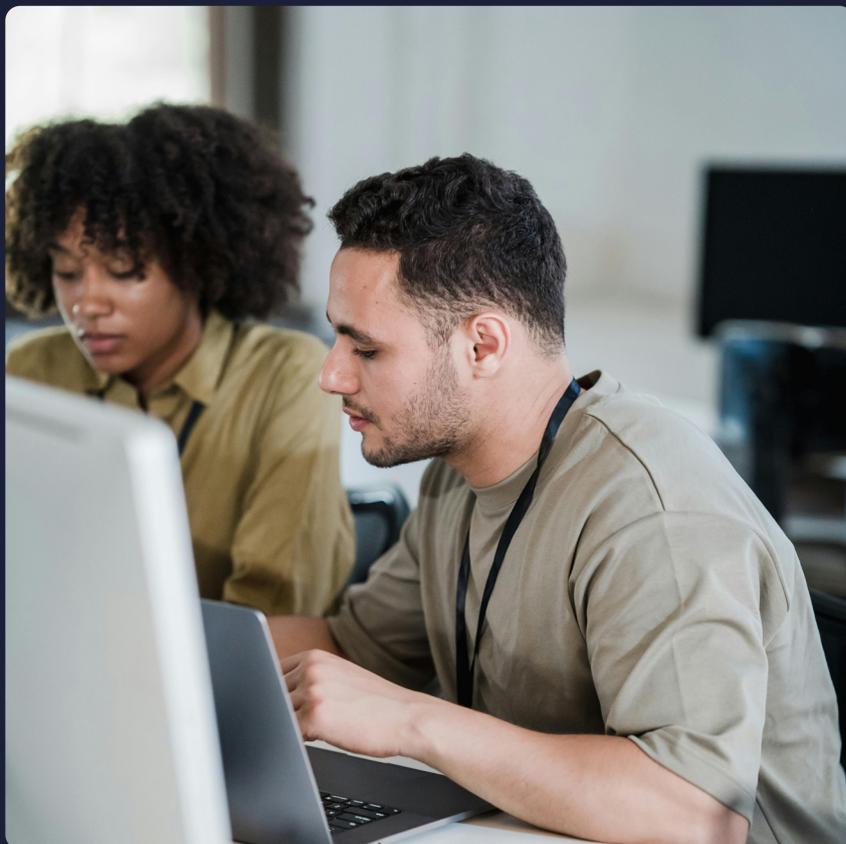


# U.S. accessibility mandates and digital communications (WCAG 2.1)



Deploy accessible email signatures at scale.



# Why accessible email signatures matter for SLED organizations

State, local government, and education organizations are required to provide accessible digital experiences under Title II of the Americans with Disabilities Act (ADA).

In April 2024, the U.S. Department of Justice issued a final rule requiring state and local governments to meet WCAG 2.1 Level AA for web content and mobile apps. As accessibility efforts mature, that requirement increasingly extends to everyday digital communications, including email.

Email signatures are part of official communication and are sent at scale across departments. When managed manually or left to individual users, accessibility gaps scale with them—leaving agencies exposed to compliance risk with limited visibility or control.

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# What the law requires

The rule applies to state and local government agencies, education organizations, and special purpose districts. Covered organizations must meet WCAG 2.1 Level AA requirements for digital content by set deadlines.

## Key requirements include:

- Alt text for images
- Sufficient color contrast and readable text
- Keyboard accessibility
- Clear structure and labels for communications
- Compatibility with screen readers and assistive technologies

## ADA compliance deadlines

Organizations must comply by the dates below, based on the population served by the government entity:

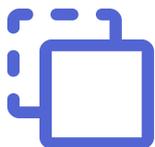
Population served	Compliance date
50,000+ persons	April 24, 2026
0-49,999 persons	April 26, 2027
Special districts	April 26, 2027

# Risks of non-compliance

Accessibility gaps can create barriers for users and expose agencies to complaints, remediation demands, lawsuits, and financial penalties.

## Key indicators:

- ADA penalties can reach \$115,231 for a first violation and \$230,464 for repeat violations ([Federal Register](#)) – Sufficient color contrast and readable text
- 1,432 website accessibility lawsuits were filed in 2025 ([Accessibility.com](#))
- Missing alt text is the most cited issue, followed by broken links and screen reader incompatibility ([Accessibility.com](#))



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# Where email signatures create risk

While email signatures are not specifically named in the current ADA Title II rule, they are part of official digital communications and are increasingly being scrutinized under evolving accessibility expectations. Organizations should act now to reduce future compliance risk.

## Common accessibility issues in email signatures include:

- Low-contrast text and small fonts
- Images used as text without alt text
- Vague or unclear links
- Inconsistent rendering across devices
- User edits that introduce non-compliant colors, layouts, or banners
- No efficient way to audit or fix issues at scale

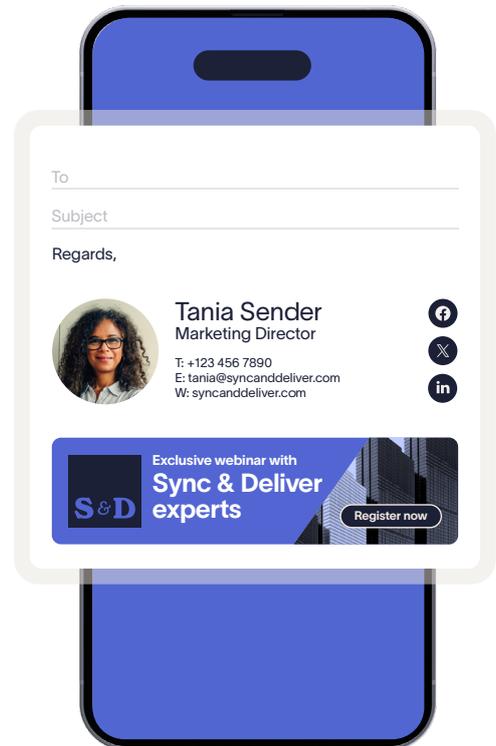
### Why acting now matters

In Arkansas, [EO25-10](#) mandates standardized email signatures for executive branch agencies, with centralized enforcement and no personal elements—signaling a broader shift toward governed digital communications across the U.S.

# How Exclaimer supports accessibility and compliance

## Key benefits

- Centralized signature templates with accessible designs
- Support for alt text and high-contrast formatting
- Fewer user-driven accessibility issues
- Organization-wide updates from one place
- Reduced remediation effort
- Works with Microsoft 365 and Google Workspace



## Next steps

1.

Include email signatures in your digital accessibility program

2.

Standardize signature templates to eliminate compliance risk

3.

Align signature governance with WCAG 2.1 Level AA standards

# Ready to take action?

Start a free trial to see how Exclaimer helps SLED organizations deploy accessible email signatures at scale.



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Book a demo  
of Exclaimer  
today.

