








# Inclusive digital design do's and don'ts

These are design rules that apply to cultural and linguistically diverse (CALD) audiences that help make digital experiences more inclusive.

## Do

				
Use clear headings and simple language. Provide definitions if needed.	Consider cultural context, like warnings for photos of deceased persons.	Use images and videos to simplify and explain information.	Provide guides and documents in a variety of languages.	Use certified translators for critical information.
				
Provide translations and custom help text on the same page.	Consider how service changes may impact users who rely on consistency.	Provide alternative contact methods, including interpreter services.	Provide user feedback when an action is completed correctly.	Provide translated error messages to support troubleshooting.

## Don't

				
Use complex layouts, structures or menus.	Separate related information across different webpages.	Provide video or audio information, unless also accompanied by text.	Use complicated words, figures of speech or long blocks of text.	Rely on automatic translations. Check translated terms for accuracy.

