

Creating accessible Microsoft PowerPoint presentations

for Investor Relations practitioners

In this document we provide you with information and guidance on how you, an IR professional, can make your Microsoft PowerPoint presentations accessible to people using assistive technology.

We recognize that most of the time, your Microsoft PowerPoint presentations will be exported as PDFs. By following the recommendations in this document, your source file will be accessible and this will make creating an accessible PDF easier. In order to create an accessible PDF, after you create the accessible source file, we recommend that you use CommonLook Office to check for accessibility issues and address any outstanding ones.

The guidance in this document is based on WCAG guidelines. We feel it is important to note that we are showing you recommended ways you can meet these guidelines. While we do demonstrate how to accomplish the tasks we recommend for both PC and Mac instances of PowerPoint, in many cases there are alternative ways to do so that are not included in this training.

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Text & Fonts

Ensure that the text & fonts you choose for your document are able to accommodate everyone. Take into consideration the language you are using within your document, as well as your choice of font style, size & color.

Verdana

Calibri Light

Palatino Italic

Tahoma

Georgia

Tips & examples: Text & Fonts

1. Use a Sans Serif Font. Sans-serif fonts are recommended because they have a slightly higher readability than serif fonts. Their appearance is more block-like and less decorative than serif fonts.
2. When possible, keep font sizes no smaller than 12 point font.
 - a. If you are planning on presenting for a group of people with the presentation on screen, it is recommended to use no smaller than a 14 point bold font. This will create a better viewing experience for those you are presenting to.
3. Ensure text color has sufficient color contrast
 - a. 4.5:1 for normal text or 3:1 for large text (18 point and larger font or 14 point bold and larger font).

San Serif font
VS.
Serif font

30pt

26pt

24pt

22pt

20pt

18pt

16pt

14pt

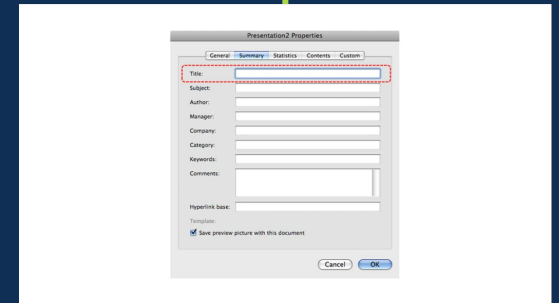
12pt

10pt

Metadata

Metadata is the behind-the-scenes label of a Microsoft PowerPoint presentation. Think of it like a book's title, author, and summary all rolled into one.

By setting up metadata correctly, we ensure our presentations are descriptive, easy to search for, and more user-friendly, especially for those using assistive technologies.



How to add: Metadata - for Mac

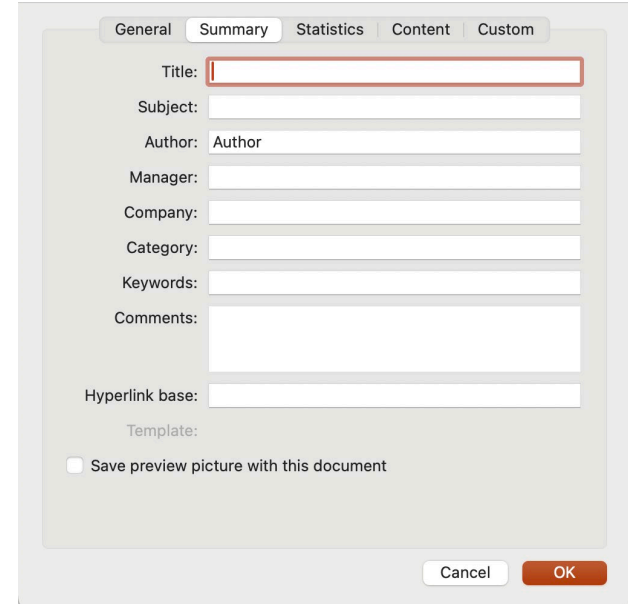
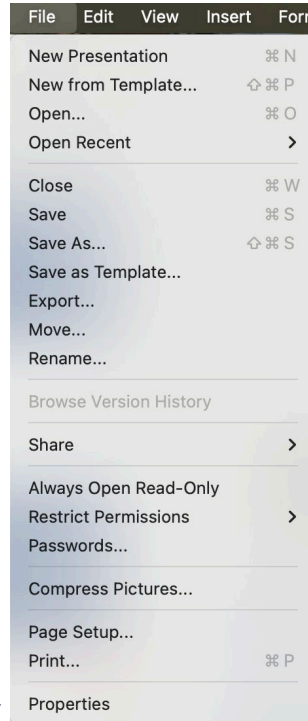
1. Click on the **File** tab on the top menu above the toolbar.
2. In the drop down menu, click on **Properties**, then click **Summary**.
3. Enter in appropriate information to complete metadata and hit **OK**.

Title: Description of the presentation

Subject: Same as the Title or provide additional description

Author: The agency, department, company, etc.

Keywords: Separate with semicolons



How to add: Metadata - for PC

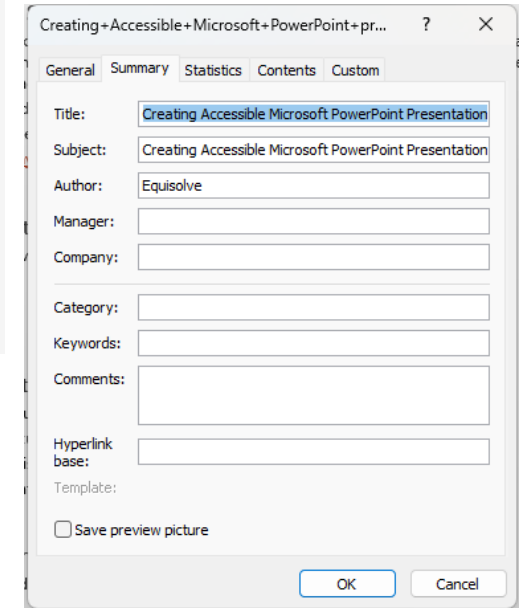
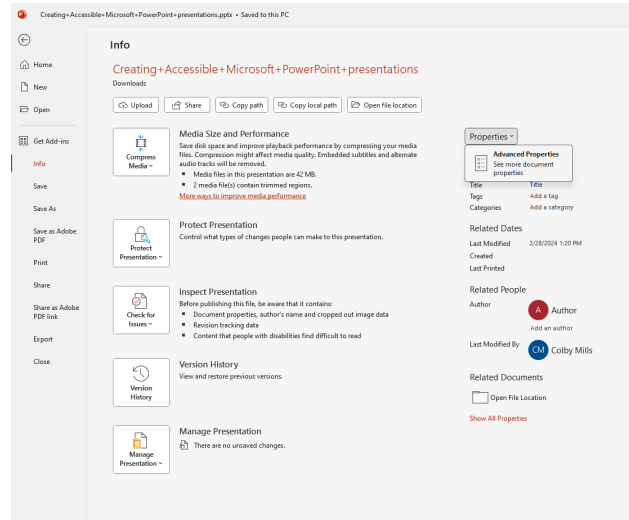
1. Click on the **File** tab on the left side of the toolbar.
2. Click on the **Info** tab.
3. On the far right, then click on **Properties**, then click **Advanced Properties**.
4. Enter in appropriate information to complete metadata.

Title: Description of the presentation

Subject: Same as the Title or provide additional description

Author: The agency, department, company, etc.

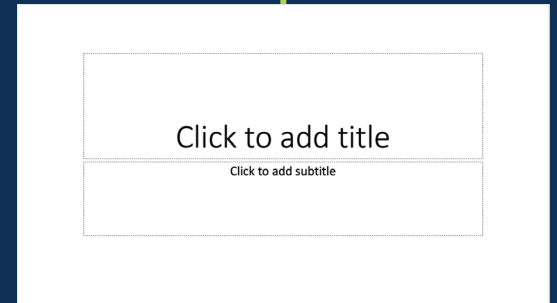
Keywords: Separate with semicolons



Slides titles

A screen reader can navigate a presentation by only reading the slide titles, just like a person with sight uses slide titles to navigate a presentation.

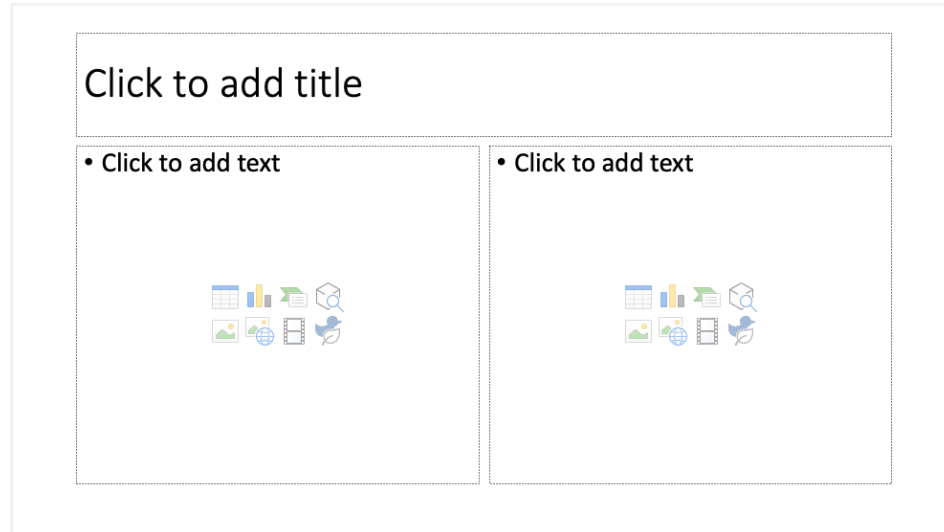
By setting up proper slide titles, you will be providing a more user-friendly experience for those using a screen reader, making the presentation easier to navigate.



How to add: **Slide titles** - for Mac & PC

The layouts you choose when creating a new slide have a **Click to add title** box on the slide.

Once you provide accurate text titling, you will have created an appropriate slide title that will be helpful for users navigating the presentation.



Lists

When creating lists within your presentation, be sure to always set them up as lists using the list tool within Microsoft PowerPoint.

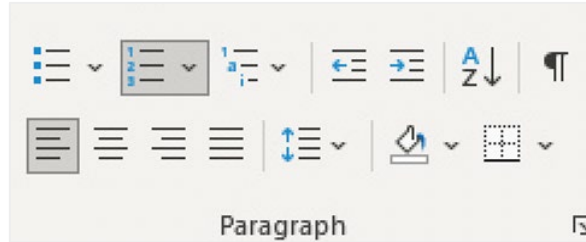
Why use lists?

- Emphasize important ideas
- Increase readability
- Simplifying long sentences
- Adding aesthetic passive space
- Makes reading more pleasurable

How to add:

Lists - for Mac & PC

1. In the **Paragraph Group**, click on the **bulleted or numbered list** button that you would like to use.
2. Continue using the list tool, even throughout sub lists, until the list is finished.



Hyperlinks

It is also important to make sure that your hyperlinks are accessible and able to be read by screen readers.

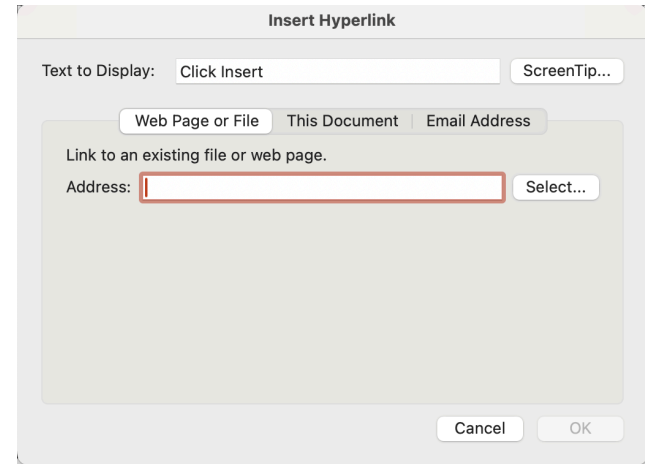
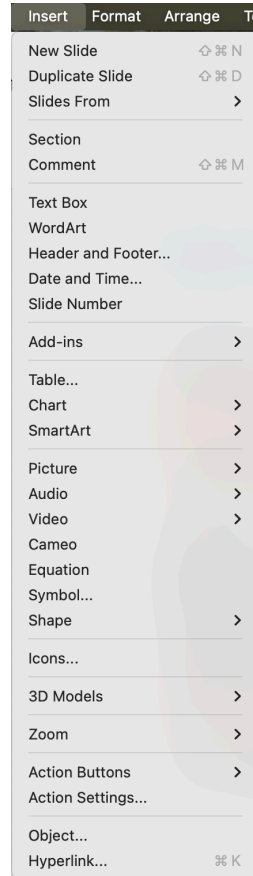
By doing so, a user of a screen reader will more easily understand where an accessible link leads and will not have to listen while the screen reader announces every single character of a URL.

For more information,
please visit
www.equisolve.com

How to add: Hyperlinks - for Mac & PC



1. Highlight text, or place the cursor where you would like to insert a link.
2. Click **Insert** on the toolbar and then click **link/hyperlink**
3. Type the text users will click on in the **Text-to-Display** box.
4. Make sure the link name is descriptive of the destination, for example, Equisolve Inc.'s website.
5. Insert the destination link into the **Address** field and press **OK**.



Color contrast

Using color is a great way to add interest and visual appeal to your presentation. However, it's crucial to be aware of potential color contrasting issues. The right color contrast ensures that your content is readable and accessible to everyone, including those with visual impairments.

By considering and adjusting the color contrast in your PowerPoint presentations, you not only enhance aesthetics, but also make your presentations accessible for all users.



How to test:

Color contrast

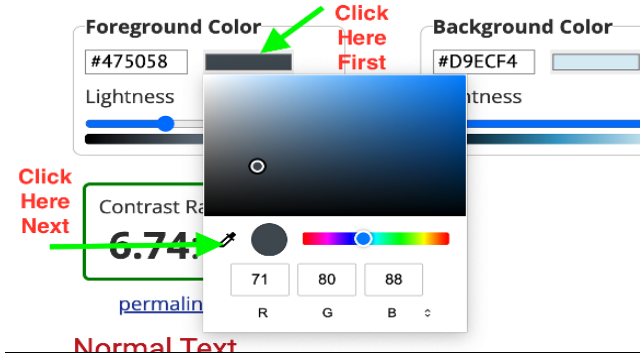
- for Mac & PC

Text on a background color

To check color contrast, use a color contrast tool to test your presentation for issues. We recommend the [WebAIM Color Contrast Tool](#).

Simply select your foreground/text color and then the background color and the tool will provide you with the contrast ratio.

If your contrast ratio isn't at least 4.5:1 for normal text or 3:1 for large text (18 point and larger font or 14 point bold and larger font), look for alternate colors for your presentation to meet the required contrast ratio.



How to test:

Color contrast

(con't) - for

Mac & PC

Text on a background image

If you plan on putting text on top of an image use this [background image color contrast tool](#).

Image Contrast Tool

Pick an image and pick a text color to find out the contrast of the text on top of the image.

No file chosen Text Color #FFFFFF

Tips & examples:
Color contrast
(con't) - for
Mac & PC

Color contrast based on text size

The visual presentation of text needs to have a contrast ratio of at least **4.5:1**, except for larger text.

Large text can be identified as **18pt and larger font**, or **14pt or larger AND bold**, which can have a contrast ratio of **3:1**.

Fails

Testing Color Contrast

Foreground Color
#9CC3E5

Background Color
#4472C5

Lightness

Contrast Ratio
2.54:1

Passes

Testing Color Contrast

Foreground Color
#FFFFFF

Background Color
#4472C5

Lightness

Contrast Ratio
4.7:1

Tips & examples:
Color contrast
(con't) - for
Mac & PC

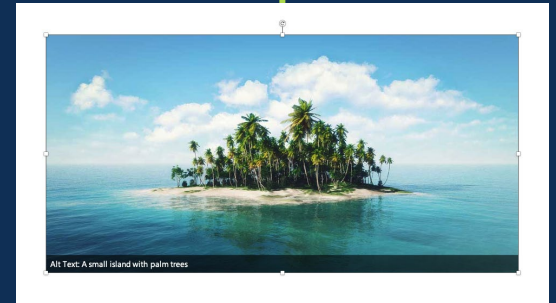
1. Do not use color as the only way to convey information. For example, if you have a negative number in your presentation, do not use red text as the only way to distinguish that a number is negative **\$800.00**. **Including a negative sign or putting the number in the parentheses with the color is sufficient to differentiate positive and negative numbers, -\$800.00 or (\$800).**
2. Make sure that there is sufficient contrast between any background and foreground text/images. The color contrast ratio should be 4.5:1 for normal text, 3:1 for large text (18 point and larger font or 14 point bold and larger font), and 3:1 for graphics.

Alt text for images

Alt text is a short-written description of an image that screen readers use to describe images.

Screen readers will read the alt text out loud, giving the user the ability to understand the context of an image.

It is important to note that only images that are informative need alt text, decorative images do not.

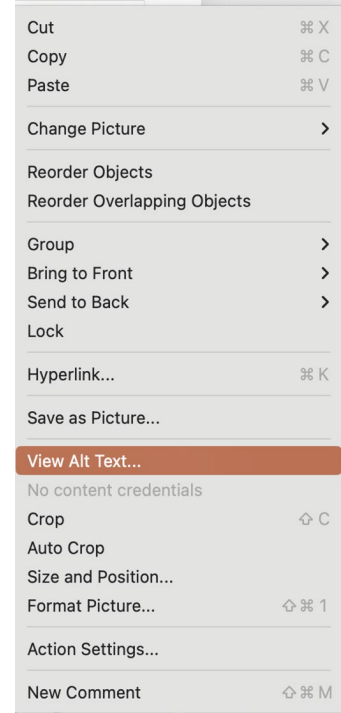


How to add:

Alt text for images – for Mac

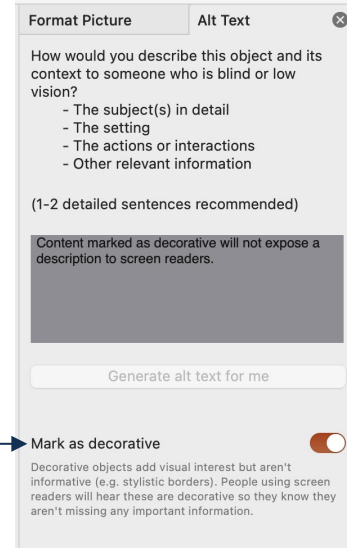
Alt text is required

1. Right click on your image and then click **View Alt Text**.
2. Provide accurate alternate text to your image.
3. Short alt text is less than 125 characters.



Alt text is not required

Decorative images don't add any information to the context of a page. If your image is decorative select the **Mark as decorative** option.

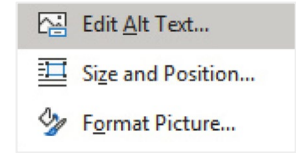


How to add:

Alt text for images - for PC

Alt text is required

1. Right click on your image and then click **Edit Alt Text**.
2. Provide accurate alternate text to your image.
3. Short alt text is less than 125 characters.
4. Longer alt text can be added a couple of ways in addition to the short alt text.
 - a. You can use a visible caption under the image
 - b. Or a link to a pop up or a separate page.

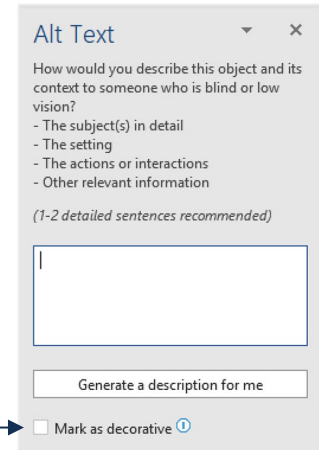


Alt text is not required

Decorative images don't add any information to the context of a page.

1. Image used as part of the design.
2. Image as part of a text link.
3. Image with adjacent text alternative.
4. Image used for visual interest to page.

Simply check the box **to mark as decorative**.



Tips & examples:

Alt text for images

Tips for writing proper alt text

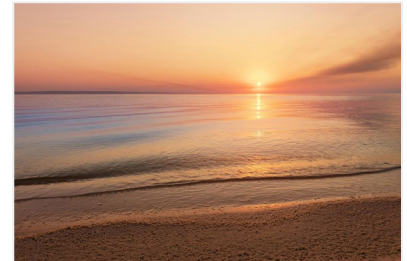
1. Be as descriptive and specific as possible.
2. Keep alt text short, around 125 characters.
3. Do not include “Picture of” or “Image of” in your alt text — because you are using alt text the user already knows it’s a picture or image.



Alt Text:
Equisolve logo



Alt Text:
Polar bear laying in the snow

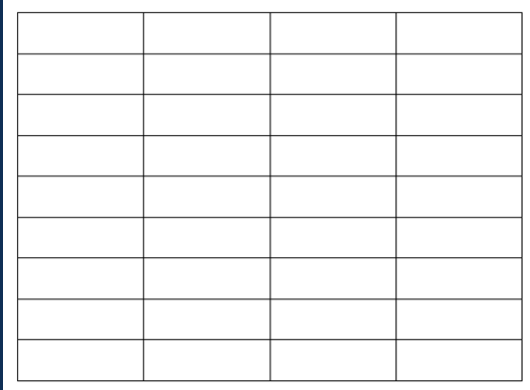


Alt Text:
Sunset on a beach

Tables

Tables are used to display organized data using table header and table cells. Screen readers are able to read table data by referencing the table headers to the corresponding table cell.

Tables should never be used as layout tables (using tables to alter the layout of a presentation). Tables only should be used to display data. They also must be readable and not an export of an image.

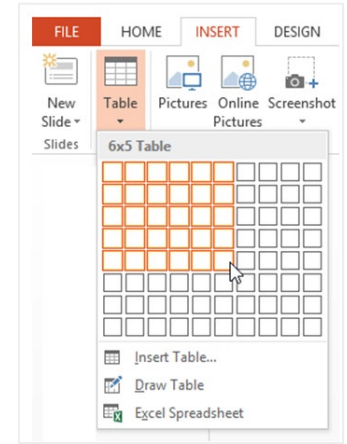


How to add:

Tables - for Mac & PC

Creating a table

1. On the Ribbon (which is the menu bar at the top of the screen), select the **Insert tab**, then select **Table**.
2. Select the number of rows and columns by highlighting the boxes on the grid.
3. Type in **table data**.
4. Format table to your preference, keeping in mind color contrast rules (For more information, please refer to the Color Contrast slides in this deck).
5. On the Ribbon, select the **Table Design Tab** and ensure **Header Row** is checked. Checking the Header Row allows for a screen reader to recognize data more efficiently, setting the column headers for your table.



- | | |
|---|---|
| <input checked="" type="checkbox"/> Header Row | <input type="checkbox"/> First Column |
| <input type="checkbox"/> Total Row | <input type="checkbox"/> Last Column |
| <input checked="" type="checkbox"/> Banded Rows | <input type="checkbox"/> Banded Columns |

Table Style Options

Charts & Graphs

When using charts & graphs, alt text will need to be applied. As you will see over the next few slides, alt text for charts & graphs can vary depending on if a data table is provided as well.

Since the best practice for alt text is to limit the character amount to 125, it could be very difficult to convey the information needed in character limit. So when possible, it is best practice to provide a data table with the corresponding chart, so that a screen reader can read the data in the table to the user.

You can use PowerPoint to create your charts but we have found other programs to be more robust. The accessibility recommendations in the following slides remain the same regardless of how you create your charts.

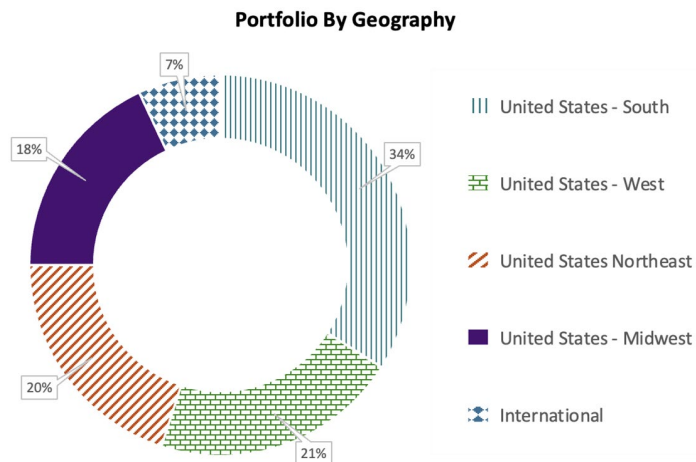
For instructions on how to add alt text to your charts please refer to the Images & Alt text slides in this deck. For instructions on how to add tables to accompany your charts, please refer to the Tables slides.

Examples & tips:

Charts with labels and patterns - for Mac & PC

Charts using patterns and labels

Color alone should not be used to convey information. Color blind or low vision users may not be able to perceive color differences. You can use data labels or a unique pattern to identify data. (It is also important to include source information for the data presented in your chart as well.)



Alt Text:

Donut chart showing the portfolio by geography.

US South: 34%
US West: 21%
US Northeast: 20%
US Midwest: 18%
International: 7%

Source: {Source filing}

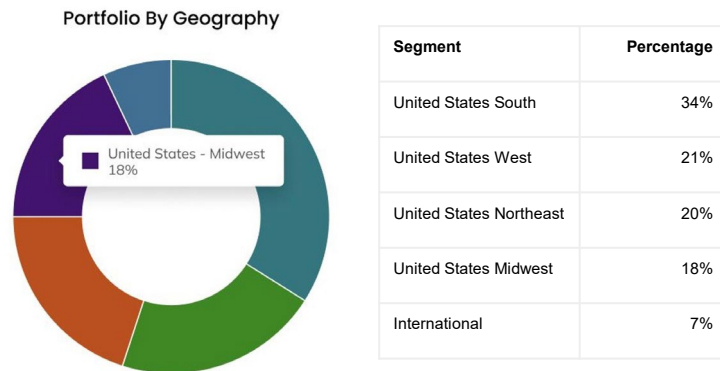
For complete information regarding our financials, see our periodic filings.

Examples & tips:

Charts with data table - for Mac & PC

Donut chart with data table

Using a data table is a great way to convey information in a chart by more than just color. Using a data table will help limit the length of your alternate text, since the screen reader will read the table data to the user you do not have to convey the trends of the data, and instead simply direct the user to the data table.



Alt Text:

Donut chart showing the portfolio by geography.

Data in chart is available in the following table.

Source: {Source filing}

For complete information regarding our financials, see our periodic filings.



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