

Readability

Checklist



- Stick to a line length of 50-75 characters across the screen
- Increase font size and line height on text-heavy pages
- Use all-caps for short texts that need to stand out, use title casing for titles, labels, and button text
- Break up long text in digestible paragraphs
- Use a consistent tone of voice and vocabulary
- Add alternative text to media that is more than just decorative