Accessibility at Frontify:

Our commitment to compliance

Our accessibility vision

Accessibility is at the heart of our company values, and we want to meet the diverse needs of our users by ensuring our digital products and services are accessible to everyone. We believe that accessibility is not just a legal requirement but a responsibility. We are aiming to reach Web Content Accessibility Guidelines (WCAG) 2.2 Level AA compliance by June 2025, ensuring that all consumer-facing parts of our platform fully align with these standards.

This white paper outlines Frontify's commitment to digital accessibility, demonstrating our ongoing dedication to make our product accessible to users of all abilities, ensuring an inclusive and equitable digital experience.

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The importance of accessibility

Why accessibility matters
Digital accessibility ensures that all individuals, including those with disabilities, can fully engage with digital products. Beyond meeting legal requirements, accessible design enhances usability, fosters inclusivity, and broadens the reach of any digital platform. Prioritizing accessibility demonstrates a commitment to all users and reflects a fundamental standard of quality.

Our commitment to WCAG compliance by June 2025

Our compliance goals
Frontify is dedicated to achieving WCAG 2.2 Level AA compliance by June 2025. This means we'll meet the recommended accessibility standards for text readability, color contrast, screen reader compatibility, keyboard navigation, and more. Compliance with WCAG guidelines ensures that our platform meets a high accessibility standard, improving usability for everyone.

Current accessibility initiatives

Testing and monitoring
We conduct both automated and manual testing across all new and existing features, ensuring high accessibility standards. Regular audits help us stay on track with compliance, and we actively seek feedback from our customers and users who rely on assistive technologies.

User empowerment and customization
We utilize accessibility features and adapt our core product functionality to make things more accessible. For example, users can define alternative text for all assets, ensuring descriptions are accurate and meaningful for people using screen readers. Additionally, our product's color palette is designed to meet contrast standards, and customers can further customize colors to align with their brand while maintaining accessibility.

Developer training and best practices
Our product development teams undergo ongoing training on accessibility best practices. We emphasize WCAG guidelines, accessible design principles, and practical technical skills to empower our teams to create products that meet the needs of all users.

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Key problems and solutions

Accessible navigation and interaction

Problems with accessible navigation and interaction occur when focus management—controlling where a keyboard user's attention goes—is poor. This includes when the focus order is confusing, the focus gets stuck (e.g., inside a pop-up), or there's no clear visual cue showing where the focus is. These issues make it difficult for keyboard and assistive technology users to navigate the interface effectively, leading to confusion and a frustrating user experience.

Our solution:

- **Keyboard navigation:** Our product supports keyboard navigation, ensuring users can access functionality without a mouse.

- **Screen reader compatibility:** We ensure all content is accessible to screen readers, with descriptive text, headings, and labels for each element.

Visual accessibility

Many users with visual impairments struggle to read content when there isn't sufficient color contrast or when text cannot be resized to meet their needs. Without proper contrast or scalable text, users may also miss important information or find it difficult to interact with the product.
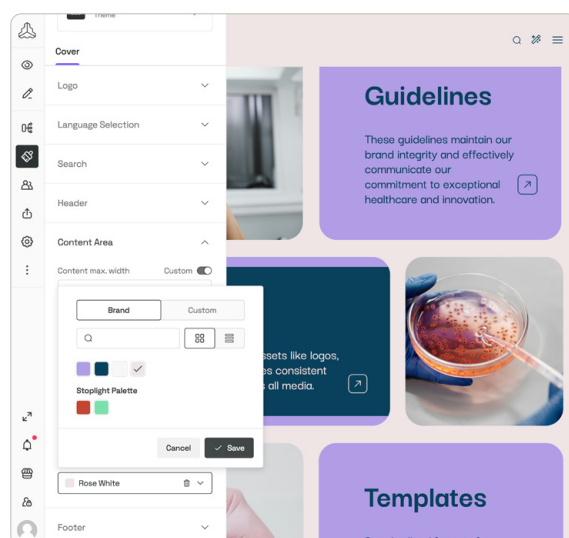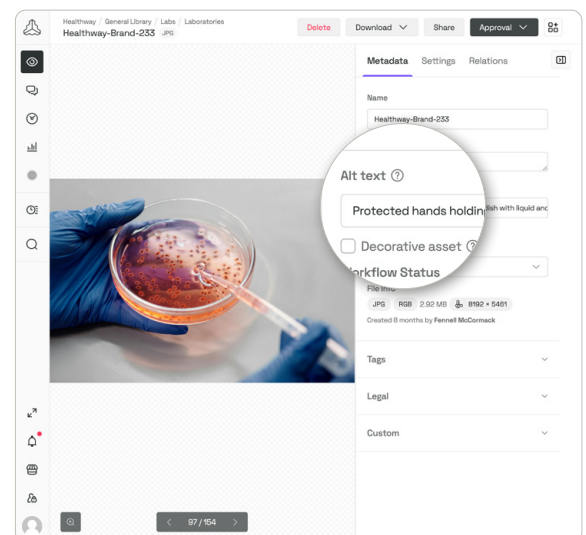

Our solution:

- **Color contrast:** The colors used in our product are carefully selected to meet WCAG Level AA standards for contrast, ensuring readability and accessibility. In addition, we offer a wide range of customization options, allowing customers to choose their colors and create themes that align with their brand and accessibility needs.

- **Text scaling and resizing:** Users can resize text without losing functionality or content clarity.

Media accessibility

Many users with visual impairments rely on screen readers to understand the content of images and visual elements. Without accurate and meaningful alternative text—providing a written description of an image—these users may miss critical information, making the content inaccessible and difficult to navigate.
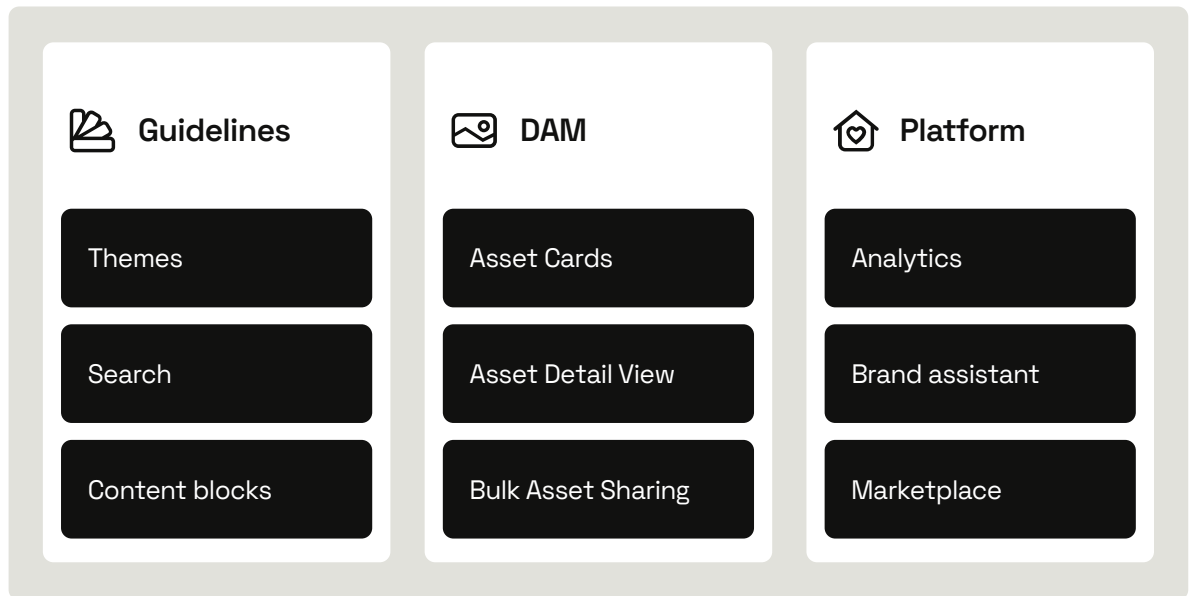

Our solution:

- **Alternative text for images:** Our platform allows users to define alternative text for all assets, ensuring each image and visual element is described accurately and meaningfully. This feature empowers users to tailor alt text according to their specific content, making it more accessible to individuals who rely on screen readers.

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Which of our features are fully accessible?

We've worked to make all of our most used features as accessible as possible, and we're continuing to do so. This includes:

Guidelines	DAM	Platform
Themes	Asset Cards	Analytics
Search	Asset Detail View	Brand assistant
Content blocks	Bulk Asset Sharing	Marketplace

Challenges and continuous improvement

Challenges on the path to compliance

While we strive to create a fully accessible product, we recognize that accessibility is an evolving journey. Some areas, such as complex interactive features, will require continuous development to fully comply. We're committed to identifying and addressing these challenges.

Commitment beyond compliance

Achieving WCAG Level AA compliance by June 2025 is a critical milestone, but our commitment goes beyond that. We aim to make accessibility an integral part of our product development and to respond to new accessibility needs and standards as they emerge because we believe every digital product should be inclusive, that everyone should be able to equally use it and benefit from it.

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