

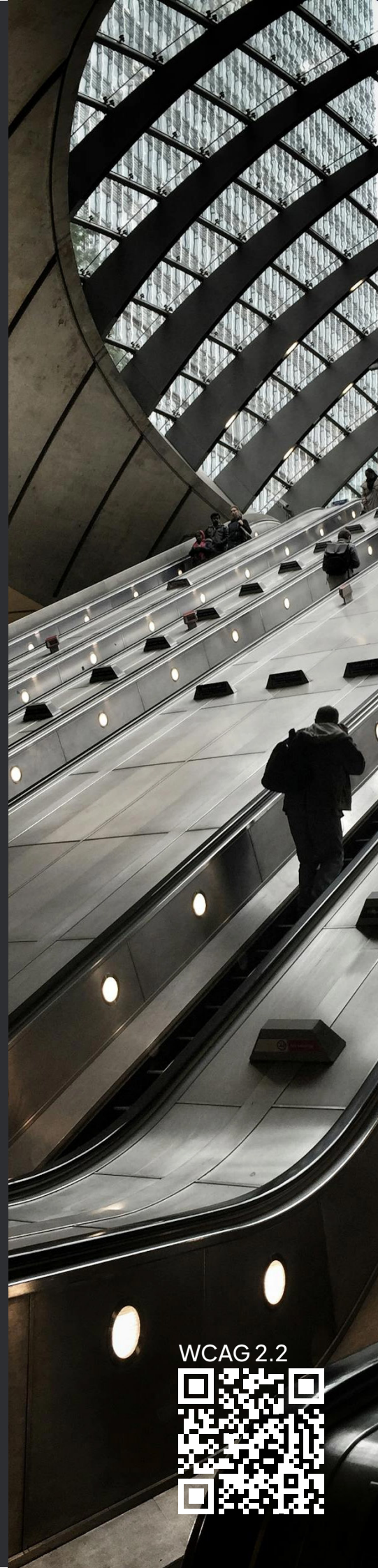
creatify.

## Creatify Digital

This Accessibility Statement outlines our commitment to ensuring digital accessibility for all users, including individuals with disabilities. We strive to enhance the user experience by adhering to web accessibility standards and best practices, ensuring equal access to our content, products, and services.

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# Accessibility Statement



WCAG 2.2



# Understanding Accessibility



## What is Accessibility?

Accessibility refers to the practice of designing digital content, websites, and applications to be usable by everyone, including individuals with disabilities. It ensures that people with visual, auditory, cognitive, and motor impairments can access and interact with digital services without barriers.

Creating an accessible digital experience is not only a matter of inclusivity but also a legal and ethical responsibility. By prioritizing accessibility, we enhance usability for all users, improve engagement, and create a more inclusive online environment.

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## What is WCAG 2.2?

The Web Content Accessibility Guidelines (WCAG) 2.2 are a globally recognized set of standards developed by the World Wide Web Consortium (W3C). These guidelines provide recommendations to make digital content more accessible to individuals with disabilities.

WCAG 2.2 is structured around four key principles:

- ④ **Perceivable** – Users must be able to perceive content through different senses (e.g., text alternatives for images, captions for videos).
- ④ **Operable** – Websites must be navigable and functional using a keyboard or assistive technologies.
- ④ **Understandable** – Content must be easy to read, comprehend, and predict in behavior.
- ④ **Robust** – Digital content must be compatible with various assistive technologies and future developments.

WCAG 2.2 builds on previous versions by introducing additional success criteria to further improve accessibility.

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## Why Accessibility and WCAG 2.2 Matter

### ④ Legal Compliance

Many countries enforce accessibility laws based on WCAG standards, such as the ADA (Americans with Disabilities Act) and EU Web Accessibility Directive. Ensuring compliance helps prevent legal risks and promotes inclusivity.

### ④ Inclusivity & Equal Access

An accessible website provides equal opportunities for all users, including those with visual, auditory, mobility, and cognitive impairments. It ensures no one is excluded from accessing important information or services.

### ④ Better User Experience (UX) & SEO

Accessibility improvements often lead to a better overall user experience. Features like clear navigation, readable text, and optimized performance enhance usability for all visitors. Additionally, accessible websites rank higher in search engines like Google.

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# Our Commitment to Accessibility



## Our Accessibility Mission

At Creatify, we are committed to making our digital platforms accessible to all users, including those with disabilities. Our goal is to provide an inclusive online experience by following best practices and adhering to the Web Content Accessibility Guidelines (WCAG) 2.2.

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## Steps We Take to Ensure Accessibility

To maintain and improve accessibility, we:

- ④ **Follow WCAG 2.2 Guidelines** to ensure compliance with international accessibility standards.
  - ④ **Conduct Regular Audits & Testing** using automated tools and manual reviews by trained individuals.
  - ④ **Provide Alternative Content** such as text alternatives for images, captions for videos, and transcripts for audio.
  - ④ **Provide Keyboard & Assistive Technology Support** for seamless navigation without a mouse where possible.
  - ④ **Work with trained and experienced professionals** to prioritize accessibility in design, development, and content creation.
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## Continuous Improvement

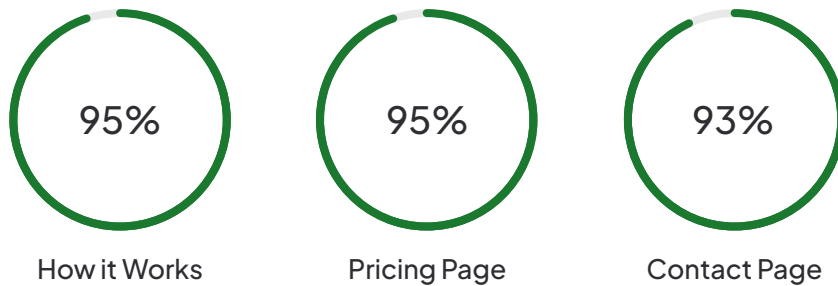
We recognize that accessibility is an ongoing effort. We continuously seek feedback from users, accessibility experts, and advocacy groups to enhance our platforms and remove potential barriers.

# Accessibility Scores & Compliance Metrics



## Google Lighthouse Accessibility Score

We regularly assess our website using Google Lighthouse, an automated tool that evaluates accessibility based on WCAG 2.2 standards.

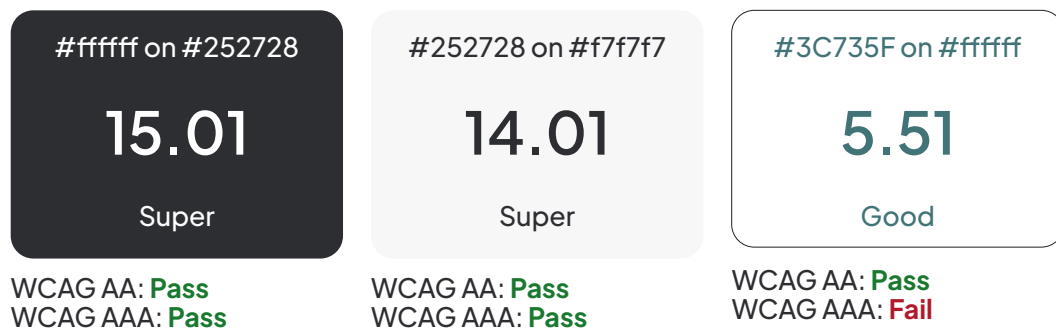


Shown here are the Google Lighthouse Accessibility scores for 3 important pages on the site, all sitting at what is classed as an excellent accessibility score.

\* A score of 90+ indicates excellent accessibility, while scores below this show areas for improvement.

## Contrast Ratios for Used Colors

To ensure text readability and visual accessibility, we verify the contrast ratios of all colors against WCAG 2.2 guidelines:



### Notes:

Although the Contrast ratio of #3C735F on #FFFFFF is considered a fail for WCAG AAA, due to its large font size (55px) it still meets accessibility standards of WCAG 2.2

### WCAG 2.2 Contrast Requirements:

- ⇒ 4.5:1 for normal text
- ⇒ 3:1 for large text (18pt bold or 24pt regular)
- ⇒ 3:1 for UI elements like buttons

We continuously monitor and adjust our colors to ensure full compliance with accessibility standards.

# Contact & Feedback



At Creatify, we are committed to meeting the WCAG 2.2 accessibility standards and ensuring an inclusive experience for all users. However, we recognize that accessibility is an ongoing effort, and there may be areas where we can improve.

If you encounter any accessibility barriers while using our website or have suggestions on how we can enhance accessibility, we would love to hear from you.

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## How to Get in Touch

→ [info@creatifydigital.com](mailto:info@creatifydigital.com)

→ +44 141 478 0698

→ <https://creatifydigital.com/contact/>



We appreciate your feedback and will do our best to address any concerns promptly. Thank you for helping us create a more accessible web experience for everyone.

Kind Regards,  
Creatify