

# telling your accessibility story

Creating Compliant + User-Focused  
Accessibility Statements



Huw Alexander | textBOX

textBOX

describe  
things for  
a living



create  
accessibility  
services



ASPIRE



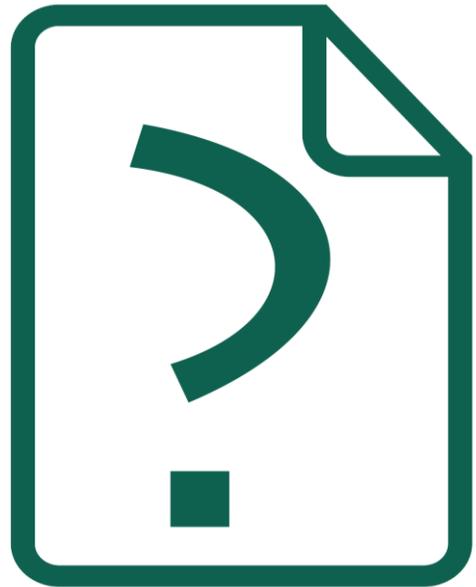
searchBOX

# overview

1. What is an accessibility statement anyway?
2. The Public Sector Bodies Accessibility Regulations
3. Accessibility statement survey 2020
4. Writing a useful statement
5. Third party content
6. The mysteries of disproportionate burden
7. Securing senior management support
8. Useful tools + services

# Section 1

What is an accessibility statement?



textBOX



An accessibility statement will make clear the level of accessibility across the site or app. Where there are barriers, the statement will inform users of alternative routes to access. The statement will also enable users to contact the website owner if they identify issues.

Government Digital Services

textBOX



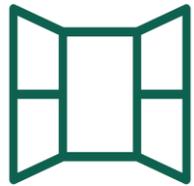
A legal requirement



A tick box exercise



A time consuming chore



A window on your institution



An opportunity to tell your story



A user reference + support guide

# Section 2

Public Sector Bodies

Accessibility Regulations

23 September 2020

# Sample accessibility statement (for a fictional public sector website)



It contains sample wording and guidance on what to include in your statement.

GDS

textBOX

# The Basics

- Accessibility statement for [website name]
- How accessible this website is
- Feedback and contact information
- Reporting accessibility problems with this website
- Enforcement procedure
- Contacting us by phone or visiting us in person
- Technical information about this website's accessibility
- Compliance status
- Non-accessible content
- Non-compliance with the accessibility regulations
- Disproportionate burden
- Content that's not within the scope of the accessibility regulations
- What we're doing to improve accessibility
- Preparation of this accessibility statement



Some of the wording  
is legally required



textBOX

# missing information



- Which website?
- Preparation + update date
- Contact information

textBOX

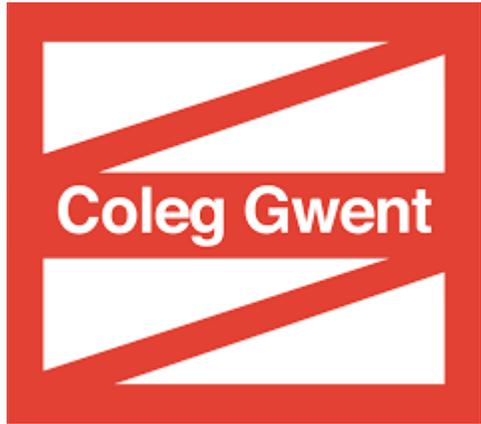
# currency

## Non-compliance with the accessibility regulations

Some images do not have a text alternative, so people using a screen reader cannot access the information. This fails WCAG 2.1 success criterion 1.1.1 (non-text content). We plan to add text alternatives for all images by [September 2020](#). When we publish new content, we'll make sure our use of images meets accessibility standards.



# language



<https://www.coleggwent.ac.uk/accessibility>

<https://www.coleggwent.ac.uk/cy/accessibility>

textBOX

# testing

## Preparation of this accessibility statement

[Note: the wording about when the statement was prepared is legally required, so do not change it.]

This statement was prepared on [date when it was first published]. It was last reviewed on [date when it was last reviewed].

This website was last tested on [date]. The test was carried out by [add name of organisation that carried out test, or indicate that you did your own testing].

We used this approach to deciding on a sample of pages to test [add link to explanation of how you decided which pages to test].

You can read the full accessibility test report [add link to report].

# testing



**UNIVERSITY OF LEEDS**

<http://www.leeds.ac.uk/info/5000/about/239/accessibility/3>



<https://www.swansea.ac.uk/the-university/accessibility/swansea-ac-uk/accessibility-testing/>

textBOX

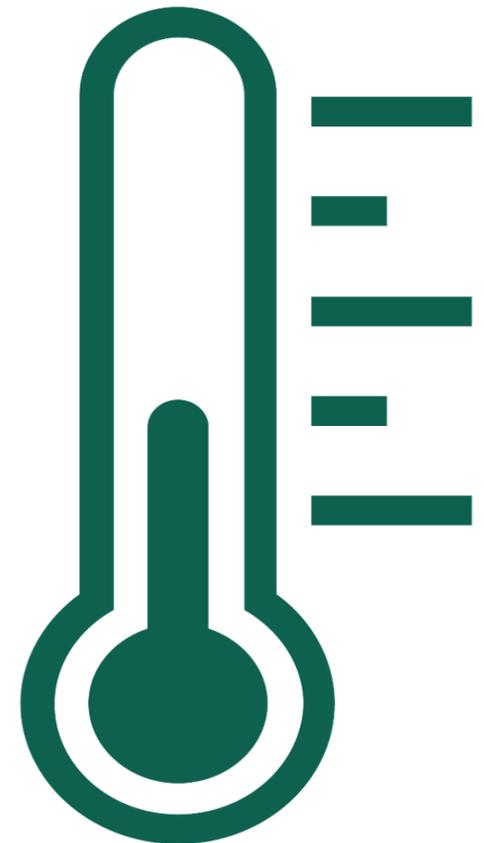
living document



textBOX

# Section 3

# Accessibility Statement survey 2020



[textboxdigital.com/aspire-education-survey](https://textboxdigital.com/aspire-education-survey)



# ASPIRE



ASPIRE  
publisher



ASPIRE  
platform



ASPIRE  
education



ASPIRE  
public sector

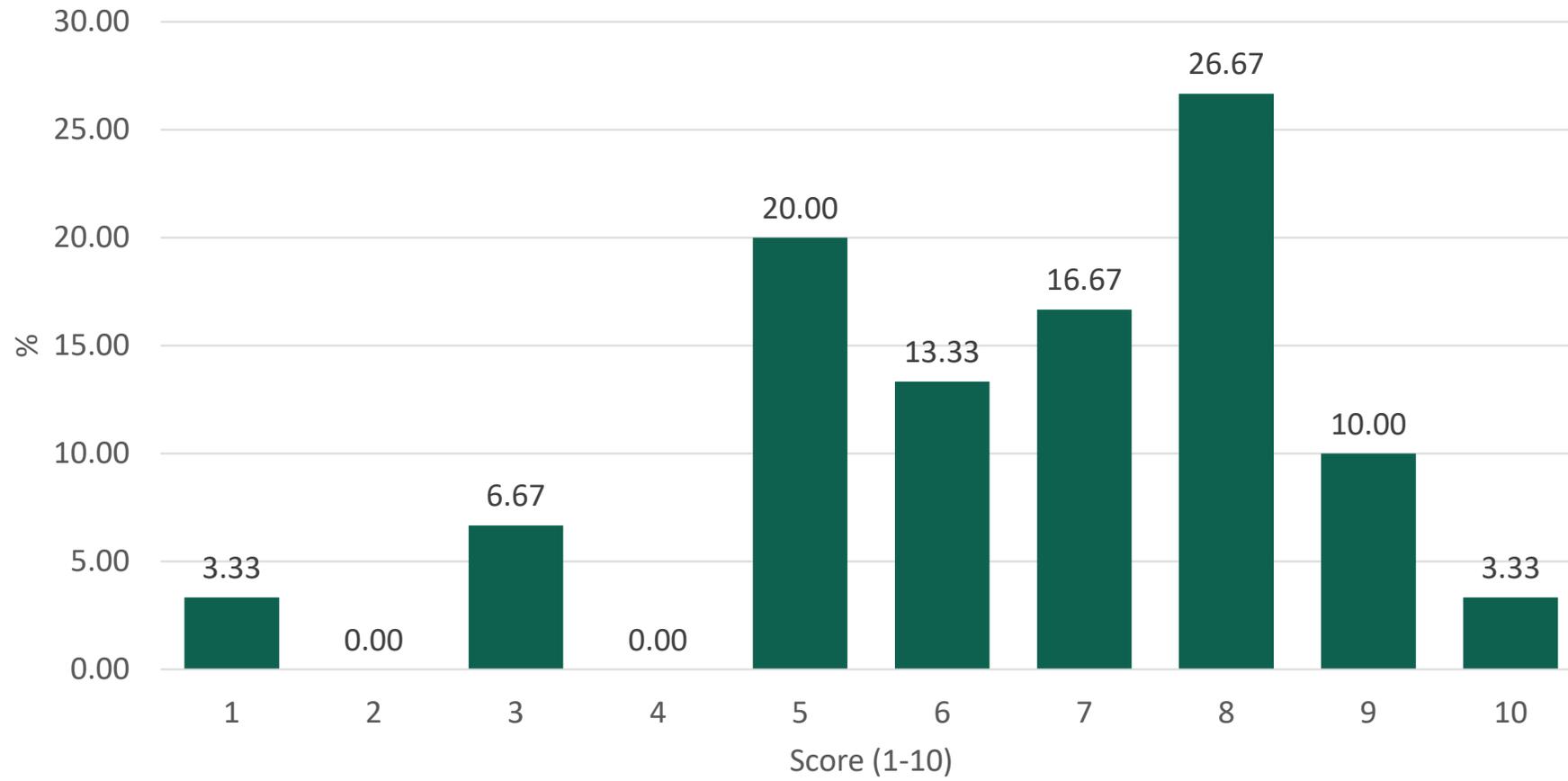
textBOX

How ready is  
your institution  
for the launch of  
the new Public  
Sector Bodies  
Accessibility  
Regulations on 23  
September?



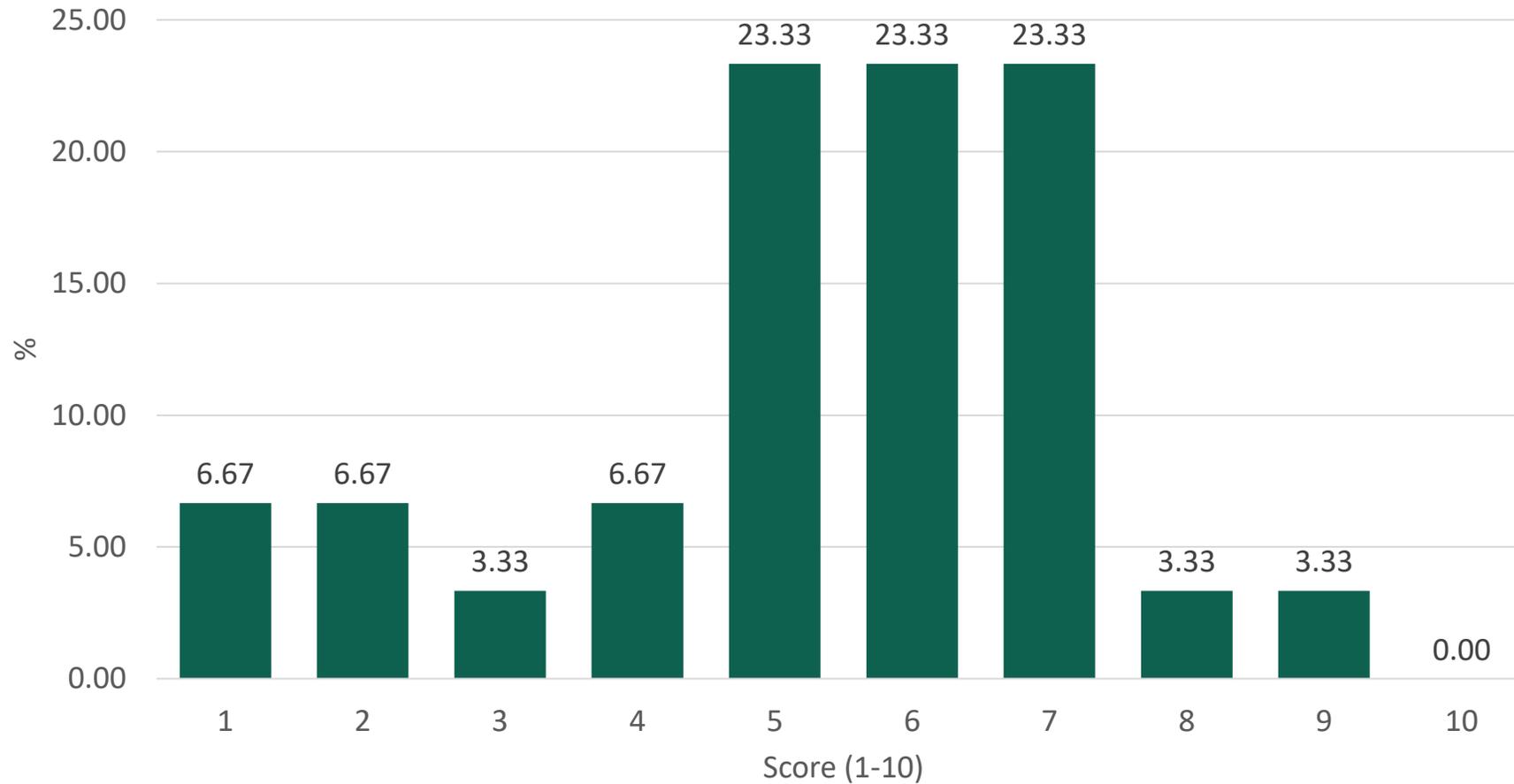
textBOX

# How confident are you that your accessibility statement(s) is compliant with the Government Digital Services accessibility statement requirements?



Average  
score  
6.57

# How confident are you that your accessibility statement is genuinely useful to disabled students?



Average  
score  
5.33

6.57

# COMPLIANCE

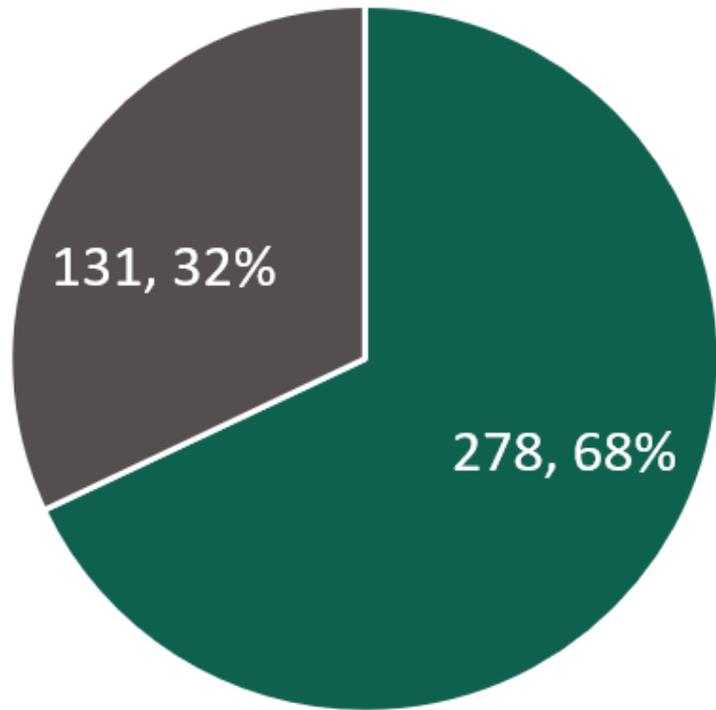
A lack of confidence in the compliance of the institutional accessibility statement

5.33

# USEFULNESS

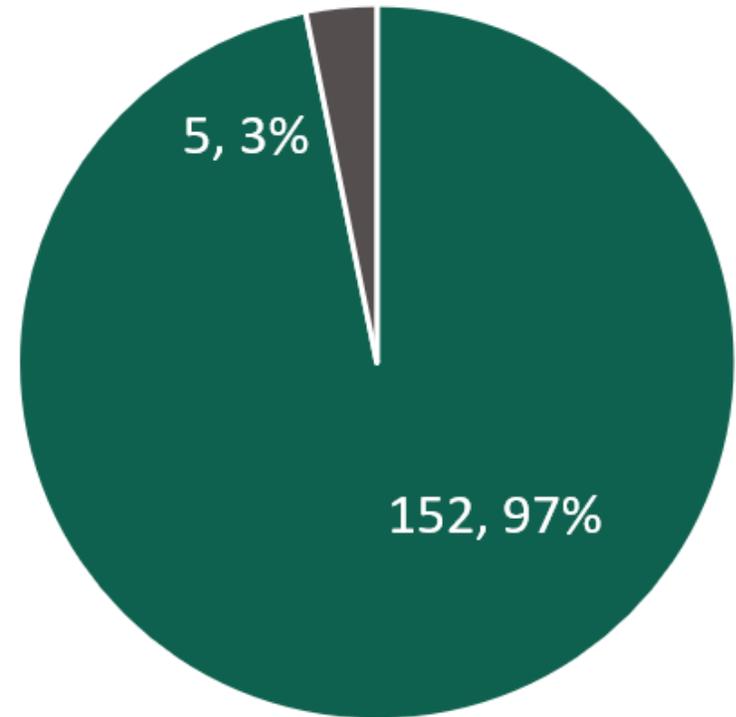
A sense of doubt in the usefulness of the institutional accessibility statement

# College



■ Statement Available ■ No Statement

# University



■ Statement Available ■ No Statement



ASPIRE

COMPLIANCE



USEFULNESS

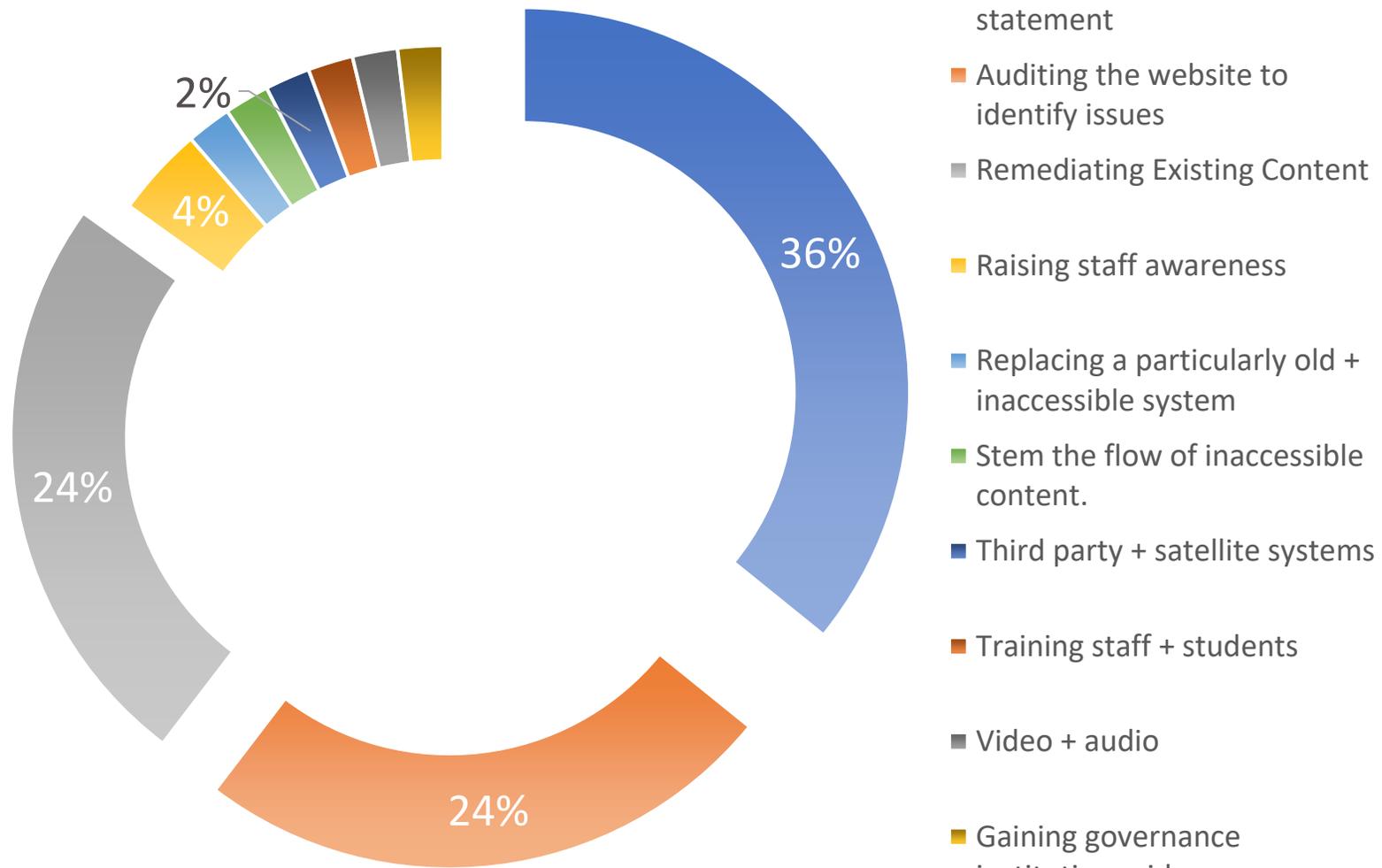
# Section 4

## Writing Useful Statements



textBOX

# What is current priority in meeting the new regulations?



# How not to write a user-focused statement



textBOX

# The GDS Sample

We want as many people as possible to be able to use this website. For example, that means you should be able to:

- change colours, contrast levels and fonts
- zoom in up to 300% without the text spilling off the screen
- navigate most of the website using just a keyboard
- navigate most of the website using speech recognition software
- listen to most of the website using a screen reader (including the most recent versions of JAWS, NVDA and VoiceOver)

<https://www.gov.uk/government/publications/sample-accessibility-statement/sample-accessibility-statement-for-a-fictional-public-sector-website>

textBOX

most of  
this  
sandwich  
is edible



textBOX

COMPLIANCE



USEFULNESS

# making a statement



- Ensure the statement is discoverable
- Use plain language
- Be specific + relevant
- Well-structured (headings)
- Ensure you include the legally required language
- Take care with claiming disproportionate burden
- Tell your story and what you have done
- Be user-focused

# the FACTS model

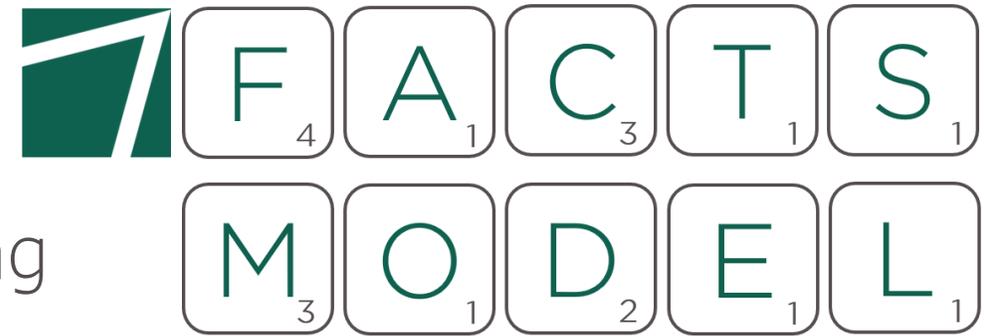
**Formative:** it makes users smarter at exploiting accessible content.

**Actionable:** it makes users resilient, helping them deal with inaccessible content.

**Compliant:** it keeps the organisation safe by covering the legal requirements.

**Transparent:** it keeps disabled users on board by being honest and accountable.

**Supportive:** it makes users confident by clarifying support options.



# Formative | Actionable | Compliant

## Formative:

**Good example:** "We have used heading styles to create an easily navigable hierarchical structure to all our text content. This allows blind users with screen readers to navigate pages very efficiently. Browser plug-ins such as Headings map for Chrome/Firefox allows sighted users to instantly navigate to the relevant part of the page."

**Poor example:** "Pages are structured using heading styles"

## Actionable:

**Good example:** "The online forms for requesting a prospectus and applying for halls of residence are not accessible to screen readers. Alternative contact details are provided on those pages."

**Poor example:** "Not all the forms on our website work with screen readers."

**Compliant:** The accessibility statement covers all legal requirements on GDS sample statement.

# Transparent | Supportive

## Transparent:

**Good example:** "The 3D virtual reality tours have no audio options for blind users. The suppliers quote £8,000 - £10,000 to make each tour accessible. This would benefit less than 4 students in a typical year. We believe this is a disproportionate burden. Blind students can already access 1:1 orientation training. We plan to keep using the 3D virtual tour which benefits around 200 students with anxiety and mobility issues."

**Poor example:** "We have several interactivities on the site. Fixing these would be a disproportionate burden."

## Supportive:

Contact information, response times and processes are explicit and supportive. Self-help resources are available where appropriate.

**Good example:** "Contact us through the email address or dedicated phone number below. We will endeavour to get back in touch with you in 2 working days. If the request will take longer than that, we will contact you to discuss options and alternatives. We can provide accessible alternatives in digital format much more quickly than physical formats such as large print or Braille."

**Poor example:** "If you have a problem email reception@university.ac.uk."



# ASPIRE education review process

 **ASPIRE**  
FACTS



Once you submit your accessibility statement to us we will assess your statement against our FACTS model: Formative, Actionable, Compliant, Transparent + Supportive.

 **ASPIRE**  
compliance



Once you submit your accessibility statement to us we will assess your statement for compliance with the Public Sector Bodies legislation.

textBOX

# ASPIRE list

## the ASPIREeducation list

---

Welcome to the ASPIRElist for education. The ASPIRElist contains the rankings of all ASPIREverified universities + colleges. How do you fare against other institutions?

Click on a row to explore a detailed dataset for each institution. Examples are provided below.

Rank	Institution	Formative + Actionable	Compliance	Transparency	Supportive	ASPIRE score (%)	Verified	Audit Date
1	AllAble Institute of Enlightenment	100	100	100	100	100	GOLD	12/08/2020
2	Xavier's School for Gifted Youngsters	69	96	94	50	87	GOLD	30/07/2020



free  
guidelines  
or bespoke  
support

## ASPIREeducation guidelines

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To learn more about the FACTS model + making your accessibility statement a more user-focused experience, please visit our guidelines pages.

[ASPIREeducation guidelines](#)



## ASPIREeducation consultancy

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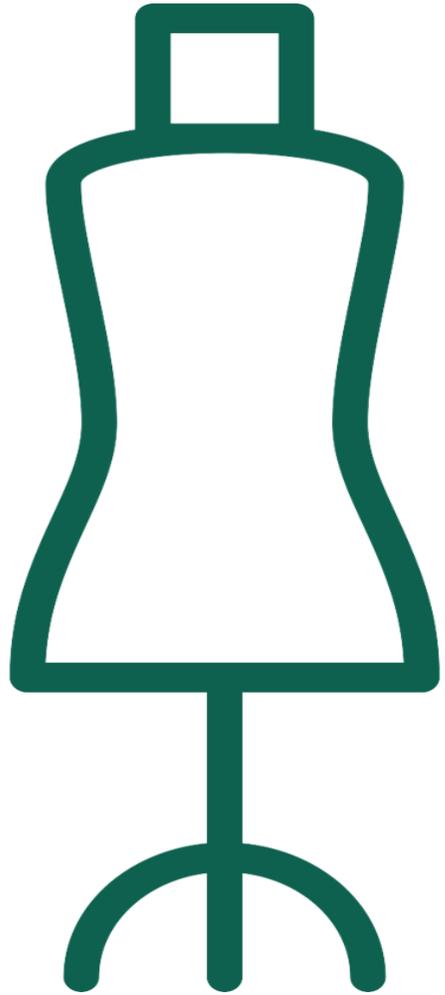
Writing a compliant + useful accessibility statement is a challenge. To help you navigate the process we've teamed up with our friends at [McNaught Consultancy](#) + [All Able](#) to provide you with expert ASPIRE consultancy services.

They will be happy to guide you through the writing process + ensure your statement achieves an excellent ASPIREscore. Learn more about [McNaught Consultancy](#) + [All Able](#) at the [ASPIREcommunity](#) link below.



[ASPIREcommunity](#)

**AllAble**



# model statement

[allable.co.uk/research/aspire-education-model-statement](https://allable.co.uk/research/aspire-education-model-statement)

[Education and Training foundation Accessibility Statement](#)

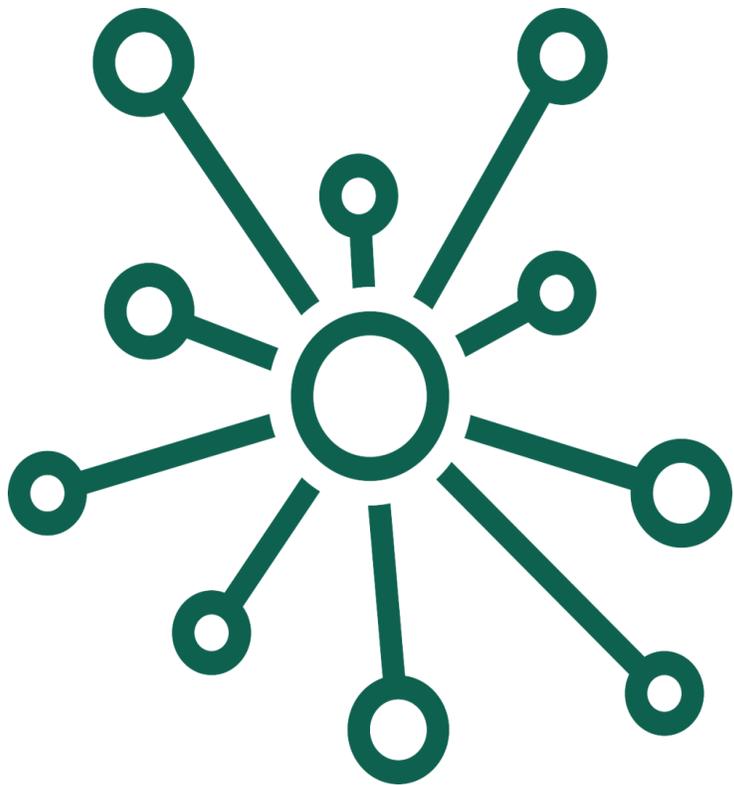
**MNaught**  
Training • Consultancy • Authoring

**AllAble**

 **ASPIRE**  
education

# Section 5

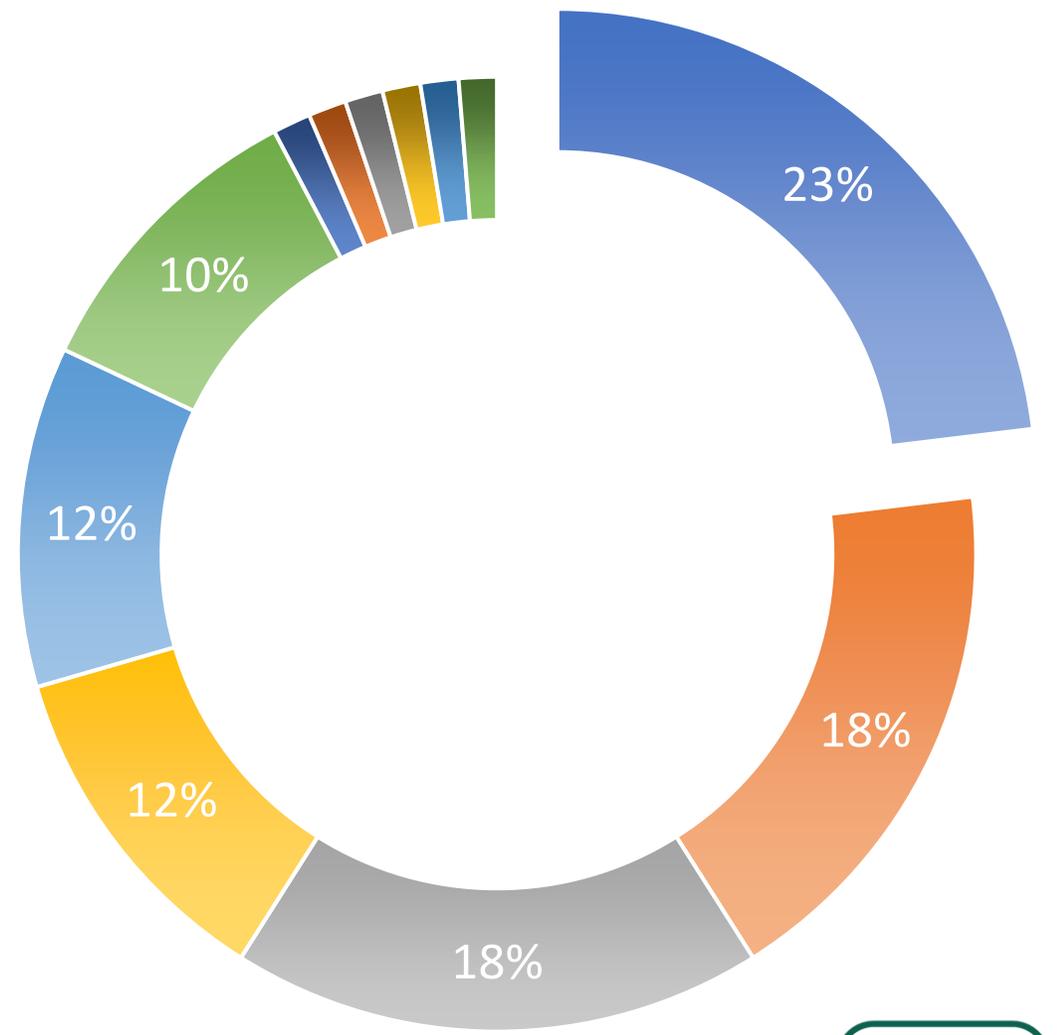
## Third Party Content



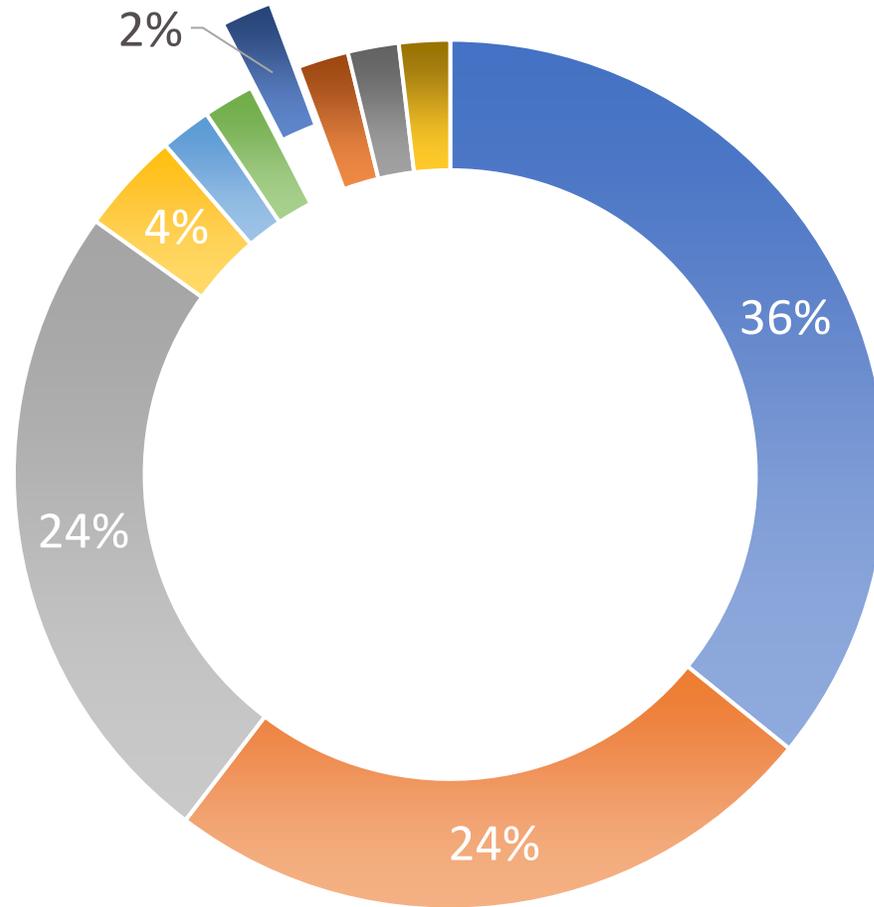
textBOX

# What are the most challenging aspects about writing an accessibility statement?

- Addressing third party content
- Assessing and justifying disproportionate burden
- Identifying non-compliant content
- Making the statement user-focused and meaningful
- Writing in plain English about technical matters
- Identifying exceptions
- Colleagues holding different meanings of the term 'compliant'
- Getting teams responsible to write them
- Identifying scope
- Lack of ownership/responsibility in institution
- Pulling it together to cover multiple component platforms in a large web presence
- Producing evidence of testing

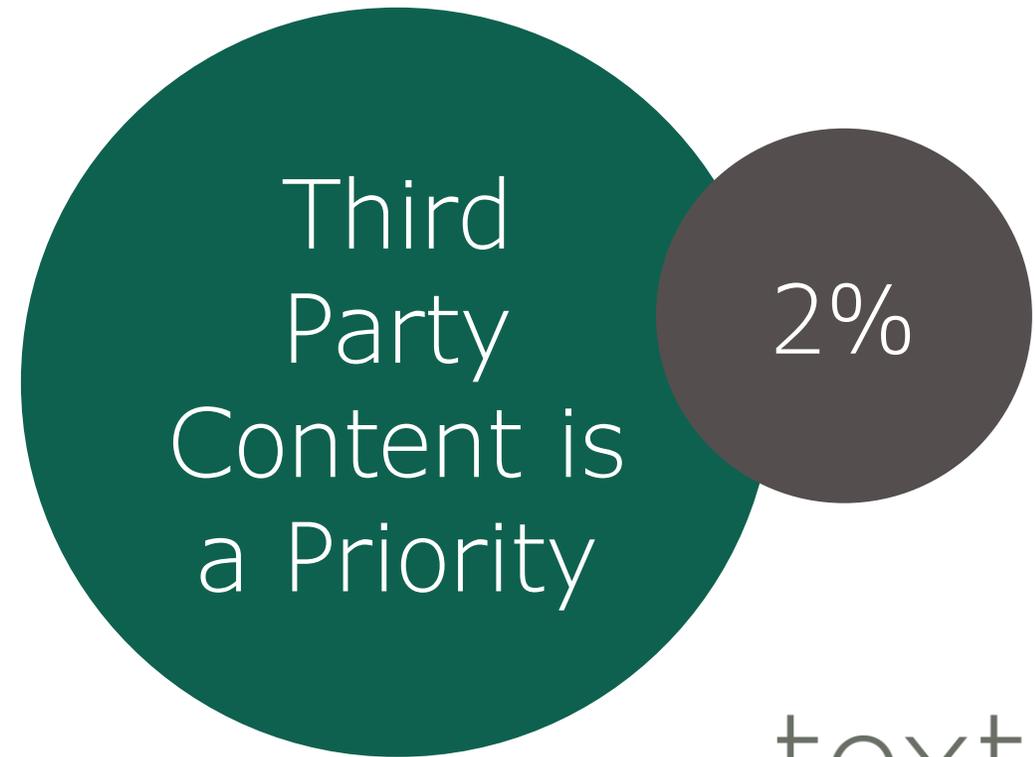
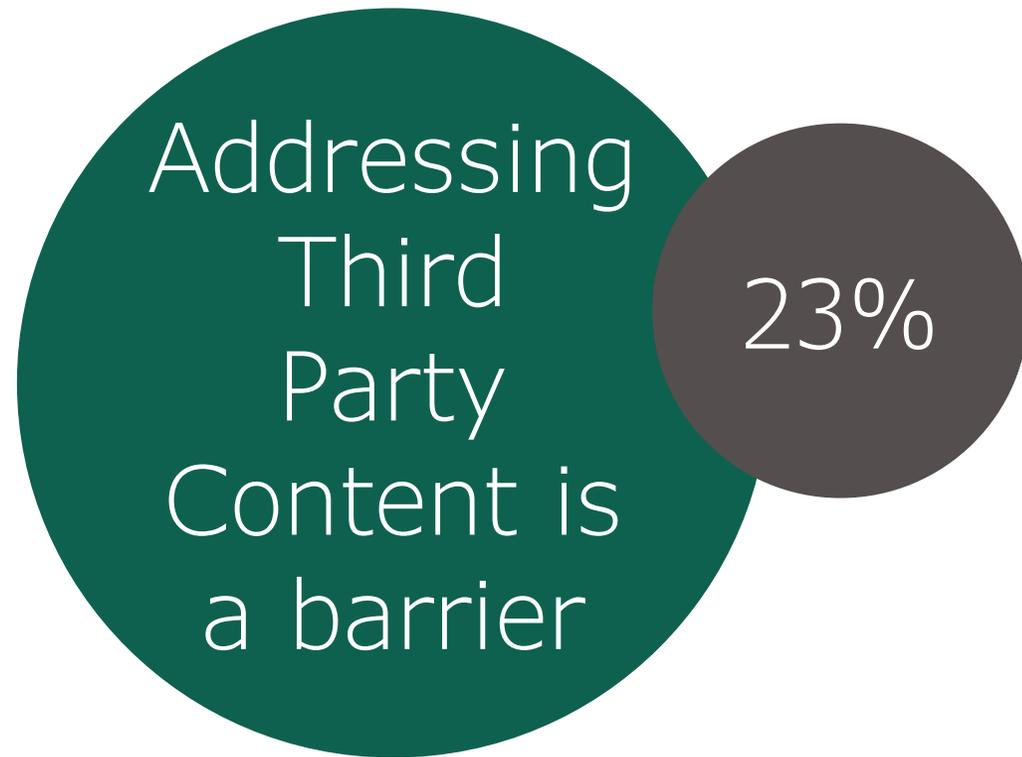


# What is your current priority in meeting the new regulations?



- Writing the accessibility statement
- Auditing the website to identify issues
- Remediating Existing Content
- Raising staff awareness
- Replacing a particularly old + inaccessible system
- Stem the flow of inaccessible content.
- Third party + satellite systems
- Training staff + students
- Video + audio
- Gaining governance institution-wide.

# close encounters of the third party kind



# responsibility

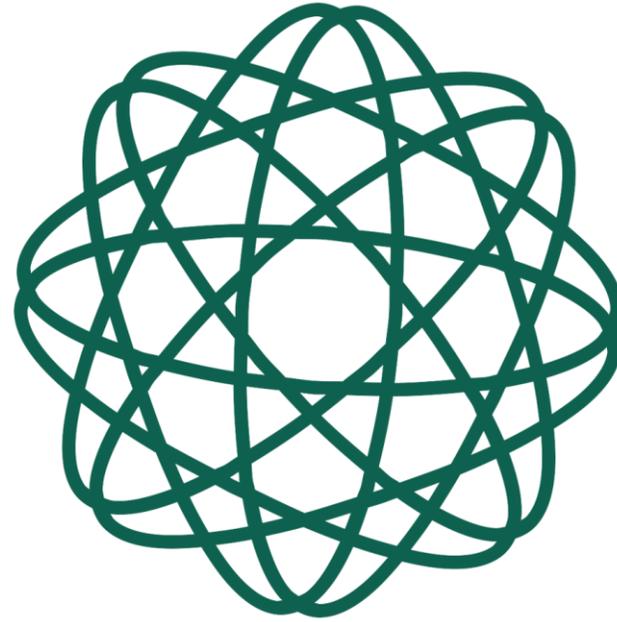


2) These Regulations do not apply to the following content of a website and mobile application of a public sector body—  
(e) third-party content that is neither funded nor developed by, nor under the control of, the public sector body.

Public Sector Bodies Accessibility Regulations

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# managing the ecosystem



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# searchBOX directory

- 6000+ organizations
- Contact information
- Statement links
- Favourites feature

**new features** 

In addition to publishers, searchBOX now includes accessibility information for universities, ebook platforms and a whole range of digital content suppliers. You can now also browse by category + create a favourites list from over 6,000 suppliers.

Learn more about how our new searchBOXexchange service can help you source accessibility statements + sign up today for the most comprehensive third party solution in the sector.

 searchBOX  
exchange

To use searchBOX, enter the publisher, institution or vendor you are searching for in the searchbox below. Click "search" or press "enter" to search the directory. Alternatively you can browse through each category by opening the dropdown menu below and selecting your preferred category.

search by keyword

search

previous search

<https://www.textboxdigital.com/searchboxhome>



# searchBOX finder

- 6000+ organizations
- Contact information
- Statement links
- Embed in statement

## introducing finder

searchBOX finder is a new service from textBOX designed to help public sector bodies address the issue of third-party accessibility statements.

Finder enables you to quickly search for the available accessibility statements held in the full searchBOX directory. Include the link to searchBOX finder in your statement to help your users find accessibility statements for third-party content + providers.



To use searchBOX finder, enter the publisher or vendor you are searching for in the searchbox below. Click "search" or press "enter" to search the directory. Alternatively you can browse through each category by opening the dropdown menu below and selecting your preferred category.

### search by keyword

[search](#)[previous search](#)

### browse by all categories



### browse by library categories only



<https://www.textboxdigital.com/searchbox-finder>



**UNIVERSITY OF LEEDS**

## Third-party content

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We know that some of the third-party content included in our websites and applications is not accessible.

The accessibility regulations do not apply to third-party content that is not funded, developed, or controlled by the University, and many of these sites have their own accessibility statements. The [searchBOX finder tool](#) allows users to search for third-party accessibility statements.

We will work with our suppliers to make sure they know about any accessibility issues we find.

UNIVERSITY OF  
**Southampton**

### Third-party content

We use third-party services and content across our website. This includes things like forms, timetables, calendars, social media feeds and more. We often do not have control over the accessibility of these, but are working with vendors and reviewing our procurement processes to make sure that as many people as possible can use these services.

We support the [searchBOX project](#), which provides a database of accessibility information about third-party vendors across the public sector. You can [search for third-party accessibility statements](#) using the free searchBOX finder tool.

University of  
**Kent**



UNIVERSITY OF  
**Southampton**



UNIVERSITY OF  
**WESTMINSTER**



EST 1892



Wrexham  
**glyndŵr**  
UNIVERSITY



**CITY**  
UNIVERSITY OF LONDON  
EST 1894

# search + compare

Imprint/Platform/Product	Owner	Country	Category
Abingdon and Witney College	Abingdon and Witney College	UK	College
Accrington and Rosedale College	Nelson and Colne College Group	UK	College
Activate Learning	Activate Learning	UK	College
Ada, National College for Digital Skills	Ada, National College for Digital Skills	UK	College
Alton College (HSDC)	Havant, South Downs and Alton Colleges	UK	College
Aquinas College	Aquinas College	UK	College
Ashbourne Independent Sixth Form College Kensington	Ashbourne Independent Sixth Form College Kensington	UK	College
Ashton Sixth Form College	Ashton Sixth Form College	UK	College
Askham Bryan College	Askham Bryan College	UK	College
Ayrshire College	Ayrshire College	UK	College
BMet	Birmingham Metropolitan College	UK	College

textBOX

# searchBOXhost



- searchBOX favourites integration
- vendor list + statement links
- branded page (logo + URL)
- bespoke marketing copy
- contact information + links

textBOX

 searchBOX  
directory

## DIRECTORY

the most comprehensive source of accessible content + contact information

FREE

 searchBOX  
finder

## FINDER

third-party search functionality for your accessibility statement

FREE

 searchBOX  
exchange

## EXCHANGE

sign up for searchBOX + ASPIRE updates, lunchBOX interviews, new feature requests, multiple vendor uploads

FREE

 searchBOX  
reach

## REACH

found a vendor without a statement? let us know + we'll encourage them to tell their accessibility story

FREE

 searchBOX  
host

## HOST

all your searchBOX favourites hosted on a bespoke, branded page to solve your third-party statement issues

FEE

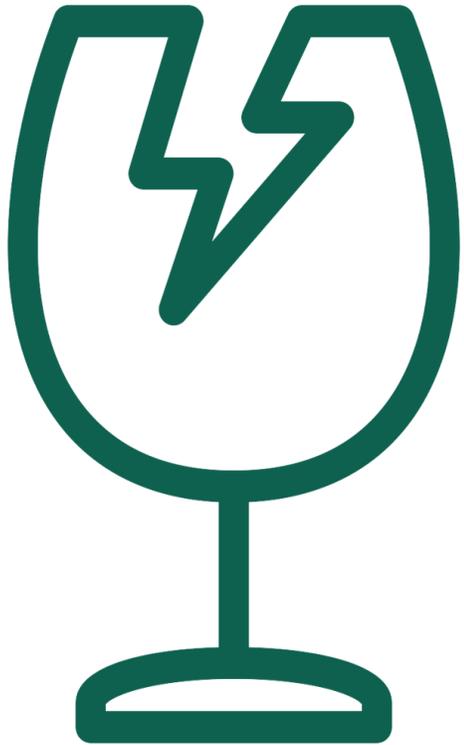
# procurement tactics



- Require accessibility statement from your suppliers as part of your procurement process + contract
- A vendor accessibility statement:
  - mitigates your risk
  - provides a better service to your users
  - saves you time + resources
  - ensures the statement is designed by the creator of the product.

# Section 6

disproportionate burden  
+ exceptions



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# Non-compliant content



- List accessibility issues
- Map to WCAG criteria
- Outline plans to address the issue

# Exceptions to the rule

(2) These Regulations do not apply to the following content

- a) office file formats published before 23rd September 2018, unless such content is needed for active administrative processes.
- b) pre-recorded time-based media published before 23rd September 2020.
- c) live time-based media.
- d) online maps and mapping services, as long as essential information is provided in an accessible digital manner for maps intended for navigational use.
- e) third-party content that is neither funded nor developed by, nor under the control of, the public sector body.
- f) reproductions of items in heritage collections that cannot be made fully accessible.

Old  
PDFs

Live  
Lecture  
Videos

Old  
Lecture  
Videos

Old  
Intranet/  
Extranet

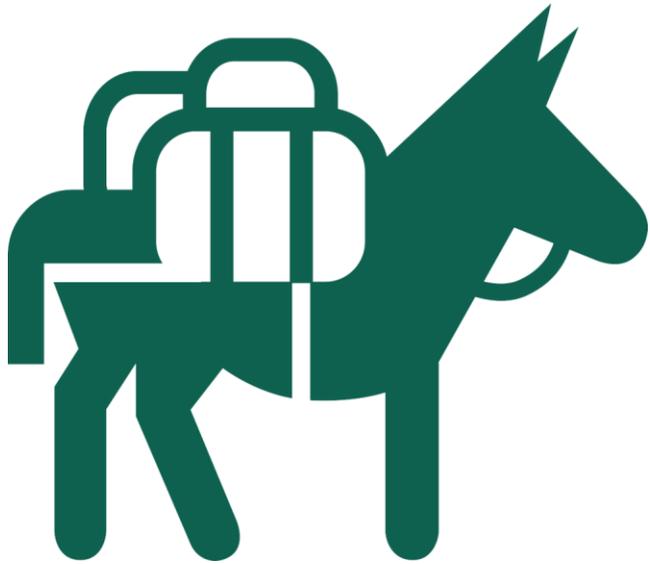
Old  
Historical  
Stuff

Online  
Maps

Third  
party  
content

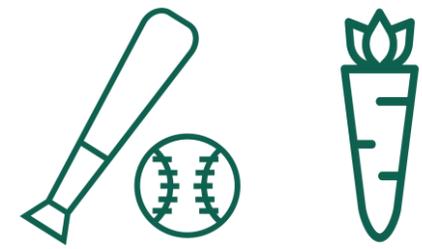
Archived  
websites

# Disproportionate Burden



- does not require a public sector body to comply with the accessibility requirement if doing so would impose a disproportionate burden on the public sector body.
- must perform an assessment of the extent to which compliance with the accessibility requirement imposes a disproportionate burden.
- the size, resources and nature of the public sector body.
- estimated costs and benefits for the public sector body in relation to the estimated benefits for persons with disabilities.
- explain in its accessibility statement the parts of the accessibility requirement that could not be complied with.
- where appropriate, provide accessible alternatives.

# failure to comply



“ The Equality and Human Rights Commission in England, Scotland and Wales and the Equality Commission for Northern Ireland in Northern Ireland will enforce the requirement.

Organisations that do not meet the accessibility requirement or fail to provide a satisfactory response to a request to produce information in an accessible format, will be failing to make reasonable adjustments. This means they will be in breach of the Equality Act 2010 and the Disability Discrimination Act 1995. The EHRC and ECNI can therefore use their legal powers against offending organisations, including investigations, unlawful act notices and court action.

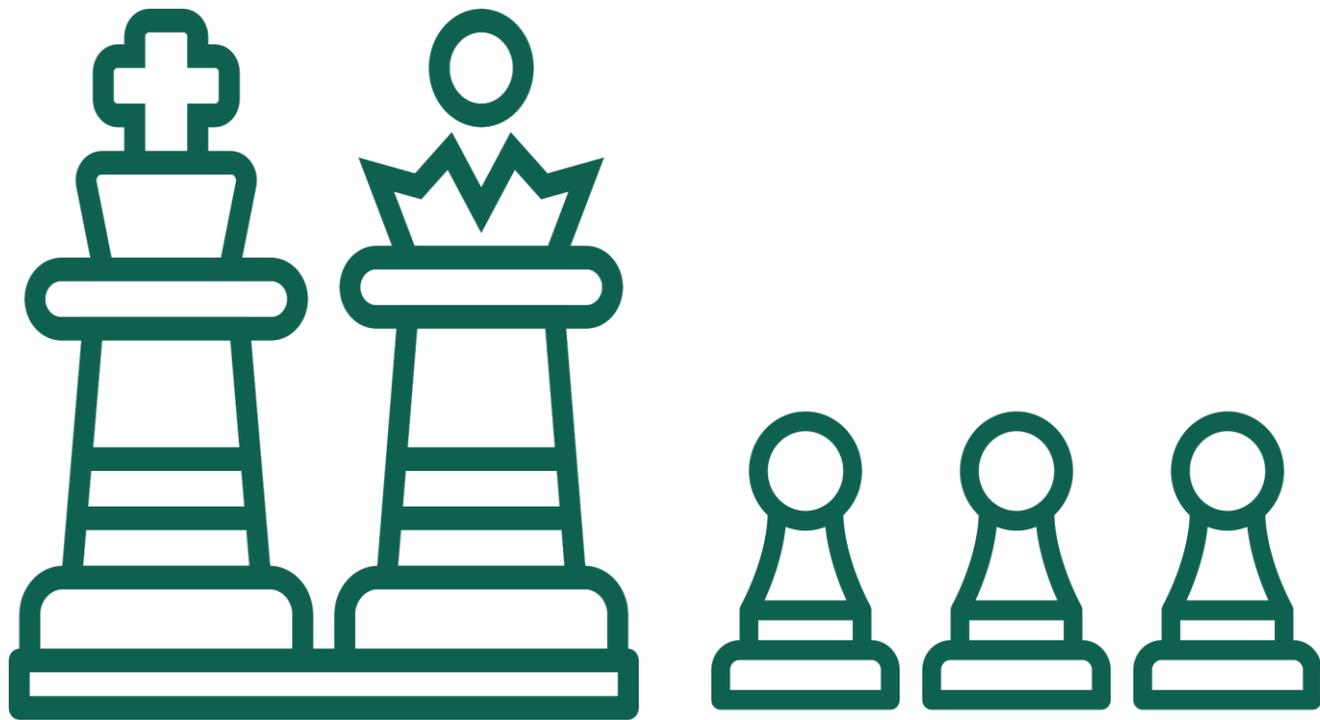
<https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps#history/>

<https://www.lexdis.org.uk/digital-accessibility/digital-accessibility-regulations/monitoring-and-enforcement/>

textBOX

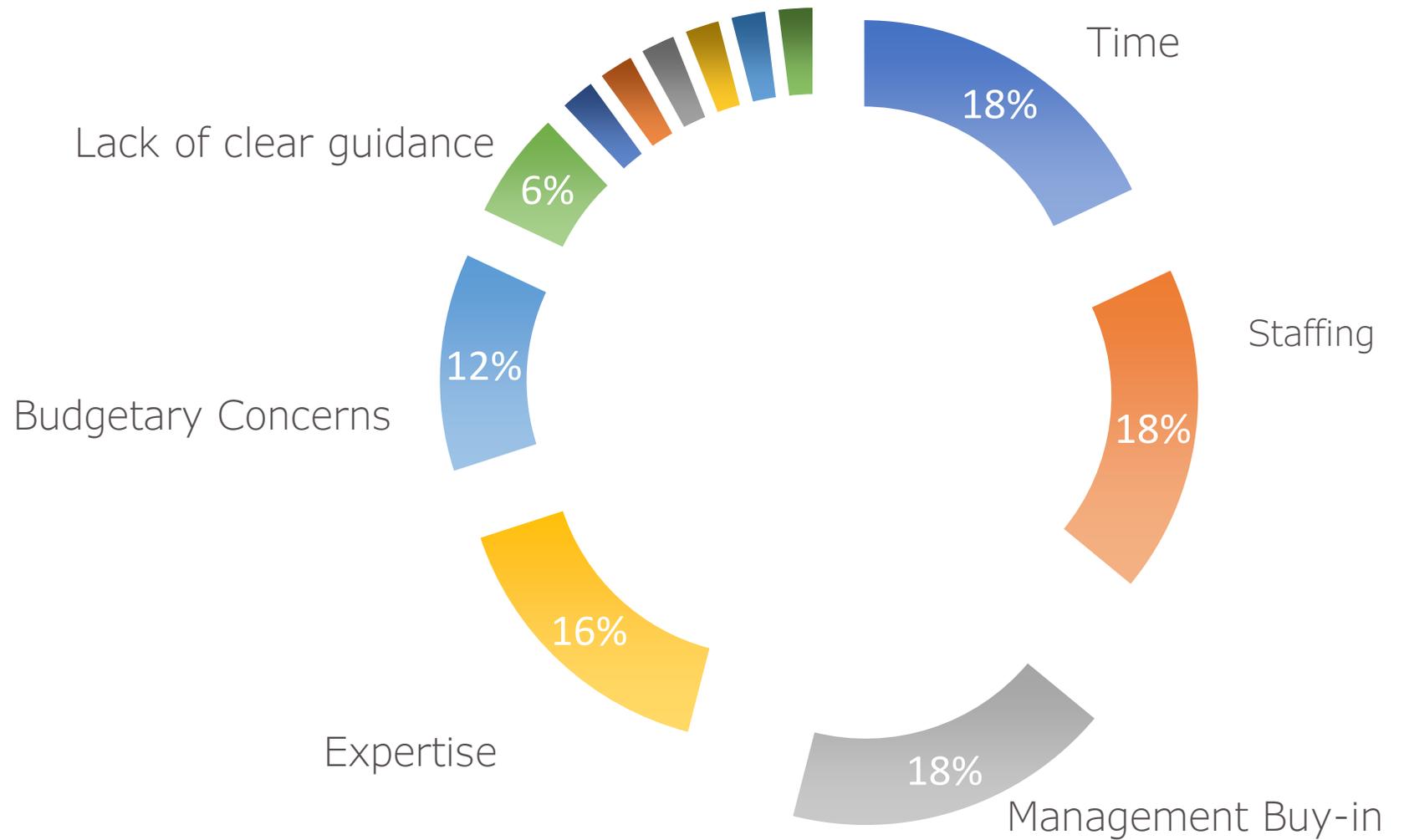
# Section 7

## Senior Management



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What are the biggest barriers to implementing accessible practices at your institution?



- There is **no silver bullet** because there is **no single cause** of an inaccessible digital experience.
- Accessibility will only **become the norm** when it is part of **policy and practice**.
- “There are 3 layers within the organisation to consider.”  
Alistair McNaught



# Foundations

Policy layer

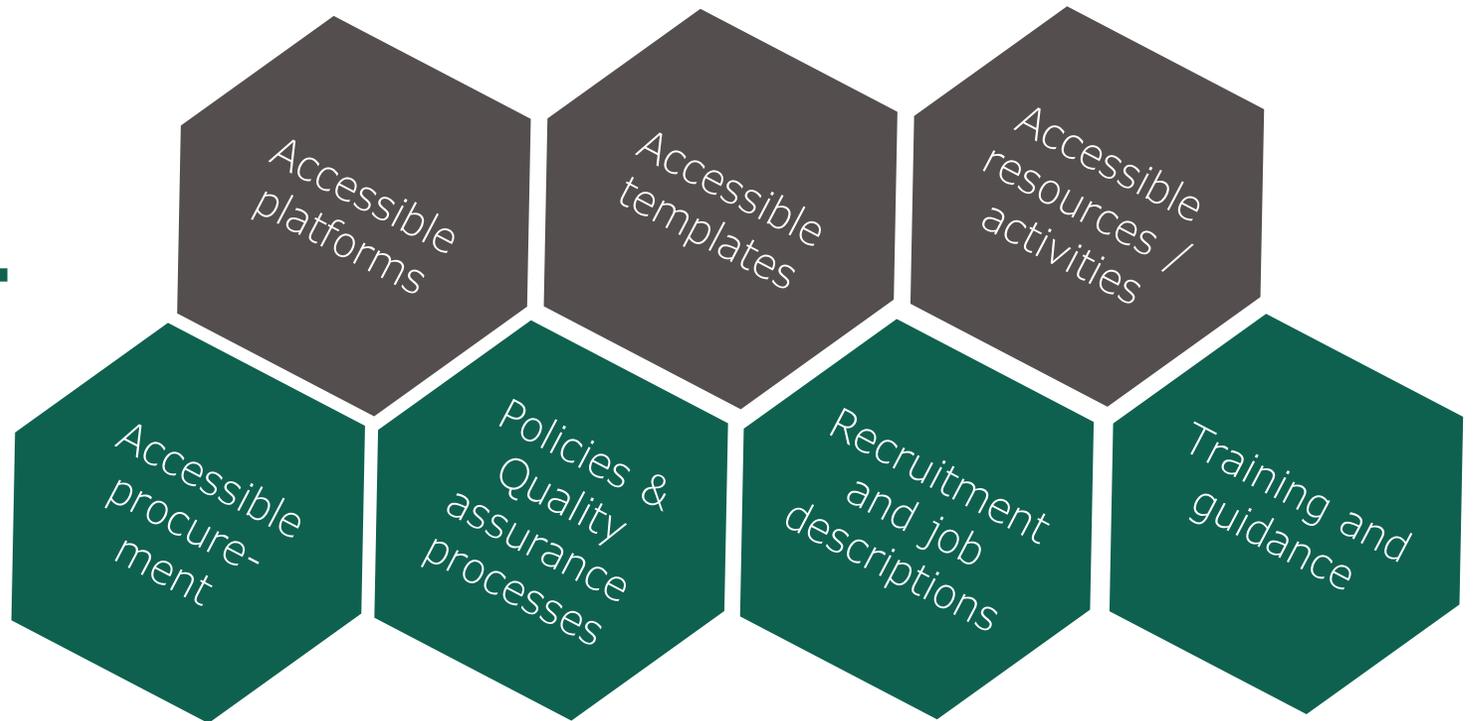
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# Basement

Technology layer

Policy layer

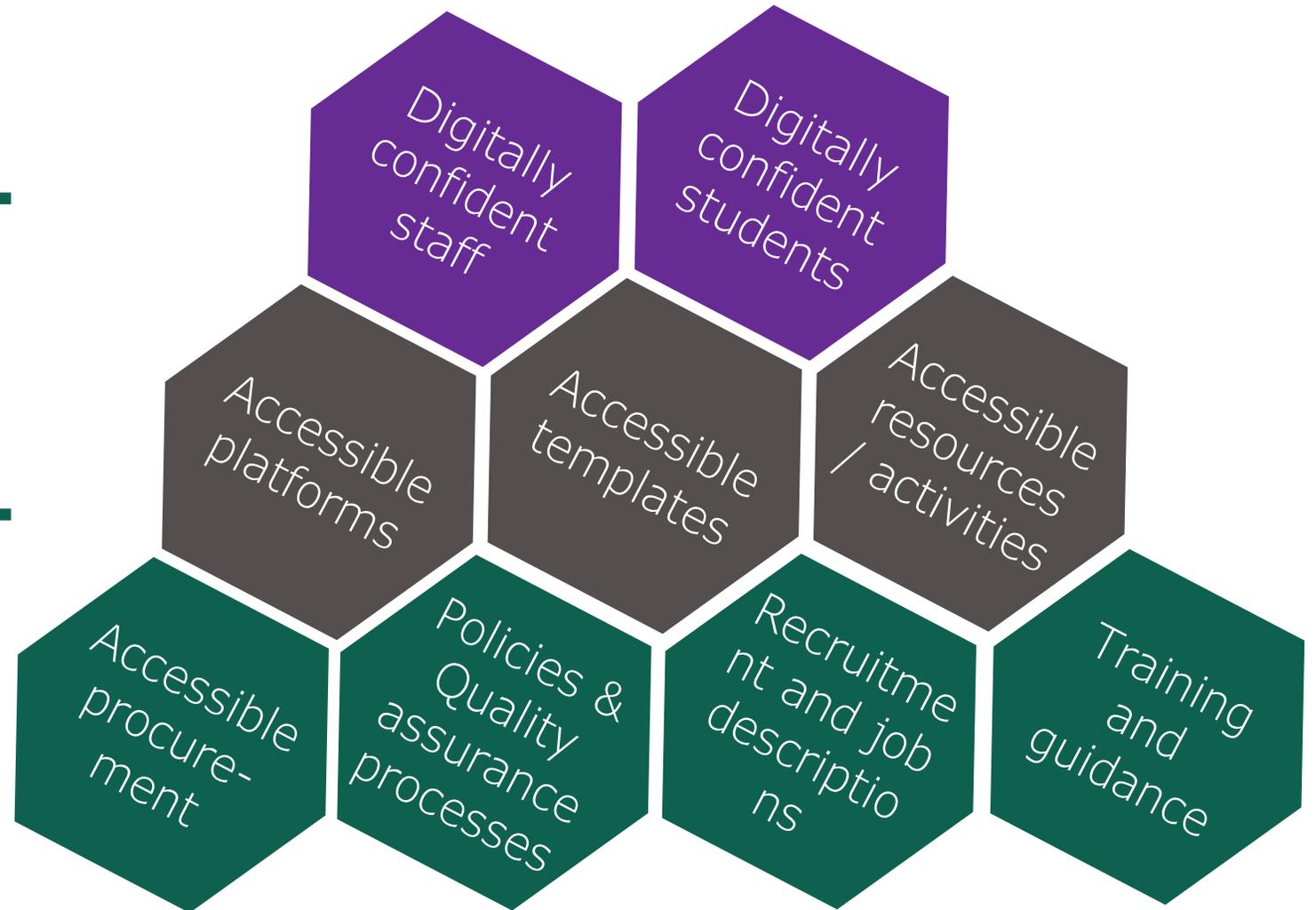


# Living Area

People layer

Technology layer

Policy layer

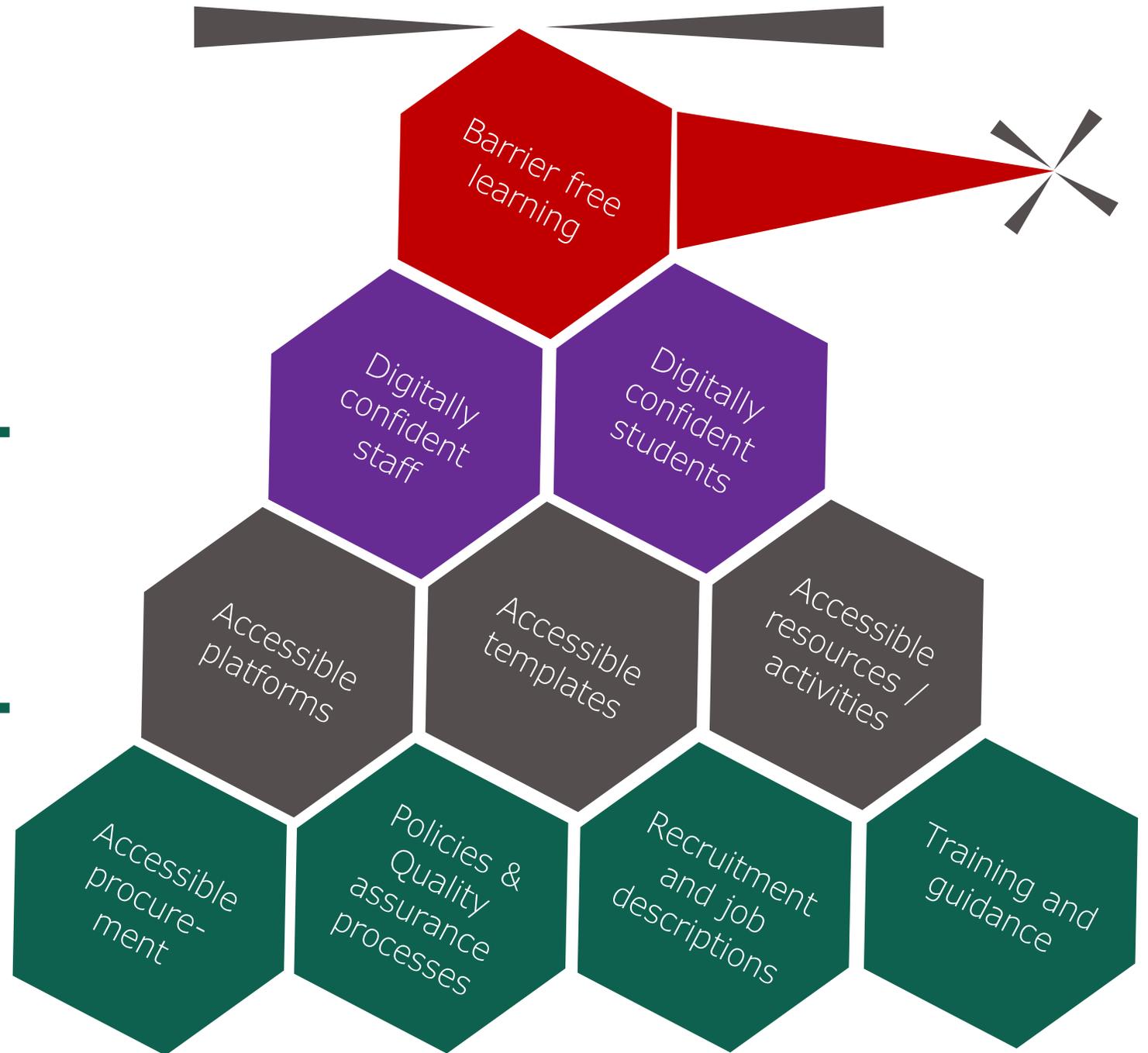


# Helipad

People layer

Technology layer

Policy layer



# 3 minutes from risk

Issues	
Text Alternatives	
<b>A</b> Non-text Content 1.1.1	7 occurrences
Adaptable	
<b>A</b> Info and Relationships 1.3.1	87 occurrences
Distinguishable	
<b>AA</b> Contrast (Minimum) 1.4.3	25 occurrences
Navigable	
<b>A</b> Bypass Blocks 2.4.1	1 occurrence
<b>A</b> Link Purpose (In Context) 2.4.4	39 occurrences
Predictable	
<b>A</b> On Input 3.2.2	4 occurrences
Input Assistance	
<b>A</b> Labels or Instructions 3.3.2	12 occurrences
Compatible	
<b>A</b> Parsing 4.1.1	39 occurrences
<b>A</b> Name, Role, Value 4.1.2	16 occurrences

### Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

**Contrast** — These are opportunities to improve the legibility of your content.

- Background and foreground colors do not have a sufficient contrast ratio.

**ARIA** — These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.

- ARIA IDs are not unique

**Navigation** — These are opportunities to improve keyboard navigation in your application.

- Heading elements are not in a sequentially-descending order

**Names and labels** — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

- Form elements do not have associated labels
- Links do not have a discernible name

### Accessibility Audit Summary

- 14 Errors**
  - 5 X Missing form label
  - 8 X Empty link
  - 1 X Broken ARIA reference
- 25 Contrast Errors**
  - 25 X Very Low Contrast
- 16 Alerts**
  - 1 X Fieldset missing legend
  - 1 X Missing first level heading
  - 1 X Skipped heading level
  - 4 X Redundant link



SITEIMPROVE



WAVE



LIGHTHOUSE

- One college, one click (SiteImprove), many issues.
- Repeat (Wave, Lighthouse)
- Compare with accessibility statement.
- Contact solicitor.
- Evidence (para 12 (a), (b))

'A "failure to make a reasonable adjustment" in this regulation means a failure to make a reasonable adjustment for the purposes of—  
(a) sections 20, 21 and 29 of the Equality Act 2010; or  
(b) sections 19 to 21 and 21B to 21E of the Disability Discrimination Act 1995(13).'



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# devolved responsibilities

## AUTHOR'S RESPONSIBILITY

- Page titles
- Meaningful hyperlink text
- Text alternatives for images (where needed) or mark decorative for eye-candy.
- Heading structure for pages
- Transcripts for video or captions
- Colour contrast
- Captions for video
- Scene description for video

## DEVELOPER/SYSTEM RESPONSIBILITY

- Tab order
- Reflow and magnification
- Skip links for keyboard users
- Keyboard accessibility for menus, video controls etc.
- Heading structure
- Screenreader accessible forms and interactivities.
- Screenreader error trapping.

## SENIOR MANAGER RESPONSIBILITY

- Vision
- Coherence
- Risk assessment
- Empowering
- Facilitating
- Policy integration
- Job descriptions
- Quality assurance and reporting

# Section 8

## Tools + Remediation



textBOX



a little  
help from  
your  
friends

# advice

# help

JISC  
COMMUNITY

ABILITYNET

GDS

LEXDIS  
ARCHIVES

W3C

ASPIRE  
RESOURCES

textBOX

# Accessibility Regulations



What you need  
to know

Jisc

textBOX

# Auditing websites



textBOX

# support options



- DIY tools
  - [GDS basic checklist](#)
  - [McNaught/James checklist template](#)
  - [LexDis accessibility toolkits.](#)
  - [University of Southampton Web2Access tests](#)
  - [Guidance on auditing a website](#)
- Professional audit – short form
  - [AbilityNet FE/HE digital accessibility bundle](#)
  - [All Able](#)
- Professional audit – long form
  - AbilityNet (and others) deep audit

# Web2Access Checker

Results for https://www.textbox.com/ [redacted]

All URLs reviewed: [redacted]

Last updated: 04 September 2020

Results Accessibility Statement

1. Login, Signup and Other Forms Issues: 0

2. Content Description and Text Alternatives Issues: 2

WCAG Success Criterion	2.5.3 - Label in name
Technique	F96
WCAG Conformance Level	A
Message	Failure due to the accessible name not containing the visible label text.
Type	Error
<a href="#">Show Context</a>	

WCAG Success Criterion	1.1.1 - Non text content
Technique	H37
WCAG Conformance Level	A
Message	Img element missing an alt attribute. Use the alt attribute to specify a short text alternative.
Type	Error
<a href="#">Show Context</a>	

3. Link Target Definitions Issues: 0

4. Logical Page Structure and Order Issues: 7



## Non compliance with the accessibility regulations

[Note: In this subsection, list:

- accessibility problems
- which of the WCAG 2.1 AA success criteria the problem fails on
- when you plan to fix the problem

Do not include any problems where you're claiming disproportionate burden, or where the problem regulations (those should go in the subsections below).]

There exists a failure for WCAG 2.1 success criterion 1.1.1 - Non text content.

We plan to *[resolution to above issue]* by September 2020. We will make sure that we meet the accessibility Non text content.

There exists a failure for WCAG 2.1 success criterion 2.5.3 - Label in name.

We plan to *[resolution to above issue]* by September 2020. We will make sure that we meet the accessibility Label in name.

There exists a failure for WCAG 2.1 success criterion 1.3.1 - Info and relationships.

We plan to *[resolution to above issue]* by September 2020. We will make sure that we meet the accessibility Info and relationships.

<https://web2access.org/reviews/new>



# tools

[WAVE](#)

[NVDA](#)

[ZOOM TEXT](#)

[WEB2ACCESS](#)

[BLACKBOARD  
ALLY](#)

[AXE](#)

[CHROMEVOX](#)

[HEADINGS MAP](#)

[SITEIMPROVE](#)

[MICROSOFT  
ACCESSIBILITY  
CHECKER](#)

[MICROSOFT  
ACCESSIBILITY  
INSIGHTS](#)

[WEBAIM  
CONTRAST  
CHECKER](#)

[FIREFOX  
ACCESSIBILITY](#)

[READ + WRITE  
GOLD](#)

[LEXDIS TOOLKIT](#)

[CHROME  
LIGHTHOUSE](#)

[TOTA11Y](#)

[SILKTIDE](#)

[JAWS](#)

[ANDI](#)

# help

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# remediation

help

Remediating existing content:

- [AbilityNet](#): bespoke support with accessibility improvements and training.
- [codemantra](#): support for bulk transformation of PDFs
- [Brickfield](#): Support for Moodle accessibility enhancements
- [Blackboard ALLY](#): accessible content creation for VLEs
- [Sensus Access](#): VLE alternate media solution

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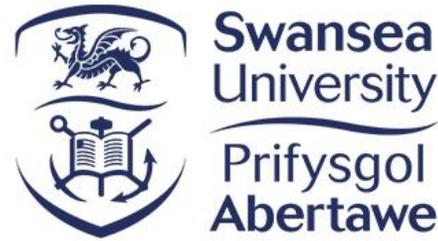
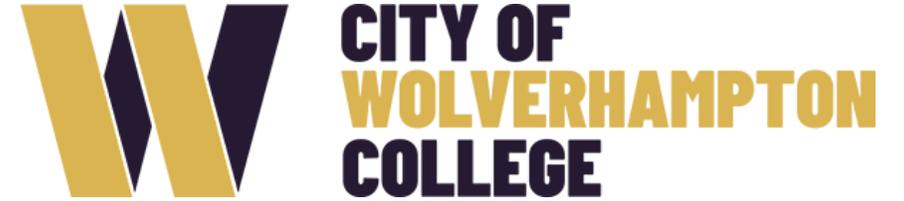
# statement writing

help

Consultancy services:

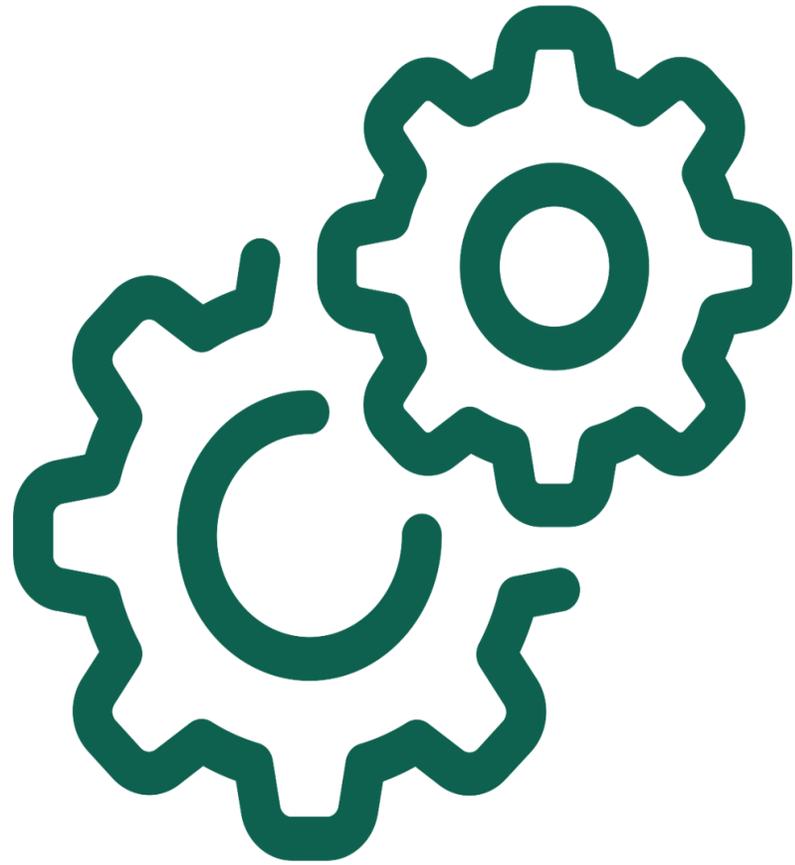
- [ASPIREeducation](#) + [All Able](#) writing support.
- [ASPIREeducation self-assessment FACTS tool](#).
- [ASPIREeducation review + scoring service](#).
- [AbilityNet](#) accessibility statement mapping service.

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IDEAS

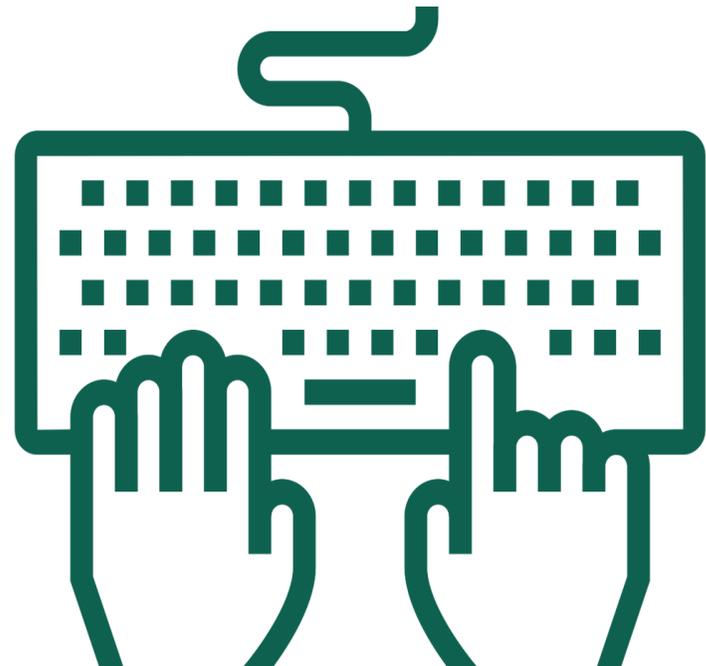


TOOLS



SUPPORT

tell your  
accessibility  
story



textBOX

# questions

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textBOX The logo for textBOX, where the word 'text' is in a dark grey sans-serif font and 'BOX' is in a bold, dark grey sans-serif font. The 'BOX' is enclosed within a dark green speech bubble outline that has a tail pointing downwards and to the left.