

OFM

STYLE GUIDE

Producing Great Publications

2019

What's Inside

[General use style guide](#)

- Introduction
- Abbreviations
- Apostrophes
- Bullets and enumerated items
- Capitalization
- Punctuation
- Numerals
- Grammar
- Preferred word choices, usages and spellings

[Graphics style guide](#)

- Introduction
- Fonts for charts
- Types of charts
- Photographs and other images

[ADA compliance](#)



Introduction

A consistent writing style promotes clear and effective communications. This style guide addresses questions that often arise. For matters not covered here, ask the editor, [Kate Lykins Brown](#).

First and foremost, keep it simple:

- The most effective writing is the simplest.
- The easier something is to understand, the less likely it is to be misconstrued.
- Straightforward sentences with one subject, one verb and one object are easily understood.
- Commas should be kept to a minimum and semicolons should be used sparingly.
- Fewer words are better than more.
- Common words are better than obscure words.

Abbreviations

Abbreviations

Abbreviations (OFM for the Office of Financial Management) may be used to mention agencies, programs, plans, departments or the like. Do not use an abbreviation if the entity is mentioned only once in the section. In cases where the entity is mentioned twice, use your discretion in abbreviating.

Avoid using abbreviations in a title, heading or subject line in correspondence.

Abbreviations may be used once the full name/title has been cited. Do not put the abbreviation in parenthesis immediately after the first reference.

Example: The staff of Child Protective Services ate lunch together every Friday. CPS employees started the practice in 2016.

Not: The staff of Child Protective Services (CPS) work hard.

Avoid overusing abbreviations because they can confuse, distract or frustrate the reader.

Example: According to DSHS officials, DOH can make use of the HSA funds.

Better: According to DSHS officials, the Department of Health can make better use of the Health Savings Account funds.

Apostrophes

No apostrophe is needed in figures.

Examples: 1990s, size 7s, temperature in the low 20s

Bullets and enumerated items

Bullets

Always use the MS Word bullet function alone to create bullets. Adding spaces or tabs to bullets can cause major editing problems.

Capitalize the first word in a bullet if the bullet forms a complete sentence.

The sentence preceding a bulleted list should be complete and end with a colon. Place periods after independent clauses (complete sentences), dependent clauses or long phrases that follow bullets.

Example: To meet the new requirements of the law, the department will:

- Distribute written procedures to guide staff in the activities listed above.
- Make certain that staff members use appropriate records to calculate distributions.
- Allocate all funds collected from the assessment.

If a list consists of short phrases composed of two or three words only, do not place any punctuation after the entries. Do not capitalize the first word in these short phrases.

Example: We examined the following documents:

- statistical reports
- financial statements
- historical records
- correspondence
- interviews
- media clips

Enumerated items

In a sentence, use parentheses to enclose numbers or letters that accompany enumerated items.

Example: We need the following to complete your travel authorization: (1) the cost of the hotel, (2) the cost of the airfare and (3) the actual time of travel.

In a displayed list where the enumerated items appear on separate lines, the letters or numbers are not followed by periods unless each line forms a complete sentence. In such cases, a list may not be necessary.

Example:

1. yellow highlighters
2. pencils and pens
3. notebook and paper

Better: We were asked to bring yellow highlighters, pencils and pens, and notebook and paper.

Capitalization

Biennium is not capitalized when referring to a two-year budget period.

Examples: The governor proposed a budget for the 2003–05 biennium.
Funding will be higher than in the current biennium.

See section on numbers for more rules about “biennium.”

Budget is not capitalized.

Examples: operating budget capital budget supplemental budget

City and county are capitalized only when they are part of a proper name or formal title.

Examples: Kansas City Thurston County city of Olympia
county board of commissioners

Committee, commission, board, department and director are not capitalized when used alone. Capitalize when used in a formal title that precedes the name of the individual.

Examples: OFM Director David Schumacher issued the memorandum.
As director of the agency, Schumacher was required to do so.
The Transportation Commission meets Thursday.
Members of the commission are looking forward to the session.

Compass directions and adjectives derived from them are usually capitalized when they refer to a specific geographical area. Otherwise, do not capitalize.

Examples: They live in the East.
Western Washington has most of the state's population.
Pullman is south of Spokane.
The storm front moved to the north.

Federal is not capitalized when used as an adjective to distinguish something from state, county or other entities. "Federal" is capitalized only when part of a formal title, such as Federal Aviation Administration.

Example: State welfare programs are funded by state and federal dollars.

Fiscal years are not capitalized.

Examples: The new funding will not be available until fiscal year 2022.
Revenue will rise over the next two fiscal years.
Spending will decline during fiscal years 2019 and 2020.

Note: Do not use the abbreviation "FY" in text. It may be used in tables and charts. Do not refer to any two-year budget period as "FY 01-03." See: Section on numbers for more rules about "fiscal years."

Funds and accounts are capitalized when the formal name of the fund is used.

Examples: The General Fund-State finances day-to-day state operations.
Tobacco prevention is funded through the Health Services Account.
The highway project will be financed by various transportation accounts.

Governor is not capitalized unless it precedes the name of a governor. And in that case, it is abbreviated.

Examples: The governor wasn't feeling well after his trip to Asia.
Gov. Inslee joined the group after a quick break.
The governors in the room were appreciative of his thoughtful remarks.

Legislature is capitalized when referring to the Washington State Legislature. Lowercase is used for the words "legislative," "congressional," "legislator" and "legislation." "Congress," "House" and "Senate" are capitalized, but lowercase is used for "senator" and "representative" when used without a legislator's name.

Examples: The governor made his proposal to the Legislature.
Several senators back the House leaders' plan.
After lunch, Gov. Inslee spoke to congressional leadership about state finances.
Members of Congress were impressed with the presentation.
The meeting with legislative staff went smoothly.

Program is not capitalized unless part of a formal title.

Examples: Pollution Liability Insurance Program
Regional Support Network program

Seasons are not capitalized.

Examples: The Legislature meets during winter and early spring.
The report is due in the fall.

Washington State is capitalized only when referring to the university on second reference (the first reference would be “Washington State University”). The word “state” is lowercase when used alone or in the phrases “state of Washington” or “Washington state.”

Examples: Some say Washington state is great the way it is.
Others contend the state of Washington could be improved.

Punctuation

Commas. Use serial commas sparingly. They should be used to avoid confusion in distinguishing among a series of items. They should not be used in a series of simple words. Use commas to separate compound subjects.

Examples: We will use pink, purple and yellow for this year’s cover of the annual report.
We will use pink, purple and yellow for this year’s cover of the annual report, and must get our order to the printer by the end of next week.

Dashes. Dashes are punctuation that set off the material. Note that a space precedes and follows a dash.

Examples: My favorite cars — Mercedes, Porsche and Jaguar — are expensive.
That’s what is fun about writing the budget — bad food, long days, little sleep.

Dates. When the full date is used in a sentence, use a comma after the day and after the year.

Example: As of Aug. 6, 2001, the program was without funds.

To refer to a particular date, do not use ordinal numbers (such as 1st, 2nd or 3rd).

Example: We began the audit March 3.

Not: We began the audit March 3rd. *Note that the audit began March 3, not on March 3.*

Hyphens. A compound adjective consists of two or more words that function as a unit and express a single thought. Hyphenate the elements of a compound adjective that occur before a noun. No space precedes or follows a hyphen.

Examples: a high-ranking official
same-day service
community-based organizations

Exceptions: child care worker, farmworker families

Hyphenate all fractions.

Examples: one-half two-thirds

Whenever necessary, use a hyphen to prevent one word from being mistaken for another.

Examples: lock the coop buy a co-op a multi-ply fabric

Hyphenate between numbers and units of time when used as adjectives before a noun.

Examples: one-year period three-hour course

In general, do not use a hyphen to set off a prefix at the beginning of a word or suffix.

Examples: nonfederal nonthreatening nonappropriated nonstate

Do not use a hyphen after an adverb that ends in “ly.”

Examples: federally mandated highly flammable simply stated

Parentheses. When a parenthetical element falls within another parenthetical element, enclose the smaller element in brackets and enclose the larger element in parentheses.

Example: The chairman said on television yesterday that no action on the bill is planned. (However, in an article published in The Seattle Times [Aug. 9, 2001], she said a committee decision is expected Tuesday.)

Numerals

Numbers. Whole numerals nine and fewer should be spelled out. Numerals 10 and greater should be in figures. Figures should be used when referring to dates, money, proportions, ratios, percentages or FTE staff years.

Examples: The department hired eight inspectors last October.
The department director said the agency needed 12.8 FTEs.
The new staff will cost \$90.8 million, or 80% of the total budget.
The department will complete the new hiring by March 1.
Our 75 staff members consumed a total of 120 hamburgers, five large bottles of Coke, 115 ice cream bars and about 200 cookies — all at one sitting.

Note: Follow the rules above for text. For tables, charts and other graphics, use numerals for all number values.

Note: Numerals are used for all percentages, even those less than 10.

Millions and billions are spelled out when writing whole numbers in text. For numbers in thousands or hundreds, use numerals alone.

Examples: The \$31.57 billion budget funds state services for a population of 6.5 million.
More than 60,000 children are expected to benefit.

Numerals are spelled out when they begin a sentence.

Example: Twenty-three people will be appointed to the boards and commissions.

Month and year, when written together, are not separated by commas.

Example: The governor will make his 2010 supplemental budget proposal by mid-December 2018.

Nouns with numbers or letters. Capitalize a noun followed by a number or a letter that indicates a sequence.

Examples: Appendix I Chapter V Exhibit A Room 234 Section 23

Cent notations in text. For amounts less than a dollar, use numerals and the word “cents.”

Example: The governor wants to increase the gas tax by 9 cents a gallon, but the Senate prefers a 12-cent increase.

Dollar notations in text. Reflect dollar notations in text as follows:

Thousands – \$487,000 (round up or down as appropriate, with no decimal)

Millions – \$3.4 million (round to one decimal point)

Billions – \$6.84 billion (round to two decimal points unless the first numeral is 0)

To prevent misunderstanding, place the word “million,” “billion” or “trillion” after each figure in a pair or group.

Example: Assessments increased from \$3.2 million to \$6.1 million.

Not: Assessments increased from \$3.2 to \$6.1 million.

Note: Do not use the word “dollars” when expressing monetary values.

Example: \$4.8 million, not \$4.8 million dollars

Biennium and fiscal years. In Washington, a two-year state budget is adopted in odd-numbered years. This budget is known as the biennial budget. It is identified as the budget for the 2001–03 biennium. (Use all the figures of the first year, plus a hyphen [or en-dash, if you know how to], then the last two numerals of the final year unless the time frame spans a century, such as 1999–2001.)

Note: Biennium is not capitalized unless it starts a sentence.

Example: The governor’s proposal for the 2003–05 biennium totals \$25.47 billion.

Not: The governor’s proposal for the 2003–05 Biennium totals \$25.47 billion.

In Washington, the state government fiscal year is composed of the last six months of one calendar year and the first six months of the next, or July 1 to June 30. A biennium consists of two fiscal years.

When referring to a specific fiscal year, use all the figures of the year.

Example: The new funding will begin in fiscal year 2002.

Not: The new funding will begin in fiscal year 02.

The new funding will begin in FY02. (The FY abbreviation can be used in charts, but not in text.)

Note: Do not identify a biennium in terms of fiscal years. It is incorrect to identify a biennium as FY02–03.

See section on capitalization for more rules about “biennium” and “fiscal years.”

Grammar

Parallel sentence construction. Parallel construction is the consistent use of phrases or words that are consecutively listed.

Example: Under the governor’s proposal, two demonstration projects will give schools:

- Additional waivers from regulations
- State funding

Not: Under the governor’s proposal, two demonstration projects will:

- Give schools funding and regulatory flexibility for selected school districts.
- Selected school districts receive waivers for state school regulations.

Note: In the first example, the construction and verbs in each listing flow easily from the introductory phrase. In the second, the first bullet is structured correctly, but the second does not match.

Better: As these are short bullets, they could be better expressed in a sentence.

Be consistent.

Example: I saw the dog walking, running and jumping.

Not: I saw the dog walking, running and jump.

Percentages. Express percentages in numerals, including numerals one through nine. Use the % sign in all instances. **THIS IS NEW THIS YEAR.**

Examples: Mortgage rates increased from 6% to 7%.

The department expects to receive a 25% increase in reimbursements.

Fractional percentages should be presented in numeric form.

Examples: 1.1% 10.3%

For fractions less than 1%, add a zero before the decimal.

Example: 0.8%

Quotations. Periods and commas always go inside the quotation marks.

Examples: The freeway will be called “The Veterans of Foreign Wars Memorial Freeway.”

The freeway, to be called the “The Veterans of Foreign Wars Memorial Freeway,” will be completed in 10 years.

Spaces between sentences. Single space

Statute authority/legislative authority. Cite laws that have been codified as Budget and Accounting Act (chapter 43.88 RCW) or chapter 43.88 RCW. Laws that have not been codified are cited as Model Toxics Control Act – Cleanup Standards (Chapter 359, Laws of 1995) or Chapter 359, Laws of 1995.

Do not refer to a bill that has passed the Legislature by the bill number. Use the correct chapter and session reference. The bill can be referenced in parentheses following the chapter citation.

New legislation and/or legislative changes made during a special session of the Legislature should be identified using the ordinal number of the special session.

Example: Chapter xx, Laws of 2001 2nd Sp. Sess, provides for a general salary increase.

Titles of books and periodicals. Put quotation marks around titles of books, television programs, movies and speeches. No quotation marks are needed for works of reference.

Examples: Editors just released “The Best Pony Book Ever.”
Her favorite show is “Lost.”
“The Gettysburg Address” was reprinted in its entirety.
He reads the Bible every night.

Note: Do not use italics.

Preferred word choices, usages and spellings

ad hoc – A Latin phrase meaning “for a particular purpose.”

affect vs. effect – As a verb, “affect” means to influence or change.

Example: The recommendations will not affect the agency’s organizational structure.

As a noun, “effect” indicates a result or impression.

Example: We could not assess the full effect of the automated system.

all – Can often be inferred. Use when its absence would cause the reader to think only a part of something is meant.

although vs. while – Both words introduce dependent clauses. Use “although” to mean “even if.” Use “while” to mean “during the time that.”

Examples: Although rain was in the forecast, the game was not cancelled.
They played while it rained.

among vs. between – Use the preposition “among” when referring to more than two persons or things. Use “between” when referring to two persons or things.

Examples: The grant funds will be divided among the four agencies.
We tried to distinguish between the two legal opinions.

around – is imprecise. Use “about,” “on” or another adverb.

because vs. since – Use “because” to point to an obvious cause-effect relationship and use “since” to denote temporal relationships or a logical sequence of events in which time plays a part.

Examples: The report was rejected because it contained so many fiscal errors.
No one has looked at the report since it was rejected Tuesday.

capital vs. capitol – The capital of Washington is Olympia. State construction projects are funded by the capital budget. In Washington state, the Capitol refers to the Legislative Building.

Note: Capitalize “capitol” when referring to the building in Washington, D.C., or when referring to the capitol building located in a state capital.

child care – compound adjective or noun – two words

cost-saving – adjective, hyphenated

Example: The department will take cost-saving measures.

cost savings – noun, two words

Example: Efficiencies recommended by employees produced a cost savings of \$500,000.

decision-making – verb and adverb, two words, with a hyphen

Examples: They were timid about their decision-making.
Their decision-making process was unnecessarily complicated.

e.g. vs. i.e. – Latin words and phrases: “e.g.” means “for example” and “i.e.” means “that is” or “such as.”

Note: Avoid using these notations. It usually is preferable to use their written meanings. However, if used, each is followed by a comma.

Example: The policy paper examined a number of important issues, i.e., monetary practices, regulatory environments and legislative provisions.

Better: The policy paper examined a number of important issues such as monetary practices, regulatory environments and legislative provisions.

email – do not capitalize or hyphenate

enhance – means to “improve”

Note: Enhance is a vague expression. Use “improve” or the specifics of what is being referred to.

Example: New management will improve the program.

Not: New management will enhance the program.

Example: The project includes traffic improvements, including a left-turn lane on Fifth Avenue.

Not: The project includes traffic enhancements.

full-time – adjective or adverb – hyphenate when used as a compound modifier. Use the same rule for part-time.

Examples: Leonard has a full-time job.

However, he does not like to work full time.

head count – noun, two words

health care – compound adjective or noun – two words

Examples: The company offers comprehensive health care insurance.

John wanted a career in health care.

homepage – one word, do not capitalize

impact – As a noun, this word means “to force tightly together” or a “significant or major effect.” Use sparingly. In most cases, the word “effect” or “result” is a better choice.

Example: The cut in the prime rate will have a major impact on the economy.

Better: The cut in the prime rate will have a major effect on the economy.

in order to – Avoid this phrase. It adds unnecessary verbiage to a sentence.

include – means “some, but not all of.” If you list all the elements of a set, use “are” or “composed of.”

Examples: The committee of four included a representative from the Department of Agriculture.

The committee members are from the departments of Agriculture, Commerce, Transportation and Health.

internet – is lowercase

its – possessive form of the pronoun “it”

Example: We checked the door and discovered someone had tampered with its lock.

it's – contraction for “it is”

Example: It's a sure bet that Doug will be late for the interview.

its vs. their – Use “its” for singular subjects and “their” for plural subjects.

Examples: The committee issued its recommendations.
The House of Representatives released its budget.
The department's priorities were expressed clearly in its budget.
The members of the committee expressed their displeasure over the lateness of the report.

long-term – compound adjective – hyphenate

Example: We have a long-term plan for accomplishing our mission.

long term – as the object of a preposition – two words

Example: Your solution will not work for the long term.

non – This prefix usually requires no hyphen unless a capitalized word follows.

Examples: nonessential noncompliance nonfederal non-American

ongoing – adjective or adverb – one word

Example: He is the subject of an ongoing investigation.

online – one word, do not capitalize

only – Be careful where you place this word. Note how meanings change with different placements.

Examples: He was happy to see only me. (No one else could make him happy.)
He was happy to only see me. (If I talked to him on the phone instead, he wasn't happy.)

policymaker, policymaking – one word in both instances, not like decision-maker

re – As a rule, the prefix “re” (meaning again) should not be followed by a hyphen. A few words require the hyphen so they can be distinguished from other words with the same spelling but different meaning.

Examples: reelection reevaluate recover (from an illness) re-cover (a sofa)

regarding – This is a long-winded way of expressing the concepts of “about,” “on,” “for” or other simpler word. Avoid it.

Example: He wrote to the governor regarding his views on taxes.

Better: He wrote to the governor about his views on taxes.

rulemaking – one word

Examples: The committee was busy with rulemaking.
The committee had limited rulemaking authority.

revenue – The singular form is correct even when money is derived from several sources.

Example: Department revenue from licenses and fees is \$11.6 million.

short-term – compound adjective – hyphenate

Example: He made some short-term investments.

short term – as the object of a preposition – two words

Example: That strategy will work only for the short term.

utilize – Avoid using. “Use” is preferable.

Examples: The committee used experts to conduct research.
We used several resources to prepare the report.

web – lowercase

website – one word, do not capitalize

webpage – one word, do not capitalize

within – In most instances, “in” expresses the same relationship. Reserve “within” when referring to the interior of an object or when not beyond in distance, time, degree, range, etc.

Examples: He worked in the budget office.
The appropriation was changed in the third version of the budget.
The goal was within our reach.

whose is the possessive form of “who,” “which” and “that,” and refers to either animate or inanimate objects.

Graphics style guide

Introduction

The Office of Financial Management produces a host of materials, many of which include graphs, tables and other style elements. This graphic style guide addresses common formatting questions.

The guiding principle for these style choices is simplicity and clarity. By eliminating unnecessary graphic elements (chart junk, such as grid lines, background colors, shadowing, 3D, tick marks, borders, excess zeros and decimal places), your charts will be crisper and easier to understand.

The goal of all communication is that the receiver gets the message that the sender intended. This can be achieved by keeping three things in mind:

- Consider users and what they need or want to know.
- Choose the right type of chart for your data and message.
- Reduce chart junk to improve your message delivery.

First and foremost, keep it simple:

- The most effective charts are the simplest.
- Include a short but meaningful title.
- The easier something is to understand, the less likely it is to be misconstrued.
- Decorations and chart junk are distracting — use only if needed to tell the story. Make sure the colors reproduce well in black and white and grayscale. They may look great electronically, but aren't of much value if the message is lost once printed in black and white or grayscale.
- The default legend and data labels are difficult to format. Consider hand labeling elements if needed.
- If you did not create the chart you are using, make sure you (and Communications) have access to the source file. If not, consider re-creating it so we have the ability to update and edit if necessary.
- Ask yourself if the data would be more effectively displayed in a table instead of a chart.
- The size of your chart elements (text, lines in a line chart, etc.) is dependent upon the size of your finished chart. Elements in a letter-sized chart are smaller in comparison to charts compressed to fit in smaller areas.
- Text browsers and screen readers cannot interpret images to their users. Alternative text must be provided for all graphics elements.

Fonts for charts

Sans serif fonts are best for chart titles and for axis and data labels. Examples of sans serif fonts used in our charts:

Arial Arial Narrow Myriad Pro Myriad Pro Condensed Calibri

Each example above is a 12-point font, but Arial Narrow and Myriad Pro Condensed are much more compressed than Arial, Calibri and Myriad Pro. When choosing a font, consider how much text you have and the available space.

Bottom line: Make sure your material is legible.

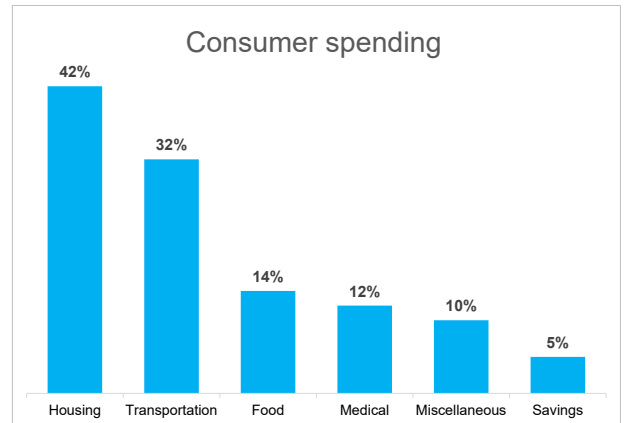
Types of charts

Once you know the purpose of your chart or graph, there are many styles to choose from. Most of OFM's needs can be met by using one of these common designs: bar/column, line, area and pie.

Bar/column charts

Horizontal (bar) and vertical (column) charts are used to show differences between data at set moments in time and differences in related data.

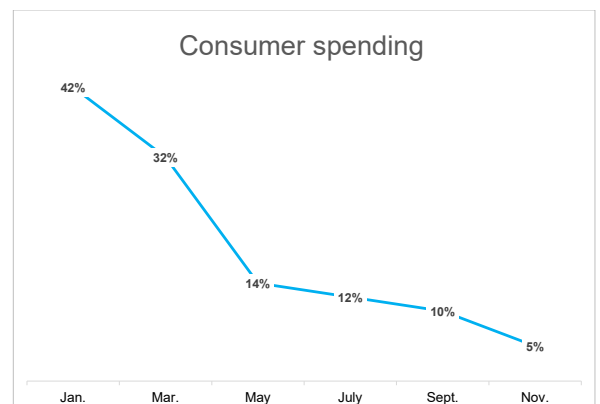
- Use horizontal bars to show several items in a single series or when X-axis labels won't fit along the X-axis.
- Use data labels (keep short; do manually if necessary). Grid lines and X-axis labels can then be eliminated, giving you a cleaner chart.
- Bars should be equal in size to or larger than the white space separating them.
- Stacked bars show totals or portions of totals rather than relative differences between data sets (good for showing how portion of totals change over time).
- Use darker fill colors at the base of a stacked bar, with the color getting lighter as it rises.



Line charts

Line charts are best for showing time series data, trends, larger number of data points and data flow.

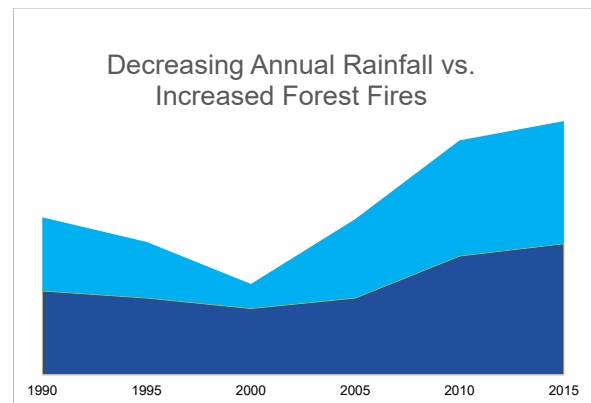
- Limit charts to no more than four or five lines each.
- Color or line styles are good distinguishers between lines. Be consistent — use the same line color or style for each data set throughout your publication.
- Generally, use 2–5 points size or larger for each line, depending upon the finished size of your chart. (Manual adjustment may be required.)
- Trend/data lines should be thicker than axis/grid lines.
- Add data labels and eliminate grid lines for a cleaner chart.



Area charts

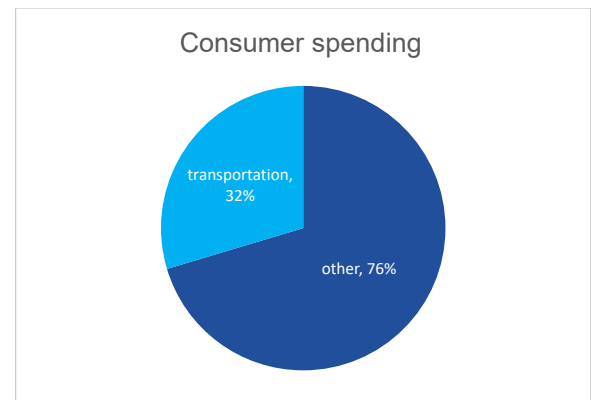
Area charts are useful for showing totals.

- The most important data set should be shown at the bottom.
- If using color fill, the darker color should be at the bottom and lighter colors used consecutively upward.



Pie charts

- Pie charts are used to compare parts-to-whole data that add up to 100 percent.
- Pie charts should generally be avoided, as it can be difficult to accurately compare the sizes of segments, especially when there are many. Pie charts are most effective when there are only two data points.
- A better option to compare data would be a horizontal bar chart, which lets users compare data points by the length of the bars.
- If you do choose to show your data in a pie chart:
 - Arrange slices from the largest to the smallest in a clockwise direction.
 - Use data labels next to the pie slices rather than a separate legend. Data labels are quicker to read and easier to discern for people with a color vision deficiency.
 - Avoid using 3D pie charts, which can distort proportionality.



Photographs and other images

If a picture (or map) is worth a thousand words, you may want to consider using it in your publication. Be mindful that pictures increase your file size substantially so they should never be used solely for decoration. All images used in place of text must meet ADA compliance guidelines (see ADA Compliance section). If you have questions, please contact the [Communications team](#) for more information about using photographs and pictures in your publication.

ADA Compliance

Information posted on public websites is required to meet federal Americans with Disabilities Act standards (see <http://www.ada.gov> for more information) and must be provided in an accessible (ADA-compliant) format. Image files (.jpg, .tiff, .png) are not accessible. Neither are text or graphic files that are created by scanning.

As technology gets better, creating ADA-compliant publications has become simpler. Please remember that it's easier to create a publication that is ADA-compliant from the beginning than it is to go back and "fix" it after it's done.

If your publication will contain charts, consider building them in the Word file. (Word has a chart function that allows you to build simple charts in your Word document.) Simply import your number values (not formulas) from your Excel file into Word and format your chart. Charts created this way are and will remain accessible when PDF'd.

You also have the option of importing Excel-created charts into your Word document. This can be tricky for chart-heavy publications and complicated charts. While our goal is to achieve best practice with every publication — all charts and graphics are accessible — there are times when it is not practicable. In those instances, we must provide alternate text, as specified by the ADA guidelines.

Guidelines for working with "text alternatives"

Provide text alternatives for any nontext content so it can be changed into other forms people need, such as large print, Braille, speech, symbols or simpler language.

Solutions for nontext content used as a text alternative to serve the equivalent purpose:

- Provide a long description in another location with a link to it that is adjacent to the nontext content.
- Provide a short description in text near the nontext content, with a reference to the location of the long description in the short description.
- Provide long description for nontext content that serves the same purpose and presents the same information.