

Publishing—How to be Accessible Compliant

Formatting

No italics or underlines

No tables

All text must be left aligned (no centering)

Headings

All headings should fall in order of H1, H2, H3 (large to small). The title on the page is automatically set to H1. In this example you'll see that the subheadings are set to H2, and the subheadings within the H2 section are set to H3.

Honoring Our Nation's finest with Opportunity and Respect (HONOR) H1

Contact: [HONOR USA](#). Last Updated: October 01, 2019 7:31 pm | 0 [More](#)

HONOR Mission

The mission of the Military Resource Group **Honoring Our Nation's finest with Opportunity and Respect (HONOR)** is to provide support, guidance and resources to employees and families connected to the military by offering development opportunities, providing a forum to recognize and celebrate contributions made to our country, and establishing partnerships with community groups that support veterans, active duty, National Guard and military reserve.

HONOR
Honoring Our Nation's finest with Opportunity and Respect
A Sodexo Employee Business Resource Group

Upcoming Events H2

> [HONOR MasterMind Series #1 - Survey](#)

Programs H2

Show Thanks by Saying Thanks H3

To show our appreciation during National Military Appreciation Month, we request Sodexo employees write at least one letter of thanks to our military service men and women during the month of May. [Learn more about Show Thanks by Saying Thanks.](#)

RED Fridays H3

We have re-launched our [RED Fridays campaign](#). Wear red the first Friday of each month to show support of our deployed military service men and women. RED Friday shirts are now available through Sodexo's Company Store.

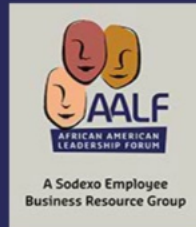
If you are using a Master Page table format for your page, the page title is automatically set to H1, and each cell title is automatically set to H2. You would then use the H3 heading for subheadings within each cell.

Example:

African American Leadership Forum (AALF) H1

Contact: [Kemah Camara](#). Last Updated: February 04, 2020 3:16 pm | 0 [More](#)

The African-American Leadership Forum (AALF) works to inspire and develop leaders who make lasting contributions to Sodexo and the communities in which we live and work.



Quick Links H2

- > [Join AALF](#)
- > [AALF on Facebook](#)
- > [AALF Bylaws](#)
- > [AALF Graphic Resources](#)
- > [Regional Chapters](#)
- > [2019 AALF National Meeting](#)
- > [Federal Heritage Month Toolkits](#)

Black History Month H2

Our theme for Black History Month (BHM) 2020 is Performance Culture – Empowering the Mind, Changing the Future, Enriching the Spirit! We kick-off our festivities with a Day of Service on Martin Luther King Jr.'s day of observance, Jan. 20. A time for us all to reflect on his message, memory and meaning while serving our communities.

Engage with our weekly activities in the month of February and stay tuned for more ways to celebrate BHM365. Check back throughout the month for more activities and visit our Yammer site. There are so many ways to stay involved!

[View the National and Regional AALF Black History Month events.](#)



Weekly topics focused on AALF's Four Principles (Mentoring, Development, Community, Networking) H3

- > [Week of Feb. 3 – Mentoring: Highlighting AALF's Mentorship Program](#)
- > [Week of Feb. 10 – Development: Feature Article - Being Black in Corporate America: An Intersectional Exploration](#)
Self-reflection on your development journey and what you can do to prepare for the future

Links & Linked Documents

A link should have context to be understandable. Don't simply use Read more, View now, Learn more, etc. Every link should answer the question, "If I look at the text of my link do I know where I am going?"

If there are multiple languages, simply stating "Spanish" or "SP" and linking that word is no longer acceptable.

Example:

[View the Employee Value Proposition poster \(Employee Value Proposition poster in Spanish\)](#)

We also need to add an Advisory Title to every link—this will allow users to "hover over" any link for accessibility information as well as allow a screen reader to detect what exactly the link is to. **Each advisory title for a link should begin with "Link to"**.

The screenshot shows a 'Link' dialog box with the following fields and options:

- LINK INFO** | TARGET | ADVANCED
- Link Type: URL (dropdown)
- Protocol: http:// (dropdown)
- URL: /files/{workspace}/sites/sdx
- Buttons: Browse Server (Content), Browse Server (Files)
- Advisory Title**: Link to Employee Value Pr (circled in red)
- Buttons: Cancel, OK

The formatting options to use in this field are as follows:

When linking to an **external site** (including other Sodexo_Net countries pages):
[Link to Sodexo LINK \(new window\)](#)

For the French pages: Link to = Lien vers; New window = Nouvelle fenêtre
 Example: [Lien vers Sodexo LINK \(nouvelle fenêtre\)](#)

When linking to an **internal Sodexo_Net page:** [Link to Food Safety page](#)
French translation: [Lien vers la page Salubrité Alimentaire](#)

When linking to an **email:** [Link to NorAm Communications email \(new window\)](#)
French translation: [Lien vers le courriel de NorAm Communications \(nouvelle fenêtre\)](#)
 If the email begins with a vowel use: [Lien vers le courriel d'April Woodruff \(nouvelle fenêtre\)](#)

If a link contains a file it will need to state the file type and size. **Use the abbreviations PDF, PPT, XLS or DOC and round to the nearest whole number.** For example, if linking to the Employee Value Proposition poster PDF, the field would state:
[Link to Employee Value Proposition poster \(PDF, 194 KB, new window\)](#)

If the file is in another language, **include the language in the parenthesis:** [\(Spanish, PDF, 194 KB, new window\)](#)

Examples:

[View the Employee Value Proposition poster \(Employee Value Proposition poster in Spanish\)](#)

Link to Employee Value Proposition poster (PDF, 194 KB, new window)

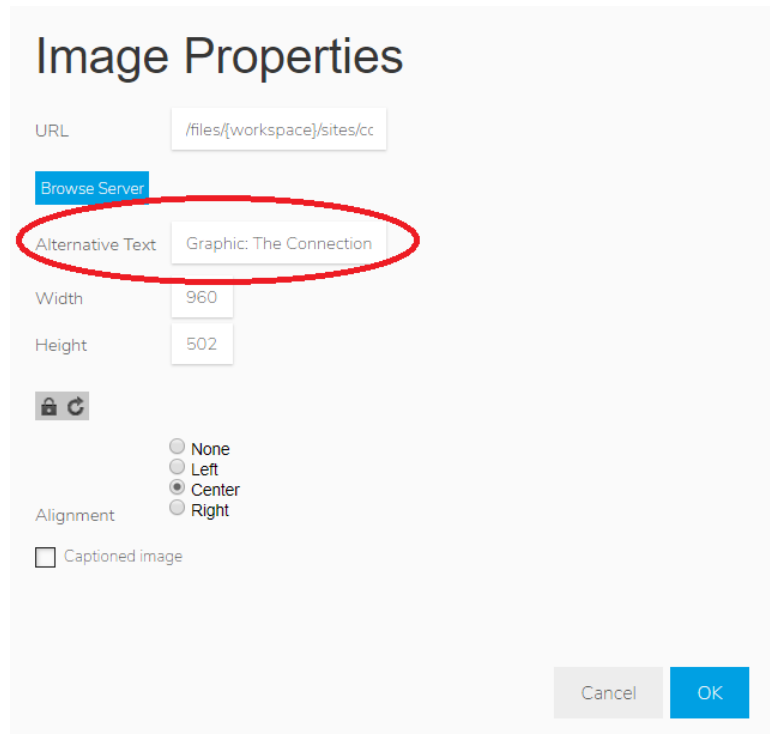
[View the Employee Value Proposition poster \(Employee Value Proposition poster in Spanish\)](#)

Link to Employee Value Proposition poster (Spanish, PDF, 198 KB, new window)

Images

There are three types of images: Informative, Decorative and Complex

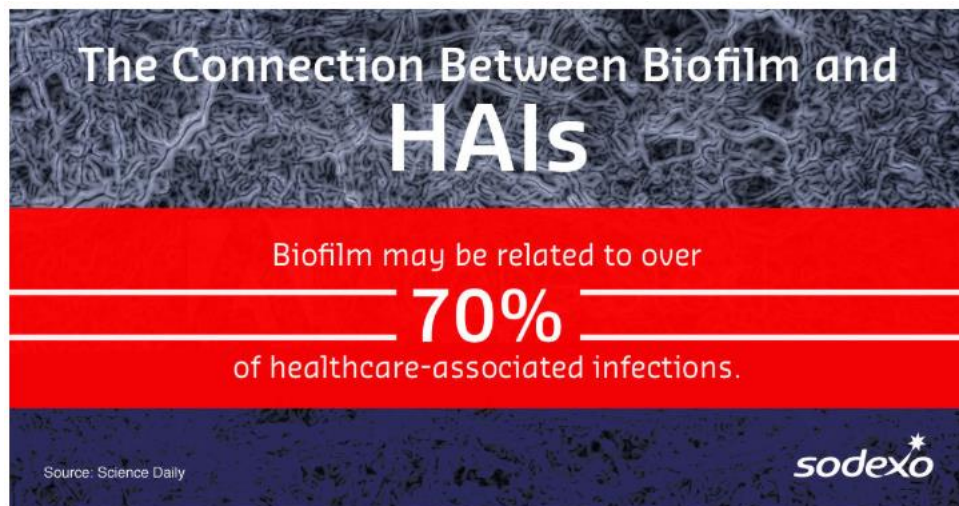
An **informative** image will need to have the text typed in the Alternative Text field under Image Properties. **Begin each alternative text title with the word “Graphic:”**



The screenshot shows the 'Image Properties' dialog box. The 'Alternative Text' field is highlighted with a red circle and contains the text 'Graphic: The Connection'. Other fields include 'URL' with the value '/files/(workspace)/sites/cc', 'Browse Server' button, 'Width' (960), 'Height' (502), 'Alignment' (Center), and a 'Captioned image' checkbox. The 'OK' button is highlighted in blue.

This field can hold up to 80 characters. If the graphic's text exceeds that, list this information under the image and leave the alternative text field blank.

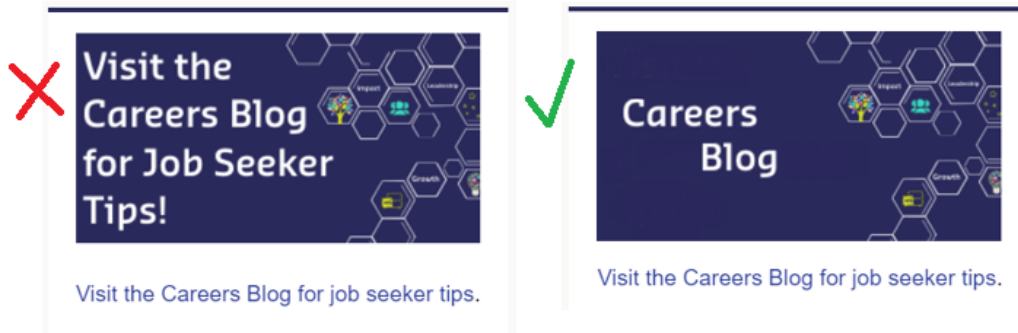
Example: (compare to Image Properties image above)



A **decorative** image adds visual appeal. It's best not to have text, but is okay if it's simplified and doesn't need repeated.

Example: This is one that when made compliant, it lost some of the visual appeal because the same exact text was repeated. It was cleaned up to simplify its purpose and still made it appealing.

For decorative images, leave the alternative text field blank.



A **complex** image is an image with graphics, maps, charts, details, etc. **All information in the image needs to be described beneath the image.** The advisory title needs to state what the graphic is and that the description follows.

When writing out the description below the image, please begin the sentence with “**Graphic:**” so the reader knows the text pertains to the above image.

Example:

Advisory Title: [Graphic: Empowerment & Accountability Chart \(detailed description follows the image\)](#)



Graphic:

Empowerment and Accountability

Be Client and Consumer Centric

Step 1 - Client Centricity
Step 2 - Consumer Experience
11 KPIs

Enhance Operational Efficiency

Step 3 - Labor Efficiency
Step 4 - Material and Subcontracting Costs
Step 5 - Overhead costs
17 KPIs

Nuture Talent

Step 6 - People
6 KPIs

Anchor Corporate Responsibility

Step 7 - Corporate Responsibility
6 KPIs

March 16, 2020

Linking Images

In the rare case you'd like to link an image:

Add the alternative text to the image

Then add the advisory title to the link

All linked images must have text added below the image and contain the same link

Example:

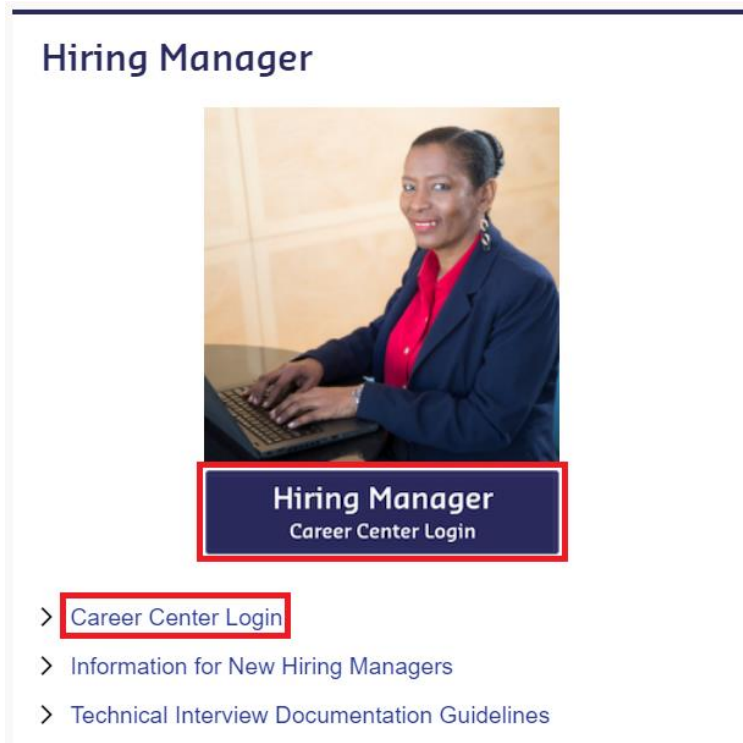


Image alternative text: [Graphic: Career Center Login button](#)

Link advisory title: [Link to Career Center Login \(new window\)](#)

Buttons

If you would like to do buttons and can read HTML, use the following source code (you'll need to change the URL, text and advisory title):

```
<p class="block-btn" style="text-align:center"><a class="btn btn-primary" data-referencedlink="false" href="/cms/{mode}/{lang}/sites/sdxnet-ghq/home/hr-center/compensation-benefits/compensation.html" style="color: white;" title="Link to Compensation page (new window)">Compensation</a></p>
```

Example:



Quotes

All quotes should be displayed in the Jahia quote component.

Example:

“

Sodexo is delighted to have two of the world's most beautiful restaurants, Le Jules Verne and Le Pré Catelan, awarded one and three stars, respectively. This is a great acknowledgement and a huge source of pride for all Sodexo employees. On behalf of the Group, I would like to warmly thank chef Frédéric Anton and his teams [...] and tell them how happy and honoured we are to work with them.

”

Nathalie Bellon-Szabo, Sodexo Sports & Leisure Worldwide CEO and Lenôtre Chairwoman

Videos

All videos must contain subtitles, closed captioned or a linked transcript.

If there is not already a descriptive sentence about the video to link the video to, **please place a sentence similar to this before the video: [Watch the video \(insert video title\)](#) or [read the video transcript](#)**. And don't forget the advisory title!

*Only use “or read the video transcript” as needed.

Example:

[Watch the I'm Sodexo Proud video](#) (or [read the video transcript](#)) to hear what makes some Sodexo employees proud.



Watch the [I'm Sodexo Proud video](#) to hear what makes some Sode:

[Link to Sodexo Proud video \(new window\)](#)

(or [read the video transcript](#)) to hear what makes some

[Link to Sodexo Proud video transcript \(PDF, 12 KB, new window\)](#)

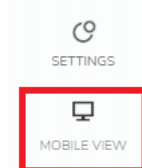
Watch the video [No Surprises](#) or read the video transcript.



For pre-existing videos that are awaiting a compliant version, please place the following sentence beneath the video: [For accessibility issues with the video please contact NorAm Communications.](#)

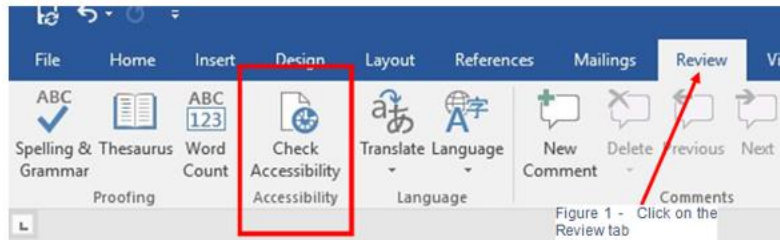
Mobile View

Check your work in mobile view. Use the icon found in the bottom left of the edit screen in Jahia. Edit pages as needed if they are unable to be viewed and read correctly.

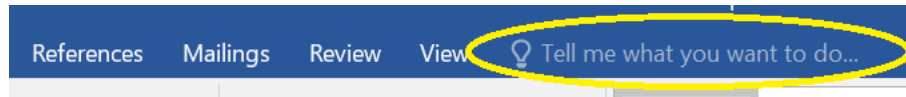


Word, PowerPoint, Excel

When creating something in Word, PowerPoint or Excel, use the Check Accessibility button under the Review tab.



If your version does not have the button, type “Accessibility Checker” in the “Tell me what you want to do” box.



Note: Other applications such as In Design, Photo Shop, Acrobat all have built in Accessibility Checkers – please refer to your source for help using these applications.

Sodexo Style Guide

And as always, please make sure to follow our [previous guidelines when publishing](#).

Below is a quick list of the main ones that affect publishers:

All caps: Only use all caps for an abbreviation (ACE), not for emphasis

Ampersand: Resist the impulse to replace and with &. Use the & when it is part of an organization’s name: Sports & Leisure.

Bullet points: Bullets generally don’t need a period at the end. The bullet structure makes it clear that one thought has ended and another has begun. Try to limit bullets to one simple statement—use subbullets if necessary. Use parallel construction for bullets—start all bullets with a verb or a noun—don’t mix styles.

Click here: Avoid using these words. Reword the sentence to flow better and hyperlink the appropriate areas. Example: Click here to view the upcoming events. Reword to: [View the upcoming events](#).

Commas (,): Do not use a comma before and/but/or in a simple series. (Example: I love bananas, apples and strawberries.)

Dates: When a date includes the day, month and year, set off the year with commas: The event will be Jan. 17, 2014, in the courtyard. When a date includes only the month and year, do not separate with commas: December 1990 was a cold month. When a date includes the day, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec. Avoid using st and nd following a date: The event will be held Sept. 2. If no date is included, then always spell out the month. My birthday is in April.

Dashes: Use the em (the long dash) to denote an abrupt change in thought or an emphatic pause: I will buy a new car—if I get a raise. Do not put a space on either side of an em dash. Use the en (the short dash) in place of a hyphen for separating information. From 7 – 11 a.m. Put a space on each side of an en dash.

eBulletin: Do not capitalize the e at the beginning of a sentence: eBulletins are sent out to nearly 23,000 management employees.

ecard: Not eCard. Do not capitalize at the beginning of a sentence.

email: Not E-mail or e-mail. Do not capitalize at the beginning of a sentence

Exclamation point (!): Use very sparingly. The exclamation point is reserved for informal writing. It is placed inside the quotation marks when used in quoted material. Do not use a comma or period after an exclamation in quoted material: “Stop!” she yelled.

Fiscal Year: Sept. 1, 2018, through Aug. 31, 2019 = FY19. The Fiscal Year for Sodexo is always Sept. 1 through Aug. 31. It can be written as fiscal year 2019, FY2019 or FY19. FY19 is preferred for charts, headlines or an audience who is very familiar with the concept (finance, DMs+), while fiscal year 2019 is preferred for general audiences.

Numerals: Avoid referencing a numeral twice. Wrong: I ordered two (2) calculators. Right: I ordered two calculators. Spell out one through nine and use numerals for 10 and above. Exceptions: Use numerals at the beginning of a sentence or in casual uses: A thousand times no. Twenty-three students interned this summer. Use numerals with million or billions: there are 1 million people in the metro area. See AP Stylebook for more examples.

Period (.): Put one space between periods and the following sentence.

State names and abbreviations: Spell out the names of the 50 U.S. states when standing alone. Use postal abbreviations with city names: Kansas City, MO. Four states are legally commonwealths, not states: Virginia, Kentucky, Massachusetts and Pennsylvania.

Telephone numbers: Do not put “1” in front of the area code. Use dashes to separate numbers, not spaces or periods: 301-987-4200. If extensions are given: x44465. Avoid wrapping telephone numbers from one line to the next, or breaking them within text. The numeric equivalent must be listed when using vanity phone numbers—855 SodexoHR (855-763-3964)—immediately following in parenthesis. With this format, phone numbers on Sodexo_Net will be linked and users of mobile devices or any Skype user can click to call.

Time: Use numerals like 2 p.m. or 7 a.m., except for noon and midnight. Avoid the repetitive 12 noon or 12 midnight. Either midnight or noon is sufficient. For U.S. times, use the abbreviation: ET CT, MT, PT. Generally, times are expressed in Eastern Time (ET). Do not specify Standard or Daylight time (EST, CST, MST or PST or EDT, CDT, MDT or PDT) unless it's important for understanding. When expressing a time range, you do not need to repeat a.m. or p.m. The meeting will be from 2 to 3 p.m. The meeting will be from 10 a.m. to 2 p.m.

Underline: Only a hyperlinked word or phrase is underlined.