



Adobe InDesign®

Accessibility Quick Card

It's always best to use accessibility best practices as you build your document in InDesign®, then use Acrobat Pro® for any remaining work.

Use paragraph styles

Paragraph Styles create the tag structure for the text of your PDF. In **Paragraph Style Options** > **Export Tagging**, set the **Tag** for each Paragraph Style. For bulleted and numbered lists, leave this option set to **[Automatic]**.

Use Character Styles

Use Character Styles for each unique set of font attributes within a document. Changing attributes with the font panel can create unwanted span tags in your document.

Check color contrast

Color contrast must meet standards throughout the document. Normal text to background ratio is 4.5:1 (for DHS, this standard is 7:1). Non-text elements and large text (a minimum of 14pt bold or 18pt) ratios are 3:1 (for DHS, this standard is 4.5:1).

Add alt text to images and objects

Use informative and concise alt text descriptions for important graphics and objects. This includes photos, illustrations, charts and graphs, and infographics. Go to **Object** > **Object Export Options** to set alt text and artifact any objects that are only used for visual design.

Create layers

Using a minimum of three layers (background, images, and text) helps organize content and makes it easier to artifact decorative objects.

Use the Layers and Articles panels for reading order

Both the Articles panel and the Layers panel affect reading order for assistive technology users. Items in each layer read from bottom to top. Items in the Articles panel read from top to bottom. Add both text and images to your Articles panel for proper reading order.

Fill in File Info

Enter title, author, and any other relevant file information in **File > File Info**. When exporting to PDF, go to **Advanced > Accessibility Options > Display Title** and select **Document Title**.

Use the Accessibility Check tool in Acrobat Pro®.

After exporting to PDF, open Acrobat Pro® and go to **Tools > Accessibility > Accessibility Check**. This built-in tool provides details on potential accessibility issues and gives suggestions on how to correct them. However, it can't find everything. Do manual checks in addition to the automated accessibility checker.

Check the tag tree and Role Map in Acrobat Pro®

InDesign enables designers to tag some Paragraph Styles, but Acrobat may assign incorrect roles to styles that have not been tagged. After exporting to PDF, open Acrobat Pro® to make sure that all text and objects are tagged correctly.



WISCONSIN DEPARTMENT
of HEALTH SERVICES



Division of Public Health | P-03450D (11/2025)

Adapted with permission from the
Minnesota IT Services Office of Accessibility