

# Accessible & Inclusive Design

10 Things to Bear in Mind

BERNADETTE



# BEAR IN MIND...

#1 Presentation decks should paint a clear picture

Decks look better for everyone when you use text colours, sizes and fonts that show up clearly against backgrounds, with large enough images and simple layouts.

Don't let your slideware end up looking like diagrams for a fusion reactor.

## BEFORE

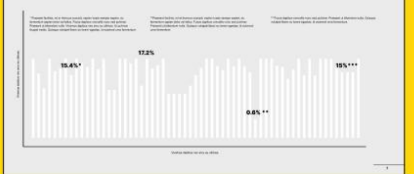
Clear. Concise. Confident.



Make text content easier to read

Small, dense text blocks that are difficult to read.

Results



## AFTER

Clear. Concise. Confident.



Make text content easier to scan

1. Opening shot overview  
2. Third shot overview  
3. Third shot overview

Results

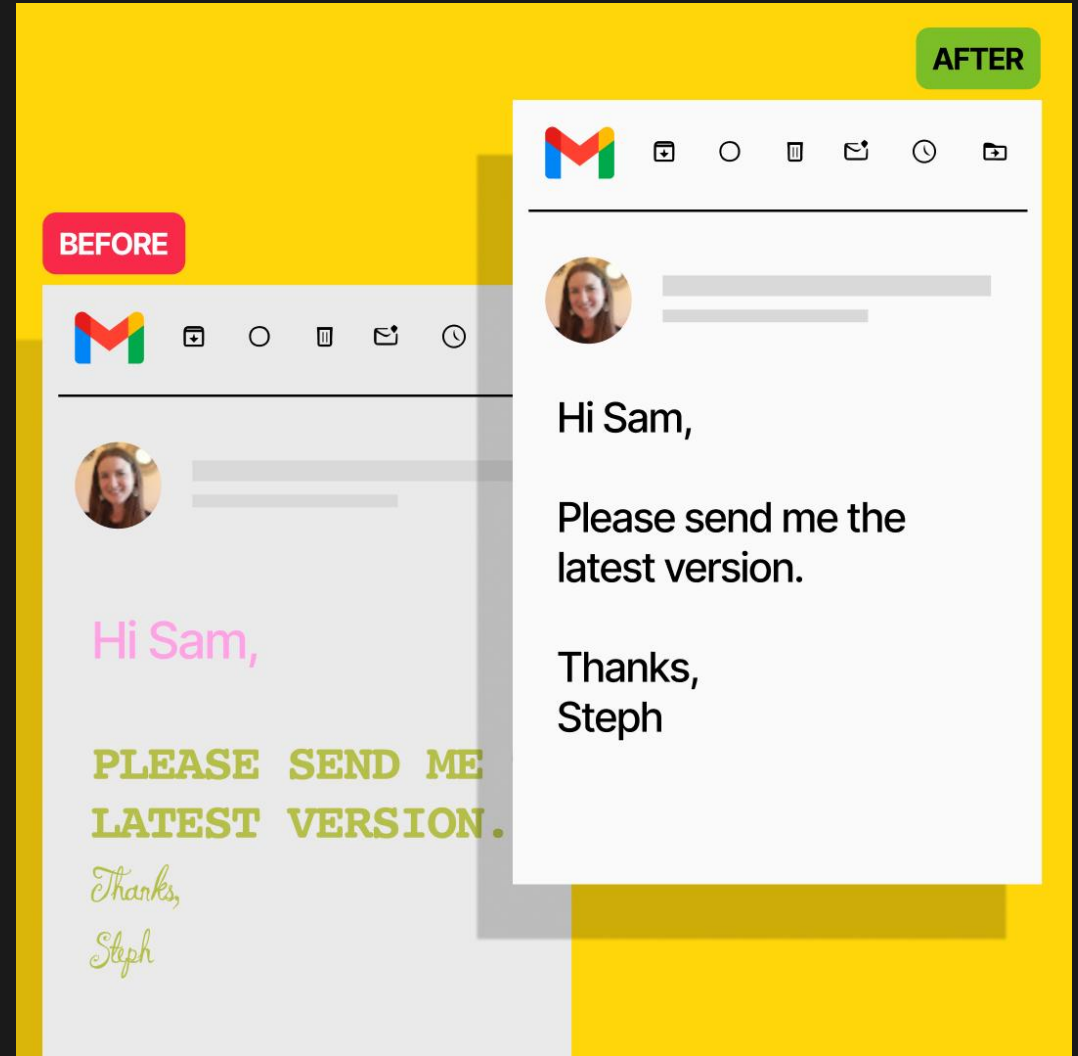


# BEAR IN MIND...

## #2 Well-formatted emails are easier to digest

Use legible text sizes - typically 12pt or above, standard sans serif fonts and underlined links.

Also, let's avoid using poorly contrasting colours, and UPPERCASE BECAUSE IT LOOKS LIKE YOU'RE SHOUTING ARGHH!!!



# BEAR IN MIND...

## #3 Some people can't hear the sound

When posting a video, make an effort to provide an option for closed captions or subtitles.

If you're creating a video with a voiceover, try to make sure your music cues don't interfere or distract from the spoken word.

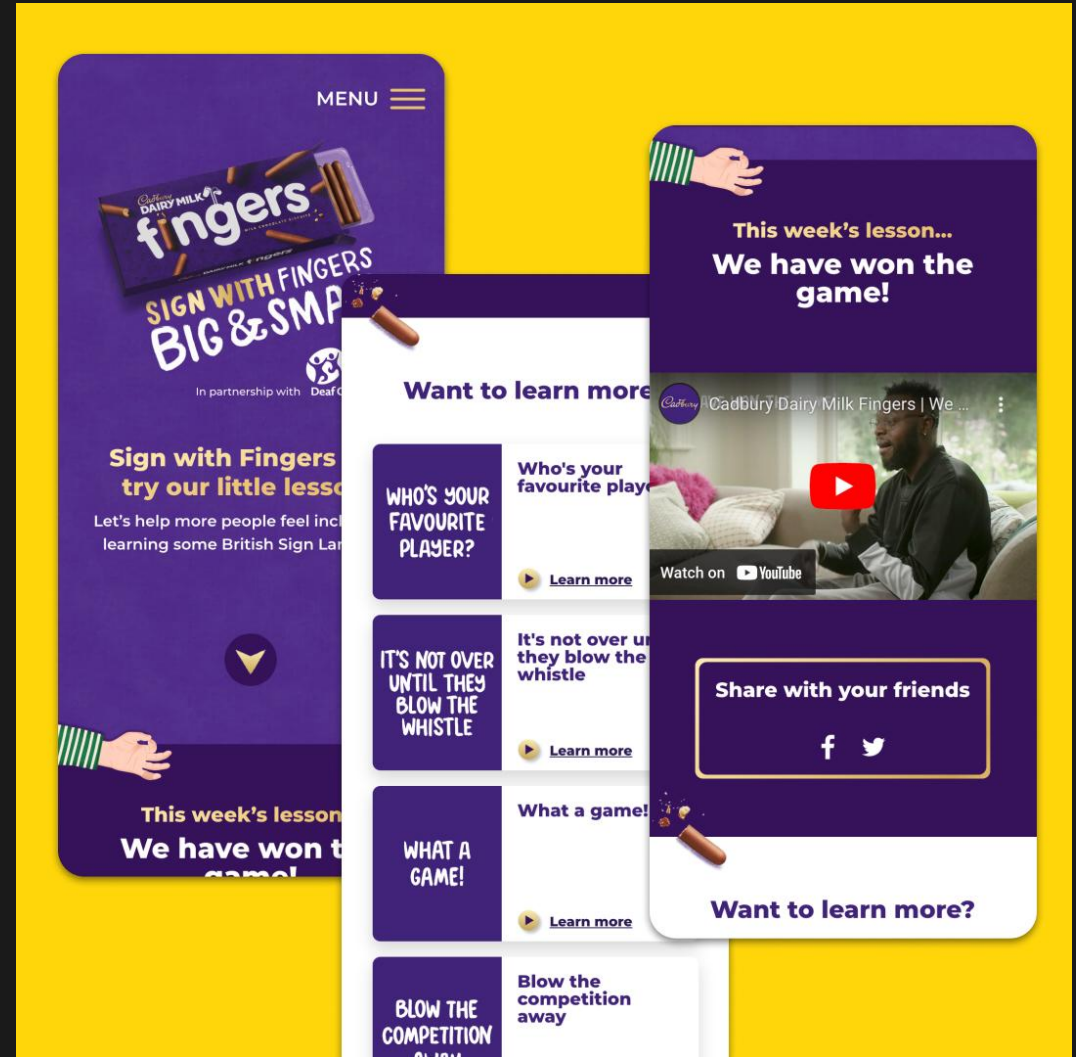


# BEAR IN MIND...

## #4 Websites and apps need to work for everyone

Designing a website? Try to ensure ALL your visitors can interact with the content — by keeping things simple, ensuring good colour contrast, removing obstructions, and optimising navigation.

Making sure websites and apps are accessible is the right thing to do, and is a legal obligation from June 2025.



# BEAR IN MIND...

#5 Jargon and acronyms can confuse matters

Not everyone has the same knowledge of the topic in hand, so keep jargon and acronyms to a minimum and use words that sound human.

So rather than "Solutions to maximise NPS in each vertical."

Someone may better understand...

"Solutions to improve how people feel about our brand in each industry."



# BEAR IN MIND...

#6 Using empathetic language makes everyone feel included

Know your audience. That means being mindful of the people you're talking to and shaping your language to accommodate their lived experiences.

This approach helps us become more naturally empathetic while avoiding non-inclusive and hurtful phrases.



## MIND THE GAP

Please ~~stand~~ behind the yellow line  
**stay**



# BEAR IN MIND...

## #7 Avoid giving into stereotypical representations of people

Stereotyping of people exists for a variety of reasons — all of us exercise degrees of unconscious bias.

Being aware of this, let's challenge problematic stereotypical thinking in a way that's sensitive, respectful and without judgement.





# BEAR IN MIND...

## #8 Involving your audience can help create authentic representation

By giving your target audience early involvement in the research and development process, you'll be able to give them more effective representation.

If people from your audience are hard to find, we recommend working closely with relevant organisations, whether it's a company DE&I network, RNIB, Stonewall, or another that supports marginalised groups.



# BEAR IN MIND...

#9 Diversity of people throughout the creative process makes for great work

Inclusivity means giving people of all backgrounds an opportunity to take the stage, and work behind the camera as well.

An inclusive creative project is one that allows everyone to write, direct, craft, or appear in, regardless of gender orientation, ethnicity or culture.



# BEAR IN MIND...

## #10 We don't all work the same way

People like to take different approaches to reaching the same creative output. Some people like big meetings, others like one-to-ones, some like flexibility while others like structure.

Let's try to communicate so we understand each other's needs.



# Thank You

**Our door is always open**

For any questions, feel free to contact us at [hello@wearebernadette.co](mailto:hello@wearebernadette.co)

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