

Accessibility and size guide

Make sure you use the right assets for your internal communications channels, so they're engaging and accessible for all staff.

Size guide

1. 300x300 pixels is low-resolution square – best for social
2. 600x300 pixels is a low-resolution rectangle – best for emails
3. 940x788 pixels is a medium-resolution rectangle banner – best for websites and presentations
4. 1920x1080 pixels is a high-resolution rectangle banner – best for TV screens

Accessibility guide

Make sure you follow our top tips below so that your content is accessible to employees.

1. Ensure all text is big enough to read for those with low vision – minimum 14pt
2. Descriptive alt-text should be applied to every image/icon/logo
3. If there is text in an image (like the banners in the Brand Hub), make sure you repeat the text in a written format
4. Use meaningful link text (no 'click here')