

Tip Sheet for Developing Accessible Flyers/Documents

We understand that flyers are an important mechanism through which we share information with our community. While your design must be creative, and visually engaging pieces; their primary purpose is to clearly communicate information. Whether you are promoting an upcoming event or sharing important campus updates, your message should be easy to understand for all audiences, across platforms and technologies, and regardless of the tool users rely on to access content. Therefore, flyers must be accessible.

Accessible flyers benefit everyone by making information easier to read, understand, and navigate. They reduce barriers that can prevent people from learning about or participating in events and ensure that all members of the campus community receive information equitably. In addition, accessible design supports compliance with accessibility standards and institutional responsibilities. The tips below outline practical steps to make your digital flyers more inclusive and effective.

Below are clear, practical tips you must consider when developing accessible flyers. They are written to be actionable and aligned with digital accessibility Federal requirement and university [Digital Accessibility Policy #1705.020](#).

Tips for Creating Accessible Digital Flyers

- 1. Use clear, readable text**

Choose simple fonts, adequate font size, and sufficient spacing. Avoid decorative fonts that are difficult to read.

- 2. Ensure strong color contrast**

Text should have enough contrast with the background so it can be read by people with low vision or color-vision deficiencies.

- 3. Do not rely on color alone to convey meaning**

Important information (such as dates, deadlines, or locations) should be communicated through text, not color cues only.

- 4. Add alternative text (alt text) to images**

Provide brief, descriptive alt text so screen-reader users can understand the content and purpose of images.

- 5. Use a logical reading order**

Organize content in a clear hierarchy (title, headings, body text) so it reads correctly when accessed with assistive technology.

6. Keep information concise and structured

Use headings, bullet points, and short paragraphs to make content easier to scan and understand.

7. Avoid embedding critical text in images

Important details such as dates, times, locations, and registration links should be real text, not text embedded in graphics.

8. Provide accessible file formats

When sharing flyers as PDFs, ensure they are tagged and accessible. When possible, also provide a text-based or HTML version.

9. Include accessible links and contact information

Use descriptive link text (e.g., “Register for the event”) and provide a contact method for accommodation requests.

10. Test across platforms

Review your flyer on different devices and, when possible, with accessibility checkers to confirm usability.

For more information on how to create a digitally accessible document please visit [Southeast ADA and click on Resources](#) or visit [FIU Develop](#) for short trainings on how to create digitally accessible documents.