Vista's Make it Clear Guidelines

People living with a sight loss, sensory disability or another condition such as dyslexia may experience problems accessing information, especially in a printed format.

Here are our guidelines that may help you improve the accessibility of information that you provide to your audience.

- **Alternative formats**: supply information in alternative formats, such as audio, Braille or e-mail on request. Remember that photos cannot be Brailled, but a description can.

- **Bullet points**: use square bullet points, as they help to line up text across the page.

- **Capital letters**: use lower case, not capitals, as capital letters give no shape to the words.

- **Colour blindness**: avoid red and green colour combinations, as these can cause problems for people with the most common form of colour blindness.

- **Colour contrast**: ensure good colour contrast - black on yellow is a good alternative to black on white, which may cause glare.

- **Content**: do not try to squeeze too much information in. Think about reducing the content before reducing the font size.

- **Dotted lines**: avoid using dotted lines; a solid line should be used.

- **Emphasis**: bold can help text stand out, however do not use italic text and avoiding underlining, as this can make text more difficult to read.

- **Font size**: large print usually means 16 or 18 font, however ask a person with sight loss which is their preferred font size.

- **Font type**: use a clear, plain font such as Verdana, Arial, Century Gothic or Tahoma.

- **Hyphenating words**: do not use hyphenated words at the end of sentences, as split words can be difficult to read.

- **Language**: use clear, uncomplicated language and avoid jargon.

- **Layout**: use a neat, consistent and uncluttered layout.

- **Margins**: it is helpful if the left hand margin on stapled documents is at least 2.5 cm, to leave more room for people who need to use a magnifier.

- **Maximum characters**: keep lines of type to a reasonable length of around 70 characters or less.

- **Numbering**: page numbers should be in the bottom right hand corner.

- **Paper thickness**: avoid paper that is too thin, as print from the other side can show through and can be confusing. 120gsm is a good paper thickness to use.

- **Spacing**: allow adequate space between lines of text and between paragraphs and columns.

- **Text alignment for paragraphs**: range text to the left, not centered, justified or ranged to the right.

- **Type of paper**: use matt or silk paper, as glossy paper can create glare and reflection.

Under the Equality Act 2010, employers and service providers have a legal requirement to make reasonable changes to the way things are done, provide information in accessible formats, and to provide auxiliary aids and services. For further information, contact our Helpline on **0116 249 8839**.