

designing printed materials and forms

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Make sure that your materials are easy to read

Use font sizes between 12–14 point (size 14 is ideal) and clear font types such as Arial, Univers and New Century Schoolbook. Make sure there is good colour contrast between the text and background. Black on white is ideal. Choose uncluttered layouts with lots of space.

The RNIB* offers further guidance.

Use accessible language

- Use plain English
- Keep your sentences short
- Speak directly to your readers
- Use 'you' and 'we'
- Choose words appropriate for the reader, using the simplest words that get the message across
- Use active verbs
- Don't be afraid to give direct instructions
- Use positive language
- Use lists where appropriate

Refer to the Plain English Campaign website* or contact Mencap* for further guidance.

*see contacts page 69



I would like to know what you would like to do. I am also happy to talk to you and carers or other people who you are involved with.

I will telephone you within the next couple of weeks to arrange an appointment to come and see you.

If you have any questions about this please phone me on 020 7506 2354

Yours sincerely

A handwritten signature in cursive script, appearing to read 'Sarah Wells'.

Sarah Wells
Volunteer Coordinator

It can be helpful to mix written information with pictures or symbols.

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Make information available in alternative formats

Not everyone can read printed material. Core information should be made available in a variety of formats. This could include: audio tape, large print, Braille. State on your printed materials that the information is available in other formats. It can be helpful to mix written information with pictures or symbols. Suitable symbols are available from Boardmaker* or CHANGE*. The RNIB* offers a transcription service for audio tape and Braille.

Ensure forms are easy to complete

Keep questions simple and make it clear what is being asked for. Leave plenty of space for answers. Bear in mind that people with visual impairments or impairments affecting hand movement may have larger handwriting. State on your form that support is available to complete it.

Look at the accessibility of your website

The internet is an important communication tool for young disabled people. The World Wide Web Consortium* offers guidelines, techniques, and tools for website accessibility. Guidance is also available from the RNIB*.

*see contacts page 69