Button Design
and Placement
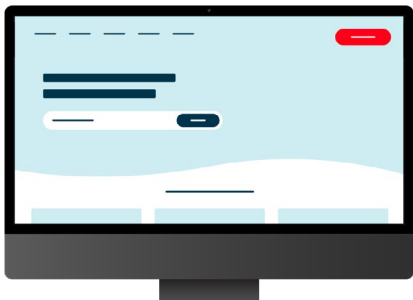
Contents

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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.
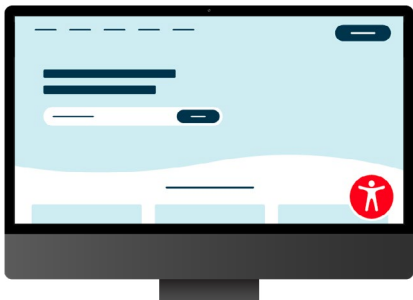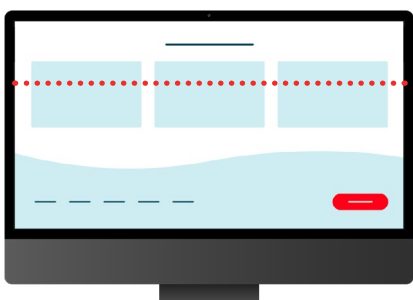
Fixed bottom right or left

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

The Fold

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

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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.
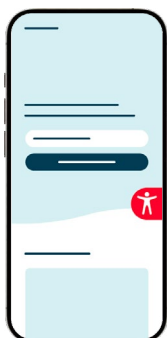
Header section

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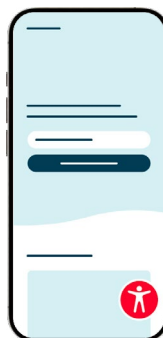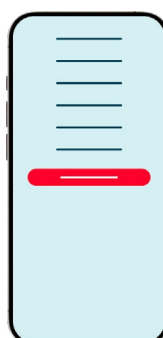
Fixed bottom right or left

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 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.
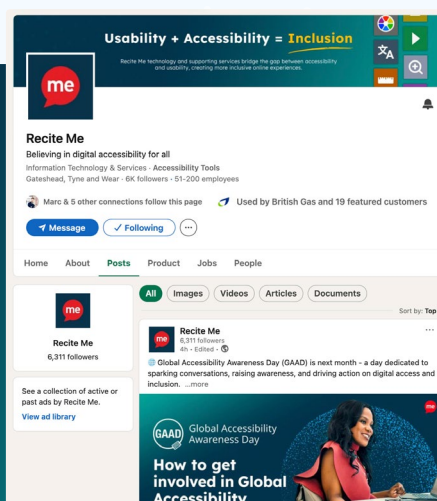
Out of the box Recite Me buttons

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 below to download your Recite Me button pack.

Download button pack

Option 1

Option 2

Icons

Option 3

Option 4

Option 5

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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.
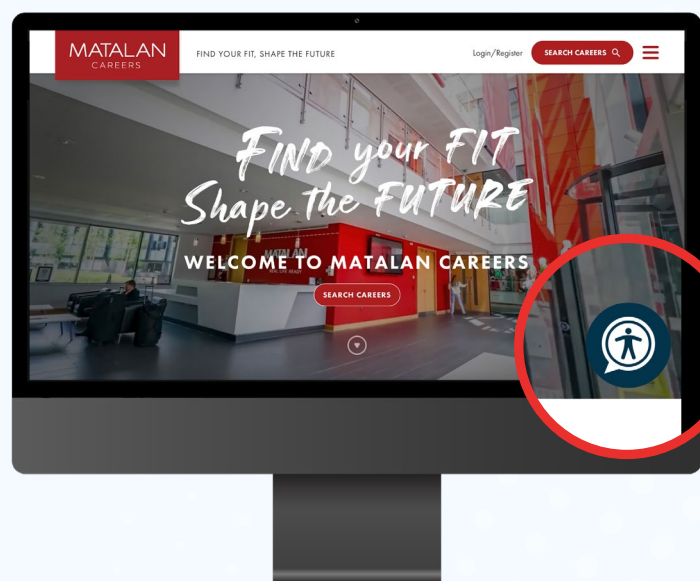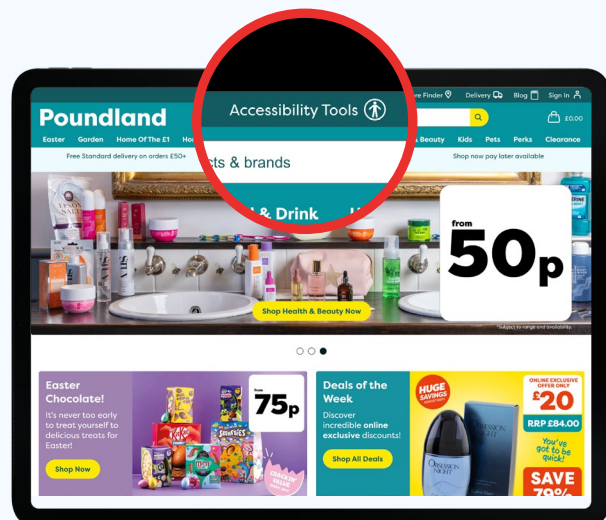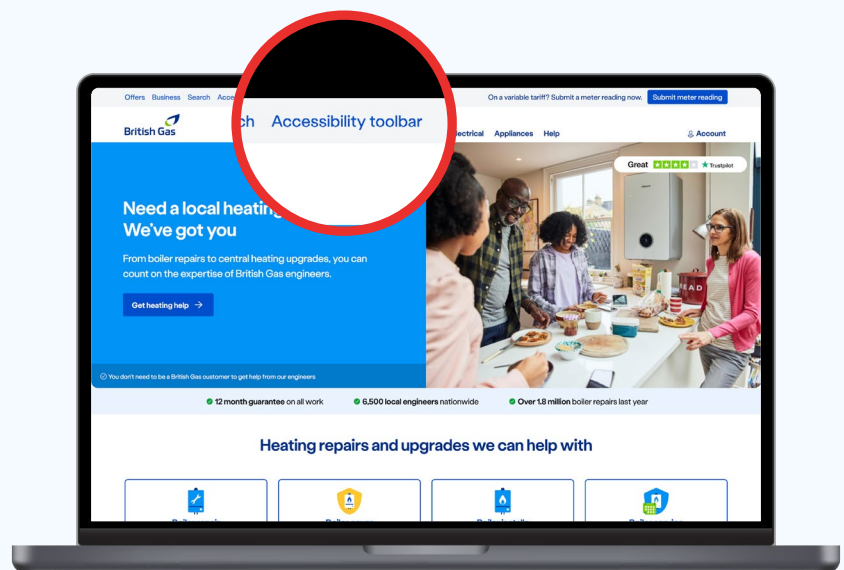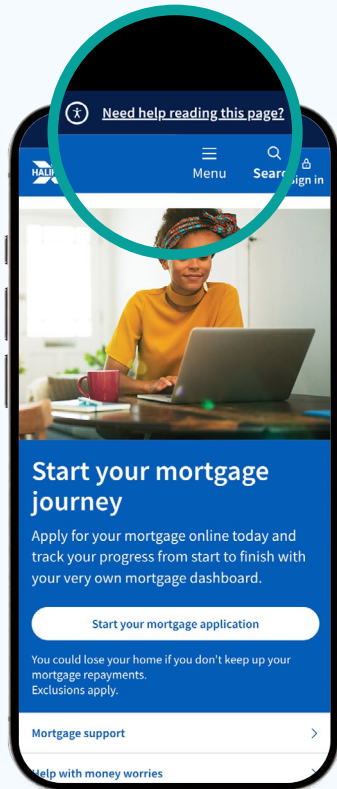
Think about iconography...

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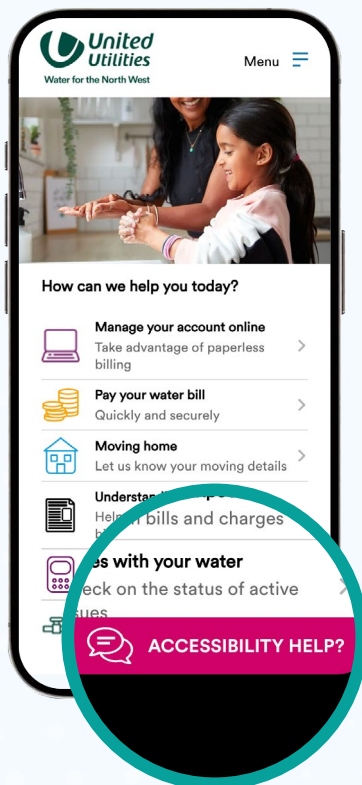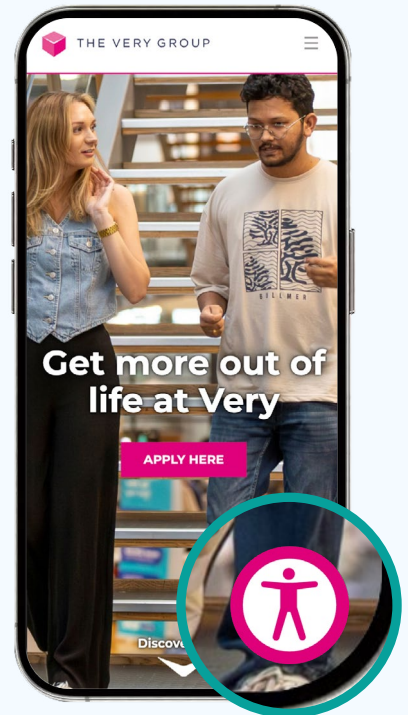
Desktop examples

British Gas

Poundland

MATALAN

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Mobile examples

HALIFAX

Need help reading this page?

Menu
Search
Sign in

Start your mortgage journey

Apply for your mortgage online today and track your progress from start to finish with your very own mortgage dashboard.

Start your mortgage application

You could lose your home if you don't keep up your mortgage repayments. Exclusions apply.

Mortgage support

Help with money worries

THE VERY GROUP

Get more out of life at Very

APPLY HERE

Discover

United Utilities
Water for the North West

Menu

How can we help you today?

Manage your account online
Take advantage of paperless billing

Pay your water bill
Quickly and securely

Moving home
Let us know your moving details

Understand bills and charges

with your water
eck on the status of active

ACCESSIBILITY HELP?

serco

Accessibility

Full year results 2024

Strong performance in 2024, good momentum into 2025

Read announcement

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