



Easy Use from "Letting Go of the Words" p48-65



Universal Accessibility

1. Make adjusting text obvious
2. Make all the text adjust
3. Allow other changes (contrast, keyboard, voice)
4. Check colors for color-blind visitors
5. Consider the cultural meaning of colors



Color

1. Work with brand colors
2. Use light on dark sparingly
3. Keep the background clear
4. Keep the contrast high



Typography

1. Set a legible sans serif font as the default
2. Make the default text size legible for your visitors
3. Set a medium line length as the default
4. Don't write in all capitals
5. Underline only links
6. Use italics sparingly



Space

1. Create consistent patterns
2. Align elements on a grid
3. Keep active space in your content
4. Don't let headings float
5. Don't center text
6. Beware of false bottoms