

# Napa Valley College Accessible Flyer Guidelines

*Office of Public Affairs and Communications | Accessible Flyer | 2026*

## 1. Purpose

Napa Valley College is required to ensure that all digital communications, including social media graphics and flyers, are accessible under **ADA Title II** and aligned with **WCAG 2.1 AA standards**.

Flyers and graphics shared on social media, via email and saved to SharePoint must be designed so that all users, including those using assistive technologies, can access and understand the information.

## 2. What is an Accessible Flyer?

An accessible flyer is a graphic that:

- Is easy to read and understand
- Uses a clear [visual hierarchy](#)
- Meets color contrast standards
- Does not rely on the image alone to communicate important information

Because screen readers cannot read text embedded in images, all critical information must also be included in the post caption or accompanying text.

## 3. Required Accessible Flyer Standards

All flyers must meet the following requirements:

### Text and Readability

- Use clear, simple, and concise language
- Use readable fonts such as Montserrat, Arial, Helvetica, or Calibri
- Avoid decorative or script fonts for important information
- Use a minimum readable font size appropriate for mobile viewing
  - Headlines & Titles: 24pt - 32pt (Must grab attention instantly)
  - Subheadings: 14pt - 16pt (Used to break up sections)
  - Body text: 12 pt (Minimum size for paragraphs)
- Left-align text when possible



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### Color Contrast

- Ensure a strong contrast between text and background
- Minimum contrast ratio of 4.5:1 for standard text
  - Use [WebAIM](#) to check your color contrast
- Avoid low contrast combinations such as:
  - Light gray on white
  - Bright colors on bright backgrounds
  - Pastels on pastels
  - Yellow text on a white background or vice versa

### Content Structure

- Use clear headings and hierarchy
- Highlight key details such as:
  - Event name
  - Date and time
  - Location
- Avoid large blocks of text
- Keep design simple and uncluttered

### Essential Information

- Include only key highlights in the graphic
- Include a QR code and the link to a webpage with the full event details
- Provide complete details in the email or social media captions where flyer is shared

### Graphics and Visual Elements

- Avoid flashing, moving, or rapidly looping elements
- Ensure any icons or images support understanding and do not distract
- Ensure text placed over images remains readable

### QR Codes

- OPAC recommends including QR codes
- Provide the direct link in the caption for social media posts and in any copy for the flyer
- QR codes alone are not accessible to screen reader users
- Do not create a QR code with images and multiple colors



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- Keep QR codes as simple as possible

## 4. NVC Logo and Brand Use

All flyers that represent Napa Valley College must follow official branding standards.

### Logo Use

- Use only the official NVC logo as provided
- Do not alter, stretch, crop, rotate, or recolor the logo
- Ensure the logo is clearly visible and readable
- Do not place the logo on busy or low-contrast backgrounds

### When to Include the Logo

- Include the NVC logo on official college programs, services, and events
- Student organizations may use the logo only for college-related activities and must follow these standards

### Club and Program Branding

- Clubs may use their own logos in addition to NVC branding
- Do not create designs that resemble or replace the NVC logo
- Clearly distinguish between club identity and official NVC branding

### Accessibility in Branding

- Ensure logo placement does not interfere with readability
- Maintain sufficient contrast between the logo and background
- Do not place text too close to or over the logo

### Canva Templates and Resources

- Accessible flyer templates are available to support design consistency and accessibility
- The official NVC logo is available within the branding section of the NVC Canva account
- Use these tools when creating flyers to ensure alignment with NVC standards
- If additional support is needed, contact Communications before publishing

## 6. Common Accessibility Errors to Avoid

- Posting a flyer with important information only in the image
- Using low contrast colors that make text hard to read
- Overcrowding the graphic with too much text



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- Using small or decorative fonts
- Relying only on a QR code for access to information

#### Examples of Low-Contrast Colors to Avoid



## 7. Quick Accessibility Checklist

Before posting a flyer, confirm:

- Text is clear and readable
- Color contrast is sufficient
- Key details are easy to find
- Link is included if applicable
- If flyer is shared digitally:
  - Caption includes all important information
  - Alt text is added

If any of these are missing, update the content before posting.

## 8. Support

If you need assistance or have questions, please reach out to [communications@napavalley.edu](mailto:communications@napavalley.edu).



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