

# **Checkout Branding Options**

There are 6 areas of your Checkout Basket that you can configure, use the links below to jump to the area that you are branding

- 1. Header and Footer
- 2. General Branding Settings
- 3. Order Summary
- 4. Breadcrumbs
- 5. Login, Basket & Payment Steps
- 6. Dialog & Pop-up Windows

Please also look through our accessibility tips while you start selecting your colours and defining your basket's header and footer

7. Tips for accessibility



## Tips for accessibility

Here are a few top-tips for you to consider when branding your Checkout basket, to ensure the shopping basket experience is inclusive to as many users as possible.

#### Colour

Colour is one of the most important aspects of branding your basket to convey your brand, however colour is also an important factor in accessibility.

To cater for users with visual impairments, you should factor in the following to your decisions:

#### Font Colour

A 4.5:1 contrast between the text colour and the background colour is required for of WCAG's level AA

#### - Hyperlink Link Colour

A 3:1 contrast between the link colour and the surrounding text colour is required for of WCAG's level AA

#### - Button Colour

A 3:1 contract between the button's colour and the background colour is required for of WCAG's level AA

A 4.5:1 contrast between the button's text colour and the button's colour is required for of WCAG's level AA

#### - Button Hover Colour

A 3:1 contrast between the button's default colour and its colour when someone hovers over the button is required for of WCAG's level AA

Use this website to check your selected colours for accessibility

#### Font Size

While there is no official minimum font size for accessibility, it is recommended that font should be 16px as a minimum.

#### Text

If you choose to add any additional text into your basket, such as within the header and footer, please consider the points above (colour and font size).

If you implement any links into these areas, it is best practice to underline these links. This is to support users with colour blindness who may not be able to distinguish the links from the text by colour alone.

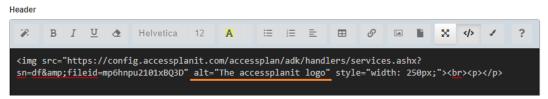
#### **Images**

If you choose to add any additional images into your basket, such as within the header and footer, please consider providing alternative text within the HTML. This is to support users who access your basket using a screen reader, such as users with no vision.

To do this, open the Code View from the editor



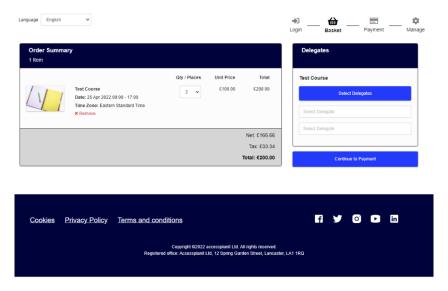
Then find the image within the HTML, and add the alternate text after the img src link HTML using the format alt="Type your image's alternate text here", please see the below example:





## Header and Footer

The Header is displayed above the content of your basket, and Footer displayed below the content of your basket.

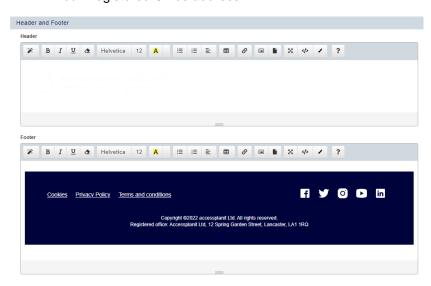


Within your Header & Footer we recommend including the following information to inform and support your customers

- Your logo & brand colours, so that it is clear to them that they are booking with you
- Your contact information, for any of your customers that need some help with their booking

You may also wish to add in

- A button for your customers to navigate back to your website
- Links / buttons to your social media accounts
- Your Registered Office address

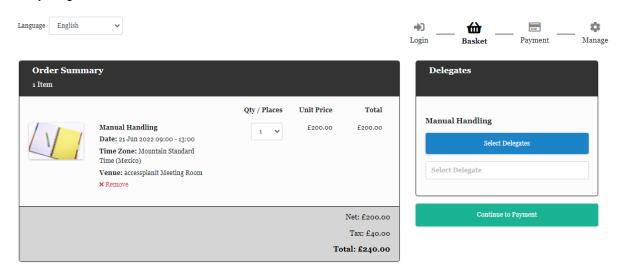


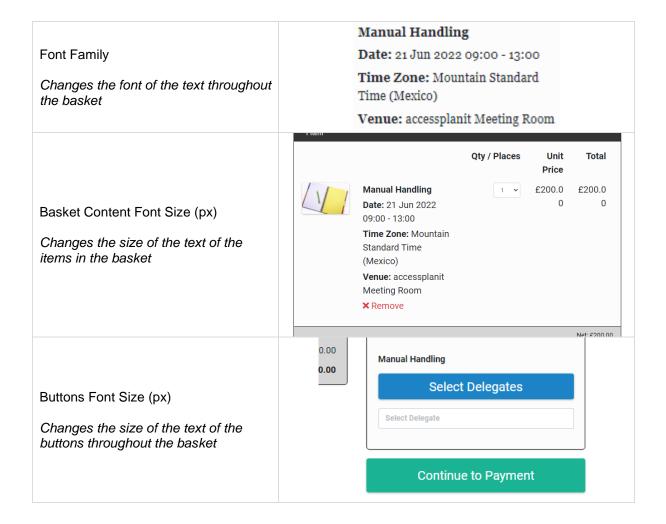
If you are integrating your accessplanit courses into your website for online bookings, we recommend matching your Header and Footer as closely as you can to your website, this gives your customers a seamless booking experience from website to basket. Your website developers may be able to provide you with HTML to place in these two sections.



# **General Branding Settings**

These settings apply throughout the Checkout basket, for example your font selection will apply to every stage.

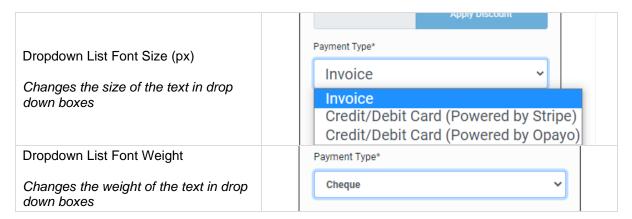






Buttons Font Weight  Changes the weight of the text on the buttons throughout the basket	Manual Handling
	Select Delegates
	Select Delegate
	Continue to Payment
Progress Button Colour  Changes the colour of the button used to progress through the basket	Select Delegate
	Continue to Payment
Progress Button Hover Colour  Changes the colour when hovering on the button used to progress through the basket	Select Delegate
	Continue to Payment
Back Button Colour  Changes the colour of the button to go back a step in the basket	Thave read and accept the terms and conditions
	Make Payment
	Previous Step
Back Button Hover Colour  Changes the colour when hovering on the button to go back a step in the basket	Thave read and accept the terms and conditions
	Make Payment
	Previous Step
Back Button Font Colour  Changes the colour of the text on the button to go back a step in the basket	Thave read and accept the terms and conditions
	Make Payment
	Previous Step

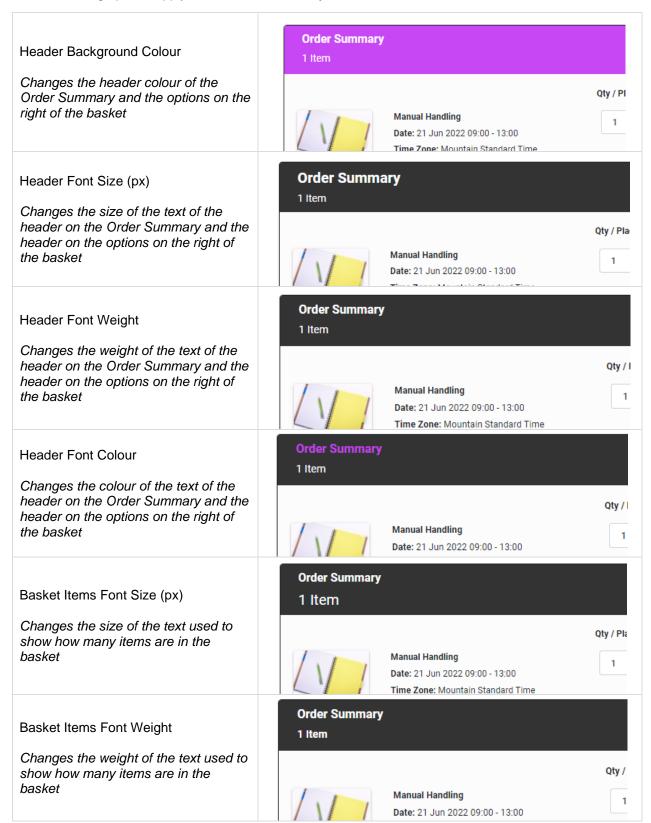






## **Order Summary**

These branding options apply to the 'Order Summary' on the left-hand side of the Checkout basket





Basket Items Font Colour  Changes the colour of the text used to show how many items are in the basket	Order Summary  1 Item  Qty / P  Manual Handling Pater 21 Jun 2023 00:00 13:00
Cost Area Background Colour  Changes the background colour of the total costs area of the order summary	Net: £200.00 Tax: £40.00 Total: £240.00
Cost Area Net And Tax Font Size (px)  Changes the size of the Net and Tax costs text	Net: £200.00  Tax: £40.00  Total: £240.00
Cost Area Net And Tax Font Weight  Changes the weight of the Net and  Tax costs text	Net: £200.00 Tax: £40.00 Total: £240.00
Cost Area Net And Tax Font Colour  Changes the colour of the Net and Tax costs text	Net: £200.00  Tax: £40.00  Total: £240.00
Cost Area 'Total' Font Size (px)  Changes the size of the Total costs text	Net: £200.00 Tax: £40.00 Total: £240.00



Cost Area 'Total' Font Weight  Changes the weight of the Total costs text	Net: £200.00  Tax: £40.00  Total: £240.00
Cost Area 'Total' Font Colour  Changes the colour of the Total costs text	Net: £200.00  Tax: £40.00  Total: £240.00

# **Breadcrumbs**

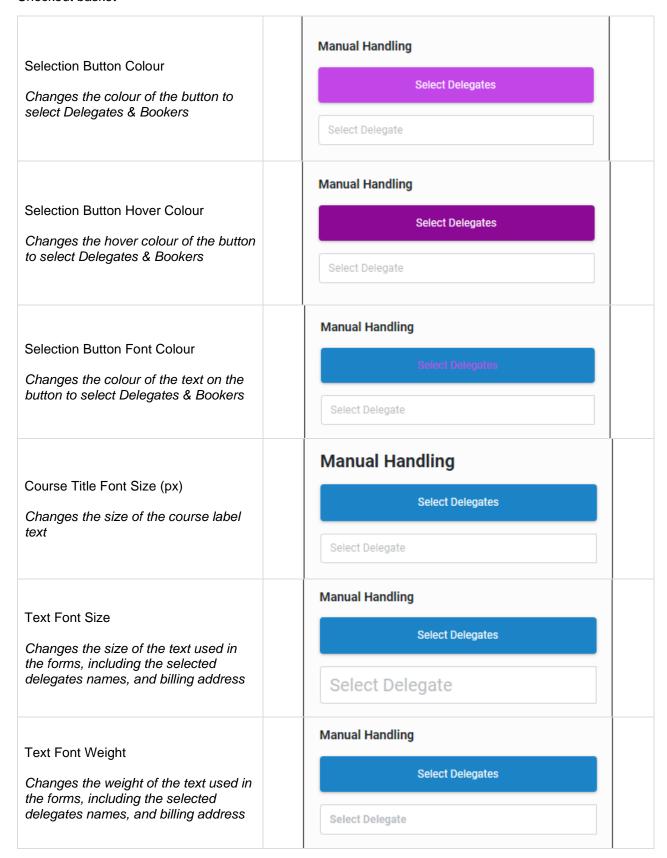
This setting applies to the breadcrumbs at the top of the basket which let the user know which stage of the Checkout basket they are on



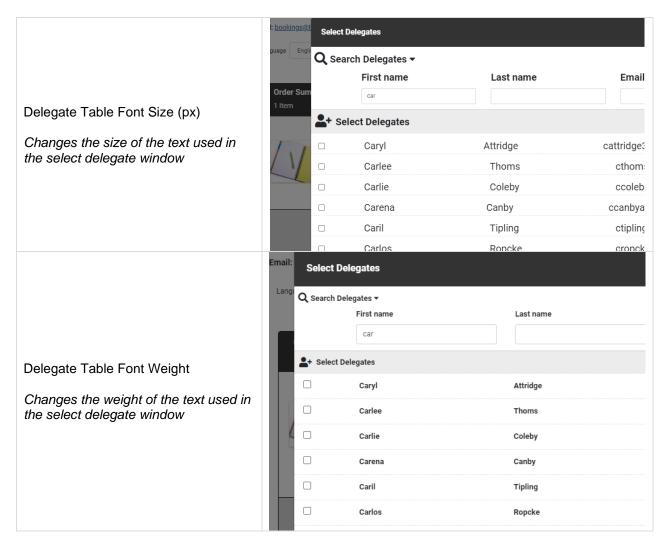


# Login, Basket & Payment Steps

These branding options apply to the login, basket, and payment options on the right-hand side of the Checkout basket





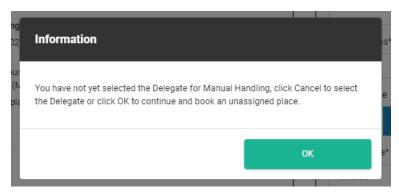




# Dialog & Pop-up Windows

These branding options apply to pop-up windows and dialog messages throughout the Checkout basket.

### Dialog Message Example:



### Pop-up Window Example:

