

6. Emails & Communication (Natasha Brand)

Q: How do I add alt text to logos or images in email signatures?

- Add alt text by right-clicking the image and selecting "Alt Text" in both Gmail and Outlook.
- In Gmail, it doesn't always hold unless you update in the **signature settings** (Settings → General → Signature).
- In Outlook, right-click the picture in the signature editor, choose *Format Picture* → *Alt Text*.

Q: Do I need alt text if the flyer content is already in the email body?

- If the flyer has lots of detail, the body text should include the full information. Alt text can be shorter if essential info is already elsewhere.

Q: Are there font/color standards for email accessibility?

- Minimum contrast ratio: **4.5:1**. Tools like [Deque Contrast Analyzer](#), TPGi, or WebAIM help check this.
- Avoid underlining unless it's a hyperlink—screen readers don't reliably announce it, and it can confuse sighted users.
- Use standard readable fonts (sans-serif preferred) and avoid random color changes.

Q: Will screen readers read icons or standing lines (|) in signatures?

- Sometimes ignored, sometimes read as "vertical bar." Don't rely on them for key info.

Q: How should I format phone numbers for accessibility?

- Use **###-###-####** format. Easier for screen readers and mobile users to auto-dial.

Q: Can I underline information in emails for emphasis?

- Not recommended—users may mistake it for a link. Use **bold** instead.