

# Button Design and Placement

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# Button Design

## Easily opening up your website to everyone

To launch the Recite Me assistive toolbar into action on your website you need to create a button. The design and placement of this button is key to supporting your website visitors.

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# Ideal desktop button placement

The placement of your Recite Me Assistive Toolbar launch button is key to ensuring people are able to access the support they need to view and engage with your website.



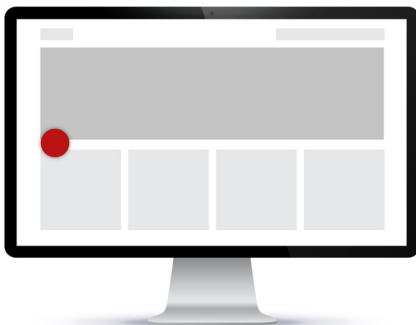
## Header Section

Having your button positioned in the header of your website is deemed as best practice as this is the prime location for important information.



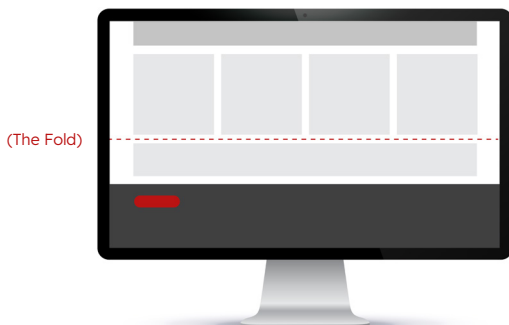
## Fixed Bottom Right / Left

Secondary option to locate your button is to have it fixed in the bottom right/left corners. Visitors relate these locations to website support.



## Floating Sides

Your accessibility button can be fixed to the sides of you website to float and follow content. Always there to support your visitors.



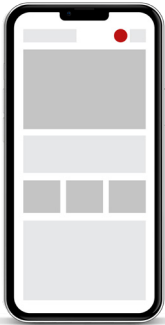
## AVOID Below The Fold / Footer

Positioning your button out of sight is not accessible for people to find. This support needs to be clear and easy to find.

# Ideal mobile button placement

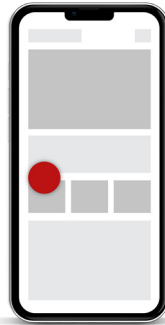


The placement of your Recite Me Assistive Toolbar launch button on mobile is vital to helping people on the move. Enable your website visitors to view and engage with your mobile website barrier-free.



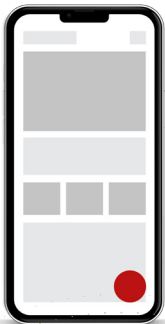
## Header Section

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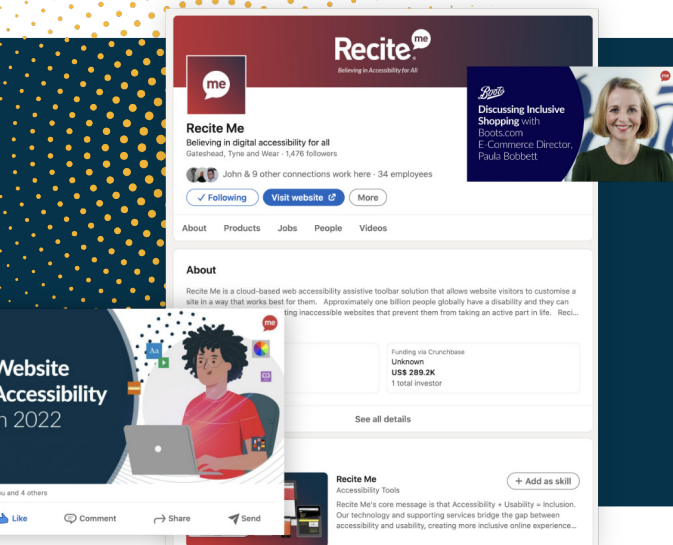
## Fixed Bottom Right / Left

Secondary option to locate your button is to have it fixed in the bottom right/left corners. Visitors relate these locations to website support.



## AVOID Burger Menu

Positioning your button out of sight is not accessible for people to find. This support needs to be clear and easy to find.



## Don't forget!

You're taking steps to improve website accessibility and make user journeys through your website more inclusive. We think you should shout from the rooftops about this and we love to help our clients do just that. Whether it's support with internal PR, helping with landing pages, or working together on social media posts we're on hand.

# Out of the box Recite Me buttons



To assist you in visualising the appearance of the button for your website, we have created a selection of different design options for you to consider.

[Click here](#) to download your Recite Me button pack.

## Option 1



## Option 2



## Icons



## Option 3



## Option 4



# Looking to design your own button?

When designing the look of your button you need to consider three main points. How are you going to create it? What colour should it be? What should it say?



## Build it using CSS...

When starting to create your button it is best practise that this button is coded correctly using CSS and text then applied with the correct link attribute. Creating the button in this way will enable other assistive technology to interact easily.



## Think about the design...

It is very important that this button stands out. Just like the toolbar itself the button also needs to be totally accessible. We advise that this button should be in a contrasting colour and the size of it should be the same as the other buttons on your web page so it doesn't get lost.



## Think about what it says...

For the wording of this button, we strongly suggest not using "Recite Me". We would love to be like the "Hoover" of the online accessibility world but not just yet. The wording needs to be descriptive to inform the web visitor. Using language like Accessibility Tools, Accessibility & Language Support, Accessibility Options is the best way to describe the buttons functionality.



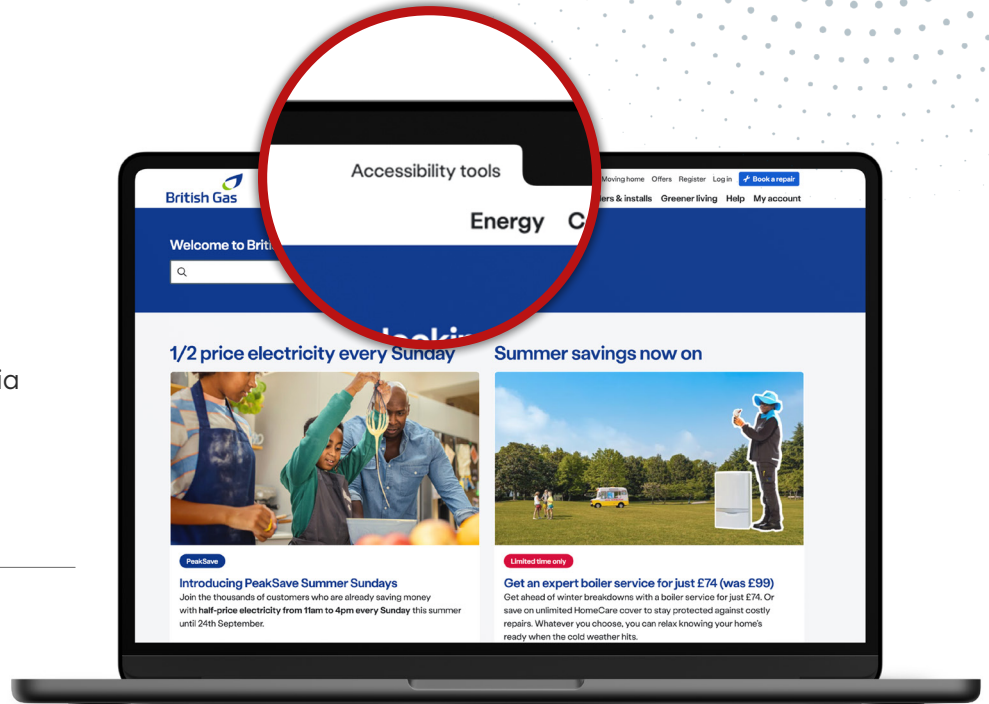
## Think about iconography...

If you want to use an icon alongside your text or instead of, we would suggest using the international accessibility icon.

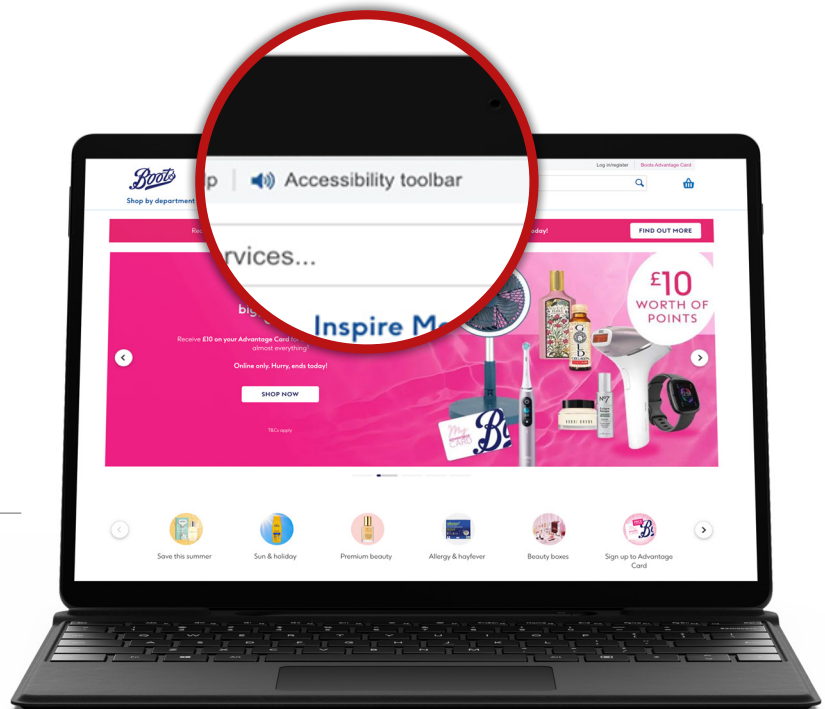
# Desktop examples



**British Gas** placed their link for the toolbar within their actual header navigation and user can access it via clicking the button. This means the toolbar button is always accessible no matter where the users finds themselves on the website.



**Boots** have also placed their links to activate the toolbar within the header of the website to ensure maximum visibility and ease of access for all users.



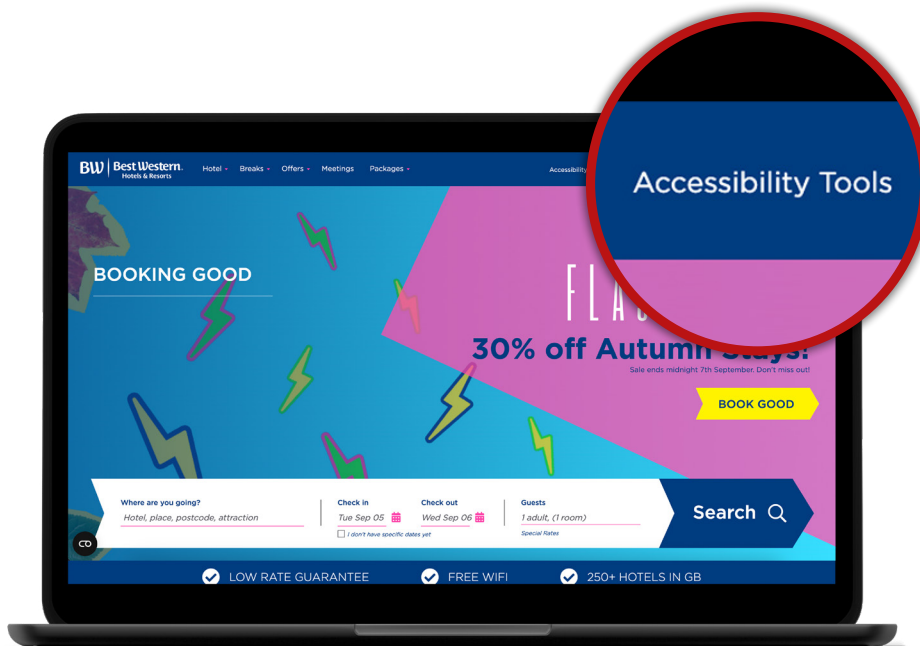


# Desktop examples



**Save the Children**

**Save the Children** use a button which states very clearly “Accessibility Tools” so user’s can instantly locate the tools should they need to use them. It is placed right in the main header navigation so it is very easy to access for all users.



**BW | Best Western.**  
Hotels & Resorts

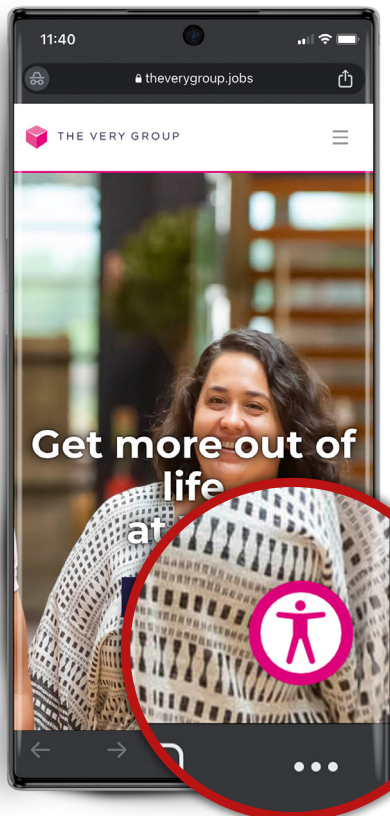
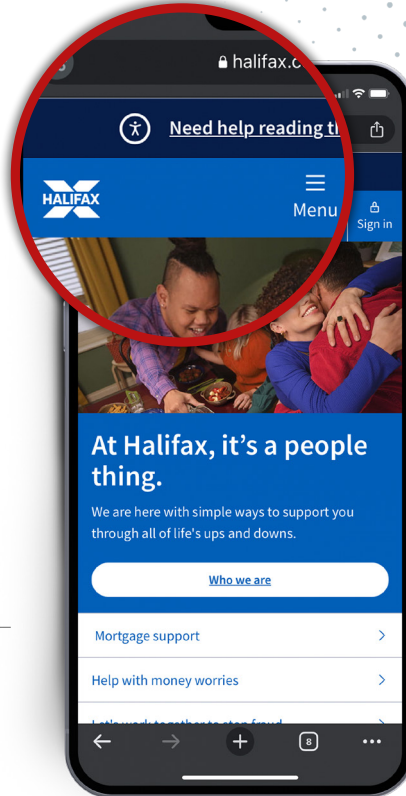
**Best Western** use a very clear text based button right at the top of their website built within the main navigation of the website. The navigation itself is sticky so when a user scrolls down the page the main navigation stays with you and is always visible. This means it is always very easily accessible to users no matter where they are on the website.



# Mobile examples



**Halifax** have ensured that the the button for launching has maximum priority by placing it right at the top of their mobile navigation and scrolls with the user as they navigate through the mobile site.



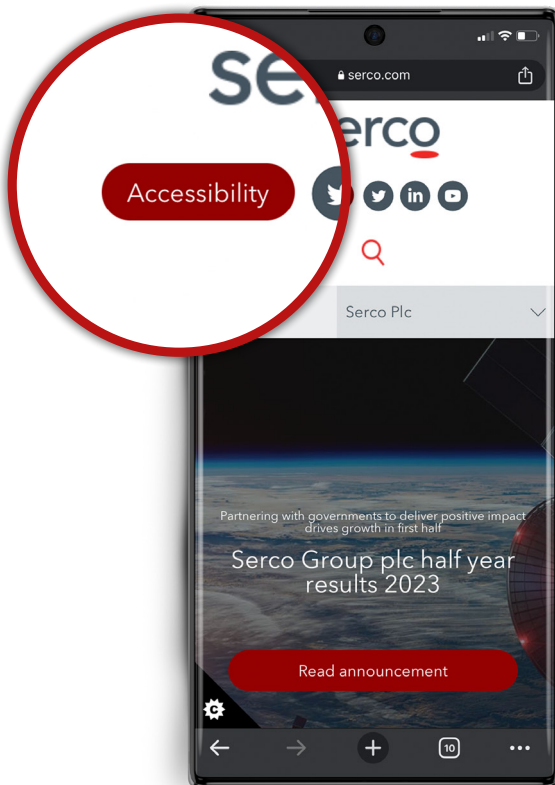
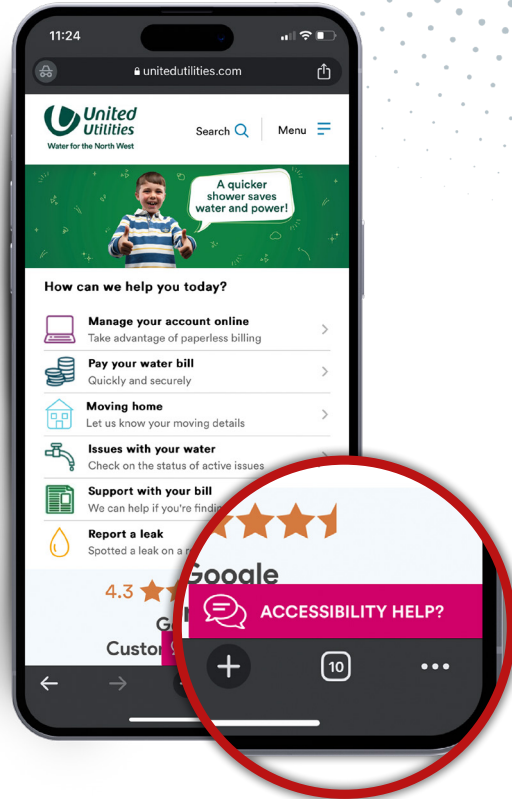
THE  
VERY  
GROUP

**The Very Group** utilise a floating version of world recognised accessibility icon and a subtle but engaging motion as a user lands on the site - they have coloured it to the theme of their branding to ensure it is in keeping with their messaging.

# Mobile examples



**United Utilities** Use a high contrast pink colour for their button - this makes easy to differentiate from the rest of the website and it is clearly labelled so it makes it very easy to locate. Also the button is stick so it travels with the user as they scroll down the site.



**Serco** have their accessibility button located in the main header and is a distinctive red colour which helps it stand out. You can also easily read the button and understand what it does quickly at a glance.

A woman and a young girl, both wearing glasses, are sitting at a table and looking at a tablet together. The woman is pointing at the screen. The background is a simple room with a door and some furniture. The image is overlaid with a dark blue tint.

# Recite<sup>®</sup> me

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Believing in Accessibility for All