

Read Me

Thank you for being a brand ambassador for The Ohio State University College of Food, Agricultural, and Environmental Sciences.

These guidelines are intended to help you create accessible files by using our **Adobe InDesign template files**. When used properly, these assets help people recognize our brand in a variety of spaces and channels across the globe.

Our templates can be used as-is or customized to represent your unit's look and feel. Questions about how to apply brand guidelines can be found at the CFAES Brand site:

cfaes.osu.edu/brand

All documents must meet accessibility standards. Make your InDesign file(s) accessible by following the guidelines on the next pages.



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Creating Accessible InDesign Documents

USE PARAGRAPH STYLES FOR HEADINGS

Create your style and assign it a name. It can help to add the level of the heading to the style name, e.g. “Instructions H1,” or simply “H1”.

Not all headings of the same level must look the same. For example, you can create multiple H2 styles and give them different names.

Once your style is set, navigate to the Export Tagging category, go to the PDF Tag selector and choose H1 or H2 or H3, etc.

TIP: To support people with low vision or color blindness, pay attention to the contrast ratio between text and the document background. Aim for a contrast ratio of at least 4.5:1. As an example, black text on a white background has a ratio of 21:1. Use the free resource at webaim.org/resources/contrastchecker if you're in doubt.

TIP: Avoid using color to convey important ideas or to elicit actions. For example, say, “Visit the Ohio Birds site for more information,” instead of, “Click the red button.”

WHEN IMPORTING FROM WORD, MAP STYLES TO INDESIGN STYLES

If you choose to import text files from Word, you'll need to map any styles from Word to styles you create in InDesign.

When placing the text, select “Show Import Options” in the dialog box and “Preserve styles and formatting” and “Customize Style Import.” Select “Style Mapping...” and map the Word styles to your InDesign styles. You can create new styles here, if necessary.

ADD A DOCUMENT TITLE AND METADATA

Under File > File info, add a Document Title and any other appropriate metadata.

TEXT FRAMES

Use threaded text frames and appropriate breaks for continuous text, rather than disconnected text frames. This helps screen readers detect the proper flow of text.

LISTS

Use real lists, don't manually create them. Select the bulleted list or numbered list icon from the Control menu.

You can apply character styles to customize your lists in the “Bullets and Numbering” category.

IMAGES

Anchor images to the appropriate location in the document for accurate reading order by selecting and holding the mouse on the anchor icon or the blue square in the upper right of the image and dragging the mouse to the location in the document where you want the image to be read. Let go of the mouse button.

To set export options, select the image in the document, then in the menu select Object > Object export options.

Add alt text to all meaningful images. If the image has a title or description already in the metadata (images downloaded from Getty typically have data embedded in the file), choose “From XMP: Title” or “From XMP: Description.” If there is no existing metadata, choose Custom and add some alt text. Aim for 100–200 words that accurately describe the image’s purpose and the author’s intent. Avoid “picture of…” and similar phrases.

For purely decorative or unimportant images, mark them as artifacts.

TABLES

If you create a table, you must designate a header row or row. Go to Table > Insert Table, then type the number of header rows.

Tables with multiple rows of column headers, or tables with column(s) of row headers on the side of the table, require additional markup later in Acrobat Pro.

ENSURE PROPER READING ORDER BY SCREEN READERS

Open the Articles Panel: Window > Articles.

Hold down the shift key, then select the objects on the page one by one, sequentially in the order that they should appear in the final reading order. You can also select them all at once and re-order them later in the Articles Panel.

Drag all of the selected objects at the same time to the Articles Panel. Give the Article a name. A hierarchical list of objects will appear in the Articles Panel.

Repeat this process for each page.

Export to PDF

If the primary purpose of the document is to live on the web, choose File > Export > Format: “Adobe PDF (Interactive)” > Save. This will open a new dialog box. Select “Create Tagged PDF” and “Use Structure for Tab Order,” then select “OK.”

If your document is for both print and web, choose File > Export > Format: “Adobe PDF (Print)” > Save. This will open a new dialog box. Set compatibility to “Acrobat 6 (PDF 1.5)” or higher. Select “Create tagged PDF,” “Bookmarks,” and “Hyperlinks,” then select “OK.”

Follow Acrobat Pro accessibility techniques to finish the process.