



CONCEPCION DESIGN

Web Design & Development · concepcion-design.com
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Digital Accessibility Policy

Effective July 2026 · Version 1.0

1. Purpose & Commitment

Concepcion Design, LLC is committed to designing and building websites and digital products that are accessible to the widest possible audience, including people with disabilities. We treat accessibility as a core requirement of quality work rather than an optional add-on, and we build it into our process from the earliest design stages through delivery and maintenance.

2. Standards We Build To

Unless a client specifies a different or higher standard, we design and develop to conform with:

- Web Content Accessibility Guidelines (WCAG) 2.1, Level AA — the internationally recognized technical standard for web accessibility published by the W3C.
- Section 508 of the U.S. Rehabilitation Act, which incorporates WCAG 2.1 Level AA for federal and federally funded entities.
- EN 301 549 / the Americans with Disabilities Act (ADA) expectations, both of which reference WCAG 2.1 Level AA as the practical benchmark.

For clients in public education and government, we recognize that WCAG 2.1 Level AA and Section 508 are typically the governing requirements, and we build to that target by default.

3. How We Build Accessibility In

Our standard design and development practices include:

- Semantic, standards-based HTML with a logical heading structure and correct use of landmarks and ARIA where appropriate.
- Full keyboard operability — all interactive elements are reachable and usable without a mouse, with a visible focus indicator.

- Color contrast that meets or exceeds WCAG AA ratios for text and essential UI, verified during design.
- Meaningful text alternatives for images, and descriptive, unique link text.
- Labeled, accessible forms with clear error identification and instructions.
- Responsive layouts that reflow and remain usable when zoomed to 200% and on assistive technology.
- Support for reduced-motion preferences and avoidance of content that flashes or auto-plays in a disruptive way.

4. Testing & Verification

Before delivery we verify accessibility using a combination of automated and manual methods:

- Automated auditing with industry-standard tools (e.g., axe, Lighthouse, WAVE) integrated into our review process.
- Manual keyboard-only navigation testing of key user flows.
- Screen reader spot-checks (e.g., VoiceOver / NVDA) on primary pages and interactive components.
- Contrast and zoom/reflow checks across representative breakpoints.

On request, we can provide a written accessibility conformance summary for a specific delivered site, or complete a VPAT® / Accessibility Conformance Report (ACR) for a defined product.

5. Ongoing Maintenance & Remediation

Accessibility is maintained over the life of a site, not just at launch. For sites under our care or maintenance agreement, we review accessibility as part of significant updates and address confirmed conformance issues in a timely manner. Where a client or their institution identifies a barrier, we work with them to remediate it promptly.

6. Scope & Limitations

This policy covers the design and front-end code we produce. Third-party content, embedded services, or client-supplied media and documents (for example, PDFs or externally hosted tools) may fall outside our direct control; where such content affects accessibility, we advise clients on conformant alternatives and remediation options.

7. Feedback & Contact

We welcome feedback on the accessibility of any site we produce. Accessibility concerns can be directed to:

Contact: Bien Concepcion, Concepcion Design, LLC

Email: bien@concepcion-design.com

Phone: 202-550-0796

We aim to acknowledge accessibility inquiries within 3-5 business days.

Authorized by



Bien Concepcion

Owner

Concepcion Design, LLC

Date: Aug 5, 2026