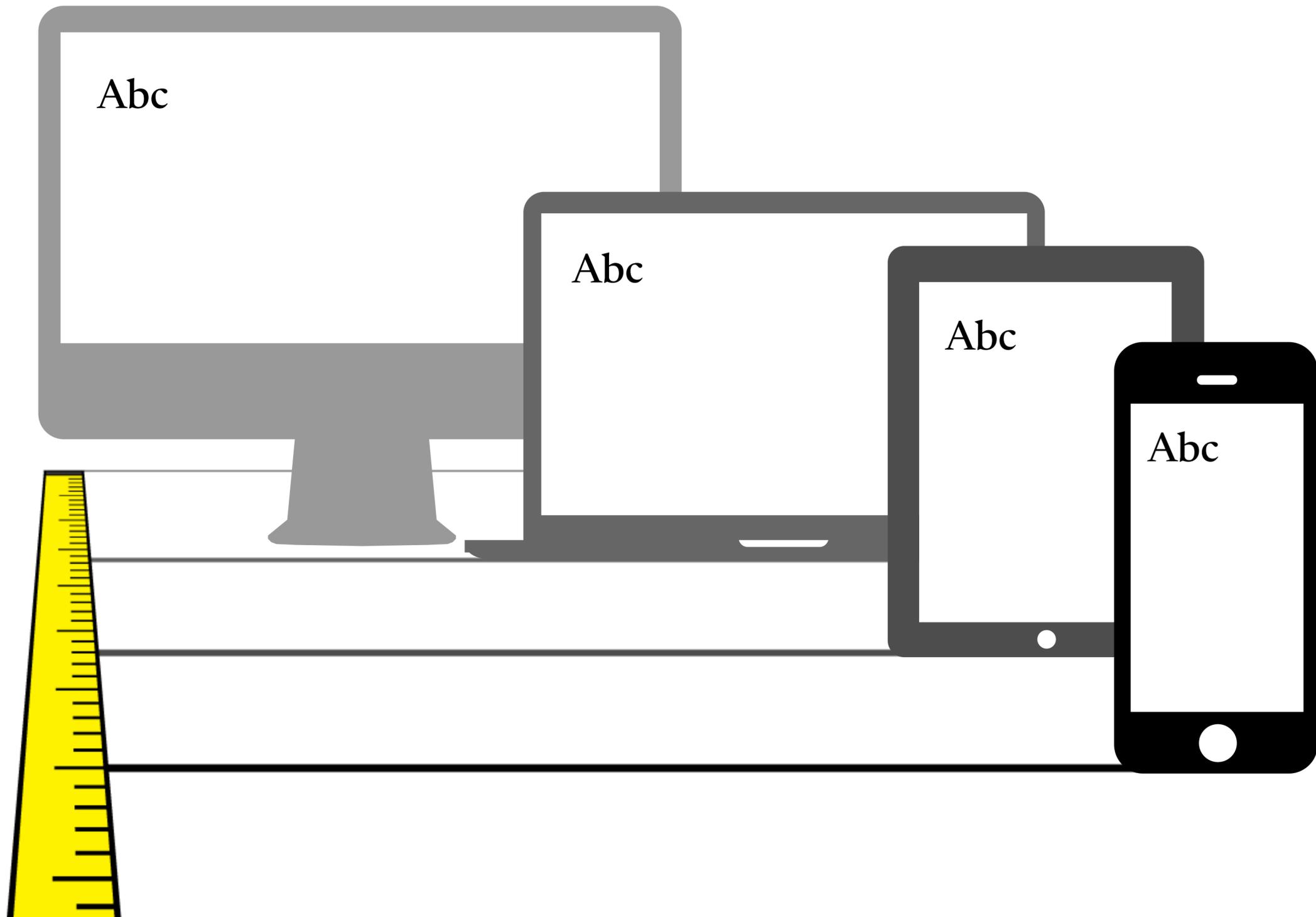
Large x-height
(Roboto)

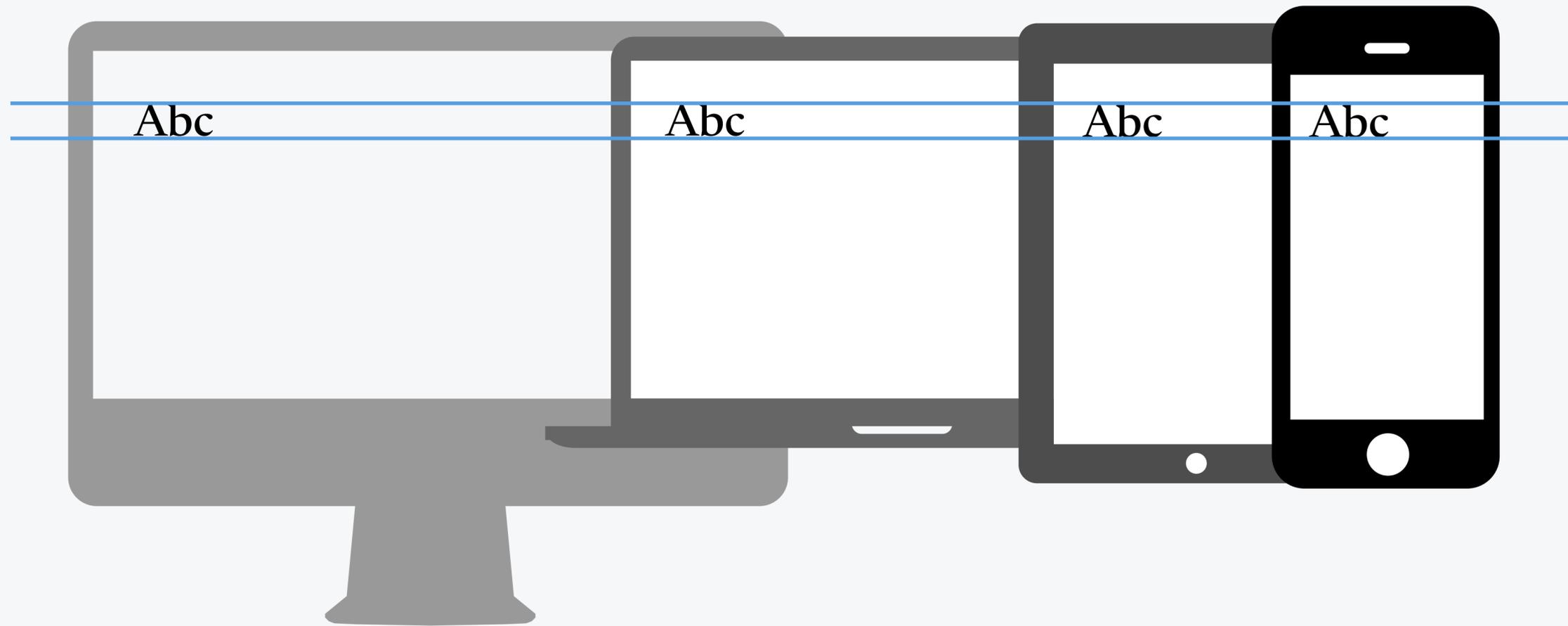
Small x-height
(Josefin Sans)

Type

Type

In small sizes, type with larger x-height seems larger





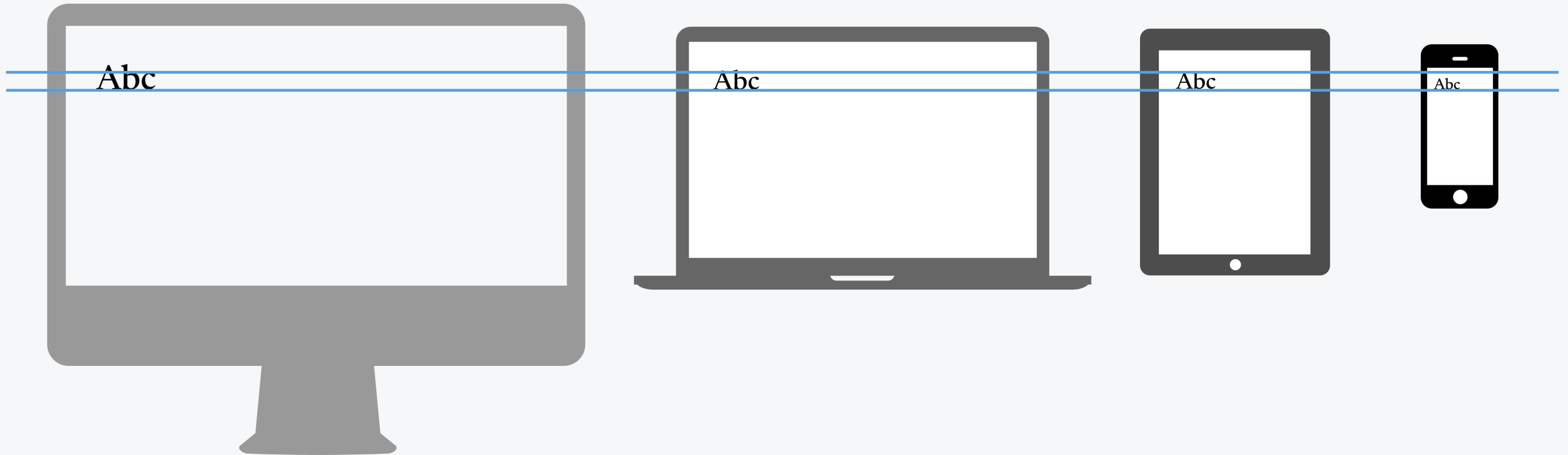
The font size should be adjusted to the reader's distance from the device

150%

120%

100%

90%



Bigger text on bigger screens, maybe slightly smaller text on small screens

1 rem = 16 px

Don't go below 12 px

**There is no minimum font size, but use
at least **1 rem or 16 px** for body text.**

6

Space text

very loosely

Line length

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

————— 95 characters —————

Very long lines are unpleasant to read

Line length

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

————— 71 characters —————

Add a max-width to your body text

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

0.8

A tight line height for long lines seems crowded

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

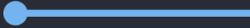


2.0

A larger line-height can cause your text to loose cohesion

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.



1.4

1.4 to 1.5 is often a good value for that line length

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be.

However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the

1.4

What worked for longer lines, is too loose for shorter lines

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be.

However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it

1.3

Shorter lines can have a smaller line-height

SC 1.4.12 Text Spacing

Line height: at least 1.5 times the font size;

Letter spacing: at least 0.12 times the font size;

Word spacing: at least 0.16 times the font size.

How we set it

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be.

However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it

1.4.12 Text Spacing applied

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines



§ Success Criterion 1.4.12 Text Spacing

(Level AA)

[Understanding Text Spacing](#)

[How to Meet Text Spacing](#)

In content implemented using markup languages that support the following [text style properties](#), no loss of content or functionality occurs by setting all of the following and by changing no other style property:

- Line height (line spacing) to at least 1.5 times the font size;
- Spacing following paragraphs to at least 2 times the font size;
- Letter spacing (tracking) to at least 0.12 times the font size;
- Word spacing to at least 0.16 times the font size.

You're right!

Exception: Human languages and scripts that do not make use of one or more of these text style properties in written text can conform using only the properties that exist for that combination of language and script.

NOTE 1

Content is not required to use these text spacing values. The requirement is to ensure that when a user overrides the authored text spacing, content or functionality is not lost.

NOTE 2

Writing systems for some languages use different text spacing settings, such as paragraph start indent. Authors are encouraged to follow locally available guidance for improving readability and legibility of text in their writing system.

§ Success Criterion 1.4.12 Text Spacing

(Level AA)

[Understanding Text Spacing](#)

[How to Meet Text Spacing](#)

In content implemented using markup languages that support the following [text style properties](#), no loss of content or functionality occurs by setting all of the following and by changing no other style property:

- Line height (line spacing) to at least 1.5 times the font size;
- Spacing following paragraphs to at least 2 times the font size;
- Letter spacing (tracking) to at least 0.12 times the font size;
- Word spacing to at least 0.16 times the font size.

Exception: Human languages and scripts that do not make use of one or more of these text style properties in written text can conform using only the properties that exist for that combination of language and script.

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NEVER fits **ALL**

NEVER about **ALL**

MORE

Functional

Functional

EXPRESSIVE

EXPRESSIVE

Traditional

Traditional

Modern

Modern

BOLD

BOLD

Delicate

Delicate

FONTS

CONTRAST

SPACING

SIZE

AI1V

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Oliver Schöndorfer 
Typography Consultant

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