



GLOBE.gov Style and Accessibility

The GLOBE Program is available to people worldwide, and GLOBE.gov should therefore be a useful resource for all users. It is important that contributors to the website make their pages easy to digest and accessible for everyone, including those with disabilities.

Language/Style

To help users have a predictable, consistent and positive experience across the website, the language should largely reflect AP Style and be as simple and focused as possible.

- Review and follow [GLOBE.gov's style guide and glossary](#), which largely reflects the AP Style Guide.
- Use short words, sentences and paragraphs to keep the language as simple as possible.
 - [Learn about the principles and benefits of plain language.](#)
- Use section subheaders to make the content easier to skim and digest.
- Avoid the first- or second-person voice (I, you, our) and use the third-person voice in writing.
- Avoid acronyms, slang and jargon. Assume the reader is learning about the topic for the first time. If an acronym is used, always define it on first mention.
- Never use underlined text, which can appear to be links, and avoid the use of too much **bold** or *italics*, which are less effective when used excessively.

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Accessibility Checklist

GLOBE.gov [adheres to federal Section 508 Standards](#), which reflect the [Web Content Accessibility Guidelines \(WCAG\) 2.0](#). Users with disabilities may require screen readers to understand a page, or they may not be able to use a mouse or standard keyboard.

To make sure a webpage is accessible, check that it meets each of these standards:

- Alt Text for Images:** Avoid small details and focus on the parts that matter most to understanding the intent of the image. Small details are not necessary. Do not start text with “Image/screenshot/photo/illustration of...”; just get to the point describing the image.
- Screenshots/iFrames:** All images, including icons, should have alt text coded behind them that clearly explain what they are showing. Also, avoid putting text on images or using iFrames. Generally, if text on a webpage cannot be copied and pasted, then it cannot be read by a screen reader. If an image must have text, make sure to include it in that image’s alt text.
- Font Colors/Size:** All font colors must meet a minimum 4.5:1 color contrast ratio relative to the background color. Also, no font should be smaller than the standard 8-point size.
 - If the hex code for the font and background colors is known, this can be tested using [WebAIM’s application](#).
- Videos:** All videos should be hosted on YouTube and have captions available. Any content that automatically plays, lasts longer than five seconds or is presented in parallel with other content must be able to be paused, stopped and hidden.
- Link Labels:** The purpose of a link should be determined from the link text alone (that is, do not use “click here” link labels). Also, for downloadable files, note the file type next to the link label.
 - For example: [GLOBE Cloud Chart](#) (PDF)
- Page Titles and Headers:** Page titles and section headers should be descriptive and clear. The page has a title (size “Header 2”) in the body. Subheadings on the page are then sized hierarchically (Header 3 below Header 2, Header 4 below Header 3)
- Tables:** Tables on the page should not feature excessive text, which can be difficult for screen readers. Any tables should also be coded to be mobile-responsive.

