

Accessibility & Inclusive Design Framework

1. PURPOSE

This framework sets out Lil Creative Studio's commitment to creating accessible and inclusive design.

We believe good design should include everyone. Accessibility and inclusion are not features added at the end of a project. Rather, they are part of creating clear and meaningful communications.

Our aim is to remove barriers, improve understanding and create experiences that allow more people to engage with information, services and stories.

2. SCOPE

This framework applies to:

- Websites and digital experiences.
- Printed materials and publications.
- Brand identity and visual communications.
- Content and messaging we help create.
- Our own studio communications and marketing materials.

3. OUR APPROACH

We take a practical, inclusive approach to design. We balance recognised best practice with the needs, context and resources of each project.

We aim to:

- Identify and remove barriers wherever possible.
- Design with real people in mind, not just guidelines.
- Consider accessibility from the beginning of a project, rather than as an afterthought.
- Create communications that are clear, understandable and welcoming.
- Work collaboratively with clients to make informed decisions.

We recognise that every audience is different, and inclusive design requires consideration of people's varied experiences, abilities and circumstances.

4. DIGITAL ACCESSIBILITY

For websites and digital projects, we aim to follow recognised accessibility standards and guidance, including the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG).

This includes considering:

- Clear content structure using headings and logical layouts.
- Sufficient colour contrast for readability.
- Readable text that can be resized where appropriate.
- Meaningful link text.
- Alternative text for images where appropriate.
- Keyboard accessibility where possible.
- Avoiding unnecessary animation, motion or distracting elements.
- Simple, efficient digital experiences that reduce unnecessary complexity.

We design and build with accessibility in mind from the start. We also recognise that accessible and sustainable digital design often share common principles. This includes efficiency, clear structures and reducing unnecessary complexity.

5. PRINT ACCESSIBILITY

Accessibility applies equally to printed communications.

When designing print materials, we consider:

- Legible typefaces and appropriate font sizes.
- Sufficient contrast between text and background.
- Clear hierarchy and structure.
- Avoiding overly complex or cluttered layouts.
- Appropriate use of colour and visual information.
- Paper finishes that reduce glare where possible.

Where appropriate, we can advise on alternative formats or additional ways information can be accessed.

6. CONTENT & LANGUAGE

Clear communication is a key part of accessibility.

We support accessible content by:

- Using plain, understandable language wherever possible.
- Structuring information so it is easy to scan and navigate.
- Avoiding unnecessary jargon.
- Considering different levels of knowledge, confidence and experience.
- Supporting clients in making information easier to understand.

Sometimes the biggest barrier is not design, it is language.

accessibility needs or barriers.

7. INCLUSIVE DESIGN & REPRESENTATION

We recognise that people experience design differently based on their abilities, background, culture, age, circumstances, confidence and access to technology.

Where appropriate, we consider:

- Who the intended audience is, and whether anyone may be unintentionally excluded.
- Different levels of digital confidence and access.
- Cultural sensitivity and respectful representation.
- Whether imagery and language reflect the communities being communicated with.
- Diverse perspectives and lived experiences.
- Whether communications create a sense of welcome and belonging.

We aim to create design that is respectful, relevant and inclusive for the people it is intended to reach.

8. COLLABORATION WITH CLIENTS

Accessibility and inclusion are shared responsibilities.

We:

- Raise accessibility considerations early in projects.
- Advise on practical improvements within available budgets and timescales.
- Encourage clients to consider the needs of their audiences.
- Work collaboratively to find solutions that create meaningful improvements.

We recognise that accessibility decisions are influenced by content, technology, resources and organisational priorities. Where full compliance is not achievable, we aim to identify realistic steps that improve access and inclusion.

9. ACCESSIBLE WAYS OF WORKING

As a distributed/remote studio, we recognise that people have different working environments, needs and responsibilities.

We aim to create a flexible and inclusive way of working by:

- Supporting flexible working patterns where possible.
- Considering different communication preferences and working styles.
- Using accessible digital tools and platforms where practical.
- Providing clear briefs, expectations and project information.
- Making reasonable adjustments where required.
- Creating an environment where people can raise

We recognise that inclusion is not about creating one way of working that suits everyone. It is about creating enough flexibility for people to contribute effectively.

10. CONTINUOUS IMPROVEMENT

Accessibility and inclusive design are ongoing practices, not fixed standards.

We commit to:

- Keeping up to date with evolving guidance and best practice.
- Learning from feedback and lived experience.
- Improving our own processes and design approaches over time.
- Reflecting on where we can remove barriers more effectively.

11. FEEDBACK

We welcome feedback on accessibility and inclusion within our work. Feedback helps us understand different experiences, identify barriers and improve the way we design.

12. COMMITMENT

We see accessibility and inclusive design as part of responsible design practice.

Our role is not simply to make things look good; it is to help people connect, understand and participate.

Better access leads to better communication. Better communication creates more meaningful impact.

REVIEW

This framework will be reviewed periodically and may be updated to reflect changes in legislation, best practice, organisational priorities or the way Lil Creative Studio operates.

Last reviewed: August 2026