



Date: 10 November 2020

Classification: Public

## Accessibility Statement for Brandworkz

Brandworkz is committed to making its software products accessible in accordance with the [accessibility requirements for public sector bodies](#).

**Name of Product:** Brandworkz

**Product Description:** A web-based interface for Brand Management.

### Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.1, at <a href="https://www.w3.org/TR/WCAG21/">https://www.w3.org/TR/WCAG21/</a> Level A and Level AA, but not Level AAA.	Home page (single language) DAM

Brandworkz is partially compliant with the [Web Content Accessibility Guidelines version 2.1 AA standard](#), due to the non-compliances listed in [Table 1: Success Criteria, Level A and AA](#) below.

Table 1: Success Criteria, Level A and AA

Success Criteria	Conformance Level	Remarks and Explanations
<a href="#">1.1.1 Non-text Content (Level A)</a>	Partially supports	<p>Brandworkz provides text alternatives for non-text items.</p> <p>A bug has been raised for missing alt text/ labels in the masthead.</p> <p>A bug has been raised for missing alt text/ labels in DAM buttons.</p> <p>Custom content added by client admins using the CMS widgets should be checked for accessibility before publishing the page. The rich text editor used in Brandworkz contains an <a href="#">accessibility check tool</a> within the editor for this purpose, which includes checks for alt text and table metadata.</p>
<a href="#">1.2.1 pre-recorded Audio-only and Video-only (Level A)</a>	Not applicable	Brandworkz does not have pre-recorded audio-only or pre-recorded video-only media.
<a href="#">1.2.2 Captions (pre-recorded) (Level A)</a>	Not applicable	Brandworkz does not have pre-recorded audio content.
<a href="#">1.2.3 Audio Description or Media Alternative (pre-recorded) (Level A)</a>	Not applicable	Brandworkz does not have pre-recorded video content.
<a href="#">1.2.4 Captions (Live) (Level AA)</a>	Not applicable	Brandworkz does not have live audio content.
<a href="#">1.2.5 Audio Description (pre-recorded) (Level AA)</a>	Not applicable	Brandworkz does not have non-live audio content.

<a href="#">1.3.1 Info and Relationships (Level A)</a>	Partially supports	<p>Brandworkz exposes most semantics, with some exceptions:</p> <ul style="list-style-type: none"> <li>• Some headings generated by CMS widgets do not expose heading semantics.</li> <li>• Some slides in the carousel widget are not easily identifiable.</li> </ul> <p>A bug has been raised to add identifiable table headers to the DAM asset preview popup.</p>
<a href="#">1.3.2 Meaningful Sequence (Level A)</a>	Partially supports	<p>The correct reading sequence is meaningful throughout Brandworkz.</p> <p>A bug has been raised to add the missing &lt;main&gt; HTML tag between the header and footer sections.</p> <p>Custom content added by client admins using the CMS widgets should be checked for accessibility before publishing the page. The rich text editor used in Brandworkz contains an <a href="#">accessibility check tool</a> within the editor for this purpose, which includes a check for sequential headings.</p>
<a href="#">1.3.3 Sensory Characteristics (Level A)</a>	Supports	<p>Brandworkz does not rely on sensory characteristics for instructions.</p>
<a href="#">1.3.4 Orientation (WCAG 2.1 Level AA)</a>	Supports	<p>Brandworkz does not restrict the content to only portrait or landscape,</p>
<a href="#">1.3.5 Identify Input Purpose (WCAG 2.1 Level AA)</a>	Not applicable	<p>Brandworkz uses autocomplete attributes for input fields on user-related forms.</p>
<a href="#">1.4.1 Use of Color (Level A)</a>	Supports	<p>Brandworkz does not rely on colour alone to convey information.</p>
<a href="#">1.4.2 Audio Control (Level A)</a>	Supports	<p>Brandworkz does not have any default audio content.</p>

<p><a href="#">1.4.3 Contrast (Minimum) (Level AA)</a></p>	<p>Partially supports</p>	<p>All Brandworkz textual elements have a contrast ratio of at least 4.5:1</p> <p>A bug has been raised to add identifiable table headers to the DAM asset preview popup.</p> <p>Custom content added by client admins using the CMS widgets should be checked for accessibility before publishing the page. The rich text editor used in Brandworkz contains an <a href="#">accessibility check tool</a> within the editor for this purpose, which includes a check for contrast ratio for text.</p>
<p><a href="#">1.4.4 Resize text (Level AA)</a></p>	<p>Supports</p>	<p>Brandworkz pages are readable at 200% zoom.</p>
<p><a href="#">1.4.5 Images of Text (Level AA)</a></p>	<p>Supports</p>	<p>All visual representations containing text in Brandworkz are created with text and CSS.</p> <p>Brandworkz CMS widgets have been designed with accessibility in mind so that admins can create accessible content. Admins should not upload images containing text to these CMS widgets and instead use the widget configuration options to display rich text over the images. Custom content added by client admins using the widgets should be checked for accessibility before publishing the page.</p> <p>Client logos in the masthead uploaded by admins may contain text represented as an image, and this is not essential to the operation of the product.</p>

<p><a href="#">1.4.10 Reflow (WCAG 2.1 Level AA)</a></p>	<p>Partially supports</p>	<p>Brandworkz pages using the full-width templates are designed to be mobile responsive as the key sections of the page (masthead, main content and footer) are fully responsive. However, it is important to note that the responsiveness of pages is heavily dependent on the widgets included on the page and how they have been configured.</p> <p>A bug has been raised for missing alt text/ labels in the masthead.</p> <p>Custom content added by client admins using the widgets should be checked for responsiveness before publishing the page. This means taking special considerations to ensure all content can be presented at a width of 320 pixels.</p> <p>For help in creating responsive CMS pages, please speak with your Brandworkz representative.</p>
<p><a href="#">1.4.11 Non-text Contrast (WCAG 2.1 Level AA)</a></p>	<p>Supports</p>	<p>All Brandworkz non-textual elements have a contrast ratio of at least 3:1</p> <p>Custom non-textual content added by client admins using the CMS widgets or other settings such as the masthead hover states should be checked for accessibility before publishing.</p>
<p><a href="#">1.4.12 Text Spacing (WCAG 2.1 Level AA)</a></p>	<p>Partially supports</p>	<p>Brandworkz provides support for text to be configured using relative sizes (ems).</p> <p>A bug has been raised for some default Brandworkz UI elements containing pixel heights for text.</p> <p>Custom content added by client admins should avoid using pixel heights for text to ensure this criterion is met.</p>
<p><a href="#">1.4.13 Content on Hover or Focus (WCAG 2.1 Level AA)</a></p>	<p>Supports</p>	<p>Brandworkz content presented in popups hover or keyboard focus can be dismissed easily using the appropriate keyboard keys. For example, popups can be closed using the 'Esc' key.</p>

<a href="#">2.1.1 Keyboard (Level A)</a>	Supports	<p>All functionality is operable using the keyboard-alone in Brandworkz with some exceptions, including:</p> <ul style="list-style-type: none"> <li>• Slider content if the carousel widget is used</li> </ul> <p>An improvement has been raised to have additional keyboard shortcuts.</p>
<a href="#">2.1.2 No Keyboard Trap (Level A)</a>	Supports	Brandworkz does not cause any keyboard traps.
<a href="#">2.1.4 Character Key Shortcuts (WCAG 2.1 Level A)</a>	Partially supports	<p>Brandworkz does not currently use character key shortcuts on the homepage.</p> <p>An improvement has been raised add the ability to disable Brandworkz shortcuts.</p>
<a href="#">2.2.1 Timing Adjustable (Level A)</a>	Not applicable	Brandworkz does not include default content with a timeout.
<a href="#">2.2.2 Pause, Stop, Hide (Level A)</a>	Not applicable	Brandworkz does not include default content that blinks, scrolls, or updates regularly.
<a href="#">2.3.1 Three Flashes or Below Threshold (Level A)</a>	Not applicable	Brandworkz does not have any default flashing content.
<a href="#">2.4.1 Bypass Blocks (Level A)</a>	Partially supports	<p>Brandworkz provides a set of shortcuts that allow keyboard users to skip to various locations of the user interface.</p> <p>A bug has been raised to enclose the main content within an HTML5 sectioning element.</p> <p>A skip to content option is available to users at the top of homepages that include into sliders.</p>
<a href="#">2.4.2 Page Titled (Level A)</a>	Supports	Brandworkz uses the "Application display name" defined in the system preferences in the page title. Subpages such as DAM folder names are suffixed to the application display for meaningful page titles.
<a href="#">2.4.3 Focus Order (Level A)</a>	Supports	Brandworkz has a meaningful focus order.

<a href="#">2.4.4 Link Purpose (In Context) (Level A)</a>	Partially supports	Brandworkz has meaningful link phrases.  A bug has been raised to add a link phase to the masthead logo.
<a href="#">2.4.5 Multiple Ways (Level AA)</a>	Supports	Brandworkz provides admins with the ability to create a CMS page dedicated to the site map to allow for multiple ways to access other web pages.
<a href="#">2.4.6 Headings and Labels (Level AA)</a>	Partially supports	Brandworkz provides meaningful page headings and labels for elements on the home page.  Brandworkz CMS widgets also include the ability to provide admins with the ability to add meaningful labels to individual links, to avoid duplicate links.  An improvement has been raised using heading tags to display the folder name which is currently presented in the breadcrumb.
<a href="#">2.4.7 Focus Visible (Level AA)</a>	Supports	Brandworkz uses the default browsers focus state to highlight elements that are in focus.
<a href="#">2.5.1 Pointer Gestures (WCAG 2.1 Level A)</a>	Supports	Brandworkz path-based gestures available on some mobile elements (e.g. for swiping through carousel items) can also be performed with a single point activation.
<a href="#">2.5.2 Pointer Cancellation (WCAG 2.1 Level A)</a>	Supports	Brandworkz uses onclick events to avoid inadvertent activation of controls such as the featured navigation items.
<a href="#">2.5.3 Label in Name (WCAG 2.1 Level A)</a>	Supports	Brandworkz UI components use a combination of labels, alt text and aria-labels to ensure the visible text is accessible.
<a href="#">2.5.4 Motion Actuation (WCAG 2.1 Level A)</a>	Not applicable	Brandworkz does not have any functionality that is triggered through device movement.
<a href="#">3.1.1 Language of Page (Level A)</a>	Supports	Brandworkz identifies the default language of the page.

<a href="#">3.1.2 Language of Parts (Level AA)</a>	Not applicable	WCAG 2.1 for multilingual instances are not in the current scope of testing.
<a href="#">3.2.1 On Focus (Level A)</a>	Supports	Brandworkz does not cause a change of context on focus.
<a href="#">3.2.2 On Input (Level A)</a>	Partially supports	Brandworkz does not cause an unexpected change of context when interacting with elements, with one exception: <ul style="list-style-type: none"> <li>interacting with the carousel widget causes content to shift in an out of view.</li> </ul>
<a href="#">3.2.3 Consistent Navigation (Level AA)</a>	Supports	Brandworkz has a single masthead containing the featured navigation that is consistent throughout the site. With the exception to the admin areas where a minimal version of the masthead is used.
<a href="#">3.2.4 Consistent Identification (Level AA)</a>	Supports	Brandworkz elements with the same functionality are consistently identified.
<a href="#">3.3.1 Error Identification (Level A)</a>	Supports	Input errors detected in Brandworkz are clearly described to the user in text.
<a href="#">3.3.2 Labels or Instructions (Level A)</a>	Partially supports	Brandworkz has visible labels for most form controls, but some form controls such as the search bar in the masthead do not have a permanently visible label. This is mitigated using aria-labels and configurable placeholder text.
<a href="#">3.3.3 Error Suggestion (Level AA)</a>	Supports	Brandworkz provides appropriate error suggestions from the server when errors are detected.
<a href="#">3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)</a>	Partially supports	Brandworkz homepage does not contain any functionality that would require error prevention.  In other areas of Brandworkz such as the DAM, changes/deletions to assets can be reversed, verified, or confirmed.  An improvement has been raised to allow users to reverse delete operations without needing to contact Brandworkz support.
<a href="#">4.1.1 Parsing (Level A)</a>	Supports	Brandworkz has some minor parsing errors, but none that adversely affect accessibility.

<a href="#">4.1.2 Name, Role, Value (Level A)</a>	Partially supports	Brandworkz provides the correct name, role, state, and other important accessibility information for most user interface components, with some exceptions, including: <ul style="list-style-type: none"> <li>• If the carousel widget is used, sliders do not have a slider role or other relevant properties for a slider.</li> </ul> A bug has been raised to fix missing name and roles for some DAM actions.
<a href="#">4.1.3 Status Messages (WCAG 2.1 Level AA)</a>	Not applicable	Brandworkz homepage does not contain any functionality that would require status messages. <p>In other areas of Brandworkz such as the DAM, status messages are presented in a way that is announced even when not in focus.</p>

### How we tested

The following applications were used to evaluate this product:

**Desktop browsers:** Firefox, Chrome, Internet Explorer, and Safari.

**Assistive technologies:** VoiceOver.

**Accessibility testing tools:** Browser developer tools, Lighthouse, WAVE and IBM Equal Access

### Reporting accessibility problems

We are always looking to improve the accessibility of this website. If you find any problems that are not listed on this page or think we are not meeting the requirements of the accessibility regulations, please contact [accessibility@brandworkz.com](mailto:accessibility@brandworkz.com).

### What we're doing to improve accessibility

We aim to address all of the accessibility bugs/improvements identified in the report above in the Brandworkz 8.6.2 release to move the Level A and AA compliance from partially supported to fully supported.

We will be expanding our report to check the accessibility of other Brandworkz modules, such as Web-to-Publish and Workflow.

When we update our software, we will carefully monitor new content to ensure it meets accessibility standards.

We plan to put monitoring in place to review the accessibility of the site on an ongoing basis. We use this monitoring to identify and fix any new issues that arise.

We plan to provide an accessible HTML version of any new information as the primary source rather than this document.

## Preparation of this accessibility statement

Brandworkz was most recently tested in October 2020 for compliance with the Web Content Accessibility Guidelines 2.1 level A and level AA. This statement was prepared on 10 November 2020.